



# AMITY UNIVERSITY

MADHYA PRADESH

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

## AMITY BUSINESS SCHOOL

### Course Handout

Course : Elementary Business Mathematics

Course Code : BBM 101, Crédits : 03, Session : 2017-18 (Odd Sem.), Class : B Com (Hons) 1st Year

### PROGRAMME OUTCOMES

#### Bachelor of Commerce

2017-18

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

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

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

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

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

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

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



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

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

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

| PROGRAMME<br>ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| I SEM                            | BBM<br>101 | 1   | " " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " "   |



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|                                                                                        |
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| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                               |
| AMITY BUSINESS SCHOOL                                                                  |
|                                                                                        |
| Course Handout                                                                         |
| Course : Elementary Business Mathematics                                               |
| Course Code : BBM 101, Credits: 03, Session :2017-18 (Odd Sem.), Class : BCOM 1st Year |

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

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

**BBM 101.1** Understand set theory and functions in Business and Economics Limits.

**BBM 101.2** Analyse Basic Counting Principle, Permutation and Combinations **BBM**

**101.3** Apply Simple, Compound Interest and Annuities

**BBM 101.4** Evaluate Matrices, Determinants and Numerical Problems

**A. Program Outcomes:**

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

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

**A. Assessment Plan:**

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

## B. Syllabus

### Module I: Set Theory & Functions

Theory of Sets: Meaning; Elements; Types of sets, Subsets; Super sets & Power sets;

Operation on sets, Venn diagrams, Cardinal no of a set and Applications of set theory; Concept of inclusion-exclusion principle with simple example, Finite, Countable or Infinite sets; Cartesian product of sets. Real number systems, Constant and variable, functions, types of functions, Some useful functions in Business and Economics limits and continuity of a function of one variable.

### Module II: Techniques of counting and Number System

Basic counting principle, Factorial Notation; Binomial coefficient; Permutations and Combination; Permutation with restriction; Circular Permutation and Combination with restriction. Series and Sequence- A.P. and G.P.

### Module III: Simple, Compound Interest and Annuities

Simple Interest, Compound interest (Nominal and effective rate of interest), Concept of present value and amount of sum, Concept of discount, Types of annuities, present value and amount of an annuity, including the case of continuous compounding.

### Module IV: Matrices & Determinants

Matrices; concepts and types; properties; Addition; Multiplication; Transpose and inverse of matrix; Algebra of matrices; Ad joint of a matrix; Determinants; Properties of determinants; Solution of simultaneous Linear Equations; Business applications of matrices; Solution using inverse of the coefficient matrix; Numerical Problems.

#### A. Examination Scheme:

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

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

#### Text & References:

Text:

- Singh J K & Singh Y P (2010), Business Mathematics, Second Edition, Brijwasi Book Distributors and Publishers
- Gupta S P, Statistical Methods, S. Chand & Co.
- Raghavachari M, Mathematics for Management, Tata Mc. Graw Hill
- Piskunov N, Differential & Integral Calculus, Moscow MIR Publishers
- Sancheti & Kapoor, Business Mathematics, Sultan Chand & Sons

- J. K. Sharma Business mathematics- Theory and Applications, Ane Books India.

## Lecture Plan

| Lecture | Topics                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|--------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Theory of sets                                               | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Types of Sets                                                | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Subsets; Super sets & Power sets                             | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Operation on sets                                            | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Venn diagrams                                                | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | Cardinal no of a set and Applications of set theory          | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Concept of inclusion-exclusion principle with simple example | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 10      | Finite, Countable or Infinite sets                           | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 11      | Cartesian product of sets                                    | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 12      | Real number                                                  | Lecture          | BBM 101.1        | Mid Term-                        |

|    |                                                                                                      |         |           |                                  |
|----|------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | systems                                                                                              |         |           | 1, Quiz & End Sem. Exam          |
| 13 | Constant and variable                                                                                | Lecture | BBM 101.1 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Functions, types of functions                                                                        | Lecture | BBM 101.1 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Some useful functions in Business and Economics limits and continuity of a function of one variable. | Lecture | BBM 101.1 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Basic counting principle                                                                             | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Factorial notation                                                                                   | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Binomial coefficient                                                                                 | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Permutations and Combination                                                                         | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 20 | Permutation with restriction                                                                         | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 21 | Circular permutation and Combination with restriction                                                | Lecture | BBM 101.2 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Series and sequence-A.P.                                                                             | Lecture | BBM 101.2 | Mid Term-2, Quiz &               |

|    |                                                            |         |           |                                  |
|----|------------------------------------------------------------|---------|-----------|----------------------------------|
|    | and G.P                                                    |         |           | End Sem.<br>Exam                 |
| 23 | Simple Interest                                            | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Compound interest (Nominal and effective rate of interest  | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Concept of present value and amount of sum                 | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Concept of discount                                        | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Types of annuities, present value and amount of an annuity | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | case of continuous compounding                             | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Matrices; concepts ,types and properties                   | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Addition; Multiplication; Transpose and inverse of matrix  | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Algebra of matrices; Adjoint of a matrix                   | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Determinants; Properties of determinants                   | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Solution of                                                | Lecture | BBM 101.4 | Mid Term-                        |

|    |                                                  |         |           |                                  |
|----|--------------------------------------------------|---------|-----------|----------------------------------|
|    | simultaneous Linear Equations                    |         |           | 2, Quiz & End Sem. Exam          |
| 34 | Business applications of matrices                | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Solution using inverse of the coefficient matrix | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Numerical Problems                               | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |

#### A. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                                            | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|-----------|----------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|           |                                                                      | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BBM 101.1 | Understand set theory and functions in Business and Economics Limits | “<br>-<br>”                         | “<br>”      | “<br>”      | “<br>”      | “<br>”      | 2           | “<br>”      | “<br>”      | 2           | “<br>”       |  |  |
| BBM 101.2 | Analyse Basic Counting Principle, Permutation and Combinations       | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>”      | “<br>”      | 1           | “<br>”       |  |  |
| BBM 101.3 | Apply Simple, Compound Interest and Annuities                        | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>”      | “<br>”      | 1           | “<br>”       |  |  |
| BBM 101.4 | Evaluate Matrices, Determinants and Numerical Problems               | “<br>”                              | “<br>”      | 2           | “<br>”      | “<br>”      | 2           | “<br>”      | “<br>”      | 1           | “<br>”       |  |  |



| Amity Business School<br>I MID-SEMESTER (SEM –I) 2017-18                                                                                                                     |              |                                                                             |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honors) I Semester                                                                                                                                             |              |                                                                             |          |           |                |          |
| Subject Name:<br>BBM 101 ELEMENTARY BUSINESS<br>MATHEMATICS                                                                                                                  |              | Time: 1.5 Hours                                                             |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                      | Remembering  | Understanding                                                               | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                          | Q.1,4        | Q.2,3                                                                       | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand set theory and functions in Business and Economics Limits.<br>CO2: Analyze Basic Counting Principle, Permutation and Combinations |              |                                                                             |          |           |                |          |
| CO Map                                                                                                                                                                       | Question No. | Question                                                                    |          |           |                | Marks    |
| CO1                                                                                                                                                                          | Q.1          | Explain in brief the rational for studying elementary business mathematics. |          |           |                | 3        |
| CO1                                                                                                                                                                          | Q.2a         | Explain types of Set                                                        |          |           |                | 3        |
|                                                                                                                                                                              | Q.2b         | Explain real number system                                                  |          |           |                | 3        |
| CO2                                                                                                                                                                          | Q.3          | Discuss finite set                                                          |          |           |                | 6        |
| CO2                                                                                                                                                                          | Q.4          | What is binomial coefficient                                                |          |           |                | 3        |
| CO2                                                                                                                                                                          | Q.5a         | Explain factorial notation                                                  |          |           |                | 3        |
|                                                                                                                                                                              | Q.5b         | Differentiate between permutation and combination                           |          |           |                | 3        |
| CO2                                                                                                                                                                          | Q 6          | Explain series and sequence                                                 |          |           |                | 6        |

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



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## Attainment

|                  |                                                    |
|------------------|----------------------------------------------------|
| Session          | 2017-18                                            |
| Course Name      | B. Com (Hons)                                      |
| Semester         | 1st Semester                                       |
| Subject Code     | BCH 105                                            |
| Subject Name     | Business Mathematics - I                           |
| Attainment Level | L 45% of the students secured more than 60 % marks |

### Note:

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



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AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

Course: Business Organization & Management

## PROGRAMME OUTCOMES

Bachelor of Commerce (H)

2017-18

### Programme Outcomes:

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

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

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

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| I SEM                               | BCH<br>101 | 3   | 1   | 3   | 1   | 3   | 1   | 3   | 2   | 3   | 2    |



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|                                                                                         |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                         |
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>Course Handout</b>                                                                   |
| Course: Business Organization & Management                                              |
| Course Code : BCH101, Crédits : 04, Session :2017-18 (Odd Sem.), Class : BCOM. 1st Year |

## **A. Introduction:**

This course aims to provide students with an understanding of the principles and practices of organization and management. This course enables students to understand the fundamental management theories and their evolution, identify the elements of the organizational environments, manage resources and develop the ability to make sound decision within an organization.

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

- 1.BCH101.1.** Able to understand the concept of organization - sole proprietors, Partnership, Joint-Hindu family, Joint stock Company and Co-operative organizations.
- 2.BCH101.2.** Know the basic functions of Organisation and functional areas of management and understand the social responsibility of management and Ethics.
- 3.BCH101.3.** Able to recognize the essential features of planning, process and types of plans
- 4.BCH101.4.** Describe the role of organizing and staffing in India, departmentation, Committees and Span of Control - MBO and MBE

5.**BCH101.5.** Demonstrate the leadership styles Motivation theories (Maslow's, Herzberg, mcgregors X & Y theory), Ouchi's Theory etc.

6.**BCH101.6.** Able to understand the concept of controlling, Balance score card, Economic value added, Market value added.

7.**BCH101.7.** Evaluating the concept of Change Management, Knowledge Management and Learning organization.

### **C. Programme Outcomes:**

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

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**D. Assessment Plan:**

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

**E. Syllabus**

**Module I**

Introduction to business, Business firms - Forms of organization - sole proprietors, Partnership, Joint-Hindu family, Joint stock Company, Co-operative organizations - Public Enterprises, BPO, E-commerce and M-commerce. Entrepreneurship – Concept & Nature

## **Module II: Management**

Introduction - Meaning, nature and characteristics of Management - Scope and functional areas of management - Social responsibility of management and Ethics.

Organizational Structure & Functions (Production, Marketing, Human resource development and finance functions)

## **Module III: Planning**

Nature importance and purpose of planning - Planning process, Objectives - Types of plans (Meaning only) - Decision-making – importance & steps.

## **Module IV: Organizing & Staffing**

Nature and purpose of organization, Principles of organization - Types of organization - Departmentation, Committees - Centralization Vs decentralization of authority and responsibility - Span of Control - MBO and MBE( Meaning only) - Nature and importance of staffing - Process of selection & recruitment(in brief) – retaining (training and compensation).

## **Module V: Directing**

Meaning and nature of directing - Leadership styles - Motivation theories (Maslow's, Herzberg, mcgregors X & Y theory), Ouchi's Theory- Communication meaning and importance, barriers to communication, types of communication - Coordination meaning and importance.

Case Discussion (GE)

## **Module VI: Controlling**

Meaning and steps in controlling - Essentials of a sound control system - Methods of establishing control(in brief) – Balance score card, Economic value added, Market value added.

## **Module VII: Management in perspective**

Change Management, Knowledge Management, Learning organization, Managing Diversity, Corporate Governance.

### ***F. Examination Scheme:***

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

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

### **G. Suggested Text/Reference Books:**

- Koontz & O'Donnell, Management.
- Drucker, Peter: Management Tasks, Responsibilities and Practices
- Basu, "Business Organisation and management", Tata Mcgraw Hill, New Delhi
- M.C. Shukla: Business Organisation & Management, S. Chand



- Rustum & Davan, Principles and practice of Management.
- Jagadish Prakash: Business Organisation & Management
- Newman, H. William Summer, Etc.: The process of Management

#### H. Lecture Plan

| Lecture | Topics                                                                                                    | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Introduction to business                                                                                  | Lecture          | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Business firms - Forms of organization                                                                    | Lecture          | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | sole proprietors, Partnership, Joint-Hindu family, Joint stock Company, Co-operative organizations        | Lecture          | <b>BCH101.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>sole proprietors, Partnership, Joint-Hindu family, Joint stock Company, Co-operative organizations</i> | Lecture          | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | Public Enterprises, BPO, E-commerce and M-commerce.                                                       | Lecture          | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | Public Enterprises, BPO, E-commerce and M-commerce.                                                       | Lecture          | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 7       | Entrepreneurship – Concept &                                                                              | Lecture          | <b>BCH101.1.</b>  | Mid Term-1,                     |

|    |                                                                  |         |                  |                                 |
|----|------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | Nature                                                           |         |                  | Quiz & End Sem Exam             |
| 8  | Introduction - Meaning, nature and characteristics of Management | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Introduction - Meaning, nature and characteristics of Management | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | Scope and functional areas of management                         | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | - Social responsibility of management and Ethics.                | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Organizational Structure & Functions                             | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | (Production, Marketing,                                          | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Human resource development and finance functions)                | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Nature importance and purpose of planning                        | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Nature importance and purpose of                                 | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz &              |

|    |                                                                                                  |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | planning                                                                                         |         |                  | End Sem Exam                    |
| 17 | - Planning process, Objectives -                                                                 | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | Types of plans (Meaning only) -                                                                  | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Decision-making – importance & steps.                                                            | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Decision-making – importance & steps.                                                            | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Nature and purpose of organization,                                                              | Lecture | <b>BCH101.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Principles of organization - Types of organization -                                             | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Departmentation, Committees - Centralization Vs decentralization of authority and responsibility | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | - Span of Control - MBO and MBE( Meaning only) - Nature and importance of staffing               | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Process of selection &                                                                           | Lecture | <b>BCH101.4.</b> | Mid Term-2,                     |

|    |                                                                  |         |                  |                                 |
|----|------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | recruitment(in brief)                                            |         |                  | Quiz & End Sem Exam             |
| 26 | retaining (training and compensation).                           | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | retaining (training and compensation).                           | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | retaining (training and compensation).                           | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Meaning and nature of directing                                  | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Leadership styles                                                | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Motivation theories (Maslow's, Herzberg, mcgregors X & Y theory) | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Ouchi's Theory-Communication meaning and importance              | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | barriers to communication                                        | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | types of communication                                           | Lecture | <b>BCH101.5.</b> | Mid Term-2,                     |

|    |                                           |         |                  |                                 |
|----|-------------------------------------------|---------|------------------|---------------------------------|
|    |                                           |         |                  | Quiz & End Sem Exam             |
| 35 | Coordination meaning and importance       | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | Meaning and steps in controlling          | Lecture | <b>BCH101.6.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | Essentials of a sound control system      | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 38 | Methods of establishing control(in brief) | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 39 | Balance score card,                       | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 40 | Balance score card                        | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 41 | Economic value added,                     | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 42 | Market value added.                       | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 43 | Change Management                         | Lecture | <b>BCH101.7.</b> | Quiz & End Sem Exam             |
| 44 | Knowledge Management,                     | Lecture | <b>BCH101.7.</b> | Quiz & End Sem Exam             |
| 45 | Learning organization                     | Lecture | <b>BCH101.7.</b> | Quiz & End Sem Exam             |
| 46 | Managing Diversity                        | Lecture | <b>BCH101.7.</b> | Quiz & End Sem Exam             |

|    |                       |         |                  |                     |
|----|-----------------------|---------|------------------|---------------------|
| 47 | Corporate Governance. | Lecture | <b>BCH101.7.</b> | Quiz & End Sem Exam |
| 48 | Corporate Governance. | Lecture | <b>BCH101.7.</b> | Quiz & End Sem Exam |

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

| CO                             | STATE<br>MENT                                                                                                                                            | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                                |                                                                                                                                                          | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BC<br/>H1<br/>1.<br/>1.</b> | Able to understand the concept of organization - sole proprietors, Partnership, Joint-Hindu family, Joint stock Company and Co-operative organizations . | <b>3</b>                            | <b>2</b>    | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>     |

|                                 |                                                                                                                                                  |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>H1<br/>01.<br/>2.</b> | Know the basic functioning of Organisation and functional areas of management and understand the social responsibility of management and Ethics. | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>H1<br/>01.<br/>3.</b> | Able to recognize the essential features of planning, processes and types of plans                                                               | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |
| <b>BC<br/>H1<br/>01.<br/>4.</b> | Describe the role of organizing                                                                                                                  | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |

|                     |                                                                                                                          |          |          |          |          |          |          |          |          |          |          |
|---------------------|--------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                     | and staffing in India, departmentation, Committees and Span of Control - MBO and MBE                                     |          |          |          |          |          |          |          |          |          |          |
| <b>BC H1 1. 5.</b>  | Demonstrate the leadership styles Motivation theories (Maslow's, Herzberg, McGregor's X & Y theory), Ouchi's Theory etc. | <b>3</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |
| <b>BC H1 01. 6.</b> | Able to understand the concept of                                                                                        | <b>2</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> |



|                                 |                                                                                                                                                  |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                                 | control<br>ling,<br>Balanc<br>e score<br>card,<br>Econo<br>mic<br>value<br>added,<br>Marke<br>t value<br>added.                                  |          |          |          |          |          |          |          |          |          |          |
| <b>BC<br/>H1<br/>01.<br/>7.</b> | Evalua<br>ting<br>the<br>concep<br>t of<br>Chang<br>e<br>Manag<br>ement,<br>Knowl<br>edge<br>Manag<br>ement,<br>Learni<br>ng<br>organi<br>zation | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> |

### Sample question Paper

|                                                                                                                                                          |              |                                                      |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –I) 2017-18                                                             |              |                                                      |          |           |                |          |
| Class: B.Com.(H) I Semester                                                                                                                              |              |                                                      |          |           |                |          |
| Subject Name:<br>BCH 101 Business Organization & Management                                                                                              |              | Time: 1.5 Hrs                                        |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                           | Remembering  | Understanding                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                         | Q.1,4        | Q.2,3                                                | Q.4      | Q.2,5,6   | Q 6            |          |
| Student will be able to<br>CO1: List the broad perceptive of cloud architecture and model.<br>CO2: Apply different cloud programming models as per need. |              |                                                      |          |           |                |          |
| CO Map                                                                                                                                                   | Question No. | Question                                             |          |           |                | Marks    |
| CO1                                                                                                                                                      | Q.1          | Explain in brief the functions of business firms.    |          |           |                | 3        |
| CO1                                                                                                                                                      | Q.2a         | What are the essential features of span of control?  |          |           |                | 3        |
|                                                                                                                                                          | Q.2b         | Write a short note on Entrepreneurship.              |          |           |                | 3        |
| CO1                                                                                                                                                      | Q.3          | State the significance of communication in business  |          |           |                | 6        |
| CO2                                                                                                                                                      | Q.4          | Explain organizing and staffing in an organization.  |          |           |                | 3        |
| CO2                                                                                                                                                      | Q.5a         | Elaborate different theories of motivation.          |          |           |                | 3        |
|                                                                                                                                                          | Q.5b         | Write short note on barriers of communication.       |          |           |                | 3        |
| CO2                                                                                                                                                      | Q 6          | Evaluating the concept of Change Management in India |          |           |                | 6        |

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

## Attainment

|                  |                                    |
|------------------|------------------------------------|
| Session          | 2017-18                            |
| Course Name      | B. Com (Hons)                      |
| Semester         | 1st Semester                       |
| Subject Code     | BCH101                             |
| Subject Name     | Business Organization & Management |
| Attainment Level | Level 1                            |

Note:

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

Course : Basic Concepts of Financial Accounting

## PROGRAMME OUTCOMES

Bachelor of Commerce (H)

2017-18

### Programme Outcomes:

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

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

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

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

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

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

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

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

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

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

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

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

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |         |          |
|-------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|---------|----------|
|                                     |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO<br>9 | PO<br>10 |
| I SEM                               | BCH<br>102 | 2   | 1   | 2   | 1   | 1   | 1   | 1   | 1   | 2       | 1        |



# AMITY UNIVERSITY

MADHYA PRADESH

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

|                                                                                         |
|-----------------------------------------------------------------------------------------|
|                                                                                         |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                         |
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>Course Handout</b>                                                                   |
| Course: Basic Concepts of Financial Accounting                                          |
| Course Code : BCH102, Crédits : 04, Session: 2017-18 (Odd Sem.), Class : BCOM. 1st Year |

## A. Introduction:

To develop a conceptual understanding of the fundamentals of a financial accounting system that processes transactions and other events through a book-keeping mechanism to prepare financial statements, and also to impart skills in accounting for recording various kinds of business transactions.

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

- 1.BCH102.1.** Able to understand the concept of financial accounting which includes Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book.
- 2.BCH102.2.** Know the basics about Final accounts, Balance Sheet, Trading and Profit & Loss Account, Financial Adjustments.
- 3.BCH102.3.** Able to recognize the essential of Depreciation & Inventory Valuation methods
- 4.BCH102.4.** Describe the role of Bank Reconciliation Statement & Bills of Exchange.
- 5.BCH102.5.** Demonstrate the role of branch accounting and ascertainment of profit by debtors method and stock and debtors method.

### **C. Programme Outcomes:**

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

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

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

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

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

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

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

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

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

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

**D. Assessment Plan:**

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

**E. Syllabus Module****I: Introduction**

Financial Accounting Concepts, importance and scope, Financial Accounting Standards: Transition from IAS to IFRS, Branches of Accounting, Accounting Equation, Single entry vs Double entry system of accounting. Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book.

**Module II: Final Accounts**

Concept of capital, Revenue and deferred revenue expenditure, Opening entries, Closing entries, Adjustment entries, Final accounts, Balance Sheet, Trading and Profit & Loss Account, Financial Adjustments

**Module III: Depreciation & Inventory Valuation**

Depreciation accounting and its methods, Inventory valuation and its methods.

**Module IV: Bank Reconciliation Statement & Bills of Exchange**

Bank reconciliation statement, Accounting for bills of exchange - bills receivable and payable,



acceptance, endorsement, discounting, dishonour and renewal of bills, accommodation bills.

### Module V: Branch Accounting

Inland Branches: Dependent branches only and ascertainment of profit by debtors method and stock and debtors method.

**Assignment for the students:** Students will Prepare Vouchers, Recording Transactions, Preparing Reports, Cash Book, Bank Book, Ledger Accounts, Trail Balance, Profit And Loss Account And Balance Sheet withheld of any popular Accounting Software.

#### Examination Scheme:

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

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

#### F. Suggested Text/Reference Books:

- Dr. S.N. Maheswari, Financial Accounting
- BS Raman, Financial Accounting
- Grewal and Gupta, Advanced Accounting
- Radhaswamy and R.L. Gupta, Advanced Accounting
- S.Kr. Paul, Advanced Accounting
- P.C. Tulasian, Pearson Editions, Introduction to Accounting
- Jain & Narang, Financial Accounting
- Sehgal, A and Sehgal, D "Advanced Accounting", Part – 1, Taxmann Applied services, New Delhi

#### G. Lecture Plan

| Lecture | Topics                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------|------------------|------------------|---------------------------------|
| 1       | Financial Accounting Concepts | Lecture          | BCH102.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Financial Accounting Concepts | Lecture          | BCH102.1.        | Mid Term-1, Quiz & End Sem      |

|   |                                                                                                 |         |                  |                                 |
|---|-------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|   |                                                                                                 |         |                  | Exam                            |
| 3 | Financial Accounting Concepts                                                                   | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 4 | Importance and scope, Financial Accounting Standards: Transition from IAS to IFRS               | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 5 | Importance and scope, Financial Accounting Standards: Transition from IAS to IFRS               | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6 | Importance and scope, Financial Accounting Standards: Transition from IAS to IFRS.              | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7 | Branches of Accounting, Accounting Equation, Single entry vs Double entry system of accounting. | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8 | Branches of Accounting, Accounting Equation, Single entry vs Double entry system of accounting. | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9 | Branches of Accounting, Accounting Equation, Single entry vs Double entry system of accounting. | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 10 | Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book. | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book. | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Concept of capital                                                                                                             | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Concept of capital                                                                                                             | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Revenue and deferred revenue expenditure                                                                                       | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Revenue and deferred revenue expenditure                                                                                       | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Opening entries, Closing entries                                                                                               | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Opening entries, Closing entries                                                                                               | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz &              |

|    |                                         |         |                  |                                 |
|----|-----------------------------------------|---------|------------------|---------------------------------|
|    |                                         |         |                  | End Sem Exam                    |
| 18 | Adjustment entries                      | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Adjustment entries, balance sheet       | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Financial Adjustments, Final accounts   | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Depreciation                            | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Depreciation                            | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Inventory Valuation                     | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Inventory Valuation                     | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Depreciation accounting and its methods | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Depreciation accounting and its methods | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem      |

|    |                                      |         |                  |                                 |
|----|--------------------------------------|---------|------------------|---------------------------------|
|    |                                      |         |                  | Exam                            |
| 27 | Inventory valuation and its methods. | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Bank reconciliation statement        | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Bank reconciliation statement        | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Accounting for bills of exchange     | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Accounting for bills of exchange     | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | bills receivable and payable         | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | bills receivable and payable         | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | endorsement, discounting             | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | endorsement, discounting             | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                           |         |                  |                                 |
|----|-------------------------------------------|---------|------------------|---------------------------------|
| 36 | dishonour and renewal of bills            | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | accommodation bills                       | Lecture | <b>BCH102.4.</b> | Quiz & End Sem Exam             |
| 38 | Inland Branches: Dependent branches only  | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 39 | Inland Branches: Dependent branches only  | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 40 | ascertainment of profit by debtors        | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 41 | ascertainment of profit by debtors method | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 42 | method and stock and debtors method       | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 43 | method and stock and Debtors method       | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 44 | Stock method                              | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 45 | Stock method                              | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 46 | Debtors Method                            | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 47 | Debtors Method                            | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 48 | Debtors Method                            | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |

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

| CO                 | STATEMENT                                                                                                                                                | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                    |                                                                                                                                                          | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BC H1 2. 1.</b> | Able to understand the concept of financial accounting which includes Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and | <b>3</b>                            | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> |

|                     |                                                                                                                |          |          |          |          |          |          |          |          |          |          |
|---------------------|----------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                     | their rectification, Cash Book & Bank Book.                                                                    |          |          |          |          |          |          |          |          |          |          |
| <b>BC H1 02. 2.</b> | Know the basics about Final accounts, Balance Sheet, Trading and Profit & Loss Account, Financial Adjustments. | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC H1 02. 3.</b> | Able to recognize the essential of Depreciation &                                                              | <b>2</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> |



|                                |                                                                                                                                                                                     |          |          |          |          |          |          |          |          |          |          |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                                | Inven<br>tory<br>Valua<br>tion<br>meth<br>ods                                                                                                                                       |          |          |          |          |          |          |          |          |          |          |
| <b>BC<br/>H1<br/>2.<br/>4.</b> | Descr<br>ibe<br>the<br>role<br>of<br>Bank<br>Reco<br>ncilia<br>tion<br>State<br>ment<br>&<br>Bills<br>of<br>Exch<br>ange.                                                           | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |
| <b>BC<br/>H1<br/>2.<br/>5.</b> | Dem<br>onstr<br>ate<br>the<br>role<br>of<br>branc<br>h<br>acco<br>untin<br>g and<br>ascer<br>tain<br>ment<br>of<br>profit<br>by<br>debt<br>ors<br>meth<br>od<br>and<br>stock<br>and | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> |

|  |                            |  |  |  |  |  |  |  |  |  |  |
|--|----------------------------|--|--|--|--|--|--|--|--|--|--|
|  | debt<br>ors<br>meth<br>od. |  |  |  |  |  |  |  |  |  |  |
|--|----------------------------|--|--|--|--|--|--|--|--|--|--|

### Sample question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                    |              |                                                               |               |           |            |                |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------|---------------|-----------|------------|----------------|-------|
| <p style="text-align: center;">Amity Business School<br/>Department of Management studies<br/>I MID-SEMESTER (SEM –I) 2017-18</p>                                                                                                                                                                                                                                                                                  |              |                                                               |               |           |            |                |       |
| Class: B.Com.(H) I Semester                                                                                                                                                                                                                                                                                                                                                                                        |              |                                                               |               |           |            |                |       |
| Subject Name:<br>BCH 102 Basic Concepts of<br>Financial Accounting                                                                                                                                                                                                                                                                                                                                                 |              |                                                               | Time: 1.5 Hrs |           |            | Max. Marks: 30 |       |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                            | Remembering  | Understanding                                                 | Applying      | Analyzing | Evaluating | Creating       |       |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                | Q.1,4        | Q.2,3                                                         | Q.4           | Q.2,5     | Q.6        |                |       |
| <p>Student will be able to</p> <p>1.<b>BCH102.1.</b> Able to understand the concept of financial accounting which includes Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book &amp; Bank Book.</p> <p>2.<b>BCH102.2.</b> Know the basics about Final accounts, Balance Sheet, Trading and Profit &amp; Loss Account, and Financial Adjustments.</p> |              |                                                               |               |           |            |                |       |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                             | Question No. | Question                                                      |               |           |            |                | Marks |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                | Q.1          | Explain single entry and double entry system of accounting.   |               |           |            |                | 3     |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                | Q.2a         | What are the essential features of trial balance?             |               |           |            |                | 3     |
|                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.2b         | Write a short note on final accounts.                         |               |           |            |                | 3     |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                | Q.3          | State the significance of inventory valuation and its methods |               |           |            |                | 6     |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                | Q.4          | Explain accommodation bills in accounting.                    |               |           |            |                | 3     |
|                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.5a         | Elaborate bills receivable and bills payable in financial     |               |           |            |                | 3     |

|     |      |                                                    |   |
|-----|------|----------------------------------------------------|---|
| CO2 |      | accounting.                                        |   |
|     | Q.5b | Write short note on bank reconciliation statement. | 3 |
| CO2 | Q 6  | Evaluating the concept of cash book and bank book  | 6 |

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

## Attainment

|                  |                          |
|------------------|--------------------------|
| Session          | 2017-18                  |
| Course Name      | B. Com (Hons)            |
| Semester         | 1st Semester             |
| Subject Code     | BCH102                   |
| Subject Name     | Financial Accounting – I |
| Attainment Level | Level 1                  |

Note:

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course: Microeconomic Theory & Applications – I**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce**

**2017-18**

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

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

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

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

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

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

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

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

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

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

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

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

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| I<br>SEM                            | BCH103 | 2   | 2   | 2   | -   | 1   | -   | 3   | -   | 2   | -    |



# AMITY UNIVERSITY

MADHYA PRADESH

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

## DEPARTMENT OF BUSINESS MANAGEMENT

### Course Handout

Course : Microeconomic Theory & Applications – I

Course Code : BCH103, Crédits : 03, Session :2017-18 (Odd Sem.), Class : B.Com. 1st Year

**A. Introduction:** The objective of this paper is to make the student to understand how the business organizations work by applying economic principles in their business management. The course will attempt to relate theory to practice and try to instill in students the ability to apply basic microeconomic concepts to the understanding of everyday phenomena.

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

**BCH109.1.** Develop an understanding of Economic principles and theories. Further the student will have a understanding of consumer behaviour regarding choice of products and prices etc.

**BCH109.2.** To identify key phases and concepts of policy making framework in India. Students will understand the scope and objective of economics and practical use of various economic principles

**BCH109.3.** The students will be able understand how the business organizations work by applying economic principles in their business management.

**C. Programme Outcomes:**

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

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

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

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the

SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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

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

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

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

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

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

#### D. Assessment Plan:

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



## Syllabus

### Module I: Consumer Behaviour

Consumer sovereignty-limitations. Approaches to the study of consumer behaviour-cardinal approach-the law of equi-marginal utility, ordinal approach – indifference curve analysis and its properties. Consumer equilibrium, Price effect, income effect and substitution effects. Engel curve. Consumer surplus – meaning-analysis limitations.

### Module II: Microeconomics and Demand Analysis

Nature and scope of economics; Difference between micro and macroeconomics, Nature of economic problem. Basic postulates, Role of price mechanism. Theory of Demand and Analysis: Demand- demand determinants – law of demand-characteristics exceptions - Elasticity of demand – price elasticity – types – determining factors- change in demand and elasticity of demand-business applications of price elasticity- concepts of income and cross elasticity of demand. Measurement of price elasticity of demand by total outlay method.

### Module III: Theory of Production and Cost

Concept of Production Function- Law of variable proportions and stages of production. Isoquants, marginal rate of technical substitution, Return to scale. Revenue curves- Average revenue and marginal revenue curve, and elasticity of demand. Cost curve in short and long run, average and marginal cost curve and its relationship.

### Examination Scheme:

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

### Text & References:

- I.C. Dhingra, Principles of Microeconomics- Sultan Chand & Sons
- H.L. Ahuja- Microeconomics
- Baumol, W.J. Economic Theory and Operations Analysis, Prentice Hall of India, New Delhi.
- Bach, G.L, Economics, Prentice Hall of India, New Delhi.
- Gould, J.P. and Edward P.L, Microeconomic Theory, Richard, Irwin. Homewood.
- Koutsoyiannis, A, Modern Microeconomics, Macmillan.
- Lipsey, R.G. and K.A. Chrystal, Principles of Economics, Oxford University Press, Oxford.

**E. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                     | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|-------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Consumer sovereignty- limitations.                                | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Approaches to the study of consumer behaviour                     | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | cardinal approach                                                 | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | the law of equi-marginal utility                                  | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | ordinal approach – indifference curve analysis and its properties | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 6              | ordinal approach – indifference curve analysis and its properties | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 7              | Consumer equilibrium                                              | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 8              | Price effect, income effect and substitution effects              | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                         |         |          |                                             |
|----|-----------------------------------------------------------------------------------------|---------|----------|---------------------------------------------|
| 9  | Engel curve                                                                             | Lecture | BCH103.1 | Mid Term-1,<br>Quiz & End<br>Sem Exam       |
| 10 | Consumer<br>surplus –<br>meaning-<br>analysis<br>limitations                            | Lecture | BCH103.1 | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 11 | Nature and<br>scope of<br>economics                                                     | Lecture | BCH103.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 12 | Difference<br>between micro<br>and<br>macroeconomics                                    | Lecture | BCH103.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 13 | Nature of<br>economic<br>problem                                                        | Lecture | BCH103.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 14 | Basic postulates,<br>Role of price<br>mechanism                                         | Lecture | BCH103.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 15 | Theory of<br>Demand and<br>Analysis                                                     | Lecture | BCH103.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 16 | Demand-<br>demand<br>determinants –<br>law of demand-<br>characteristics,<br>exceptions | Lecture | BCH103.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 17 | Elasticity of<br>demand – price<br>elasticity                                           | Lecture | BCH103.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 18 | types –<br>determining                                                                  | Lecture | BCH103.2 | Mid<br>Term-1,                              |

|    |                                                                  |         |          |                                 |
|----|------------------------------------------------------------------|---------|----------|---------------------------------|
|    | factors- change in demand                                        |         |          | Quiz & End Sem Exam             |
| 19 | elasticity of demand- business applications of price elasticity  | Lecture | BCH103.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | concepts of income and cross elasticity of demand                | Lecture | BCH103.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | concepts of income and cross elasticity of demand                | Lecture | BCH103.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Measurement of price elasticity of demand by total outlay method | Lecture | BCH103.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Measurement of price elasticity of demand by total outlay method | Lecture | BCH103.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Concept of Production Function                                   | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Law of variable proportions and stages of production             | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Law of variable proportions and stages of production             | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Isoquants                                                        | Lecture | BCH103.3 | Mid Term-2, Quiz &              |

|    |                                                            |         |          |                                 |
|----|------------------------------------------------------------|---------|----------|---------------------------------|
|    |                                                            |         |          | End Sem Exam                    |
| 28 | marginal rate of technical substitution                    | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Return to scale.                                           | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Revenue curves- Average revenue and marginal revenue curve | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Revenue curves- Average revenue and marginal revenue curve | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | elasticity of demand                                       | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Cost curve in short and long run                           | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Cost curve in short and long run                           | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | average and marginal cost curve and its relationship       | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 36 | average and marginal cost curve and its relationship       | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |

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

| CO               | STATEMENT                                                                                                                                                                               | CORRELATION WITH<br>PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                  |                                                                                                                                                                                         | P<br>O<br>1                            | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BCH103.1.</b> | Develop an understanding of Economic principles and theories. Further the student will have a understanding of consumer behaviour regarding choice of products and prices etc.          | <b>2</b>                               | <b>2</b>    | 2           | -           | <b>1</b>    | -           | 3           | -           | 2           | 1            |
| <b>BCH103.2.</b> | To identify key phases and concepts of policy making framework in India. Students will understand the scope and objective of economics and practical use of various economic principles | <b>2</b>                               | <b>3</b>    | 2           | -           | <b>1</b>    | -           | 3           | -           | 2           | <b>2</b>     |
| <b>BCH103.3.</b> | The students will be able understand how the business                                                                                                                                   | <b>2</b>                               | <b>2</b>    | 2           | -           | <b>1</b>    | -           | 3           | -           | 2           | <b>2</b>     |



|     |      |                                                                                 |   |
|-----|------|---------------------------------------------------------------------------------|---|
|     | Q.5b | Discuss various exceptions of law of demands.                                   | 3 |
| CO2 | Q 6  | How will you measure price elasticity of demand by total outlay method? Explain | 6 |

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





# AMITY UNIVERSITY

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## Attainment

|                  |                                                  |
|------------------|--------------------------------------------------|
| Session          | 2017-18                                          |
| Course Name      | B. Com (Hons)                                    |
| Semester         | 1st Semester                                     |
| Subject Code     | BCH103                                           |
| Subject Name     | Microeconomic Theory and Applications - I        |
| Attainment Level | 51 % of the students secured more than 60% marks |

Note:

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

|                                          |
|------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |
| AMITY BUSINESS SCHOOL                    |
| Course : Financial Accounting-II         |

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2017-18**

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

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

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

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

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

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

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

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

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

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

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| II SEM                           | BCH 201 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



# AMITY UNIVERSITY

MADHYA PRADESH

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

|                                                                                          |  |
|------------------------------------------------------------------------------------------|--|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                 |  |
| AMITY BUSINESS SCHOOL                                                                    |  |
| Course Handout                                                                           |  |
| Course : FINANCIAL ACCOUNTING-II                                                         |  |
| Course Code : BCH 201, Credits : 04, Session :2017-18 (EVEN Sem.), Class : BCOM 1st Year |  |

**Introduction:** To develop conceptual understanding of the fundamentals of financial accounting system which processes transactions and other events through a book-keeping mechanism to prepare financial statements, and also to impart skills in accounting for recording various kinds of business transactions.

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

**BCH 201.1** Student will be able to make joint -venture and consignor account.

**BCH 201.2** Student will be able to manage negotiable instruments i.e., bill of exchange.

**BCH 201.3** Students will be able to prepare partnership accounts.

**A. Program Outcomes:**

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

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

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

problem-solving tools and techniques.

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

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

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

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

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

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

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

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                       | Code     | Weightage % |
|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                        | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                            | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. | A        | 5%          |

|                          |                                                                             |    |             |
|--------------------------|-----------------------------------------------------------------------------|----|-------------|
|                          | The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                    | EE | 70%         |
| <b>Total</b>             |                                                                             |    | <b>100%</b> |
|                          |                                                                             |    |             |

## B. Syllabus

### Module I

#### Consignment and Joint Venture Accounts:

- (i) **Consignments:** Features, Accounting treatment in the books of the consignor and consignee.
- (ii) **Joint Ventures:** Accounting procedures: Joint Bank Account, Records Maintained by Co-venturer of (a) all transactions (b) only his own transactions. (Memorandum joint venture account).

### Module II

Accounting for bills of exchange - bills receivable and payable, acceptance, endorsement, discounting, dishonour and renewal of bills, accommodation bills.

### Module III

#### Partnership

Admission of a partner: Partnership deed, goodwill valuation and treatment. Sacrificing ratio. Retirement and death of a partner: gaining ratio, goodwill treatment

Dissolution of partnership: revaluation of assets and liabilities. Legal Position, Accounting for simple dissolution,

Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company).

#### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

#### Text & References:

- Dr. S.N. Maheswari, Financial Accounting
- BS Raman, Financial Accounting
- Grewal and Gupta, Advanced Accounting
- Radhaswamy and R.L. Gupta, Advanced Accounting

- S.Kr. Paul, Advanced Accounting
- P.C. Tulasian, Pearson Editions, Introduction to Accounting
- Jain & Narang, Financial Accounting
- Sehgal, A and Sehgal, D “Advanced Accounting”, Part – 1, Taxmann Applied services, New Delhi

### Lecture Plan

| Lecture | Topics                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|-------------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Consignments: Features                                            | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Consignments: Features                                            | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Consignments: Features                                            | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Consignments: Features                                            | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Consignments: Features                                            | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Accounting treatment in the books of the consignor and consignee. | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Accounting treatment in the books of the consignor and consignee. | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | Accounting treatment in the books of the consignor and consignee. | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Accounting treatment in the books of the consignor and consignee. | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                                                                             |         |           |                                            |
|----|-------------------------------------------------------------------------------------------------------------|---------|-----------|--------------------------------------------|
| 10 | Joint Ventures:<br>Accounting<br>procedures                                                                 | Lecture | BCH.201.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 11 | Joint Ventures:<br>Accounting<br>procedures                                                                 | Lecture | BCH.201.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 12 | Joint Ventures:<br>Accounting<br>procedures                                                                 | Lecture | BCH.201.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 12 | Joint Ventures:<br>Accounting<br>procedures                                                                 | Lecture | BCH.201.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 13 | Joint Bank<br>Account                                                                                       | Lecture | BCH.201.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 14 | Joint Bank<br>Account                                                                                       | Lecture | BCH.201.1 | Mid Term-1,<br>Quiz & End<br>Sem. Exam     |
| 15 | Joint Bank<br>Account                                                                                       | Lecture | BCH.201.1 | Mid Term-1,<br>Quiz & End<br>Sem. Exam     |
| 16 | Records<br>Maintained by<br>Co- venturer of (a) all<br>transactions (b) only<br>his own transactions.       | Lecture | BCH.201.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 17 | Records<br>Maintained by<br>Co- venturer of (a) all<br>transactions (b) only<br>his own transactions.       | Lecture | BCH.201.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 18 | Records<br>Maintained by<br>Co- venturer of<br>(a) all<br>transactions (b)<br>only his<br>own transactions. | Lecture | BCH.201.1 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 19 | Records<br>Maintained by<br>Co- venturer of                                                                 | Lecture | BCH.201.1 | Mid Term-<br>2, Quiz &<br>End Sem.         |



|    |                                                                 |         |           |                                  |
|----|-----------------------------------------------------------------|---------|-----------|----------------------------------|
|    | (a) all transactions (b) only his own transactions.             |         |           | Exam                             |
| 20 | (Memorandum joint venture account).                             | Lecture | BCH.201.1 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | (Memorandum joint venture account).                             | Lecture | BCH.201.1 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | (Memorandum joint venture account).                             | Lecture | BCH.201.1 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Accounting for bills of exchange - bills receivable and payable | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Accounting for bills of exchange - bills receivable and payable | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Accounting for bills of exchange - bills receivable and payable | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | acceptance, endorsement, discounting                            | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | acceptance, endorsement, discounting                            | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | dishonour and renewal of bills, accommodation bills.            | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | dishonour and renewal of bills, accommodation bills.            | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                                                      |         |           |                                  |
|----|----------------------------------------------------------------------|---------|-----------|----------------------------------|
| 30 | dishonour and renewal of bills, accommodation bills.                 | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Partnership Admission of a partner: partnership deed                 | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Partnership Admission of a partner: partnership deed                 | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Partnership Admission of a partner: partnership deed                 | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | goodwill valuation and treatment.                                    | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | goodwill valuation and treatment.                                    | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Sacrificing ratio                                                    | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 37 | Sacrificing ratio                                                    | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 38 | Retirement and death of a partner: gaining ratio, goodwill treatment | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 39 | Retirement and death of a partner: gaining ratio, goodwill treatment | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 40 | Retirement and                                                       | Lecture | BCH.201.3 | Mid Term-                        |

|    |                                                                                                                                                           |         |           |                                  |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | death of a partner: gaining ratio, goodwill treatment                                                                                                     |         |           | 2, Quiz & End Sem. Exam          |
| 41 | Dissolution of partnership: revaluation of assets and liabilities. Legal Position, Accounting for simple dissolution                                      | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 42 | Dissolution of partnership: revaluation of assets and liabilities. Legal Position, Accounting for simple dissolution                                      | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 43 | Dissolution of partnership: revaluation of assets and liabilities. Legal Position, Accounting for simple dissolution                                      | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 44 | Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company). | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 45 | Applications of rule in case of Garner Vs. Murray in case                                                                                                 | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                                                                                                                                           |         |           |                                  |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company).                                                           |         |           |                                  |
| 46 | Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company). | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 47 | Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company). | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 48 | Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company). | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |

### A. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |
|-----------|----------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|
|           |                                                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |
| BCH 201.1 | Understand the accounting procedure and will be able to do accounting treatment.                               | 1                                   | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |  |
| BCH 201.2 | Understand the usage of bill of exchange and learn about bills payable and receivables.                        | 3                                   | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 1           | 1            |  |
| BCH 201.3 | Prepare partnership deed, will be able to maintain all entries and learn till dissolution of partnership deed. | 3                                   | 3           | 3           | 3           | 3           | 2           | 2           | 1           | 1           | 1            |  |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –III) 2017-18 |             |                 |          |           |                |          |
|------------------------------------------------------------|-------------|-----------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) II Semester                         |             |                 |          |           |                |          |
| Subject Name: Financial Accounting-II                      |             | Time: 1.5 Hours |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy             | Remembering | Understanding   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                           | Q.1,4       | Q.2,3           | Q.4      | Q.2,5,6   |                |          |

| Student will be able to<br>BCH 201.1 Student will be able to make joint -venture and consignor account.<br>BCH 201.2 Student will be able to manage negotiable instruments i.e., bill of exchange. |              |                                                                 |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|-------|
| CO Map                                                                                                                                                                                             | Question No. | Question                                                        | Marks |
| CO1                                                                                                                                                                                                | Q.1          | Who is consignor? Define its role.                              | 3     |
| CO1                                                                                                                                                                                                | Q.2a         | Who is consignee?                                               | 3     |
|                                                                                                                                                                                                    | Q.2b         | Explain the accounting treatment in the books of the consignor. | 3     |
| CO2                                                                                                                                                                                                | Q.3          | What is Joint Venture? Define its accounting procedure.         | 6     |
| CO2                                                                                                                                                                                                | Q.4          | Explain accounting procedures of Joint Ventures                 | 3     |
| CO2                                                                                                                                                                                                | Q.5a         | Differentiate between bills receivable and payable.             | 3     |
|                                                                                                                                                                                                    | Q.5b         | Explain renewal of bills                                        | 3     |
| CO2                                                                                                                                                                                                | Q 6          | Describe accommodation bills.                                   | 6     |

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



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## Attainment

|                  |                         |
|------------------|-------------------------|
| Session          | 2017-18                 |
| Course Name      | B. Com (Hons)           |
| Semester         | 2nd Semester            |
| Subject Code     | BCH201                  |
| Subject Name     | Financial Accounting-II |
| Attainment Level | Level 1                 |

Note:

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



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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course : MICROECONOMIC THEORY AND APPLICATIONS - II**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce**

**2017-18**

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

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

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

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



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

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

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| II SEM                           | BCH 201 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



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|                                                                                       |
|---------------------------------------------------------------------------------------|
|                                                                                       |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                       |
| <b>AMITY BUSINESS SCHOOL</b>                                                          |
| <b>Course Handout</b>                                                                 |
| Course: MICROECONOMIC THEORY AND APPLICATIONS - II                                    |
| Course Code: BCH 202, Credits: 03, Session :2017-18 (EVEN Sem.), Class: BCOM 1st Year |

**Introduction:** To develop conceptual understanding of the fundamentals of microeconomic theory and applications - system which processes transactions and other events through a book-keeping mechanism to prepare financial statements, and also to impart skills in accounting for recording various kinds of business transactions.

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

**BCH 202.1** Students will be able to understand the foundation for applied studies in economics, business, or public policy.

**BCH 202.2** Investigate the economic behaviour of individuals, firms and institutions and communicate this in oral and written forms.

**BCH 202.3** Describe economic concepts and their application to contemporary microeconomic issues.

**A. Program Outcomes:**

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

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

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

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the

SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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

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

#### A. Assessment Plan:

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

|                          |                          |    |             |
|--------------------------|--------------------------|----|-------------|
| End Semester Examination | End Semester Examination | EE | 70%         |
| <b>Total</b>             |                          |    | <b>100%</b> |
|                          |                          |    |             |

## B. Syllabus

### Course Objective:

The objective of this paper is to make the student to understand how the business organizations work by applying economic principles in their business management. The course will attempt to relate theory to practice and try to instill in students the ability to apply basic microeconomic concepts to the understanding of everyday phenomena.

### Module I: Market Structures

Market Structures and business decisions; Objectives of Business firm. A) Perfect Competition: Profit Maximization and equilibrium of firm and industry; Short - run and long - run supply curves; Price and output determination. Practical Applications. B) Monopoly: Determination of price under monopoly; Equilibrium of a firm; Comparison between perfect competition and monopoly; Multi Plant monopoly, Price Discrimination; Practical applications. C) Monopolistic Competition: Meaning and characteristics; Price and output Determination under monopolistic competition; Excess capacity under monopolistic competition. D) Oligopoly: Characteristic, indeterminate pricing and output; Classical models of Oligopoly; price leadership; Collusive oligopoly; kinked demand curve.

### Module II: Factor Pricing - I

Marginal productivity theory and demand for factors; Nature of supply of factor inputs; Determination of wage rates under perfect Competition and monopoly; Exploitation of labor, Rent - concept; Ricardian and Modern theories of rent; Quasi-rent, Functional Distribution of Income.

### Module III: Factor Pricing - II

Interests - concept and theories of interest - Loanable Fund Theory, Liquidity Preference Theory, Profit - natural, concepts, and theories of Profit - Innovation Theory, Dynamic Theory, Risk Theory and Uncertainty Bearing Theory.

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

**Text & References:**

- I.C. Dhingra, Principles of Microeconomics- Sultan Chand & Sons
- H.L. Ahuja- Microeconomics
- Baumol, W.J. Economic Theory and Operations Analysis, Prentice Hall of India, New Delhi.
- Bach, G.L, Economics, Prentice Hall of India, New Delhi.
- Gould, J.P. and Edward P.L, Microeconomic Theory, Richard, Irwin. Homewood.
- Koutsoyiannis, A, Modern Microeconomics, Macmillan.
- Lipsey, R.G. and K.A. Chrystal, Principles of Economics, Oxford University Press, Oxford.

**Lecture Plan**

| Lecture | Topics                                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO              |
|---------|-------------------------------------------------------------------------------|------------------|------------------|-----------------------------------|
| 1       | Market Structures and business decisions                                      | Lecture          | BCH.202.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 2       | Objectives of Business firm                                                   | Lecture          | BCH.202.1        | Mid Term-1, Quiz & End Sem. .Exam |
| 3       | Perfect Competition: Profit Maximization and equilibrium of firm and industry | Lecture          | BCH.202.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 4       | Perfect Competition: Profit Maximization and equilibrium of firm and industry | Lecture          | BCH.202.1        | Mid Term-1, Quiz & End Sem. Exam  |

|    |                                                        |         |           |                                  |
|----|--------------------------------------------------------|---------|-----------|----------------------------------|
| 5  | Short - run and long - run supply curves               | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 6  | Price and output determination. Practical Applications | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 7  | Price and output determination. Practical Applications | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Monopoly: Determination of price under monopoly        | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Equilibrium of a firm                                  | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Comparison between perfect competition and monopoly    | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Multi Plant monopoly                                   | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Price Discrimination; Practical applications           | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Price Discrimination; Practical applications           | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Monopolistic                                           | Lecture | BCH.202.1 | Mid                              |

|    |                                                                              |         |           |                                              |
|----|------------------------------------------------------------------------------|---------|-----------|----------------------------------------------|
|    | Competition:<br>Meaning and<br>characteristics                               |         |           | Term-1,<br>Quiz &<br>End Sem.<br>Exam        |
| 14 | Price and<br>output<br>Determination<br>under<br>monopolistic<br>competition | Lecture | BCH.202.1 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 15 | Excess capacity<br>under<br>monopolistic<br>competition                      | Lecture | BCH.202.1 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 16 | Oligopoly:<br>Characteristic                                                 | Lecture | BCH.202.1 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 17 | indeterminate<br>pricing and<br>output                                       | Lecture | BCH.202.1 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 18 | Classical<br>models of<br>Oligopoly                                          | Lecture | BCH.202.1 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 19 | price<br>leadership                                                          | Lecture | BCH.202.1 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 20 | Collusive<br>oligopoly                                                       | Lecture | BCH.202.1 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 21 | kinked demand<br>curve.                                                      | Lecture | BCH.202.1 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 22 | Marginal                                                                     | Lecture | BCH.202.2 | Mid                                          |

|    |                                                                     |         |           |                                  |
|----|---------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | productivity theory and demand for factors;                         |         |           | Term-2, Quiz & End Sem. Exam     |
| 23 | Nature of supply of factor inputs;                                  | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Determination of wage rates under perfect Competition and monopoly; | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Exploitation of labor, Rent - concept;                              | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Ricardian and Modern theories of rent; Quasi-rent                   | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Functional Distribution of Income.                                  | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | Interests - concept and theories of interest -                      | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Loanable Fund Theory,                                               | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Liquidity Preference Theory,                                        | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Profit - natural, concepts, and                                     | Lecture | BCH.202.3 | Mid Term-2,                      |



|    |                                                                        |         |           |                                  |
|----|------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | theories of Profit - Innovation Theory,                                |         |           | Quiz & End Sem. Exam             |
| 32 | Profit - natural, concepts, and theories of Profit - Innovation Theory | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Profit - natural, concepts, and theories of Profit - Innovation Theory | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Dynamic Theory, Risk Theory and Uncertainty Bearing Theory             | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Dynamic Theory, Risk Theory and Uncertainty Bearing Theory             | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Dynamic Theory, Risk Theory and Uncertainty Bearing Theory             | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |
|-----------|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|
|           |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |
| BCH 202.1 |           | 1                                   | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |  |

|           |  |   |   |   |   |   |   |   |   |   |   |  |  |
|-----------|--|---|---|---|---|---|---|---|---|---|---|--|--|
| BCH 202.2 |  | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 1 |  |  |
| BCH 202.3 |  | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 1 | 1 | 1 |  |  |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –II) 2017-18                                                                                                                                                                                                                                          |              |                                                                           |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) II Semester                                                                                                                                                                                                                                                                 |              |                                                                           |          |           |                |          |
| Subject Name: Microeconomic Theory and Applications - II                                                                                                                                                                                                                                           |              | Time: 1.5 Hours                                                           |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                     | Remembering  | Understanding                                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                                     | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO.1: Students will be able to understand the foundation for applied studies in economics, business, or public policy.</p> <p>CO.2: Investigate the economic behaviour of individuals, firms and institutions and communicate this in oral and written forms</p> |              |                                                                           |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                             | Question No. | Question                                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                | Q.1          | Explain various Market Structures.                                        |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                | Q.2a         | How objectives of Business firm affect the business decisions?            |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                    | Q.2b         | Which market structure suits to the real market conditions in e-business? |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                | Q.3          | Explain Monopolistic Competition. Define Meaning and characteristics      |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                | Q.4          | What is perfect competition? Explain its meaning and characteristics?     |          |           |                | 3        |

|     |      |                                                                               |   |
|-----|------|-------------------------------------------------------------------------------|---|
| CO2 | Q.5a | How to measure Marginal productivity. Explain marginal productivity theory. ? | 3 |
|     | Q.5b | What are the determination of wage rates under perfect Competition?           | 3 |
| CO2 | Q 6  | Which factors determine the demand of FMCG products explain with example?     | 6 |

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

## Attainment

|                  |                                                  |
|------------------|--------------------------------------------------|
| Session          | 2017-18                                          |
| Course Name      | B. Com (Hons)                                    |
| Semester         | 2nd Semester                                     |
| Subject Code     | BCH202                                           |
| Subject Name     | Microeconomic Theory and Applications - II       |
| Attainment Level | 59 % of the students secured more than 60% marks |

Note:

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

## AMITY BUSINESS SCHOOL

### Course Handout

Course : PSYCHOLOGY AND ETHICS

Course Code : BCH 207, Crédits : 03, Session :2017-18 (Even Sem.), Class : B Com (Hons) 1st Year

### PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2017-18**

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

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

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

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

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

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

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

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

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

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

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| II SEM                           | BCH 207 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



# AMITY UNIVERSITY

MADHYA PRADESH

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

|                                                                                        |
|----------------------------------------------------------------------------------------|
|                                                                                        |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                        |
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>Course Handout</b>                                                                  |
| Course: PSYCHOLOGY AND ETHICS                                                          |
| Course Code : BCH 207, Credits: 03, Session:2017-18 (EVEN Sem.), Class : BCOM 1st Year |

**Introduction:** The objective of the course is to impart basic knowledge that a common person comes across in these various business dealings and, make him aware of the relevant case laws

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

**BCH 207.1** To enable students to understand the nature and characteristics of psychology.

**BCH 207.2** To enable the student identify the variables involved in human process so as to infer their role in running business organization

**BCH 207.3** To understand the needs of humans as an individual and a member of an organization.

**BCH 207.4** To sensitize them to proper ideals and norms within which they should perform their roles.

**BCH 207.5** To empower them to cultivate professional norms and ethics.

**A. Program Outcomes:**

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

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

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world

complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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

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

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

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

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

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

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

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                             | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                              | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                  | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the | A        | 5%          |



|                          |                                                                                                          |    |             |
|--------------------------|----------------------------------------------------------------------------------------------------------|----|-------------|
|                          | End Semester examination.<br>The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                                                 | EE | 70%         |
| <b>Total</b>             |                                                                                                          |    | <b>100%</b> |
|                          |                                                                                                          |    |             |

## **B. Syllabus**

### **Course Objective:**

To enable students to understand the nature and characteristics of psychology.

To enable the student identify the variables involved in human process so as to infer their role in running business organization

To understand the needs of humans as an individual and a member of an organization.

To sensitize them to proper ideals and norms within which they should perform their roles.

To empower them to cultivate professional norms and ethics.

### **Course Contents:**

#### **Module I: Concept of Psychology**

Meaning and definition of Psychology, Branches of Psychology with special references to Industrial Psychology, Psychological Principles of Learning.

#### **Module II: Motivation**

Concept of Motivation- Types of Motivation: (i) Intrinsic & (ii) Extrinsic. Techniques of Motivation.

#### **Module III: Personality**

Meaning and Definition, Determinants of Personality, Types of Personality

#### **Module IV: Group Dynamics**

Meaning and types of Group, Characteristics of Human Groups, Sociometry and Grouping

#### **Module V: Ethics**

Ethics in business; Corporate Code of Ethics a) Environment b) Accountability c) Responsibility. Corporate Social Responsibility-Arguments for and against.

Strategic Planning & Corporate Social Responsibility.

Cases of corruption, Corporate Scandals, Whistle Blowing, Insider Trading, Discrimination, Advertising, Consumer Rights etc.

**Examination Scheme:**

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

**Text & References:**

- Peters, R.S: Authority, Responsibility and Education, London, Allen and Unwin.
- UNESCO: Economics & Social aspects of Educational Planning, Paris.
- Aggarwal, J.C.: Essentials of Educational Psychology, Vikas Publishing House Pvt. Ltd., New Delhi.
- Mathur S.S.: Educational Psychology, Agra, Vinod Pustak Mandir.
- Hillgard Eranest R, Atkinson Richard C & Atinkson Rita L: Introduction to Psychology, Oxford & IBH Publishing Co. Pvt. Ltd.
- Best Internet Source for Ethics, <http://www.josephsoninstitute.org/jilinks.htm>
- Desjarding, Joseph, An Introduction to Business Ethics, McGraw-Hill.

## Lecture Plan

| Lecture | Topics                                                                   | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|--------------------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Meaning and definition of Psychology                                     | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Branches of Psychology with special references to Industrial Psychology, | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Branches of Psychology with special references to Industrial Psychology, | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Psychological Principles of Learning.                                    | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Psychological Principles of Learning.                                    | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Concept of Motivation                                                    | Lecture          | BCH 207.2        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Types of Motivation: (i) Intrinsic & (ii) Extrinsic.                     | Lecture          | BCH 207.2        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | Types of Motivation: (i) Intrinsic & (ii) Extrinsic.                     | Lecture          | BCH 207.2        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Types of Motivation: (i) Intrinsic & (ii) Extrinsic.                     | Lecture          | BCH 207.2        | Mid Term-1, Quiz & End Sem. Exam |
| 10      | Techniques of Motivation.                                                | Lecture          | BCH 207.2        | Mid Term-1,                      |

|    |                                             |         |           |                                              |
|----|---------------------------------------------|---------|-----------|----------------------------------------------|
|    |                                             |         |           | Quiz &<br>End Sem.<br>Exam                   |
| 11 | Techniques of<br>Motivation.                | Lecture | BCH 207.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 12 | Meaning and<br>Definition of<br>Personality | Lecture | BCH 207.3 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 12 | Meaning and<br>Definition of<br>Personality | Lecture | BCH 207.3 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 13 | Determinants<br>of Personality,             | Lecture | BCH 207.3 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 14 | Determinants of<br>Personality,             | Lecture | BCH 207.3 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 15 | Types of<br>Personality                     | Lecture | BCH 207.3 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 16 | Types of<br>Personality                     | Lecture | BCH 207.3 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 17 | Meaning and<br>types of<br>Group,           | Lecture | BCH 207.4 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 18 | Meaning and<br>types of<br>Group,           | Lecture | BCH 207.4 | Mid<br>Term-2,<br>Quiz &                     |

|    |                                                                                                                 |         |           |                                              |
|----|-----------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------------------|
|    |                                                                                                                 |         |           | End Sem.<br>Exam                             |
| 19 | Characteristics<br>of Human<br>Groups,                                                                          | Lecture | BCH 207.4 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 20 | Characteristics<br>of Human<br>Groups,                                                                          | Lecture | BCH 207.4 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 21 | Sociometry<br>and Grouping                                                                                      | Lecture | BCH 207.4 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 22 | Sociometry and<br>Grouping                                                                                      | Lecture | BCH 207.4 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 23 | Ethics in business;<br>Corporate Code of<br>Ethics a)<br>Environment b)<br>Accountability c)<br>Responsibility. | Lecture | BCH 207.5 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 24 | Ethics in business;<br>Corporate Code of<br>Ethics a)<br>Environment b)<br>Accountability c)<br>Responsibility. | Lecture | BCH 207.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 25 | Ethics in business;<br>Corporate Code of<br>Ethics a)<br>Environment b)<br>Accountability c)<br>Responsibility. | Lecture | BCH 207.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 26 | Corporate Social<br>Responsibility-<br>Arguments for and<br>against.                                            | Lecture | BCH 207.3 | Mid Term-2,<br>Quiz & End<br>Sem. Exam       |
| 27 | Corporate<br>Social                                                                                             | Lecture | BCH 207.3 | Mid Term-2,<br>Quiz & End                    |

|    |                                                                                    |         |           |                                  |
|----|------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Responsibility-Arguments for and against.                                          |         |           | Sem. Exam                        |
| 28 | Corporate Social Responsibility-Arguments for and against.                         | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Strategic Planning & Corporate Social Responsibility.                              | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Strategic Planning & Corporate Social Responsibility.                              | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Strategic Planning & Corporate Social Responsibility.                              | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Cases of corruption, Corporate Scandals                                            | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Cases of corruption, Corporate Scandals,                                           | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Whistle Blowing, Insider Trading, Discrimination, Advertising, Consumer Rights etc | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Whistle Blowing, Insider Trading, Discrimination, Advertising, Consumer Rights etc | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Whistle Blowing, Insider Trading, Discrimination, Advertising, Consumer Rights etc | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |

#### A. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |
|-----------|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|
|           |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |
| BCH 207.1 |           | 1                                   | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |  |
| BCH 207.2 |           | 3                                   | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 1           | 1            |  |
| BCH 207.3 |           | 3                                   | 3           | 3           | 3           | 3           | 2           | 2           | 1           | 1           | 1            |  |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –II) 2017-18                                                                                                                                                                                                    |              |                                                        |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) II Semester                                                                                                                                                                                                                           |              |                                                        |          |           |                |          |
| Subject Name:<br>BCH 207 Psychology and Ethics                                                                                                                                                                                                               |              | Time: 1.5 Hours                                        |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                               | Remembering  | Understanding                                          | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                             | Q.1,4        | Q.2,3                                                  | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 To enable students to understand the nature and characteristics of psychology.<br>CO2:.2 To enable the student identify the variables involved in human process so as to infer their role in running business organization |              |                                                        |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                       | Question No. | Question                                               |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                          | Q.1          | Explain meaning and definition of Psychology           |          |           |                | 3        |
|                                                                                                                                                                                                                                                              | Q.2a         | What are the Branches of Psychology explain in detail? |          |           |                | 3        |

|     |      |                                                                                      |   |
|-----|------|--------------------------------------------------------------------------------------|---|
| CO1 | Q.2b | Explain the Branches of Psychology with special references to Industrial Psychology. | 3 |
| CO2 | Q.3  | Explain types of Motivation.                                                         | 6 |
| CO2 | Q.4  | Explain the importance of motivation in organizational structure.                    | 3 |
| CO2 | Q.5a | Explain the role of extrinsic technique of motivation.                               | 3 |
|     | Q.5b | Explain various techniques of motivation                                             | 3 |
| CO2 | Q.6  | Why motivation is important? Explain it with example                                 | 6 |

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





# AMITY UNIVERSITY

MADHYA PRADESH

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

## Attainment

|                  |                                             |
|------------------|---------------------------------------------|
| Session          | 2017-18                                     |
| Course Name      | B. Com (Hons)                               |
| Semester         | 2nd Semester                                |
| Subject Code     | BCH207                                      |
| Subject Name     | Psychology and Ethics                       |
| Attainment Level | 35% of students secured more than 60% marks |

Note:

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course : BUSINESS AND ECONOMIC LAWS - II**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce**

**2017-18**

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

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

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

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

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

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

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

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

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

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

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| II SEM                           | BCH 205 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



# AMITY UNIVERSITY

MADHYA PRADESH

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

|                                                                                          |
|------------------------------------------------------------------------------------------|
|                                                                                          |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                          |
| <b>AMITY BUSINESS SCHOOL</b>                                                             |
| <b>Course Handout</b>                                                                    |
| Course : BUSINESS AND ECONOMIC LAWS - II                                                 |
| Course Code : BCH 205, Credits : 03, Session :2017-18 (EVEN Sem.), Class : BCOM 1st Year |

**Introduction:** The objective of the course is to impart basic knowledge that a common person comes across in this various business dealings and, make him aware of the relevant case laws

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

**BCH 205.1** Students will be able to understand the general legal framework, and of specific legal areas relating to business.

**BCH 205.2** Describe and explain how companies are managed, administered and regulated and identify the essential elements of the legal system including the main sources of law.

**BCH 205.3** Students will be able to Recognize the legal implications relating to companies in difficulty or in crisis.

**A. Program Outcomes:**

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

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

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

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

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

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

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

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

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

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

#### **A. Assessment Plan:**

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

## B. Syllabus

### Course Objective:

The objective of the course is to impart basic knowledge that a common person comes across in this various business dealings and, make him aware of the relevant case laws

### Course Contents:

#### Module I: Indian Partnership Act

Definition and nature of partnership - Rights and duties of partner - Types of partners - Incoming and outgoing and minor as a partner - Dissolution of partnership - Registration of firm, Limited Liability Partnership Act'2008- Meaning & definitions, Meaning of designated partners, Registration of LLP, Types of partners, Dissolution.

#### Module II: Consumer Protection Act. [COPRA] 1986

Back ground – definitions of 1) Consumer 2) Consumer Dispute 3) Complaint 4) Deficiency 5) Service Consumer Protection Council – Consumer Redressal Agencies – District Forum, State Commission and National Commission.

Module III: Foreign Exchange Management Act 1999 Objectives, Scope and salient features – offences under the Act.

### Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Tulsian - Business Law, Tata mcgraw Hill, New Delhi.
- Aswathappa. K & Ramachandra – Business Law, HPH, Mumbai.
- Kapoor N.D. - Business Law, Sultan Chand & Co.
- Bare Acts.
- Nabhi - Business Law, Indian Law House, Mumbai.
- Garg, Sareen, Sharma & Chawla - Business Law.
- M.C. Kuchhal, Business Law.

## Lecture Plan

| Lecture | Topics                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|----------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Indian Partnership Act                       | Lecture          | BCH 205.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Definition and nature of partnership         | Lecture          | BCH 205.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Rights and duties of partner                 | Lecture          | BCH 205.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Types of Partner                             | Lecture          | BCH 205.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Short - run and long - run supply curves     | Lecture          | BCH 205.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Incoming and outgoing and minor as a partner | Lecture          | BCH 205.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Dissolution of partnership                   | Lecture          | BCH 205.1        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | Registration of firm,                        | Lecture          | BCH 205.1        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Limited Liability Partnership                | Lecture          | BCH 205.1        | Mid Term-1, Quiz &               |

|    |                                                                     |         |           |                                  |
|----|---------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Act'2008                                                            |         |           | End Sem.<br>Exam                 |
| 10 | Comparison between perfect competition and monopoly                 | Lecture | BCH 205.1 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Meaning & definitions, Meaning of designated partners, Dissolution. | Lecture | BCH 205.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Meaning of designated partners, Dissolution.                        | Lecture | BCH 205.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Meaning of designated partners, Dissolution                         | Lecture | BCH 205.1 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Types of partners,                                                  | Lecture | BCH 205.1 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Consumer Protection Act. [COPRA] 1986                               | Lecture | BCH 205.1 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Back ground – definitions of 1) Consumer                            | Lecture | BCH 205.1 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Oligopoly: Characteristic                                           | Lecture | BCH 205.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | 2) Consumer Dispute                                                 | Lecture | BCH 205.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | 3) Complaint                                                        | Lecture | BCH 205.2 | Mid                              |



|    |                                                                                                                         |         |           |                                              |
|----|-------------------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------------------|
|    |                                                                                                                         |         |           | Term-2,<br>Quiz &<br>End Sem.<br>Exam        |
| 19 | 4) Deficiency                                                                                                           | Lecture | BCH 205.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 20 | 5) Service                                                                                                              | Lecture | BCH 205.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 21 | Consumer<br>Protection<br>Council                                                                                       | Lecture | BCH 205.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 22 | Consumer<br>Redressal Agencies                                                                                          | Lecture | BCH 205.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 23 | District Forum                                                                                                          | Lecture | BCH 205.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 24 | State Commission<br>and National<br>Commission.                                                                         | Lecture | BCH 205.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 25 | State Commission<br>and National<br>Commission                                                                          | Lecture | BCH 205.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 26 | Foreign Exchange<br>Management Act<br>1999<br>Objectives, Scope<br>and salient features<br>– offences under<br>the Act. | Lecture | BCH 205.3 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 27 | Foreign<br>Exchange                                                                                                     | Lecture | BCH 205.3 | Mid<br>Term-2,                               |

|    |                                                                  |         |           |                                  |
|----|------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Management Act 1999                                              |         |           | Quiz & End Sem. Exam             |
| 28 | Objectives, Scope and salient features – offences under the Act. | Lecture | BCH 205.3 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Foreign Exchange Management Act 1999                             | Lecture | BCH 205.3 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Objectives, Scope and salient features – offences under the Act. | Lecture | BCH 205.3 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Foreign Exchange Management Act 1999                             | Lecture | BCH 205.3 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Foreign Exchange Management Act 1999                             | Lecture | BCH 205.3 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Objectives, Scope and salient features – offences under the Act. | Lecture | BCH 205.3 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Foreign Exchange Management Act 1999                             | Lecture | BCH 205.3 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Objectives, Scope and salient features – offences under the Act. | Lecture | BCH 205.3 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Foreign Exchange Management Act 1999                             | Lecture | BCH 205.3 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO           | STATEMENT | CORRELATION WITH<br>PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|--------------|-----------|----------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|              |           | P<br>O<br>1                            | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BCH<br>205.1 |           | 1                                      | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |  |  |
| BCH<br>205.2 |           | 3                                      | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 1           | 1            |  |  |
| BCH<br>205.3 |           | 3                                      | 3           | 3           | 3           | 3           | 2           | 2           | 1           | 1           | 1            |  |  |

# Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –II) 2017-18                                                                                                                                                                                                                                                                                       |              |                                                                |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honors) II Semester                                                                                                                                                                                                                                                                                                               |              |                                                                |          |           |                |          |
| Subject Name:<br>BCH 205 Business and Economic<br>Laws - II                                                                                                                                                                                                                                                                                     |              | Time: 1.5 Hours                                                |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as per<br>Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                         | Remembering  | Understanding                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                             | Q.1,4        | Q.2,3                                                          | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Students will be able to understand the general legal framework, and of specific legal areas relating to business.</p> <p>CO2: Describe and explain how companies are managed, administered and regulated and identify the essential elements of the legal system including the main sources of law.</p> |              |                                                                |          |           |                |          |
| CO<br>Map                                                                                                                                                                                                                                                                                                                                       | Question No. | Question                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                             | Q.1          | Write definition and nature of partnership                     |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                             | Q.2a         | What are the rights and duties of partner?                     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                 | Q.2b         | Explain types of partners and their role in managing business. |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                             | Q.3          | Explain Incoming and outgoing and minor as a partner           |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                             | Q.4          | Define Consumer and Consumer Dispute                           |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                             | Q.5a         | Explain structure of Service Consumer Protection Council       |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                 | Q.5b         | Explain the role of Service Consumer Protection Council        |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                             | Q.6          | Explain Consumer Redressal Agencies                            |          |           |                | 6        |

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

## Attainment

|                  |                                               |
|------------------|-----------------------------------------------|
| Session          | 2017-18                                       |
| Course Name      | B. Com (Hons)                                 |
| Semester         | 2nd Semester                                  |
| Subject Code     | BCH 205                                       |
| Subject Name     | Business and Economic Laws - II               |
| Attainment Level | L 37% of students secured more than 60% marks |

Note:

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2017-18**

### **Programme Outcomes:**

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

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

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

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

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

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |          |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |          | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P010 |
| BCH<br>SEM                    | IIBCH301 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

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

|                                                                                          |
|------------------------------------------------------------------------------------------|
|                                                                                          |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                          |
| <b>AMITY BUSINESS SCHOOL</b>                                                             |
| <b>Course Handout</b>                                                                    |
| Course : Corporate Accounting -I                                                         |
| Course Code : BCH301, Crédits : 04, Session :2017-18 (Odd Sem.), Class : BCOM. IInd Year |

## A. Introduction:

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

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

**BCH301.1.** Able to understand the concept of Accounting standards and its relevance and significance.

**BCH301.2.** Know the basic functions of Accounting for share capital transactions and understand the statutory requirements, disclosure in balance sheet; rights issue.

**BCH301.3.** Able to recognize the essential features of debentures and conversion of debentures into shares.

**BCH301.4.** Describe the role of underwriter and SEBI guidelines for Underwriting.

**BCH301.5.** Evaluating the concept of Accounting treatment for amalgamation; absorption and reconstruction of companies.

## C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will



provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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

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

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

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

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

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

#### **D. Programme Specific Outcomes: NA**

#### **E. Assessment Plan:**

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

## F. Syllabus

### Module I

Statutory records to be maintained by a company, Accounting standards - relevance and significance; national and international accounting standards.

### Module II

Accounting for share capital transactions - issue of shares at par, at premium and at discount; forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares - statutory requirements, disclosure in balance sheet; rights issue.

### Module III

Issue of debentures - accounting treatment and procedures; redemption of debentures; conversion of debentures into shares.

### Module IV

Underwriting of shares -Meaning – Terms used in underwriting – underwriter – marked application – unmarked application – partial underwriting, profits prior to incorporation; treatment of preliminary expenses.– calculation of underwriting commission – Preparation of statement showing allocation of gross liability and net liability. SEBI guidelines for Underwriting.

## Module V

Accounting treatment for amalgamation, absorption and reconstruction of companies; internal and external reconstruction.

**Assignment for the students:** Students will Prepare Vouchers, Recording Transactions, Preparing Reports withheld of any popular Accounting Software.

### G. Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

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

### H. Suggested Text/Reference Books:

- S.N. Maheswari, Financial Accounting
- Narayanaswamy, Financial Accounting
- SP Iyengar, Advanced Accountancy
- RL Gupta, Advanced Accountancy
- Jain and Narang, Corporate Accounting
- Tulsian, Advanced Accounting

### I. Lecture Plan

| Lecture | Topics                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Statutory records to be maintained by a company | Lecture          | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 2       | Statutory records to be maintained by a company | Lecture          | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 3       | Statutory records to be maintained by a company | Lecture          | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                          |         |                  |                                 |
|----|----------------------------------------------------------|---------|------------------|---------------------------------|
| 4  | <i>Accounting standards - relevance and significance</i> | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 5  | Accounting standards - relevance and significance        | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6  | Accounting standards - relevance and significance        | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7  | national and international accounting standards.         | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | national and international accounting standards.         | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | national and international accounting standards.         | Lecture | <b>BCH301.1</b>  | Mid Term-1, Quiz & End Sem Exam |
| 10 | national and international accounting standards.         | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Accounting for share capital transactions                | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Accounting for share capital transactions                | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | issue of shares at                                       | Lecture | <b>BCH301.2.</b> | Mid                             |

|    |                                                                                                      |         |                  |                                 |
|----|------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | par, at premium and at discount                                                                      |         |                  | Term-1, Quiz & End Sem Exam     |
| 14 | issue of shares at par, at premium and at discount                                                   | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | issue of shares at par, at premium and at discount                                                   | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | forfeiture and re-issue of shares; buy-back of shares                                                | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | forfeiture and re-issue of shares; buy-back of shares                                                | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | forfeiture and re-issue of shares; buy-back of shares                                                | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | redemption of preference shares - statutory requirements, disclosure in balance sheet; rights issue. | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | redemption of preference shares - statutory requirements, disclosure in balance sheet; rights issue. | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Issue of debentures                                                                                  | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz &              |

|    |                                             |         |                  |                                             |
|----|---------------------------------------------|---------|------------------|---------------------------------------------|
|    |                                             |         |                  | End Sem<br>Exam                             |
| 22 | Issue of<br>debentures                      | Lecture | <b>BCH301.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 23 | Issue of<br>debentures                      | Lecture | <b>BCH301.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 24 | accounting<br>treatment and<br>procedures;  | Lecture | <b>BCH301.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 25 | accounting<br>treatment and<br>procedures;  | Lecture | <b>BCH301.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 26 | accounting<br>treatment and<br>procedures;  | Lecture | <b>BCH301.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 27 | conversion of<br>debentures into<br>shares. | Lecture | <b>BCH301.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 28 | conversion of<br>debentures into<br>shares. | Lecture | <b>BCH301.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 29 | redemption of<br>debentures                 | Lecture | <b>BCH301.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 30 | redemption of<br>debentures                 | Lecture | <b>BCH301.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem         |

|    |                                                                                                   |         |                  |                                 |
|----|---------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                                   |         |                  | Exam                            |
| 31 | Underwriting of shares -Meaning – Terms used in underwriting underwriter                          | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Underwriting of shares -Meaning – Terms used in underwriting – underwriter                        | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | Underwriting of shares -Meaning – Terms used in underwriting – underwriter                        | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | Underwriting of shares -Meaning – Terms used in underwriting – underwriter                        | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | Underwriting of shares -Meaning – Terms used in underwriting – underwriter                        | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | marked application – unmarked application – partial underwriting, profits prior to incorporation; | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | marked application – unmarked application – partial underwriting, profits prior to incorporation; | Lecture | <b>BCH301.4.</b> | Quiz & End Sem Exam             |
| 38 | treatment of preliminary expenses.– calculation of                                                | Lecture | <b>BCH301.4.</b> | Quiz & End Sem Exam             |

|    |                                                                                   |         |                  |                     |
|----|-----------------------------------------------------------------------------------|---------|------------------|---------------------|
|    | underwriting commission                                                           |         |                  |                     |
| 39 | treatment of preliminary expenses.– calculation of underwriting commission        | Lecture | <b>BCH301.4.</b> | Quiz & End Sem Exam |
| 40 | Preparation of statement showing allocation of gross liability and net liability. | Lecture | <b>BCH301.4.</b> | Quiz & End Sem Exam |
| 41 | SEBI guidelines for Underwriting.                                                 | Lecture | <b>BCH301.4.</b> | Quiz & End Sem Exam |
| 42 | SEBI guidelines for Underwriting.                                                 | Lecture | <b>BCH301.4.</b> | Quiz & End Sem Exam |
| 43 | Accounting treatment for amalgamation                                             | Lecture | <b>BCH301.5.</b> | Quiz & End Sem Exam |
| 44 | Accounting treatment for amalgamation                                             | Lecture | <b>BCH301.5.</b> | Quiz & End Sem Exam |
| 45 | absorption and reconstruction of companies                                        | Lecture | <b>BCH301.5.</b> | Quiz & End Sem Exam |
| 46 | absorption and reconstruction of companies                                        | Lecture | <b>BCH301.5.</b> | Quiz & End Sem Exam |
| 47 | internal and external reconstruction.                                             | Lecture | <b>BCH301.5.</b> | Quiz & End Sem Exam |
| 48 | internal and external reconstruction.                                             | Lecture | <b>BCH301.5.</b> | Quiz & End Sem Exam |



#### J. Course Articulation Matrix (Mapping of COs with POs)

[illegible]

[illegible]

|                    |                                                                                                              |          |          |          |          |          |          |          |          |          |          |
|--------------------|--------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BCH301.4.</b>   | Describe the role of underwriter and SEBI guidelines for Underwriting.                                       | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> |
| <b>BC H3 01.5.</b> | Evaluating the concept of Accounting treatment for amalgamation; absorption and reconstruction of companies. | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> |

**Sample Question Paper**

| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –III) 2017-18 |             |               |               |           |            |                |
|------------------------------------------------------------------------------------------------|-------------|---------------|---------------|-----------|------------|----------------|
| Class: B.Com.(H) III Semester                                                                  |             |               |               |           |            |                |
| Subject Name: BCH 301 Corporate Accounting-I                                                   |             |               | Time: 1.5 Hrs |           |            | Max. Marks: 30 |
| Levels of the questions as per Blooms Taxonomy                                                 | Remembering | Understanding | Applying      | Analyzing | Evaluating | Creating       |
| Question Mapping                                                                               | Q.1,4       | Q.2,3         | Q.4           | Q.2,5,6   | Q 6        |                |

| Student will be able to<br>CO1: List the broad perspective of corporate accounting.<br>CO2: Apply buyback and balance sheet models as per need. |              |                                                              |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------|-------|
| CO Map                                                                                                                                          | Question No. | Question                                                     | Marks |
| CO1                                                                                                                                             | Q.1          | Explain in brief the functions of accounting.                | 3     |
| CO1                                                                                                                                             | Q.2a         | What are the essential features of shares?                   | 3     |
|                                                                                                                                                 | Q.2b         | Write a short note on debentures.                            | 3     |
| CO1                                                                                                                                             | Q.3          | State the significance of international accounting standards | 6     |
| CO2                                                                                                                                             | Q.4          | Explain disclosure in balance sheet.                         | 3     |
| CO2                                                                                                                                             | Q.5a         | Elaborate accounting for share capital transactions.         | 3     |
|                                                                                                                                                 | Q.5b         | Write short note on buyback of shares.                       | 3     |
| CO2                                                                                                                                             | Q 6          | Evaluating the concept of forfeiture and reissue in India    | 6     |

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

## Attainment

|                  |                        |
|------------------|------------------------|
| Session          | 2017-18                |
| Course Name      | B. Com (Hons)          |
| Semester         | 3rd Semester           |
| Subject Code     | BCH301                 |
| Subject Name     | Corporate Accounting-I |
| Attainment Level | Level 2                |

Note:

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2017-18**

### **Programme Outcomes:**

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

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

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

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

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

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

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

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

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

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

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

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

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |           |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |           | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P010 |
| BCH<br>SEM                    | IIIBCH302 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

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

|                                                                                        |
|----------------------------------------------------------------------------------------|
|                                                                                        |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                        |
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>Course Handout</b>                                                                  |
| Course : Cost Accounting -I                                                            |
| Course Code : BCH302, Crédits : 04, Session: 2017-18 (Odd Sem.), Class : BCOM. II Year |

## A. Introduction:

To get an expert knowledge in the area of cost management and cost control to enable effective management decisions.

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

**BCH302.1.** Able to understand the concept of cost accounting and Cost Module – Cost Center – Elements of Cost – Preparation of cost sheet

**BCH302.2.** Know the basics about material costing techniques of Inventory control – Setting of stock levels – EOQ- ABC Analysis– Methods of pricing materials issues – LIFO – FIFO.

**BCH302.3.** Able to recognize the essential of labour costing and causes and effect of labour turnover.

## C. Programme Outcomes:

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

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



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

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

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

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

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

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

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

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

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                     | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                             | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                 |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% | S/V/Q/HA    | 10%                |

|                          |                                                        |    |             |
|--------------------------|--------------------------------------------------------|----|-------------|
|                          | includes all types of leaves including medical leaves. |    |             |
| Attendance               | End Semester Examination                               | A  | 5%          |
| End Semester Examination |                                                        | EE | 70%         |
| <b>Total</b>             |                                                        |    | <b>100%</b> |

## E. Syllabus

### Module I: Cost Accounting

Introduction – Meaning of Cost, costing and Cost Accounting – Comparison between Financial Accounts and Cost Accounts – Application of Cost Accounting – Designing and installing a Cost Accounting system – Cost concepts and Classification of Costs – Cost Module – Cost Center – Elements of Cost – Preparation of cost sheet – Tenders and Quotations – Problems.

### Module II: Material Costing

Classification of materials – Material Control – Purchasing procedure – store keeping – techniques of Inventory control – Setting of stock levels – EOQ- ABC Analysis– Methods of pricing materials issues – LIFO – FIFO – Weighted Average Method – Simple Average Method – Problems.

### Module III: Labour Costing

Control of labour cost – Labour Turn Turnover – Causes and effects of labour turnover – Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking – Idle time, causes and treatment – Overtime – Methods of Wage Payment, Time rate and Piece Rate – Incentive Schemes – Halsey Premium Plan – Rowan Bonus Plan – Taylor's and Merrick's differential piece rate systems – Problems.

**Assignment for the students:** Students will Prepare LIFO- FIFO- EQO through any popular Software.

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

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

## F. Suggested Text/Reference Books:

- N.K. Prasad: Cost Accounting
- Nigam & Sharma: Cost Accounting
- Khanna Pandey & Ahuja: Practical Costing
- M.L. Agarwal: Cost Accounting
- Jain & Narang: Cost Accounting

- S.P. Iyengar: Cost Accounting
- S.N. Maheshwari: Cost Accounting
- Horngren: Cost Accounting: A Managerial Emphasis
- M. N. Arora: Cost Accounting
- Dutta: Cost Accounting

#### G. Lecture Plan

| Lecture | Topics                                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction - Meaning of Cost, costing and Cost Accounting | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction - Meaning of Cost, costing and Cost Accounting | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 3       | Introduction - Meaning of Cost, costing and Cost Accounting | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | Comparison between Financial Accounts                       | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 5       | Comparison between Financial Accounts                       | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6       | Cost Accounts - Application of Cost Accounting              | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7       | Cost Accounts - Application of Cost Accounting              | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 8  | Designing and installing a Cost Accounting system<br>- Cost concepts and Classification of Costs                               | Lecture | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Designing and installing a Cost Accounting system<br>- Cost concepts and Classification of Costs                               | Lecture | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | Designing and installing a Cost Accounting system - Cost concepts and Classification of Costs                                  | Lecture | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book. | Lecture | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Cost Center - Elements of Cost - Preparation of cost sheet - Tenders and Quotations - Problems.                                | Lecture | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Classification of materials - Material Control - Purchasing procedure                                                          | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Classification of materials - Material Control - Purchasing procedure                                                          | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Classification of materials - Material Control - Purchasing procedure                                                          | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Store keeping - techniques of Inventory control - Setting of stock levels - EOQ- ABC Analysis                                  | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                              |         |                  |                                             |
|----|--------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
| 17 | store keeping -<br>techniques of<br>Inventory control -<br>Setting of stock<br>levels - EOQ- ABC<br>Analysis | Lecture | <b>BCH302.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 18 | store keeping -<br>techniques of<br>Inventory control -<br>Setting of stock<br>levels - EOQ- ABC<br>Analysis | Lecture | <b>BCH302.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 19 | Methods of pricing<br>materials issues -<br>LIFO - FIFO                                                      | Lecture | <b>BCH302.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 20 | Methods of pricing<br>materials issues -<br>LIFO - FIFO                                                      | Lecture | <b>BCH302.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 21 | Methods of pricing<br>materials issues - LIFO -<br>FIFO                                                      | Lecture | <b>BCH302.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 22 | Weighted Average<br>Method - Simple<br>Average Method -<br>Problems                                          | Lecture | <b>BCH102.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 23 | Weighted Average<br>Method - Simple<br>Average Method -<br>Problems                                          | Lecture | <b>BCH302.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 24 | Weighted Average<br>Method - Simple<br>Average Method -<br>Problems                                          | Lecture | <b>BCH302.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 25 | Control of labour<br>cost - Labour Turn<br>Turnover - Causes<br>and effects of<br>labour turnover            | Lecture | <b>BCH302.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 26 | Control of labour                                                                                            | Lecture | <b>BCH302.3.</b> | Mid                                         |

|    |                                                                                                |         |                  |                                 |
|----|------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | cost - Labour Turnover - Causes and effects of labour turnover                                 |         |                  | Term-2, Quiz & End Sem Exam     |
| 27 | Control of labour cost - Labour Turnover - Causes and effects of labour turnover               | Lecture | <b>BCH302.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking    | Lecture | <b>BCH302.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking    | Lecture | <b>BCH302.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking    | Lecture | <b>BCH302.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Idle time, causes and treatment - Overtime - Methods of Wage Payment, Time rate and Piece Rate | Lecture | <b>BCH302.3.</b> | Quiz & End Sem Exam             |
| 32 | Idle time, causes and treatment - Overtime - Methods of Wage Payment, Time rate and Piece Rate | Lecture | <b>BCH302.3.</b> | Quiz & End Sem Exam             |
| 33 | Incentive Schemes - Halsey Premium Plan - Rowan Bonus Plan                                     | Lecture | <b>BCH302.3.</b> | Quiz & End Sem Exam             |
| 34 | Incentive Schemes - Halsey Premium Plan - Rowan Bonus Plan                                     | Lecture | <b>BCH302.3.</b> | Quiz & End Sem Exam             |
| 35 | Taylor's and Merrick's differential piece rate systems - Problems.                             | Lecture | <b>BCH302.3.</b> | Quiz & End Sem Exam             |
| 36 | Taylor's and                                                                                   | Lecture | <b>BCH302.3.</b> | Quiz &                          |

|  |                                                       |  |  |              |
|--|-------------------------------------------------------|--|--|--------------|
|  | Merrick's differential piece rate systems - Problems. |  |  | End Sem Exam |
|--|-------------------------------------------------------|--|--|--------------|

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

| CO                  | STATEMENT                                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                     |                                                                                                                                | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BC H3 02. 1.</b> | Able to understand the concept of cost accounting and Cost Module – Cost Center – Elements of Cost – Preparation of cost sheet |                                     | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> |

|                                 |                                                                                                                                                                          |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>H3<br/>02.<br/>2.</b> | Know the basics about material costing techniques of Inventory control – Setting of stock levels – EOQ-ABC Analysis – Methods of pricing materials issues – LIFO – FIFO. | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BCH302.<br/>3.</b>           | Able to recognize the essential of labour costing and causes and effect of labour turnover.                                                                              | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> |



### Sample question Paper

|                                                                                                                                                        |              |                                                            |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –III) 2017-18                                                         |              |                                                            |          |           |                |          |
| Class: B.Com.(H) III Semester                                                                                                                          |              |                                                            |          |           |                |          |
| Subject Name:<br>BCH 302 Cost Accounting -I                                                                                                            |              | Time: 1.5 Hrs                                              |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                         | Remembering  | Understanding                                              | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                       | Q.1,4        | Q.2,3                                                      | Q.4      | Q.2,5     | Q.6            |          |
| Student will be able to<br>CO1: Understand costing and cost accounting and its application.<br>CO2: Apply techniques of inventory control in business. |              |                                                            |          |           |                |          |
| CO Map                                                                                                                                                 | Question No. | Question                                                   |          |           |                | Marks    |
| CO1                                                                                                                                                    | Q.1          | Explain cost concepts and classification of costs.         |          |           |                | 3        |
| CO1                                                                                                                                                    | Q.2a         | What are the essential features of tenders and quotations? |          |           |                | 3        |
|                                                                                                                                                        | Q.2b         | Write a short note on financial accounts.                  |          |           |                | 3        |
| CO1                                                                                                                                                    | Q.3          | State the problems of quotations in business.              |          |           |                | 6        |
| CO2                                                                                                                                                    | Q.4          | Explain LIFO and FIFO methods.                             |          |           |                | 3        |
| CO2                                                                                                                                                    | Q.5a         | Elaborate Economic Order Quantity.                         |          |           |                | 3        |
|                                                                                                                                                        | Q.5b         | Write short note on ABC analysis                           |          |           |                | 3        |
| CO2                                                                                                                                                    | Q.6          | Evaluating the techniques of inventory control.            |          |           |                | 6        |

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

## Attainment

|                  |                        |
|------------------|------------------------|
| Session          | 2017-18                |
| Course Name      | B. Com (Hons)          |
| Semester         | 3rd Semester           |
| Subject Code     | BCH302                 |
| Subject Name     | Corporate Accounting-I |
| Attainment Level | Level 1                |

Note:

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



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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2017-18**

### **Programme Outcomes:**

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

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

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

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

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

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

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

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

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

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

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

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

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |           |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |           | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BCH<br>SEM                    | IIIBCH303 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



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|                                                                                        |
|----------------------------------------------------------------------------------------|
|                                                                                        |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                        |
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>Course Handout</b>                                                                  |
| Course: <b>MICROECONOMIC THEORY AND APPLICATIONS – III</b>                             |
| Course Code : BCH303, Crédits : 03, Session :2017-18 (Odd Sem.), Class : BCOM. II Year |

## A. Introduction:

The objective of the course is to acquaint the student with various market structures within which a firm operates. The Course also deals with long –term decision-making and market efficiency.

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

**BCH303.1.** Develop an understanding of the applications of managerial economics

**BCH303.2.** Interpret regression analysis and discuss why it's employed in decision-making

**BCH303.3.** Able to understand perfect competition situations of the real market.

## C. Programme Outcomes:

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

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

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and

social problems by applying quantitative and qualitative problem-solving tools and techniques.

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

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

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

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

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

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

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

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                            | Code     | Weightage % |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                             | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                 |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% | S/V/Q/HA | 10%         |

|                          |                                                        |    |             |
|--------------------------|--------------------------------------------------------|----|-------------|
|                          | includes all types of leaves including medical leaves. |    |             |
| Attendance               | End Semester Examination                               | A  | 5%          |
| End Semester Examination |                                                        | EE | 70%         |
| <b>Total</b>             |                                                        |    | <b>100%</b> |

## E. Syllabus

### Module I: Monopoly Market Structure

Kinds of monopoly, Monopolist's decision and equilibrium. Shifts in demand curve and the absence of the supply curve. Measurement of monopoly power and the rule of thumb for pricing. Horizontal and vertical integration of firms. Comparison of pure competition and monopoly. The social costs of monopoly power. Price discrimination, Peak-load pricing.

### Module II: Monopolistic Competition and Oligopoly

Monopolistic competition price and output decision-equilibrium. Monopolistic Competition and economic efficiency, Oligopoly and Interdependence – Cournot's duopoly model, Kinked demand model. Prisoner's dilemma, collusive oligopoly – price-leadership model – dominant firm, cartels, sales maximization, Pricing Public Utilities.

### Module III: Perfect Competition

Assumptions, Price and Output decision. Equilibrium of the firm and the industry in the short run and long runs, including industry's long run supply, Producer Surplus. Demand-supply analysis. Stability Analysis- Walrasian and Marshallian.

### F. Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

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

### G. Suggested Text/Reference Books:

- Baunol, William J., "Economic Theory and Operations Analysis", Prentice-Hall of India Pvt. Ltd., New Delhi.
- H.L. Ahuja, Microeconomics

- Browning E.K., & J.M. Browning, "Microeconomic Theory and Applications", Kalyani Publishers, New Delhi.
- Gould, J.,P., & E.P Lazer, "Microeconomics Theory", All India Traveller Bookseller, New Delhi
- Lipsey, R.G., and K.A Chrystal, "Principles of Economics", Oxford University Press.
- Maddala G.S., and E.Miller, "Microeconomics: Theory and Applications" McGraw-Hall International.
- Salvatore, D., "Schaum's Outline of Theory and Problems of Microeconomics Theory", McGraw-Hill, International Edition.

#### H. Lecture Plan

| Lecture | Topics                                                      | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|-------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Kinds of monopoly                                           | Lecture          | <b>BCH303.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Monopolist's decision and equilibrium.                      | Lecture          | <b>BCH303.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | Monopolist's decision and equilibrium.                      | Lecture          | <b>BCH303.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | Shifts in demand curve and the absence of the supply curve. | Lecture          | <b>BCH303.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | Shifts in demand curve and the absence of the supply curve. | Lecture          | <b>BCH303.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | Measurement of monopoly power and                           | Lecture          | <b>BCH303.1.</b>  | Mid Term-1,                     |



|    |                                                                 |         |                  |                                 |
|----|-----------------------------------------------------------------|---------|------------------|---------------------------------|
|    | the rule of thumb for pricing.                                  |         |                  | Quiz & End Sem Exam             |
| 7  | Horizontal and vertical integration of firms.                   | Lecture | <b>BCH303.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | Comparison of pure competition and monopoly.                    | Lecture | <b>BCH303.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | The social costs of monopoly power.                             | Lecture | <b>BCH303.1</b>  | Mid Term-1, Quiz & End Sem Exam |
| 10 | Price discrimination, Peak-load pricing.                        | Lecture | <b>BCH303.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Monopolistic competition price and output decision-equilibrium. | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Monopolistic Competition and economic efficiency                | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Monopolistic Competition and economic efficiency                | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Oligopoly and Interdependence – Cournot's duopoly model         | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Oligopoly and Interdependence – Cournot's                       | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz &              |

|    |                                              |         |                  |                                 |
|----|----------------------------------------------|---------|------------------|---------------------------------|
|    | duopoly model                                |         |                  | End Sem Exam                    |
| 16 | Kinked demand model. Prisoner's dilemma      | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Kinked demand model. Prisoner's dilemma      | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | collusive oligopoly – price-leadership model | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | collusive oligopoly – price-leadership model | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | dominant firm, cartels, sales maximization   | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | dominant firm, cartels, sales maximization.  | Lecture | <b>BCH303.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Pricing Public Utilities                     | Lecture | <b>BCH303.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Assumptions, Price and Output decision.      | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Assumptions, Price and Output decision.      | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem      |

|    |                                                                                          |         |                  |                                 |
|----|------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                          |         |                  | Exam                            |
| 25 | Equilibrium of the firm                                                                  | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Equilibrium of the firm;                                                                 | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | <b>the industry in the short run and long runs, including industry's long run supply</b> | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | the industry in the short run and long runs, including industry's long run supply        | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | the industry in the short run and long runs, including industry's long run supply        | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Producer Surplus. Demand-supply analysis.                                                | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | <b>Producer Surplus. Demand-supply analysis.</b>                                         | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Producer Surplus. Demand-supply analysis.                                                | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | Stability Analysis- Walrasian and Marshallian.                                           | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz &              |



|                                 |                                                                       |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|-----------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>H3<br/>03.<br/>3.</b> | Able to understand perfect competition situations of the real market. | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> |
|---------------------------------|-----------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|

**Sample question Paper**

|                                                                                                                                                                                                                  |                     |                                                                          |                    |                  |                   |                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|--------------------------------------------------------------------------|--------------------|------------------|-------------------|-----------------------|
| <b>Amity Business School</b><br><b>Department of Management studies</b><br><b>I MID-SEMESTER (SEM –III) 2017-18</b>                                                                                              |                     |                                                                          |                    |                  |                   |                       |
| <b>Class: B.Com.(H) III Semester</b>                                                                                                                                                                             |                     |                                                                          |                    |                  |                   |                       |
| <b>Subject Name: BCH303</b><br><b>Microeconomic Theory and Applications – III</b>                                                                                                                                |                     |                                                                          | <b>Time: 2 Hrs</b> |                  |                   | <b>Max. Marks: 30</b> |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                            | <b>Remembering</b>  | <b>Understanding</b>                                                     | <b>Applying</b>    | <b>Analyzing</b> | <b>Evaluating</b> | <b>Creating</b>       |
| <b>Question Mapping</b>                                                                                                                                                                                          | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                             | <b>Q.4</b>         | <b>Q.2,5,6</b>   | <b>Q 6</b>        |                       |
| <b>Student will be able to</b><br><b>C01: Develop an understanding of the applications of managerial economics</b><br><b>C02: Interpret regression analysis and discuss why it's employed in decision-making</b> |                     |                                                                          |                    |                  |                   |                       |
| <b>CO Map</b>                                                                                                                                                                                                    | <b>Question No.</b> | <b>Question</b>                                                          |                    |                  |                   | <b>Marks</b>          |
| <b>CO1</b>                                                                                                                                                                                                       | <b>Q.1</b>          | <b>Explain in brief the functions of economics in decision making.</b>   |                    |                  |                   | <b>3</b>              |
| <b>CO1</b>                                                                                                                                                                                                       | <b>Q.2a</b>         | <b>Write the essential features of price determination</b>               |                    |                  |                   | <b>3</b>              |
|                                                                                                                                                                                                                  | <b>Q.2b</b>         | <b>Write a short note on monopoly and oligopoly</b>                      |                    |                  |                   | <b>3</b>              |
| <b>CO1</b>                                                                                                                                                                                                       | <b>Q.3</b>          | <b>State the significance of managerial economics in decision making</b> |                    |                  |                   | <b>6</b>              |
| <b>CO2</b>                                                                                                                                                                                                       | <b>Q.4</b>          | <b>Explain kinked demand curve</b>                                       |                    |                  |                   | <b>3</b>              |
|                                                                                                                                                                                                                  | <b>Q.5a</b>         | <b>Elaborate price leadership</b>                                        |                    |                  |                   | <b>3</b>              |

|     |      |                                                         |   |
|-----|------|---------------------------------------------------------|---|
| CO2 | Q.5b | Write short note on monopolistic competition            | 3 |
| CO2 | Q 6  | Evaluate Stability Analysis- Walrasian and Marshallian. | 6 |

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



# AMITY UNIVERSITY

MADHYA PRADESH

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## Attainment

|                  |                                                  |
|------------------|--------------------------------------------------|
| Session          | 2017-18                                          |
| Course Name      | B. Com (Hons)                                    |
| Semester         | 3rd Semester                                     |
| Subject Code     | BCH303                                           |
| Subject Name     | Microeconomic Theory and Applications – III      |
| Attainment Level | 44 % of the students secure more than 60 % marks |

Note:

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2017-18**

### **Programme Outcomes:**

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

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

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

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

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

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

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



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

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

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

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

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

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |           |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |           | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P010 |
| BCH<br>SEM                    | IIIBCH307 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



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|                                                                                        |
|----------------------------------------------------------------------------------------|
|                                                                                        |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                        |
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>Course Handout</b>                                                                  |
| Course : E - Commerce                                                                  |
| Course Code : BCH307, Crédits : 04, Session :2017-18 (Odd Sem.), Class : BCOM. II Year |

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

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

**BCH307.1.** To focus on the three major driving forces that permeate all aspects of e-commerce: business development and strategy, technological innovations, and social and legal issues and impacts

**BCH307.2.** Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences.

**BCH307.3.** To know the concept of e-commerce and its (r)evolution. Understand current Internet business models and strategies

**BCH307.4.** Able to Explain and develop solutions for implementing an e-commerce web presence. Discuss major ethical and legal issues surrounding e-commerce

**BCH307.5.** To understand implement, in simulation or authentically, an e-commerce presence. Create a marketing and promotional plan for an e-commerce presence.

**C. Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will

provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**D. Assessment Plan:**

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

**E. Syllabus****Module I: E-Commerce Concept**

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

**Module II: Types of E-Commerce Applications of B2C**

Consumers' shopping procedure on the internet; Online travel tourism services; Benefits and Impact of e-commerce on travel industry; Online stock trading and its benefits; Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards

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

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

### **Module III: E-Marketing Applications in B2B**

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

### **Module IV: E-Finance Applications in Governance,**

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

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

### **Module V: E-Payment Emerging Business Models**

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

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

#### ***F. Examination Scheme:***

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

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

#### **G. Suggested Text/Reference Books:**

- Computer Today, S. Bansundara

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

#### H. Lecture Plan

| Lecture | Topics                                                                                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Meaning, definition, concept, features, function of E-Commerce,                                                                   | Lecture          | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 2       | E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce,                                             | Lecture          | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 3       | limitations of E-Commerce, precaution for secure E-Commerce, proxy services.                                                      | Lecture          | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI,</i>                         | Lecture          | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 5       | Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control | Lecture          | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6       | Action plan for Implementing EDI, Factors influencing the choice of EDI,                                                          | Lecture          | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                     |         |                  |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | Software Concept of Electronic Signature,                                                                                           |         |                  |                                 |
| 7  | Access Control. Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce               | Lecture | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce                               | Lecture | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce                               | Lecture | <b>BCH307.1</b>  | Mid Term-1, Quiz & End Sem Exam |
| 10 | Consumers' shopping procedure on the internet; Online travel tourism services;                                                      | Lecture | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Benefits and Impact of e-commerce on travel industry; Online stock trading and its benefits;                                        | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit. | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Online banking                                                                                                                      | Lecture | <b>BCH307.2.</b> | Mid                             |

|    |                                                                                                                                                    |         |                  |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | and its benefits;<br>Online financial services and their future; Instant Paid payment system- Debit card, direct debit.                            |         |                  | Term-1, Quiz & End Sem Exam     |
| 14 | Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit.                | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit.                | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit.                | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards<br>E-Auction<br>Applications in B2C- E-Banking,                 | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | E-Trading. - Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement, | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                                                                                                                                                                                                      |         |                  |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 19 | E-Trading. -<br>Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement, Just in time delivery. Consumer to consumer and peer to peer business model<br>Introduction and basic concepts | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Just in time delivery. Consumer to consumer and peer to peer business model<br>Introduction and basic concepts<br>Redemption of preference shares - statutory requirements, disclosure in balance sheet; rights issue.                                               | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets<br>Architectural models of b2b;                                                                                                                                                                | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Characteristics of the supplier-oriented marketplace,                                                                                                                                                                                                                | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Buyer-oriented marketplace, and Intermediary-oriented marketplace;                                                                                                                                                                                                   | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Benefits of b2b on procurement                                                                                                                                                                                                                                       | Lecture | <b>BCH307.3.</b> | Mid Term-2,                     |

|    |                                                                                                                                                 |         |                  |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | reengineering;                                                                                                                                  |         |                  | Quiz & End Sem Exam             |
| 25 | Marketing issue in E-Marketing, Promoting your E-Business. Direct marketing, one to one marketing.                                              | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Marketing issue in E-Marketing, Promoting your E-Business. Direct marketing, one to one marketing.                                              | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Marketing issue in E-Marketing, Promoting your E-Business. Direct marketing, one to one marketing.                                              | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | E-government; E-governance – applications of the internet; Concept of government-to-business, business-to-government and citizen-to-government; | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | E-governance models; Areas of E-Financing, E-Banking, traditional v/s E-Banking, operations in E-Banking.                                       | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading,                                            | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                        |         |                  |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | operational aspects of E-Trading.                                                                                                      |         |                  |                                 |
| 31 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading. | Lecture | <b>BCH307.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading. | Lecture | <b>BCH307.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading. | Lecture | <b>BCH307.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading. | Lecture | <b>BCH307.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-                                           | Lecture | <b>BCH307.4.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                                                                                 |         |                  |                                             |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
|    | trading,<br>operational<br>aspects of E-<br>Trading.                                                                                                                                            |         |                  |                                             |
| 36 | Do-it-yourself model;<br>Information service<br>model; Emerging<br>hybrid models;<br>Emerging models in<br>India.<br>Transactions through<br>Internet,<br>Requirements of E-<br>Payment system, | Lecture | <b>BCH307.4.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 37 | Do-it-yourself<br>model;<br>Information<br>service model;<br>Emerging hybrid<br>models; Emerging<br>models in India.                                                                            | Lecture | <b>BCH307.4.</b> | Quiz &<br>End Sem<br>Exam                   |
| 38 | Transactions<br>through Internet,<br>Requirements of<br>E-Payment<br>system,                                                                                                                    | Lecture | <b>BCH307.4.</b> | Quiz &<br>End Sem<br>Exam                   |
| 39 | Post paid<br>payment system-<br>Credit card<br>solutions, cyber<br>cash Internet<br>cheques.                                                                                                    | Lecture | <b>BCH307.4.</b> | Quiz &<br>End Sem<br>Exam                   |
| 40 | Preparation of<br>statement<br>showing<br>allocation of<br>gross liability and<br>net liability.                                                                                                | Lecture | <b>BCH307.4.</b> | Quiz &<br>End Sem<br>Exam                   |
| 41 | Preparation of<br>statement<br>showing<br>allocation of<br>gross liability and<br>net liability.                                                                                                | Lecture | <b>BCH307.4.</b> | Quiz &<br>End Sem<br>Exam                   |
| 42 | Preparation of                                                                                                                                                                                  | Lecture | <b>BCH307.4.</b> | Quiz &                                      |

|    |                                                                                                                                            |         |                  |                     |
|----|--------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------|
|    | statement showing allocation of gross liability and net liability.                                                                         |         |                  | End Sem Exam        |
| 43 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |
| 44 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |
| 45 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |
| 46 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |
| 47 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |





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|  |                                                             |  |  |  |  |  |  |  |  |  |  |
|--|-------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|
|  | onal<br>plan for<br>an e-<br>comme<br>rce<br>presenc<br>e.. |  |  |  |  |  |  |  |  |  |  |
|--|-------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|

### Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                               |              |                                                                         |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –III) 2017-18                                                                                                                                                                                                                                                |              |                                                                         |          |           |                |          |
| Class: B.Com.(H) III Semester                                                                                                                                                                                                                                                                                                                 |              |                                                                         |          |           |                |          |
| Subject Name: BCH 307 E-Commerce                                                                                                                                                                                                                                                                                                              |              | Time: 2 Hrs                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                | Remembering  | Understanding                                                           | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                              | Q.1,4        | Q.2,3                                                                   | Q.4      | Q.2,5,6   | Q 6            |          |
| Student will be able to<br>CO1: To focuses on the three major driving forces that permeate all aspects of e-commerce: business development and strategy, technological innovations, and social and legal issues and impacts<br>CO2: Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences. |              |                                                                         |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                        | Question No. | Question                                                                |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                           | Q.1          | Explain in brief the functions of ecommerce.                            |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                           | Q.2a         | What are the essential features of digital marketing?                   |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                               | Q.2b         | Write a short note on SEO.                                              |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                           | Q.3          | State the significance of digital marketing in present scenario.        |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                           | Q.4          | Explain functions of W.W.W.                                             |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                           | Q.5a         | Elaborate B to B, B to C and C to C.                                    |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                               | Q.5b         | Write short note on development of e-commerce in India.                 |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                           | Q 6          | Evaluating the role of digital marketing in development of the economy. |          |           |                | 6        |

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



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## Attainment

|                  |               |
|------------------|---------------|
| Session          | 2017-18       |
| Course Name      | B. Com (Hons) |
| Semester         | 3rd Semester  |
| Subject Code     | BCH307        |
| Subject Name     | E-Commerce    |
| Attainment Level | Level 2       |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
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**AMITY BUSINESS SCHOOL**

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**2017-18**

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

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

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

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

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |               |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |               | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BCL<br>SEM                    | IIIBCL<br>325 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

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

| AMITY BUSINESS SCHOOL                                                                      |
|--------------------------------------------------------------------------------------------|
| Course Handout                                                                             |
| Course : Corporate Laws-I                                                                  |
| Course Code : BCH 305, Crédits : 03, Session :2017-18 (Odd Sem.), Class : B Com (Hons) 2nd |
| Year                                                                                       |

## PROGRAMME OUTCOMES

### Bachelor of Commerce

2021-2022

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

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

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

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

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

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

**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage

entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

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

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

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

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| III SEM                          | BCH 305 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



# AMITY UNIVERSITY

MADHYA PRADESH

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

|                                                                                          |
|------------------------------------------------------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                 |
| AMITY BUSINESS SCHOOL                                                                    |
| Course Handout                                                                           |
| Course : Corporate Laws I                                                                |
| Course Code : BCL 325 , Credits : 03, Session :2017-18 (Odd Sem.), Class : BCOM 2nd Year |

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

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

- BCH 305.1** Understand Corporate Laws and its importance.
- BCH 305.2** Analyse Promotion and incorporation of Companies
- BCH 305.3** Apply Memorandum of Association, Articles of Association and Prospectus
- BCH 305.4** Evaluate functions, duties and rights of Directors of a Company .

**A. Program Outcomes:**

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

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

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

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

**[PO.5] Understanding business processes and work teams:** Will enable students



understand business processes and work teams for better business outcomes.

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

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

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

#### **A. Assessment Plan:**

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

|              |  |  |             |
|--------------|--|--|-------------|
| <b>Total</b> |  |  | <b>100%</b> |
|              |  |  |             |

## **B. Syllabus**

### **Module I: Introduction**

Administration of Company Law [including National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT), Brief history of company law, Definition and characteristics & Types of companies, Lifting of Corporate Veil, Exemption and privileges to private companies.

### **Module II: Promotion and Incorporation**

Promotion & incorporation of companies, duties and liabilities of promoters, on-line registration of a company

### **Module III: MoA, AoA and Prospectus**

Memorandum of Association and its alteration, articles of association and its alteration, Prospectus, Shelf prospectus, Red herring prospectus, Borrowing Power, Mortgages & charges

### **Module IV: Directors of Company**

Directors- Classification of directors, additional, alternate and adhoc director; women directors, independent director, small shareholders' director; director identity number (DIN); appointment, powers & legal position, removal, duties and rights

### **Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

**Text & References:**

- M.C. Shukla & Gulshan: Principles of Company Law.
- N.D. Kapoor: Company Law and Secretarial Practice.
- M.C. Bhandari: Guide to Company Law Procedures.
- Tuteja: Company Administration and Meetings.
- S.C. Kuchehal: Company Law and Secretarial Practice.
- Dr. P.N. Reddy and H.R. Appanaiah: Essentials of Company Law and Secretarial Practice, Himalaya Publishers.

**Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                       | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>       |
|----------------|-------------------------------------|-------------------------|-------------------------|-----------------------------------|
| 1              | Administration of Company laws      | Lecture                 | BCH.305.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 2              | National Company Law Tribunal       | Lecture                 | BCH.305.1               | Mid Term-1, Quiz & End Sem. .Exam |
| 3              | Appellate Tribunal                  | Lecture                 | BCH.305.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 4              | Brief History of Company Laws       | Lecture                 | BCH.305.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 5              | Definition of Companies             | Lecture                 | BCH.305.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 6              | Characteristics of Companies        | Lecture                 | BCH.305.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 7              | Types of companies                  | Lecture                 | BCH.305.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 8              | Lifting of Corporate Veil           | Lecture                 | BCH.305.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 9              | Exemption and Privileges to Private | Lecture                 | BCH.305.1               | Mid Term-1, Quiz & End Sem.       |

|    |                                         |         |           |                                  |
|----|-----------------------------------------|---------|-----------|----------------------------------|
|    | Companies                               |         |           | Exam                             |
| 10 | Promotion of Companies                  | Lecture | BCH.305.1 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Incorporation of Companies              | Lecture | BCH.305.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Duties of Promoters                     | Lecture | BCH.305.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Liabilities of Promoters                | Lecture | BCH.305.1 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | On Line Registration of a Company       | Lecture | BCH.305.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | On Line Registration of a Company       | Lecture | BCH.305.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Memorandum of Association               | Lecture | BCH.305.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Alteration of Memorandum of Association | Lecture | BCH.305.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Articles of Association                 | Lecture | BCH.305.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Alteration of Articles of Association   | Lecture | BCH.305.2 | Mid Term-2, Quiz & End Sem. Exam |
| 19 | Prospectus                              | Lecture | BCH.305.2 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Self Prospectus                         | Lecture | BCH.305.2 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Red Herring Prospectus                  | Lecture | BCH.305.3 | Mid Term-2, Quiz & End Sem. Exam |

|    |                              |         |           |                                  |
|----|------------------------------|---------|-----------|----------------------------------|
| 22 | Borrowing Power              | Lecture | BCH.305.3 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Mortgages and Charges        | Lecture | BCH.305.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Mortgages and Charges        | Lecture | BCH.305.3 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Directors                    | Lecture | BCH.305.4 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Classification of Directors  | Lecture | BCH.305.4 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Classification of Directors  | Lecture | BCH.305.4 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | <i>Additional Director</i>   | Lecture | BCH.305.4 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Alternate Director           | Lecture | BCH.305.4 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Ad hoc director              | Lecture | BCH.305.4 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Women Director               | Lecture | BCH.305.4 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Independent Director         | Lecture | BCH.305.4 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | small shareholders' director | Lecture | BCH.305.4 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Director Identity Number     | Lecture | BCH.305.4 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Appointment,                 | Lecture | BCH.305.4 | Mid Term-                        |

|    |                            |         |           |                                  |
|----|----------------------------|---------|-----------|----------------------------------|
|    | powers & legal position    |         |           | 2, Quiz & End Sem. Exam          |
| 36 | Removal, duties and rights | Lecture | BCH.305.4 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                                               |             |             |             |             |             |             |             |             |             |              |
|-----------|-------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|           |                                                                         | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| BCH.305.1 | Understand Corporate Laws and its importance                            | 1           | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |
| BCH.305.2 | Analyse Promotion and incorporation of Companies                        | 3           | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 1           | 1            |
| BCH.305.3 | Apply Memorandum of Association, Articles of Association and Prospectus | 3           | 3           | 3           | 3           | 3           | 2           | 2           | 1           | 1           | 1            |
| BCH.305.4 | Evaluate functions ,duties and rights of Directors of a Company         | 2           | 2           | 2           | 1           | 1           | 2           | 1           | 2           | 1           | 1            |

### Sample Question Paper

|                                                                                                                                                             |                     |                                                                |                 |                  |                       |                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –I) 2017-18</b>                                                                                      |                     |                                                                |                 |                  |                       |                 |
| <b>Class: B Com (Honours) III Semester</b>                                                                                                                  |                     |                                                                |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>BCH 305 CORPORATE LAWS I</b>                                                                                                     |                     | <b>Time: 2 Hours</b>                                           |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                       | <b>Remembering</b>  | <b>Understanding</b>                                           | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                     | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                   | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <b>Student will be able to</b><br><b>CO1: Understand Corporate Laws and its importance.</b><br><b>CO2: Analyse Promotion and incorporation of Companies</b> |                     |                                                                |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                               | <b>Question No.</b> | <b>Question</b>                                                |                 |                  |                       | <b>Marks</b>    |
| CO1                                                                                                                                                         | Q.1                 | Explain in brief the rational for studying Corporate Laws.     |                 |                  |                       | 3               |
| CO1                                                                                                                                                         | Q.2a                | Explain types of Corporate Laws                                |                 |                  |                       | 3               |
|                                                                                                                                                             | Q.2b                | Explain features of Corporate Laws                             |                 |                  |                       | 3               |
| CO2                                                                                                                                                         | Q.3                 | Discuss Promotion of a Company                                 |                 |                  |                       | 6               |
| CO2                                                                                                                                                         | Q.4                 | What is incorporation of a Company                             |                 |                  |                       | 3               |
| CO2                                                                                                                                                         | Q.5a                | Explain on line registration of a company                      |                 |                  |                       | 3               |
|                                                                                                                                                             | Q.5b                | Differentiate between promotion and incorporation of a company |                 |                  |                       | 3               |
| CO2                                                                                                                                                         | Q 6                 | Explain duties and liabilities of promoters                    |                 |                  |                       | 6               |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

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

## Attainment

|                  |                                            |
|------------------|--------------------------------------------|
| Session          | 2017-18                                    |
| Course Name      | B. Com (Hons)                              |
| Semester         | 3rd Semester                               |
| Subject Code     | BCH 3025                                   |
| Subject Name     | Corporate Laws-I                           |
| Attainment Level | 47% of students secure more than 60% marks |

Note:

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





# AMITY UNIVERSITY

MADHYA PRADESH

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

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce**

**2017-18**

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

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

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social, commercial and civic issues ultimately leading to national development.

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| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |   |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|---|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |   | PO7 | PO8 | PO9 | PO 10 |
| III SEM                          | BCH 305 | 1   | 1   |     | 1   | 2   | 2   | 2 | 2   | 2   | 3   | 1     |



# AMITY UNIVERSITY

MADHYA PRADESH

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

|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
| Course Handout                                                                          |  |
| Course : Income Tax Law and Practice I                                                  |  |
| Course Code : BCH306 , Credits : 03, Session :2017-18 (Odd Sem.), Class : BCOM 2nd Year |  |

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

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

**BCH 305.1** Understand Income Tax Laws and its importance.

**BCH 305.2** Analyse exemptions on different categories and sources of income

**BCH 305.3** Apply Income on Salaries and other components associated with salaries.

**BCH 305.4** Evaluate income from house properties and exempted income from house properties .

**A. Program Outcomes:**

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

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

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

**A. Assessment Plan:**

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

## B. Syllabus

### Module I

Brief History of Income Tax, Legal Framework, Canons of Taxation – Finance Bill – Scheme of Income Tax. Definition: Assessee, Person, assessment year, previous year, income, Gross Total Income, Total Income, Agricultural Income (including integration of Agricultural Income with Non-Agriculture Income).

Revenue and Capital (a) Receipts (b) Expenditure (c) Loss.

### Module II

Residential Status and Incidence of Tax.

Exempted Incomes U/S 10 (Restricted to Individual Assesseees) : fully exempted and partly exempted incomes - including problems on House Rent Allowance, Leave Encashment, Commutation of Pension, Death-cum-Retirement benefits, Gratuity, compensation received on termination of the service.

### Module III

Income from Salary – Features of Salary Income – Basic Salary – Allowance, Perquisites section 89(1) – Tax Rebate U/S 89(1) & Deductions under 80(c) – Problems.

### Module IV

Income From House Property - Basis of Charge – Deemed Owners – Exempted Incomes from House Property – Composite Rent - Annual Value – Determination of Annual Value – Treatment of Unrealized Rent – Loss due to Vacancy – Deductions from Annual Value – Problems on Income from House Property.

### SKILL DEVELOPMENT

1. Form No.26 AS, 49A (PAN) and 49B.
2. Filling of Income Tax Returns.
3. List of enclosures to be made along with IT returns (with reference to salary & H.P).
4. Preparation of Form 16.
5. Computation of Income Tax and the Slab Rates.
6. Computation of Gratuity

### Examination Scheme:

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

### Text & References:

- Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
- B.B. Lal: Direct Taxes, Konark Publisher (P) Ltd.
- Bhagwathi Prasad: Direct Taxes – Law and Practice, Wishwa Prakashana.
- Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
- Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.

- Gaur & Narang: Income Tax.

### Lecture Plan

| Lecture | Topics                                                                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|------------------------------------------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Brief History of Income Tax                                                                    | Lecture          | BCH.306.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Legal Frame work                                                                               | Lecture          | BCH.306.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Cannons of Taxation                                                                            | Lecture          | BCH.306.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Finance Bill                                                                                   | Lecture          | BCH.306.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Scheme of Income Tax                                                                           | Lecture          | BCH.306.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Definition: Assessee, Person                                                                   | Lecture          | BCH.306.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Assessment year, previous year                                                                 | Lecture          | BCH.306.1        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | Gross Total Income, Total Income                                                               | Lecture          | BCH.306.1        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Agricultural Income (including integration of Agricultural Income with Non- Agriculture Income | Lecture          | BCH.306.1        | Mid Term-1, Quiz & End Sem. Exam |
| 10      | Revenue and Capital (a) Receipts (b)                                                           | Lecture          | BCH.306.1        | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                               |         |           |                                  |
|----|---------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Expenditure (c)<br>Loss.                                      |         |           | Exam                             |
| 11 | Residential Status and Incidence of Tax                       | Lecture | BCH.306.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Exempted Incomes U/S 10 (Restricted to Individual Assesseees) | Lecture | BCH.306.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Fully exempted and partly exempted incomes                    | Lecture | BCH.306.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Problems on House Rent Allowance                              | Lecture | BCH.306.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Leave Encashment                                              | Lecture | BCH.306.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Commutation of Pension                                        | Lecture | BCH.306.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Death-cum-Retirement benefits                                 | Lecture | BCH.306.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Gratuity,                                                     | Lecture | BCH.306.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Compensation received on termination of the service           | Lecture | BCH.306.2 | Mid Term-2, Quiz & End Sem. Exam |
| 19 | Income from Salary                                            | Lecture | BCH.306.3 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Income from Salary                                            | Lecture | BCH.306.3 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Features of Salary Income                                     | Lecture | BCH.306.3 | Mid Term-2, Quiz & End Sem. Exam |

|    |                            |         |           |                                  |
|----|----------------------------|---------|-----------|----------------------------------|
|    |                            |         |           | Exam                             |
| 22 | Features of Salary Income  | Lecture | BCH.306.3 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Basic Salary               | Lecture | BCH.306.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Allowances                 | Lecture | BCH.306.3 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Allowances                 | Lecture | BCH.306.3 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Perquisites Section 89(1)  | Lecture | BCH.306.3 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Perquisites Section 89(1)  | Lecture | BCH.306.3 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | Tax Rebate U/S 89(1)       | Lecture | BCH.306.3 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Tax Rebate U/S 89(1)       | Lecture | BCH.306.3 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Deductions under 80(c)     | Lecture | BCH.306.3 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Deductions under 80(c)     | Lecture | BCH.306.3 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Problems                   | Lecture | BCH.306.3 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Problems                   | Lecture | BCH.306.3 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Income From House Property | Lecture | BCH.306.4 | Mid Term-2, Quiz & End Sem. Exam |



|    |                                      |         |           |                                  |
|----|--------------------------------------|---------|-----------|----------------------------------|
| 35 | Income From House Property           | Lecture | BCH.306.4 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Basis of Charge                      | Lecture | BCH.306.4 | Mid Term-2, Quiz & End Sem. Exam |
| 37 | Deemed Owners                        | Lecture | BCH.306.4 | Mid Term-2, Quiz & End Sem. Exam |
| 38 | Deemed Owners                        | Lecture | BCH.306.4 | Mid Term-2, Quiz & End Sem. Exam |
| 39 | Exempted Incomes from House Property | Lecture | BCH.306.4 | Mid Term-2, Quiz & End Sem. Exam |
| 40 | Exempted Incomes from House Property | Lecture | BCH.306.4 | Mid Term-2, Quiz & End Sem. Exam |
| 41 | Composite Rent                       | Lecture | BCH.306.4 | Mid Term-2, Quiz & End Sem. Exam |
| 42 | Annual Value                         | Lecture | BCH.306.4 | Mid Term-2, Quiz & End Sem. Exam |
| 43 | Determination of Annual Value        | Lecture | BCH.306.4 | Mid Term-2, Quiz & End Sem. Exam |
| 44 | Determination of Annual Value        | Lecture | BCH.306.4 | Mid Term-2, Quiz & End Sem. Exam |
| 45 | Treatment of Unrealized Rent         | Lecture | BCH.306.4 | Mid Term-2, Quiz & End Sem. Exam |
| 46 | Loss due to Vacancy                  | Lecture | BCH.306.4 | Mid Term-2, Quiz & End Sem. Exam |
| 47 | Deductions from Annual Value         | Lecture | BCH.306.4 | Mid Term-2, Quiz & End Sem. Exam |
| 48 | Problems on                          | Lecture | BCH.306.4 | Mid Term-                        |

|  |                            |  |  |                         |
|--|----------------------------|--|--|-------------------------|
|  | Income from House Property |  |  | 2, Quiz & End Sem. Exam |
|--|----------------------------|--|--|-------------------------|

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                                                         | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
|-----------|-----------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|           |                                                                                   |             |             |             |             |             |             |             |             |             |              |
| BCH.306.1 | Understand Income Tax Laws and its importance                                     | 1           | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |
| BCH.306.2 | Analyse exemptions on different categories and sources of income                  | 3           | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 1           | 1            |
| BCH.306.3 | Apply Income on Salaries and other components associated with salaries.           | 3           | 3           | 3           | 3           | 3           | 2           | 2           | 1           | 1           | 1            |
| BCH.306.4 | Evaluate income from house properties and exempted income from house properties . | 2           | 2           | 2           | 1           | 1           | 2           | 1           | 2           | 1           | 1            |

**Sample Question Paper**

| Amity Business School<br>I MID-SEMESTER (SEM –III) 2017-18 |             |               |          |           |                |          |
|------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Class: B Com (Honors) III Semester                         |             |               |          |           |                |          |
| Subject Name:<br>BCH.306 Income Tax Law and Practice-I     |             | Time: 2 Hours |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy             | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |

| Question Mapping                                                                                                                                        | Q.1,4        | Q.2,3                                                  | Q.4 | Q.2,5,6 |       |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------|-----|---------|-------|--|
| Student will be able to<br>CO1: Understand Income Tax Laws and its importance.<br>CO2: Analyse exemptions on different categories and sources of income |              |                                                        |     |         |       |  |
| CO Map                                                                                                                                                  | Question No. | Question                                               |     |         | Marks |  |
| CO1                                                                                                                                                     | Q.1          | Explain in brief the rational for studying income tax. |     |         | 3     |  |
| CO1                                                                                                                                                     | Q.2a         | Explain types of income                                |     |         | 3     |  |
|                                                                                                                                                         | Q.2b         | Explain income                                         |     |         | 3     |  |
| CO2                                                                                                                                                     | Q.3          | Discuss exemptions from income tax                     |     |         | 6     |  |
| CO2                                                                                                                                                     | Q.4          | What is house rent allowance ?                         |     |         | 3     |  |
| CO2                                                                                                                                                     | Q.5a         | Explain Leave Encashment                               |     |         | 3     |  |
|                                                                                                                                                         | Q.5b         | Differentiate between pension and gratuity .           |     |         | 3     |  |
| CO2                                                                                                                                                     | Q 6          | Explain commutation of pension                         |     |         | 6     |  |

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

## Attainment

|                  |                                                |
|------------------|------------------------------------------------|
| Session          | 2017-18                                        |
| Course Name      | B. Com (Hons)                                  |
| Semester         | 3rd Semester                                   |
| Subject Code     | BCH 306                                        |
| Subject Name     | Income Tax Law and Practice-I                  |
| Attainment Level | 42% of the students secure more than 60% marks |

Note:

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



# AMITY UNIVERSITY

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AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (H)**

### **2017-18**

#### **Programme Outcomes:**

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

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

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

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

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

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

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

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

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

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

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

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

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                           | BCH 401 | 3   | 1   | 2   | 1   | 2   | 2   | 2   | 2   | 2   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

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

|                                                                                          |                           |
|------------------------------------------------------------------------------------------|---------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                 |                           |
| AMITY BUSINESS SCHOOL                                                                    |                           |
| Course Handout                                                                           |                           |
| Course :                                                                                 | CORPORATE ACCOUNTING - II |
| Course Code : BCH401, Crédits : 04, Session :2017-18 (Even Sem.), Class : BCOM. 2nd Year |                           |

## A. Introduction:

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

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

- 1.BCH401.1.** Able to understand the concept of Companies as per Company law requirements, payment of dividend and and payment of interest out of capital.
- 2.BCH401.2.** Know the basic functions of Holding and subsidiary companies, accounting treatment and disclosures; consolidation of accounts
- 3.BCH401.3.** Able to recognize the essential features of goodwill, shares and Dividend
- 4.BCH401.4.** Describe about the Final accounts of banking companies, insurance companies and electricity companies.
- 5.BCH401.5.** Evaluating the concept of Liquidation, treatment of uncalled Capital – liability of contributors.

## C. Programme Outcomes:

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

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

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

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

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

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

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

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

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

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

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                      | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                              | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                  |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the | S/V/Q/HA    | 10%                |



|                          |                                                                                                          |    |             |
|--------------------------|----------------------------------------------------------------------------------------------------------|----|-------------|
|                          | End Semester examination.<br>The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| Attendance               | End Semester Examination                                                                                 | A  | 5%          |
| End Semester Examination |                                                                                                          | EE | 70%         |
| <b>Total</b>             |                                                                                                          |    | <b>100%</b> |

## E. Syllabus

### Module I

Preparation and presentation of final accounts of joint stock companies as per company law requirements; provisions and reserves; determination of managerial remuneration; appropriation out of profits; transfer of profits to reserves; payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund; bonus shares and payment of interest out of capital.

### Module II:

Holding and subsidiary companies -accounting treatment and disclosures; consolidation of accounts.

### Module III: Valuation of goodwill and shares

Good will - Meaning – Definition – Elements of goodwill – Types of Goodwill – Purchased Goodwill – Nonpurchased or inherent Goodwill – Valuation of Non-purchased Goodwill – Average Profit Method – Super Profit Method – Capitalization of Average Profit Method – Capitalization of Super Profit Method – annuity method Shares - Meaning – need for valuation – factors affecting valuation – methods of valuation – Asset Backing or Intrinsic Value Method –Yield Valuation Method – Dividend Yield –Fair Value method – value of right shares – valuation of preference shares.

### Module IV:

Final accounts of banking companies, insurance companies and electricity companies.

## Module V: Liquidation

Voluntary Liquidation – Preparation of Liquidator's Statement of affairs – order of payment - Calculation of commission on Assets Realized – payment to unsecured creditors – payment to Unsecured creditors other than preferential creditors – calculation of pro rata- treatment of uncalled Capital – liability of contributors.

### F. Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

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

### G. Suggested Text/Reference Books:

- S.N. Maheswari, Financial Accounting
- Narayanaswamy, Financial Accounting
- SP Iyengar, Advanced Accountancy
- RL Gupta, Advanced Accountancy
- Jain and Narang, Corporate Accounting
- Tulsian, Advanced Accounting

### H. Lecture Plan

| Lecture | Topics                                                                                                   | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Preparation and presentation of final accounts of joint stock companies as per company law requirements; | Lecture          | <b>BCH401.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | provisions and reserves; appropriation out of profits;                                                   | Lecture          | <b>BCH401.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | determination of managerial remuneration; transfer of profits to reserves                                | Lecture          | <b>BCH401.1..</b> | Mid Term-1, Quiz & End Sem      |

|    |                                                                                                   |         |                  |                                 |
|----|---------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                                   |         |                  | Exam                            |
| 4  | <i>payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund</i> | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 5  | payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund        | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6  | payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund        | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7  | payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund        | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | bonus shares and payment of interest out of capital                                               | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | bonus shares and payment of interest out of capital                                               | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | bonus shares and payment of interest out of capital.                                              | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Bonus shares and payment of interest out of capital.                                              | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | bonus shares and payment of interest out of capital.                                              | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                      |         |                  |                                 |
|----|------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 13 | Holding and subsidiary companies                                                                     | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Holding and subsidiary companies                                                                     | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Holding and subsidiary companies<br>Holding and subsidiary companies                                 | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Holding and subsidiary companies                                                                     | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | accounting treatment and disclosures;                                                                | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | accounting treatment and disclosures;                                                                | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Consolidation accounts. of                                                                           | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Consolidation accounts. of                                                                           | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Valuation of goodwill and shares<br>Good will -<br>Meaning -<br>Definition -<br>Elements of goodwill | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                         |         |                  |                                 |
|----|---------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 22 | Valuation of goodwill and shares<br>Good will - Meaning - Definition - Elements of goodwill             | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Valuation of goodwill and shares<br>Good will - Meaning - Definition - Elements of goodwill             | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Types of Goodwill - Purchased Goodwill - Nonpurchased or inherent Goodwill                              | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Types of Goodwill - Purchased Goodwill - Nonpurchased or inherent Goodwill                              | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Valuation of Non-purchased Goodwill - Average Profit Method - Super Profit Method                       | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Capitalization of Average Profit Method - Capitalization of Super Profit Method - annuity method Shares | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Capitalization of Average Profit Method - Capitalization of Super Profit Method - annuity method Shares | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Capitalization of Average Profit Method - Capitalization of Super Profit Method - annuity method Shares | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Meaning - need for valuation - factors affecting valuation                                              | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem      |

|    |                                                                                        |         |                  |                                 |
|----|----------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                        |         |                  | Exam                            |
| 31 | Meaning - need for valuation - factors affecting valuation                             | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Meaning - need for valuation - factors affecting valuation                             | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | methods of valuation – Asset Backing or Intrinsic Value Method –Yield Valuation Method | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | methods of valuation – Asset Backing or Intrinsic Value Method –Yield Valuation Method | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | Dividend Yield –Fair Value method                                                      | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | value of right shares – valuation of preference shares.                                | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | value of right shares – valuation of preference shares.                                | Lecture | <b>BCH401.3.</b> | Quiz & End Sem Exam             |
| 38 | value of right shares – valuation of preference shares.                                | Lecture | <b>BCH401.3.</b> | Quiz & End Sem Exam             |
| 39 | Final accounts of banking companies, insurance companies and electricity companies.    | Lecture | <b>BCH401.4.</b> | Quiz & End Sem Exam             |
| 40 | Final accounts of banking companies, insurance companies and electricity companies.    | Lecture | <b>BCH401.4.</b> | Quiz & End Sem Exam             |
| 41 | Final accounts of banking companies,                                                   | Lecture | <b>BCH401.4.</b> | Quiz &                          |

|    |                                                                                                                                                       |         |                  |                     |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------|
|    | insurance companies and electricity companies.                                                                                                        |         |                  | End Sem Exam        |
| 42 | Final accounts of banking companies, insurance companies and electricity companies.                                                                   | Lecture | <b>BCH401.4.</b> | Quiz & End Sem Exam |
| 43 | Final accounts of banking companies, insurance companies and electricity companies.                                                                   | Lecture | <b>BCH401.4.</b> | Quiz & End Sem Exam |
| 44 | Voluntary Liquidation - Preparation of Liquidator's Statement of affairs - order of payment                                                           | Lecture | <b>BCH401.5.</b> | Quiz & End Sem Exam |
| 45 | Calculation of commission on Assets Realized - payment to unsecured creditors                                                                         | Lecture | <b>BCH101.5.</b> | Quiz & End Sem Exam |
| 46 | payment to Unsecured creditors other than preferential creditors - calculation of pro rata-treatment of uncalled Capital - liability of contributors. | Lecture | <b>BCH401.5.</b> | Quiz & End Sem Exam |
| 47 | payment to Unsecured creditors other than preferential creditors - calculation of pro rata-treatment of uncalled Capital - liability of contributors. | Lecture | <b>BCH401.5.</b> | Quiz & End Sem Exam |
| 48 | payment to Unsecured creditors other than preferential creditors - calculation of pro rata-treatment of uncalled Capital - liability of contributors. | Lecture | <b>BCH401.5.</b> | Quiz & End Sem Exam |

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

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |





|                     |                                                                                                        |          |          |          |          |          |          |          |          |          |          |
|---------------------|--------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>3.</b>           | essential features of goodwill, shares and Dividend                                                    |          |          |          |          |          |          |          |          |          |          |
| <b>BC H4 01. 4.</b> | Describe about the Final accounts of banking companies, insurance companies and electricity companies. | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |
| <b>BC H4 01. 5.</b> | Evaluating the concept of Liquidation, treatment of uncalled Capital – liability of contributors.      | <b>3</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |

### Sample Question Paper

|                                                                                                                                                        |                     |                                                                  |                 |                  |                       |                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>Department of Management studies</b><br><b>I MID-SEMESTER (SEM –IV) 2017-18</b>                                     |                     |                                                                  |                 |                  |                       |                 |
| <b>Class: B.Com.(H) IV Semester</b>                                                                                                                    |                     |                                                                  |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>BCH 401 Corporate Accounting-II</b>                                                                                         |                     | <b>Time: 1.5 Hrs</b>                                             |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                  | <b>Remembering</b>  | <b>Understanding</b>                                             | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                     | <b>Q.4</b>      | <b>Q.2,5,6</b>   | <b>Q 6</b>            |                 |
| Student will be able to<br>CO1: List the broad perceptive of Corporate Accounting.<br>CO2: Apply different concepts of final accounts and Liquidation. |                     |                                                                  |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                          | <b>Question No.</b> | <b>Question</b>                                                  |                 |                  |                       | <b>Marks</b>    |
| CO1                                                                                                                                                    | Q.1                 | Understand the concept of Companies                              |                 |                  |                       | 3               |
| CO1                                                                                                                                                    | Q.2a                | What are the basic functions of Holding and subsidiary companies |                 |                  |                       | 3               |
|                                                                                                                                                        | Q.2b                | Write a short note on consolidation of accounts.                 |                 |                  |                       | 3               |
| CO1                                                                                                                                                    | Q.3                 | State the significance of goodwill                               |                 |                  |                       | 6               |
| CO2                                                                                                                                                    | Q.4                 | Explain the features of Dividend.                                |                 |                  |                       | 3               |
| CO2                                                                                                                                                    | Q.5a                | Elaborate different accounting.                                  |                 |                  |                       | 3               |
|                                                                                                                                                        | Q.5b                | Write short note on final accounts in banking.                   |                 |                  |                       | 3               |
| CO2                                                                                                                                                    | Q 6                 | Evaluating the concept of corporate accounting in India          |                 |                  |                       | 6               |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

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

## Attainment

|                  |                                            |
|------------------|--------------------------------------------|
| Session          | 2017-18                                    |
| Course Name      | B. Com (Hons)                              |
| Semester         | 4 <sup>th</sup> Semester                   |
| Subject Code     | BCH401                                     |
| Subject Name     | Corporate Accounting-II                    |
| Attainment Level | 58% of students secure more than 60% marks |

Note:

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2017-18**

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

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

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

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

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

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

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

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

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

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

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

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                              | BCH<br>402 | 3   | 1   | 3   | 1   | 1   | 1   | 2   | 2   | 3   | 1    |



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|                                                                                          |                      |
|------------------------------------------------------------------------------------------|----------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                 |                      |
| AMITY BUSINESS SCHOOL                                                                    |                      |
| Course Handout                                                                           |                      |
| Course :                                                                                 | COST ACCOUNTING – II |
| Course Code : BCH402, Crédits : 03, Session :2017-18 (Even Sem.), Class : BCOM. 2nd Year |                      |

## A. Introduction:

To get an expert knowledge in the area of cost management and cost control to enable effective management decisions.

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

**1.BCH402.1.** Able to understand the concept of overhead costing, Procedure for accounting and control of overheads

**2.BCH402.2.** Know the basic functions of Job Costing – Batch Costing – Contract Costing and Service costing.

**3.BCH402.3.** Able to recognize the essential features of Marginal costing and Break-Even Analysis

## C. Programme Outcomes:

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

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**D. Assessment Plan:**

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

|                          |                           |    |             |
|--------------------------|---------------------------|----|-------------|
|                          | including medical leaves. |    |             |
| Attendance               | End Semester Examination  | A  | 5%          |
| End Semester Examination |                           | EE | 70%         |
| <b>Total</b>             |                           |    | <b>100%</b> |

## E. Syllabus

### Module I: Overhead Costing

Definition – Classification of overheads – Procedure for accounting and control of overheads – Allocation of overheads – Apportionment of Service department costs to production departments – Repeated Distribution method – Simultaneous equation method – absorption of OH's – Methods of Absorption – Percentage of direct material cost – Direct Labour Cost – Prime Cost, Direct Labour hour rate and Machine Hour Rate – Problems.

### Module II: Costing Methods

Costing Methods Introduction - Job Costing – Batch Costing – Contract Costing- Process Costing – principles – distinction between Process and Job – Preparation of process accounts – treatment of normal loss – abnormal loss – abnormal gain – Joint and By-products. Service costing.

### Module III: Marginal costing and Break-Even Analysis

Concept of Marginal Costs and Marginal Costing: Assumptions of Marginal Costing; Marginal Costing vs Absorption Costing; Advantages and Limitations of Marginal Costing; Break Even Analysis: Break-Even Point, Margin of safety, Angle of Incidence.

### F. Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

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

### G. Suggested Text/Reference Books:

- N.K. Prasad: Cost Accounting
- Nigam & Sharma: Cost Accounting
- Khanna Pandey & Ahuja: Practical Costing
- M.L. Agarwal: Cost Accounting



- Jain & Narang: Cost Accounting
- S.P. Iyengar: Cost Accounting
- S.N. Maheshwari: Cost Accounting
- Horngren: Cost Accounting: A Managerial Emphasis
- M. N. Arora: Cost Accounting
- Dutta: Cost Accounting

#### H. Lecture Plan

| Lecture | Topics                                                                                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Definition – Classification of overheads – Procedure for accounting and control of overheads                                 | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Definition – Classification of overheads – Procedure for accounting and control of overheads                                 | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Definition – Classification of overheads – Procedure for accounting and control of overheads                                 | Lecture          | BCH402.1..       | Mid Term-1, Quiz & End Sem Exam |
| 4       | Definition – Classification of overheads – Procedure for accounting and control of overheads                                 | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Allocation of overheads – Apportionment of Service department costs to production departments – Repeated Distribution method | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Allocation of overheads – Apportionment of Service department costs to production departments – Repeated Distribution method | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Allocation of overheads – Apportionment of Service                                                                           | Lecture          | BCH402.1.        | Mid Term-1,                     |

|    |                                                                                                                              |         |                  |                                 |
|----|------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | department costs to production departments – Repeated Distribution method                                                    |         |                  | Quiz & End Sem Exam             |
| 8  | Allocation of overheads – Apportionment of Service department costs to production departments – Repeated Distribution method | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Simultaneous equation method – absorption of OH's – Methods of Absorption – Percentage of direct material cost               | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | Simultaneous equation method – absorption of OH's – Methods of Absorption – Percentage of direct material cost               | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Direct Labour Cost – Prime Cost, Direct Labour hour rate and Machine Hour Rate – Problems.                                   | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Direct Labour Cost – Prime Cost, Direct Labour hour rate and Machine Hour Rate – Problems.                                   | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Costing Methods Introduction - Job Costing – Batch Costing – Contract Costing- Process Costing                               | Lecture | <b>BCH402.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Costing Methods Introduction - Job Costing – Batch Costing – Contract Costing- Process Costing                               | Lecture | <b>BCH402.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Costing Methods Introduction - Job Costing – Batch Costing                                                                   | Lecture | <b>BCH402.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Contract Costing- Process Costing                                                                                            | Lecture | <b>BCH402.2.</b> | Mid Term-1, Quiz & End Sem      |

|    |                                                                                                                                        |         |                  |                                             |
|----|----------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
|    |                                                                                                                                        |         |                  | Exam                                        |
| 17 | Contract Costing-<br>Process Costing                                                                                                   | Lecture | <b>BCH402.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 18 | - Job Costing – Batch                                                                                                                  | Lecture | <b>BCH402.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 19 | - Job Costing – Batch<br>Costing –                                                                                                     | Lecture | <b>BCH402.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 20 | Costing Methods<br>Introduction - Contract<br>Costing- Process Costing                                                                 | Lecture | <b>BCH402.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 21 | principles –<br>distinction between<br>Process and Job –<br>Preparation of<br>process accounts                                         | Lecture | <b>BCH402.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 22 | principles –<br>distinction between<br>Process and Job –<br>Preparation of<br>process accounts                                         | Lecture | <b>BCH402.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 23 | treatment of normal loss –<br>abnormal loss – abnormal<br>gain – Joint and By-<br>products. Service costing.                           | Lecture | <b>BCH402.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 24 | treatment of normal loss –<br>abnormal loss – abnormal<br>gain – Joint and By-<br>products. Service costing.                           | Lecture | <b>BCH402.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 25 | Concept of Marginal<br>Costs and Marginal<br>Costing: Assumptions<br>of Marginal Costing;<br>Marginal Costing vs<br>Absorption Costing | Lecture | <b>BCH402.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 26 | Concept of Marginal<br>Costs and Marginal<br>Costing: Assumptions                                                                      | Lecture | <b>BCH402.3.</b> | Mid<br>Term-2,<br>Quiz &                    |

|    |                                                                                                                                        |         |                  |                                             |
|----|----------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
|    | of Marginal Costing;<br>Marginal Costing vs<br>Absorption Costing                                                                      |         |                  | End Sem<br>Exam                             |
| 27 | Concept of Marginal<br>Costs and Marginal<br>Costing: Assumptions<br>of Marginal Costing;<br>Marginal Costing vs<br>Absorption Costing | Lecture | <b>BCH402.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 28 | Concept of Marginal<br>Costs and Marginal<br>Costing: Assumptions<br>of Marginal Costing;<br>Marginal Costing vs<br>Absorption Costing | Lecture | <b>BCH402.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 29 | Advantages and<br>Limitations of<br>Marginal Costing;<br>Break Even Analysis                                                           | Lecture | <b>BCH402.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 30 | Advantages and<br>Limitations of<br>Marginal Costing;<br>Break Even Analysis                                                           | Lecture | <b>BCH402.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 31 | Advantages and<br>Limitations of<br>Marginal Costing;<br>Break Even Analysis                                                           | Lecture | <b>BCH402.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 32 | Break-Even Point, Margin<br>of safety, Angle of<br>Incidence.                                                                          | Lecture | <b>BCH402.3.</b> | Quiz &<br>End Sem<br>Exam                   |
| 33 | Break-Even Point, Margin<br>of safety, Angle of<br>Incidence.                                                                          | Lecture | <b>BCH402.3.</b> | Quiz &<br>End Sem<br>Exam                   |
| 34 | Break-Even Point, Margin<br>of safety, Angle of<br>Incidence.                                                                          | Lecture | <b>BCH402.3.</b> | Quiz &<br>End Sem<br>Exam                   |
| 35 | Break-Even Point, Margin<br>of safety, Angle of<br>Incidence.                                                                          | Lecture | <b>BCH402.3.</b> | Quiz &<br>End Sem<br>Exam                   |
| 36 | Break-Even Point, Margin<br>of safety, Angle of<br>Incidence.                                                                          | Lecture | <b>BCH402.3.</b> | Quiz &<br>End Sem<br>Exam                   |

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

| CO                              | STATEMENT                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|---------------------------------|--------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                                 |                                                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BC<br/>H4<br/>02.<br/>1.</b> | Able to understand the concept of overhead costing, Procedure for accounting and control of overheads. | <b>3</b>                            | <b>2</b>    | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>     |
| <b>BC<br/>H4<br/>02.<br/>2.</b> | Know the basic functions of Job Costing – Batch Costing – Contract Costing and Service costing.        | <b>3</b>                            | <b>1</b>    | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>2</b>    | <b>2</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>     |
| <b>BC<br/>H4<br/>02.</b>        | Able to reco                                                                                           | <b>1</b>                            | <b>1</b>    | <b>3</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>3</b>    | <b>2</b>     |



| CO Map | Question No. | Question                                                         | Marks |
|--------|--------------|------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief about allocation of overheads.                  | 3     |
| CO1    | Q.2a         | What are the essential features of repeated distribution method? | 3     |
|        | Q.2b         | Write a short note on direct labour cost.                        | 3     |
| CO1    | Q.3          | State the significance of preparation of process accounts.       | 6     |
| CO2    | Q.4          | Explain Batch costing.                                           | 3     |
| CO2    | Q.5a         | Elaborate different types of losses in costing.                  | 3     |
|        | Q.5b         | Write short note on treatment of normal loss.                    | 3     |
| CO2    | Q 6          | Evaluating the concept of service costing in India               | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
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## Attainment

|                  |                          |
|------------------|--------------------------|
| Session          | 2017-18                  |
| Course Name      | B. Com (Hons)            |
| Semester         | 4 <sup>th</sup> Semester |
| Subject Code     | BCH402                   |
| Subject Name     | Cost Accounting-II       |
| Attainment Level | Level 2                  |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

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**Bachelor of Commerce (H)**

**2017-18**

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

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                        | BCH 403 | 3   | 1   | 3   | 1   | 3   | 1   | 3   | 2   | 3   | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

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

|                                                                                          |
|------------------------------------------------------------------------------------------|
|                                                                                          |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                          |
| <b>AMITY BUSINESS SCHOOL</b>                                                             |
| <b>Course Handout</b>                                                                    |
| Course: MICROECONOMIC THEORY AND APPLICATIONS – IV                                       |
| Course Code : BCH403, Crédits : 03, Session: 2017-18 (Even Sem.), Class : BCOM. 2nd Year |

## A. Introduction:

The objective of the course is to acquaint the student with various market structures within which a firm operates. The Course also deals with long –term decision-making and market efficiency.

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

- 1.**BCH403.1.** Able to understand Market for factor inputs.
- 2.**BCH403.2.** Know the basic functions of Inter-temporal Analysis and Choice under Uncertainty.
- 3.**BCH403.3.** Able to recognize the essential features of General Equilibrium and Welfare Economics

## C. Programme Outcomes:

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

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

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and

social problems by applying quantitative and qualitative problem-solving tools and techniques.

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

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

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

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

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

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

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

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                            | Code     | Weightage % |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                             | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                 |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% | S/V/Q/HA | 10%         |

|                          |                                                        |    |             |
|--------------------------|--------------------------------------------------------|----|-------------|
|                          | includes all types of leaves including medical leaves. |    |             |
| Attendance               | End Semester Examination                               | A  | 5%          |
| End Semester Examination |                                                        | EE | 70%         |
| <b>Total</b>             |                                                        |    | <b>100%</b> |

## E. Syllabus

### Module I: Market for factor Inputs

Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets. Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions. Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency.

### Module II: Inter-temporal Analysis and Choice under Uncertainty

Intertemporal choice – stocks versus flows, present discounted values, capital investment decisions, investment decisions by consumers, determination of interest rates. Risk, preferences towards risk, reducing risk.

### Module- III General Equilibrium and Welfare Economics

Partial and general equilibrium -2x2x2 model of general equilibrium- New Welfare Economics-Compensation criteria of Hicks, Kaldor. -Arrow's impossibility theorem -Sen's theory of welfare -Rawls' welfare concept -Easterlin Paradox

### F. Examination Scheme:

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

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

### G. Suggested Text/Reference Books:

- Baunol, William J., "Economic Theory and Operations Analysis", Prentice-Hall of India Pvt. Ltd., New Delhi.
- H.L. Ahuja, Microeconomics
- Browning E.K., & J.M. Browning, "Microeconomic Theory and Applications", Kalyani Publishers, New Delhi.
- Gould, J.,P., & E.P Lazer, "Microeconomics Theory", All India Traveller Bookseller, New Delhi

- Lipsey, R.G., and K.A Chrystal, "Principles of Economics", Oxford University Press.
- Maddala G.S., and E.Miller, "Microeconomics: Theory and Applications" McGraw-Hall International.
- Salvatore, D., "Schaum's Outline of Theory and Problems of Microeconomics Theory", McGraw-Hill, International Edition.

## H. Lecture Plan

| Lecture | Topics                                                                                                                                         | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets | Lecture          | <b>BCH403.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets | Lecture          | <b>BCH403.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets | Lecture          | <b>BCH403.1..</b> | Mid Term-1, Quiz & End Sem Exam |

|   |                                                                                                                                                |         |                  |                                 |
|---|------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 4 | Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 5 | Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions.                | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6 | Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions..               | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7 | Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions.                | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8 | Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions..               | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9 | Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency.                          | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                       |         |                  |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 10 | Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency. | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency. | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency. | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Intertemporal choice – stocks versus flows, present discounted values, capital investment decisions                   | Lecture | <b>BCH403.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Intertemporal choice – stocks versus flows, present discounted values, capital investment decisions                   | Lecture | <b>BCH403.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Intertemporal choice – stocks versus flows, present discounted values, capital investment decisions                   | Lecture | <b>BCH403.2.</b> | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                      |         |                  |                                 |
|----|----------------------------------------------------------------------|---------|------------------|---------------------------------|
| 16 | Risk, preferences towards risk, reducing risk.                       | Lecture | <b>BCH403.2.</b> |                                 |
| 17 | Risk, preferences towards risk, reducing risk.                       | Lecture | <b>BCH403.2.</b> |                                 |
| 18 | Risk, preferences towards risk, reducing risk.                       |         | <b>BCH403.2.</b> |                                 |
| 19 | Risk, preferences towards risk, reducing risk.                       |         | <b>BCH403.2.</b> |                                 |
| 20 | Intertemporal choice – stocks versus flows,                          | Lecture | <b>BCH403.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | present discounted values, capital investment decisions              | Lecture | <b>BCH403.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | present discounted values, capital investment decisions              | Lecture | <b>BCH403.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | present discounted values, capital investment decisions              | Lecture | <b>BCH403.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | present discounted values, capital investment decisions              | Lecture | <b>BCH403.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Partial and general equilibrium - 2x2x2 model of general equilibrium | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Partial and general equilibrium -                                    | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz &              |

|    |                                                                                                      |         |                  |                                 |
|----|------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | 2x2x2 model of general equilibrium                                                                   |         |                  | End Sem Exam                    |
| 27 | Partial and general equilibrium - 2x2x2 model of general equilibrium                                 | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Partial and general equilibrium - 2x2x2 model of general equilibrium                                 | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | New Welfare Economics- Compensation criteria of Hicks, Kaldor                                        | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | New Welfare Economics- Compensation criteria of Hicks, Kaldor                                        | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | New Welfare Economics- Compensation criteria of Hicks, Kaldor                                        | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | New Welfare Economics- Compensation criteria of Hicks, Kaldor                                        | Lecture | <b>BCH403.3.</b> | Quiz & End Sem Exam             |
| 33 | Arrow's impossibility theorem -Sen's theory of welfare<br>-Rawls' welfare concept -Easterlin Paradox | Lecture | <b>BCH403.3.</b> | Quiz & End Sem Exam             |
| 34 | Arrow's impossibility theorem -Sen's theory of welfare                                               | Lecture | <b>BCH403.3.</b> | Quiz & End Sem Exam             |

|    |                                                                                                      |         |                  |                     |
|----|------------------------------------------------------------------------------------------------------|---------|------------------|---------------------|
|    | -Rawls' welfare concept -Easterlin Paradox                                                           |         |                  |                     |
| 35 | Arrow's impossibility theorem -Sen's theory of welfare<br>-Rawls' welfare concept -Easterlin Paradox | Lecture | <b>BCH403.3.</b> | Quiz & End Sem Exam |
| 36 | Arrow's impossibility theorem -Sen's theory of welfare<br>-Rawls' welfare concept -Easterlin Paradox | Lecture | <b>BCH403.3.</b> | Quiz & End Sem Exam |

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

| CO                  | STATEMENT                                   | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|---------------------|---------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                     |                                             | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BC H4 03. 1.</b> | Able to understand Market for factor inputs | <b>3</b>                            | <b>2</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                                 |                                                                                       |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|---------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>H4<br/>3.<br/>2.</b>  | Know the basic functions of Inter-temporal Analysis and Choice under Uncertainty .    | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>H4<br/>03.<br/>3.</b> | Able to recognize the essential features of General Equilibrium and Welfare Economics | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |

**Sample Question Paper**

|                                                                                                                                  |             |               |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>Department of Management studies<br/>I MID-SEMESTER (SEM –IV) 2017-</p> |             |               |          |           |                |          |
| 18 Class: B.Com.(H) IV Semester                                                                                                  |             |               |          |           |                |          |
| Subject Name:<br>BCH 403 Microeconomic Theory and Applications – IV                                                              |             | Time: 1.5 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                   | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                 | Q.1,4       | Q.2,3         | Q.4      | Q.5,6     | Q 6            |          |

| Student will be able to<br>CO1: List the broad perceptive of Government intervention in factor market.<br>CO2: Apply different Inter-temporal Analysis and Choice under Uncertainty. |              |                                                      |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------|-------|
| CO Map                                                                                                                                                                               | Question No. | Question                                             | Marks |
| CO1                                                                                                                                                                                  | Q.1          | Explain in brief the functions of monopolistic.      | 3     |
| CO1                                                                                                                                                                                  | Q.2a         | What are the essential features of trade unions?     | 3     |
|                                                                                                                                                                                      | Q.2b         | Write a short note on role of trade unions.          | 3     |
| CO1                                                                                                                                                                                  | Q.3          | State the significance of risk in business           | 6     |
| CO2                                                                                                                                                                                  | Q.4          | Explain capital investment decisions.                | 3     |
| CO2                                                                                                                                                                                  | Q.5a         | Elaborate determinants of interest rates.            | 3     |
|                                                                                                                                                                                      | Q.5b         | Write short note on reducing risk.                   | 3     |
| CO2                                                                                                                                                                                  | Q 6          | Evaluating the concept of present discounted values. | 6     |

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



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## Attainment

|                  |                                            |
|------------------|--------------------------------------------|
| Session          | 2017-18                                    |
| Course Name      | B. Com (Hons)                              |
| Semester         | 4 <sup>th</sup> Semester                   |
| Subject Code     | BCH403                                     |
| Subject Name     | Microeconomic Theory and Applications – IV |
| Attainment Level | Level 1                                    |

Note:

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



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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2017-18**

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

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

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

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

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

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

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

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

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

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

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

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

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                        | BCH 407 | 3   | 1   | 2   | 1   | 1   | 2   | 1   | 1   | 2   | 2    |





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|                                                                                          |
|------------------------------------------------------------------------------------------|
|                                                                                          |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                          |
| <b>AMITY BUSINESS SCHOOL</b>                                                             |
| <b>Course Handout</b>                                                                    |
| <b>Course : AUDITING</b>                                                                 |
| Course Code : BCH407, Crédits : 03, Session :2017-18 (Even Sem.), Class : BCOM. 2nd Year |

## A. Introduction:

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

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

- 1.**BCH407.1.** Able to understand the concept of auditing.
- 2.**BCH407.2.** Know the basic functions of internal check and control.
- 3.**BCH407.3.** Describe the role of auditors.
- 4.**BCH407.4.** Evaluating the concept of audit report.

## C. Programme Outcomes:

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

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

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

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

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

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

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

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

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

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

#### **D. Assessment Plan:**

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

|                      |  |  |             |
|----------------------|--|--|-------------|
| Semester Examination |  |  |             |
| <b>Total</b>         |  |  | <b>100%</b> |

## E. Syllabus

### Module I: Introduction to Auditing

Introduction to auditing Introduction – meaning - definition – difference between accountancy and auditing – types of audit –statutory audit, Internal audit, Cost audit, Tax audit and Management audit, advantages of auditing – preparation before commencement of new audit Special areas in Audit/ other thrust areas in audit- Social audit, Environment audit. Efficiency audit

### Module II: Internal Check and Control

Internal check Meaning and objects of internal check – internal control-meaning definition-fundamental Principles-internal check as regards wages, cash sales, cash purchases - Internal control in Computerized Environment, ICQ- Concept and Preparation, Internal check in a departmental stores-internal audit – meaning-importance – advantage and disadvantages.

### Module III: Verification and Valuation

Verification and valuation of assets and liabilities: Meaning and objectives – position of an auditor as regards to the valuation of assets – verification and valuation of different items – assets –fixed assets -goodwill – stock in trade – investments – liabilities – capital – debentures – bills payable sundry creditors – contingent liabilities –

### Module IV: Audit Report

Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form. Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975.

## F. Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

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

## G. Suggested Text/Reference Books:

- TR Sharma, Auditing.
- BN Tandon, Practical Auditing.
- MS Ramaswamy, Principles and Practice of Auditing.
- Dinakar Pagare, Practice of Auditing.

- Kamal Gupta, Practical Auditing.
- P N Reddy & Appannaiah, Auditing.
- Shekar, Auditing.
- Pradeep Kumar, Auditing.

#### H. Lecture Plan

| Lecture | Topics                                                                                                     | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Introduction to auditing Introduction – meaning - definition – difference between accountancy and auditing | Lecture          | <b>BCH407.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction to auditing Introduction – meaning - definition – difference between accountancy and auditing | Lecture          | <b>BCH407.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | types of audit –statutory audit, Internal audit, Cost audit,                                               | Lecture          | <b>BCH407.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | types of audit – statutory audit, Internal audit, Cost audit,                                              | Lecture          | <b>BCH407.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | Tax audit and Management audit, advantages of auditing – preparation before commencement of new audit      | Lecture          | <b>BCH407.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | Special areas in Audit/ other thrust areas in audit- Social audit, Environment audit. Efficiency audit     | Lecture          | <b>BCH407.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 7       | Internal check Meaning and objects of internal check – internal control- meaning definition-               | Lecture          | <b>BCH407.2.</b>  | Mid Term-1, Quiz & End Sem      |

|    |                                                                                                                      |         |                  |                                 |
|----|----------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | fundamental Principles                                                                                               |         |                  | Exam                            |
| 8  | Internal check<br>Meaning and objects of internal check – internal control-meaning definition-fundamental Principles | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Internal check Meaning and objects of internal check – internal control-meaning definition-fundamental Principles    | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | internal check as regards wages, cash sales, cash purchases - Internal control in Computerized Environment           | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | internal check as regards wages, cash sales, cash purchases - Internal control in Computerized Environment           | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | ICQ- Concept and Preparation, Internal check in a departmental stores.                                               | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | ICQ- Concept and Preparation, Internal check in a departmental stores.                                               | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | ICQ- Concept and Preparation, Internal check in a departmental stores.                                               | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | internal audit – meaning-importance – advantage and disadvantages                                                    | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | internal audit – meaning-importance – advantage and disadvantages                                                    | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem      |

|    |                                                                                                                                             |         |                  |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                                                                             |         |                  | Exam                            |
| 17 | internal audit – meaning-importance – advantage and disadvantages                                                                           | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | internal audit – meaning-importance – advantage and disadvantages                                                                           | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Verification and valuation of assets and liabilities: Meaning and objectives - position of an auditor as regards to the valuation of assets | Lecture | <b>BCH407.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Verification and valuation of assets and liabilities: Meaning and objectives - position of an auditor as regards to the valuation of assets | Lecture | <b>BCH407.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | verification and valuation of different items - assets -fixed assets -goodwill                                                              | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | verification and valuation of different items - assets -fixed assets -goodwill                                                              | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | stock in trade – investments – liabilities – capital – debentures                                                                           | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | stock in trade – investments – liabilities – capital – debentures                                                                           | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 25 | bills payable sundry creditors – contingent liabilities                                                                        | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | bills payable sundry creditors – contingent liabilities                                                                        | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975. | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam             |
| 33 | Preparation of clean and qualified audit report with special reference to manufacturing and other                              | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam             |

|    |                                                                                                                                |         |                  |                     |
|----|--------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------|
|    | Companies Audit Report 1975.                                                                                                   |         |                  |                     |
| 34 | Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975. | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam |
| 35 | Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975. | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam |
| 36 | Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975. | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam |

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

| CO                  | STATEMENT                                   | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|---------------------|---------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                     |                                             | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BC H4 07. 1.</b> | Able to understand the concept of auditing. | <b>2</b>                            | <b>2</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |



|                                 |                                                                              |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>H4<br/>07.<br/>2.</b> | Know<br>the basic<br>functions<br>of<br>internal<br>check<br>and<br>control. | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>H4<br/>07.<br/>3.</b> | Des<br>crib<br>e the<br>role<br>of<br>audi<br>tors.                          | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |
| <b>BC<br/>H4<br/>07.<br/>4.</b> | Eval<br>uati<br>ng the<br>conc<br>ept<br>of<br>audi<br>t<br>repo<br>rt.      | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> |

### Sample question Paper

|                                                                                                                    |                     |                                                              |                 |                  |                       |                 |
|--------------------------------------------------------------------------------------------------------------------|---------------------|--------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>Department of Management studies</b><br><b>I MID-SEMESTER (SEM –IV) 2017-18</b> |                     |                                                              |                 |                  |                       |                 |
| <b>Class: B.Com.(H) IV Semester</b>                                                                                |                     |                                                              |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>BCH 407 Auditing</b>                                                                    |                     | <b>Time: 1.5 Hrs</b>                                         |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                              | <b>Remembering</b>  | <b>Understanding</b>                                         | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                            | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                 | <b>Q.4</b>      | <b>Q.5</b>       | <b>Q. 6</b>           |                 |
| Student will be able to<br>CO1: List the broad perceptive of auditing.<br>CO2: Apply usage of audit report.        |                     |                                                              |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                      | <b>Question No.</b> | <b>Question</b>                                              |                 |                  |                       | <b>Marks</b>    |
| CO1                                                                                                                | Q.1                 | Explain in brief the functions of auditing.                  |                 |                  |                       | 3               |
| CO1                                                                                                                | Q.2a                | What are the essential features of internal check & control? |                 |                  |                       | 3               |
|                                                                                                                    | Q.2b                | Write a short note on environment auditing.                  |                 |                  |                       | 3               |
| CO1                                                                                                                | Q.3                 | State the significance of cost auditing in business          |                 |                  |                       | 6               |
| CO2                                                                                                                | Q.4                 | Explain difference between accountancy and auditing.         |                 |                  |                       | 3               |
| CO2                                                                                                                | Q.5a                | Elaborate special areas in audit.                            |                 |                  |                       | 3               |
|                                                                                                                    | Q.5b                | Write short note on internal control.                        |                 |                  |                       | 3               |
| CO2                                                                                                                | Q 6                 | Evaluating the concept of auditing.                          |                 |                  |                       | 6               |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

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

## Attainment

|                  |                                             |
|------------------|---------------------------------------------|
| Session          | 2017-18                                     |
| Course Name      | B. Com (Hons)                               |
| Semester         | 4 <sup>th</sup> Semester                    |
| Subject Code     | BCH407                                      |
| Subject Name     | Auditing                                    |
| Attainment Level | 36 % of students secure more than 60% marks |

Note:

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2017-18**

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

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

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

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

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

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

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

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

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

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

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

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

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |   |     |     |     |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|---|-----|-----|-----|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |   | PO7 | PO8 | PO9 | PO10 |
| IV SEM                              | BCL 425 | 3   | 1   |     | 3   | 1   | 3   | 1 | 3   | 2   | 3   | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

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

|                                                                                          |
|------------------------------------------------------------------------------------------|
|                                                                                          |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                          |
| <b>AMITY BUSINESS SCHOOL</b>                                                             |
| <b>Course Handout</b>                                                                    |
| <b>Course: CORPORATE LAWS – II</b>                                                       |
| Course Code : BCH 405, Crédits : 03, Session :2017-18(Even Sem.), Class : BCOM. 2nd Year |

## A. Introduction:

To develop an understanding of the regulation of registered companies and to provide thorough understanding of the various provisions of the Indian Company Law

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

- 1.**BCH405.1.** Able to understand the concept of Company Meetings-kinds, Conduction of a valid meeting.
2. **BCH405.2.** Know about the Dividends and Rules regarding unpaid or unclaimed dividend.
3. **BCH405.3.** Able to recognize the essential features of auditing, Auditors' power planning, process and types of plans
4. **BCH405.4.** Evaluate the role of official Liquidator and implementation of Corporate Governance.

## C. Programme Outcomes:

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

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

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

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

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

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

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

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

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

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

#### D. Assessment Plan:

| Component Of Evaluation        | Description                                                                                                                                            | Code     | Weightage % |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                             | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                 |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% | S/V/Q/HA | 10%         |

|                          |                                                        |    |             |
|--------------------------|--------------------------------------------------------|----|-------------|
|                          | includes all types of leaves including medical leaves. |    |             |
| Attendance               | End Semester Examination                               | A  | 5%          |
| End Semester Examination |                                                        | EE | 70%         |
| <b>Total</b>             |                                                        |    | <b>100%</b> |

## E. Syllabus

### Module I: Company Meetings

Company Meetings-kinds, Conduction of a valid meeting, quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting.

### Module II: Dividends

Dividends - Dividend to Equity & Preference shareholders, Rules regarding dividends, Declaration of Dividend out of Reserves, Rules regarding unpaid or unclaimed dividend

### Module III: Auditing

Audit of Limited Companies-Company Auditor-appointment, powers, duties & liabilities, auditor's report.

### Module IV: Winding up of Company & Corporate Governance

Types of winding up, Grounds for winding up by court, Appointment, Duties & Powers of official Liquidator, Manner of voluntary winding up, Consequences & types of voluntary winding up, role and importance of corporate governance.

## F. Examination Scheme:

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

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

## G. Suggested Text/Reference Books:

- M.C. Shukla & Gulshan: Principles of Company Law.
- N.D. Kapoor: Company Law and Secretarial Practice.
- M.C. Bhandari: Guide to Company Law Procedures.
- Tuteja: Company Administration and Meetings.
- S.C. Kuchehal: Company Law and Secretarial Practice.
- Dr. P.N. Reddy and H.R. Appanaiah: Essentials of Company Law and Secretarial Practice, Himalaya Publishers.



**H. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                                          | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|--------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Company Meetings-kinds, Conduction of a valid meeting                                                  | Lecture                 | <b>BCH405.1.</b>        | Mid Term-1, Quiz & End Sem Exam |
| 2              | Company Meetings-kinds, Conduction of a valid meeting                                                  | Lecture                 | <b>BCH405.1</b>         | Mid Term-1, Quiz & End Sem Exam |
| 3              | Company Meetings-kinds, Conduction of a valid meeting                                                  | Lecture                 | <b>BCH405.1</b>         | Mid Term-1, Quiz & End Sem Exam |
| 4              | <i>Company Meetings-kinds, Conduction of a valid meeting</i>                                           | Lecture                 | <b>BCH405.1</b>         | Mid Term-1, Quiz & End Sem Exam |
| 5              | Company Meetings-kinds, Conduction of a valid meeting                                                  | Lecture                 | <b>BCH405.1</b>         | Mid Term-1, Quiz & End Sem Exam |
| 6              | quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting. | Lecture                 | <b>BCH405.1</b>         | Mid Term-1, Quiz & End Sem Exam |
| 7              | quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting. | Lecture                 | <b>BCH405.1</b>         | Mid Term-1, Quiz & End Sem Exam |
| 8              | quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting. | Lecture                 | <b>BCH405.1</b>         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                        |         |                 |                                 |
|----|--------------------------------------------------------------------------------------------------------|---------|-----------------|---------------------------------|
| 9  | quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting. | Lecture | <b>BCH405.1</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | Dividends - Dividend to Equity & Preference shareholders                                               | Lecture | <b>BCH405.2</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Dividends - Dividend to Equity & Preference shareholders                                               | Lecture | <b>BCH405.2</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Dividends - Dividend to Equity & Preference shareholders                                               | Lecture | <b>BCH405.2</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Dividends - Dividend to Equity & Preference shareholders                                               | Lecture | <b>BCH405.2</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Rules regarding dividends, Declaration of Dividend out of Reserves                                     | Lecture | <b>BCH405.2</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Rules regarding dividends, Declaration of Dividend out of Reserves                                     |         | <b>BCH405.2</b> |                                 |
| 16 | Rules regarding dividends, Declaration of Dividend out of Reserves                                     |         | <b>BCH405.2</b> |                                 |
| 17 | Rules regarding unpaid or unclaimed dividend                                                           |         | <b>BCH405.2</b> |                                 |
| 18 | Rules regarding unpaid or unclaimed dividend                                                           |         | <b>BCH405.2</b> |                                 |
| 19 | Audit of Limited Companies                                                                             | Lecture | <b>BCH405.3</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Audit of Limited Companies                                                                             | Lecture | <b>BCH405.3</b> | Mid Term-1,                     |

|    |                                                                               |         |                 |                                             |
|----|-------------------------------------------------------------------------------|---------|-----------------|---------------------------------------------|
|    |                                                                               |         |                 | Quiz &<br>End Sem<br>Exam                   |
| 21 | Audit of Limited<br>Companies                                                 | Lecture | <b>BCH405.3</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 22 | Company Auditor-<br>appointment,<br>powers                                    | Lecture | <b>BCH405.3</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 23 | Company Auditor-<br>appointment, powers                                       | Lecture | <b>BCH405.3</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 24 | Company Auditor-<br>appointment,<br>powers                                    | Lecture | <b>BCH405.3</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 25 | duties & liabilities,<br>auditor's report                                     | Lecture | <b>BCH405.3</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 26 | duties & liabilities,<br>auditor's report                                     | Lecture | <b>BCH405.3</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 27 | duties & liabilities,<br>auditor's report                                     | Lecture | <b>BCH405.3</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 28 | Types of winding<br>up, Grounds for<br>winding up by<br>court,<br>Appointment | Lecture | <b>BCH405.4</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 29 | Types of winding<br>up, Grounds for<br>winding up by<br>court,                | Lecture | <b>BCH405.4</b> | Mid<br>Term-2,<br>Quiz &                    |

|    |                                                                         |         |                 |                                 |
|----|-------------------------------------------------------------------------|---------|-----------------|---------------------------------|
|    | Appointment                                                             |         |                 | End Sem Exam                    |
| 30 | Types of winding up, Grounds for winding up by court, Appointment       | Lecture | <b>BCH405.4</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Duties & Powers of official Liquidator , Manner of voluntary winding up | Lecture | <b>BCH405.4</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Duties & Powers of official Liquidator , Manner of voluntary winding up | Lecture | <b>BCH405.4</b> | Quiz & End Sem Exam             |
| 33 | Duties & Powers of official Liquidator , Manner of voluntary winding up | Lecture | <b>BCH405.4</b> | Quiz & End Sem Exam             |
| 34 | Consequences & types of voluntary winding up                            | Lecture | <b>BCH405.4</b> | Quiz & End Sem Exam             |
| 35 | role and importance of corporate governance.                            | Lecture | <b>BCH405.4</b> | Quiz & End Sem Exam             |
| 36 | role and importance of corporate governance.                            | Lecture | <b>BCH405.4</b> | Quiz & End Sem Exam             |

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

| CO              | STATEMENT               | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|-----------------|-------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 |                         | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BCH405.1</b> | Able the concept of Com | <b>3</b>                            | <b>2</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |



|                                      |                                                                                       |          |          |          |          |          |          |          |          |          |          |
|--------------------------------------|---------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>H<br/>40<br/>5.<br/>4.</b> | Evaluate the role of official Liquidator and implementation of Corporate Governance . | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |
|--------------------------------------|---------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|

**Sample question Paper**

|                                                                                                                                                                 |              |                                                    |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –IV) 2017-<br>18 Class: B.Com.(H) I Semester                                   |              |                                                    |          |           |                |          |
| Subject Name:<br>BCH 405 Corporate Laws - II                                                                                                                    |              | Time: 1.5 Hrs                                      |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                  | Remembering  | Understanding                                      | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                | Q.1,4        | Q.2,3                                              | Q.4      | Q.5       | Q 6            |          |
| Student will be able to<br>CO1: List the broad perceptive of Corporate Laws.<br>CO2: Apply different Rules regarding dividends on equity and preference shares. |              |                                                    |          |           |                |          |
| CO Map                                                                                                                                                          | Question No. | Question                                           |          |           |                | Marks    |
| CO1                                                                                                                                                             | Q.1          | Explain in brief the functions of Company meetings |          |           |                | 3        |
| CO1                                                                                                                                                             | Q.2a         | What are the essential features of e-voting?       |          |           |                | 3        |
|                                                                                                                                                                 | Q.2b         | Write a short note on Postal ballots.              |          |           |                | 3        |

|     |      |                                                                             |   |
|-----|------|-----------------------------------------------------------------------------|---|
| CO1 | Q.3  | State the significance of postal ballot, meeting through video conferencing | 6 |
| CO2 | Q.4  | Explain quorum voting.                                                      | 3 |
| CO2 | Q.5a | Elaborate different theories of minutes.                                    | 3 |
|     | Q.5b | Write a short note on Dividends.                                            | 3 |
| CO2 | Q 6  | Evaluating the concept of Dividend to Equity & Preference shareholders.     | 6 |

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

## Attainment

|                  |                          |
|------------------|--------------------------|
| Session          | 2017-18                  |
| Course Name      | B. Com (Hons)            |
| Semester         | 4 <sup>th</sup> Semester |
| Subject Code     | BCH405                   |
| Subject Name     | Corporate Laws – II      |
| Attainment Level | Level 2                  |

Note:

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





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

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2017-18**

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

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

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

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

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

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

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

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

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

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

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

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

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |   |   |     |     |     |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|---|---|-----|-----|-----|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 |   |   | PO7 | PO8 | PO9 | PO10 |
| IV SEM                              | BCL 426 | 3   | 1   |     | 1   | 1   |     | 2 | 2 | 1   | 2   | 2   | 2    |



# AMITY UNIVERSITY

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|                                                                                         |                                  |
|-----------------------------------------------------------------------------------------|----------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |                                  |
| AMITY BUSINESS SCHOOL                                                                   |                                  |
| Course Handout                                                                          |                                  |
| Course :                                                                                | INCOME TAX LAW AND PRACTICE - II |
| Course Code : BCH406, Crédits : 04, Session :2017-18(Even Sem.), Class : BCOM. 2nd Year |                                  |

## A. Introduction:

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

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

1. **BCH406.1.** Able to understand the concept of Profits & Gains of Business & Profession.
2. **BCH406.2.** Know the basic functions of Income from Capital Gains
3. **BCH406.3.** Able to recognize the essential sources and features of Income from other sources
4. **BCH406.4.** Able to understand the concept of advance payment of Tax.
5. **BCH406.5.** Evaluating the concept of Goods and Services Tax (GST)

## C. Programme Outcomes:

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

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

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#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                     | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                             | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                 |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% | S/V/Q/HA    | 10%                |

|                          |                                                        |    |             |
|--------------------------|--------------------------------------------------------|----|-------------|
|                          | includes all types of leaves including medical leaves. |    |             |
| Attendance               | End Semester Examination                               | A  | 5%          |
| End Semester Examination |                                                        | EE | 70%         |
| <b>Total</b>             |                                                        |    | <b>100%</b> |

## E. Syllabus

### Module I: Profits & Gains of Business & Profession

Profits & Gains of Business & Profession - Introduction, Basic Principles, Basic Principles, Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems.

### Module II: Income from Capital Gains

Income from Capital Gains- Introduction, Meaning & types of capital assets, Computation of Capital Gains, Exemptions, Problems.

### Module III: Income from other sources

Income from other sources including receipt without consideration, winnings from lotteries, cross word puzzles ,horse races and card games etc, computation of interest on securities and dividend and permissible deductions from income from other sources .  
Permissible deductions from gross total income,(Under section 80C to 80U)

### Module IV Set-Off & Carry Forward of Losses and Assessment of Individuals

Set off carry forward losses, assessment of individuals- Advance payment of tax. Income tax authorities. Appeal, revision and penalties

### Module V: Introduction to Goods and Services Tax (GST)

Meaning, scope and significance of GST; principles of subsumption and taxes subsumed; classification of goods and services and GST rates. Basic terminologies- CGST/SGST, IGST. Input Tax Credit, Transitional Provisions, Electronic Commerce, HSN Code

## F. Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

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

## G. Suggested Text/Reference Books:

- Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
- B.B. Lal: Direct Taxes, Konark Publisher (P) Ltd.
- Bhagwathi Prasad: Direct Taxes – Law and Practice, Wishwa Prakashana.
- Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.

- Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.
- Gaur & Narang: Income Tax.
- Girish Ahuja and Ravi Gupta, Direct Tax Law – Theory & Practice, Bharat Law House, New Delhi
- Abhishek Rastogi: Professionals guide to GST Ideation to reality (2017)
- Rakesh Garg & Sandeep Garg, HSN code wise GST Tariff, Bloomsbury India Professional (July 2017)

#### H. Lecture Plan

| Lecture | Topics                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Profits & Gains of Business & Profession          | Lecture          | <b>BCH406.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 2       | Profits & Gains of Business & Profession          | Lecture          | <b>BCH406.1</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | Profits & Gains of Business & Profession          | Lecture          | <b>BCH406.1</b>  | Mid Term-1, Quiz & End Sem Exam |
| 4       | Profits & Gains of Business & Profession          | Lecture          | <b>BCH406.1</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | Introduction, Basic Principles, Basic Principles, | Lecture          | <b>BCH406.1</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | Introduction, Basic Principles, Basic Principles, | Lecture          | <b>BCH406.1</b>  | Mid Term-1, Quiz & End Sem Exam |
| 7       | Introduction, Basic Principles, Basic Principles, | Lecture          | <b>BCH406.1</b>  | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                 |         |                 |                                 |
|----|-----------------------------------------------------------------------------------------------------------------|---------|-----------------|---------------------------------|
| 8  | Introduction, Basic Principles, Basic Principles,                                                               | Lecture | <b>BCH406.1</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems. | Lecture | <b>BCH406.1</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems. | Lecture | <b>BCH406.1</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems. | Lecture | <b>BCH406.1</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems. | Lecture | <b>BCH406.1</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Income from Capital Gains- Introduction                                                                         | Lecture | <b>BCH406.2</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Income from Capital Gains- Introduction                                                                         | Lecture | <b>BCH406.2</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Income from Capital Gains- Introduction                                                                         | Lecture | <b>BCH406.2</b> | Mid Term-1, Quiz & End Sem      |

|    |                                                     |         |                 |                                 |
|----|-----------------------------------------------------|---------|-----------------|---------------------------------|
|    |                                                     |         |                 | Exam                            |
| 16 | Meaning & types of capital assets                   | Lecture | <b>BCH406.2</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Meaning & types of capital assets                   | Lecture | <b>BCH406.2</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | Meaning & types of capital assets                   | Lecture | <b>BCH406.2</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Meaning & types of capital assets                   | Lecture | <b>BCH406.2</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Computation of Capital Gains, Exemptions, Problems. | Lecture | <b>BCH406.2</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Computation of Capital Gains, Exemptions, Problems. | Lecture | <b>BCH406.2</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Computation of Capital Gains, Exemptions, Problems. | Lecture | <b>BCH406.2</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Computation of Capital Gains, Exemptions, Problems. | Lecture | <b>BCH406.2</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Computation of Capital Gains, Exemptions, Problems. | Lecture | <b>BCH406.2</b> | Mid Term-2, Quiz & End Sem Exam |



|    |                                                                                                              |         |                 |                                 |
|----|--------------------------------------------------------------------------------------------------------------|---------|-----------------|---------------------------------|
| 25 | Income from other sources including receipt without consideration                                            | Lecture | <b>BCH406.2</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Income from other sources including receipt without consideration                                            | Lecture | <b>BCH406.3</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Income from other sources including receipt without consideration                                            | Lecture | <b>BCH406.3</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | winnings from lotteries, cross word puzzles ,horse races and card games etc                                  | Lecture | <b>BCH406.3</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | winnings from lotteries, cross word puzzles ,horse races and card games etc                                  | Lecture | <b>BCH406.3</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | winnings from lotteries, cross word puzzles ,horse races and card games etc                                  | Lecture | <b>BCH406.3</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | winnings from lotteries, cross word puzzles ,horse races and card games etc                                  | Lecture | <b>BCH406.3</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | computation of interest on securities and dividend and permissible deductions from income from other sources | Lecture | <b>BCH406.3</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | computation of interest on securities and dividend and permissible deductions from                           | Lecture | <b>BCH406.3</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                      |         |                 |                                 |
|----|--------------------------------------------------------------------------------------|---------|-----------------|---------------------------------|
|    | income from other sources                                                            |         |                 |                                 |
| 34 | Permissible deductions from gross total income, (Under section 80C to 80U)           | Lecture | <b>BCH406.3</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | Permissible deductions from gross total income, (Under section 80C to 80U)           | Lecture | <b>BCH406.3</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | Set off carry forward losses, assessment of individuals- Advance payment of tax.     | Lecture | <b>BCH406.3</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | Set off carry forward losses, assessment of individuals- Advance payment of tax.     | Lecture | <b>BCH406.3</b> | Quiz & End Sem Exam             |
| 38 | Set off carry forward losses, assessment of individuals- Advance payment of tax.     | Lecture | <b>BCH406.3</b> | Quiz & End Sem Exam             |
| 39 | Income tax authorities. Appeal, revision and penalties                               | Lecture | <b>BCH406.4</b> | Quiz & End Sem Exam             |
| 40 | Income tax authorities. Appeal, revision and penalties                               | Lecture | <b>BCH406.4</b> | Quiz & End Sem Exam             |
| 41 | Meaning, scope and significance of GST; principles of subsumation and taxes subsumed | Lecture | <b>BCH406.4</b> | Quiz & End Sem Exam             |
| 42 | Meaning, scope and significance of GST; principles of subsumation and taxes subsumed | Lecture | <b>BCH406.4</b> | Quiz & End Sem Exam             |
| 43 | classification of goods and services and GST rates                                   | Lecture | <b>BCH406.5</b> | Quiz & End Sem Exam             |
| 44 | classification of goods and services and GST rates                                   | Lecture | <b>BCH406.5</b> | Quiz & End Sem Exam             |

|    |                                                                                                                |         |                 |                     |
|----|----------------------------------------------------------------------------------------------------------------|---------|-----------------|---------------------|
| 45 | classification of goods and services and GST rates                                                             | Lecture | <b>BCH406.5</b> | Quiz & End Sem Exam |
| 46 | Basic terminologies- CGST/SGST, IGST. Input Tax Credit, Transitional Provisions, Electronic Commerce, HSN Code | Lecture | <b>BCH406.5</b> | Quiz & End Sem Exam |
| 47 | Basic terminologies- CGST/SGST, IGST. Input Tax Credit, Transitional Provisions, Electronic Commerce, HSN Code | Lecture | <b>BCH406.5</b> | Quiz & End Sem Exam |
| 48 | Basic terminologies- CGST/SGST, IGST. Input Tax Credit, Transitional Provisions, Electronic Commerce, HSN Code | Lecture | <b>BCH406.5</b> | Quiz & End Sem Exam |

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

| CO              | STATEMENT                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|-----------------|-----------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 |                                                                             | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BCH406.1</b> | Able to understand the concept of Profits & Gains of Business & Profession. | <b>3</b>                            | <b>2</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                                 |                                                                                   |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|-----------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>H4<br/>06.<br/>2.</b> | Know the basic functions of Income from Capital Gains                             | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>H4<br/>06.<br/>3.</b> | Able to recognize the essential sources and features of Income from other sources | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |
| <b>BC<br/>H4<br/>06.<br/>4.</b> | Able to understand the concept of advance payment of Tax.                         | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> |
| <b>BC<br/>H4<br/>06.<br/>5.</b> | Evaluating the concept of Goods and Services Tax (GST).                           | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> |

**Sample Question Paper**

|                                                                                             |
|---------------------------------------------------------------------------------------------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –IV) 2017- |
| 18 Class: B.Com.(H) 4 Semester                                                              |

|                                                                                                                                               |              |                                                                 |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|----------|-----------|----------------|----------|
| Subject Name:<br>BCH 406 : Income Tax Law And<br>Practice – II                                                                                |              | Time: 1.5 Hrs                                                   |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                       | Remembering  | Understanding                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                           | Q.1,4        | Q.2,3                                                           | Q.4      | Q.5       | Q 6            |          |
| Student will be able to<br>CO1: Understand profit and gains of Business & Profession.<br>CO2: Apply the concept of income from capital gains. |              |                                                                 |          |           |                |          |
| CO Map                                                                                                                                        | Question No. | Question                                                        |          |           |                | Marks    |
| CO1                                                                                                                                           | Q.1          | Explain in brief about the profit and loss of a business firms. |          |           |                | 3        |
| CO1                                                                                                                                           | Q.2a         | What do you mean by Computation of Taxable profits of Business? |          |           |                | 3        |
|                                                                                                                                               | Q.2b         | Write a short note on income from other sources.                |          |           |                | 3        |
| CO1                                                                                                                                           | Q.3          | State the significance of income from capital gains.            |          |           |                | 6        |
| CO2                                                                                                                                           | Q.4          | Explain types of capital assets.                                |          |           |                | 3        |
| CO2                                                                                                                                           | Q.5a         | Elaborate different theories of capital gains.                  |          |           |                | 3        |
|                                                                                                                                               | Q.5b         | Write short note on computation of capital gains.               |          |           |                | 3        |
| CO2                                                                                                                                           | Q 6          | Evaluating the concept of capital gains problems.               |          |           |                | 6        |

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

## Attainment

|                  |                                  |
|------------------|----------------------------------|
| Session          | 2017-18                          |
| Course Name      | B. Com (Hons)                    |
| Semester         | 4 <sup>th</sup> Semester         |
| Subject Code     | BCH406                           |
| Subject Name     | Income Tax Law and Practice – II |
| Attainment Level | Level 2                          |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
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## AMITY BUSINESS SCHOOL

### Course Handout

Course : Management Accounting-I

Course Code : BCH 501, Crédits : 03 Session :2017-18 (Odd Sem.), Class : B Com (Hons) 3rd Year

### PROGRAMME OUTCOMES

#### Bachelor of Commerce

2017-18

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

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

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

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

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| V SEM                            | BCH 501 | 1   | " " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " -"  |





**Course Handout**

Course : Management Accounting-I

Course Code : BCH 501, Credits : 03, Session :2018- 19 (Odd Sem.), Class : BCOM 3rd Year

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

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

**BCH 501.1** Understand basic concepts of Management Accounting

**BCH 501.2** Analyse and Interpret Financial Statements **BCH 501.3**

Apply Ratio Analysis

**BCH 501.4** Examine Funds Flow Analysis

**Program Outcomes:**

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

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

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

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

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

**[PO.6] Think critically and independently:** The program will develop the ability to think

critically and independently translating into a well developed personal value system

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

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

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

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

#### A. Assessment Plan:

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

#### A. Syllabus

##### Course Contents:

**Module I: Management Accounting**

Nature & Scope: Meaning and Definition - Objectives of Management Accounting - Management Accounting and Financial Accounting - Management Accounting and Cost Accounting - Utility of Management Accounting - Limitations of Management Accounting - Position of Management Accountant in the Organisation.

**Module II: Analysis and Interpretation of Financial Statements - I**

Concept of Financial Statements and their Nature - Limitations of Financial Statements - Analysis and Interpretation - Tools - Comparative Financial Statements - Common size Statements - Trend Percentages

**Module III: Analysis and Interpretation of Financial Statements - II**

Ratio Analysis - Nature and Interpretation - Utility and Limitations of Ratios - Short-term Financial Ratios - Long-term Financial Ratios - Profitability Ratios - Proprietary and Yield Ratios - Turnover Ratios - DUPONT Control Chart

**Module IV: Funds Flow Analysis**

Concept of Funds - Sources and Uses of Funds - Concept of Flow - Funds Flow Statement - Managerial Uses of Funds Flow Analysis - Construction of Funds Flow Statements

**Practical:**

Use of various software packages to obtain different Management Accounting outputs like:  
(i) Fund Flow Statement, (ii) Ratio Analysis

**Examination Scheme:**

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

**Text & References:**

- Dr. S.N. Maheswari , Management Accounting
- Sexana, Management Accounting
- Made Gowda, Management Accounting
- Dr. S.N. Goyal and Manmohan, Management Accounting
- B.S. Raman, Management Accounting
- R.S.N. Pillai and Bagavathi, Management Accounting
- Sharma and Gupta, Management Accounting
- J. Batty, Management Accounting
- Foster, Financial Statement Analysis, Pearson.
- PN Reddy & Appanaiah, Essentials of Management Accounting.

## Lecture Plan

| Lecture | Topics                                                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|-----------------------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Nature & Scope of Management Accounting                                     | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Meaning and Definition of Management Accounting                             | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Objectives of Management Accounting                                         | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Management Accounting and Financial Accounting                              | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Management Accounting and Financial Accounting                              | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Management Accounting and Cost Accounting                                   | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Management Accounting and Cost Accounting                                   | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | Utility of Management Accounting                                            | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Limitations of Management Accounting - Position of Management Accountant in | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                  |         |           |                                  |
|----|--------------------------------------------------|---------|-----------|----------------------------------|
|    | the Organisation                                 |         |           |                                  |
| 12 | Concept of Financial Statements and their Nature | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Concept of Financial Statements and their Nature | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Limitations of Financial Statements              | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Limitations of Financial Statements              | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Analysis and Interpretation - Tools              | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Comparative Financial Statements                 | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Common size Statements, Trend Percentages        | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Ratio Analysis                                   | Lecture | BCH 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 20 | Nature and Interpretation                        | Lecture | BCH 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 21 | Utility and Limitations of Ratios                | Lecture | BCH 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Utility and Limitations of Ratios                | Lecture | BCH 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Short-term Financial Ratios                      | Lecture | BCH 501.3 | Mid Term-2, Quiz &               |

|    |                                              |         |           |                                            |
|----|----------------------------------------------|---------|-----------|--------------------------------------------|
|    |                                              |         |           | End Sem.<br>Exam                           |
| 24 | - Long-term<br>Financial Ratios              | Lecture | BCH 501.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 25 | Profitability<br>Ratios                      | Lecture | BCH 501.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 26 | Proprietary and<br>Yield Ratios -            | Lecture | BCH 501.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 27 | Turnover Ratios<br>- DUPONT<br>Control Chart | Lecture | BCH 501.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 28 | Concept of funds                             | Lecture | BCH 501.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 29 | Sources and<br>Uses of Funds                 | Lecture | BCH 501.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 30 | Sources and<br>Uses of Funds                 | Lecture | BCH 501.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 31 | Concept of Flow                              | Lecture | BCH 501.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 32 | - Funds Flow<br>Statement -                  | Lecture | BCH 501.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 33 | - Funds Flow<br>Statement -                  | Lecture | BCH 501.5 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 34 | Managerial Uses<br>of Funds Flow<br>Analysis | Lecture | BCH 501.5 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 35 | Managerial Uses<br>of Funds Flow<br>Analysis | Lecture | BCH 501.5 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |

|    |                                       |         |           |                                  |
|----|---------------------------------------|---------|-----------|----------------------------------|
| 36 | Construction of Funds Flow Statements | Lecture | BCH 501.5 | Mid Term-2, Quiz & End Sem. Exam |
|----|---------------------------------------|---------|-----------|----------------------------------|

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                          | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|-----------|----------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|           |                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BCH 501.1 | Understand basic concepts of Management Accounting | 1                                   | “<br>”      | “<br>”      | ”<br>”      | “<br>”      | 2           | “<br>”      | “<br>”      | 2           | “<br>”       |  |  |
| BCH 501.2 | Analyse and Interpret Financial Statements         | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>”      | “<br>”      | 1           | “<br>”       |  |  |
| BCH 501.3 | Apply Ratio Analysis                               | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>”      | “<br>”      | 1           | “<br>”       |  |  |
| BCH 501.4 | Examine Funds Flow Analysis                        | “<br>”                              | “<br>”      | 2           | “<br>”      | “<br>”      | 2           | “<br>”      | “<br>”      | 1           | “<br>”       |  |  |

## Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –V) 2017-18</b>                                                                |              |                                                                    |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                                     |              |                                                                    |          |           |                |          |
| Subject Name:<br>BCH 501 Management<br>Accounting -I                                                                                  |              | Time: 1.5 Hours                                                    |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                               | Remembering  | Understanding                                                      | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                   | Q.1,4        | Q.2,3                                                              | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand basic concepts of Management Accounting<br>CO2: Analyse and Interpret Financial Statements |              |                                                                    |          |           |                |          |
| CO Map                                                                                                                                | Question No. | Question                                                           |          |           |                | Marks    |
| CO1                                                                                                                                   | Q.1          | Explain in brief the rational for studying Management Accounting   |          |           |                | 3        |
| CO2                                                                                                                                   | Q.2a         | Explain Financial Statements                                       |          |           |                | 3        |
|                                                                                                                                       | Q.2b         | Explain Comparative Financial Statements                           |          |           |                | 3        |
| CO1                                                                                                                                   | Q.3          | Discuss Cost Accounting                                            |          |           |                | 6        |
| CO2                                                                                                                                   | Q.4          | What is Analysis Tool?                                             |          |           |                | 3        |
| CO1                                                                                                                                   | Q.5a         | Explain Limitations of Management Accounting                       |          |           |                | 3        |
|                                                                                                                                       | Q.5b         | Differentiate between Management Accounting & Financial Accounting |          |           |                | 3        |
| CO2                                                                                                                                   | Q 6          | Explain Limitation of Financial Statements                         |          |           |                | 6        |

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





# AMITY UNIVERSITY

MADHYA PRADESH

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

## Attainment

|                  |                                             |
|------------------|---------------------------------------------|
| Session          | 2017-18                                     |
| Course Name      | B. Com (Hons)                               |
| Semester         | 5 <sup>th</sup> Semester                    |
| Subject Code     | BCH501                                      |
| Subject Name     | Management Accounting-I                     |
| Attainment Level | 55% of students secure more than 60 % marks |

Note:

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

## AMITY BUSINESS SCHOOL

### Course Handout

Course : Macro Economics

Course Code : BCH 502, Crédits : 04 Session :2017-18 (Odd Sem.), Class : B Com (Hons) 3rd Year

### PROGRAMME OUTCOMES

#### Bachelor of Commerce

#### 2017-18

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

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

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

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

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

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

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

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

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

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the

foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |         |     |       |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-------|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2   | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| V SEM                            | BCH 502 | 1   | " _ " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " _ " |



# AMITY UNIVERSITY

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

MADHYA PRADESH  
AMITY BUSINESS SCHOOL

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

## Course Handout

Course : Operations Research

Course Code : BCH 501, Credits: 04, Session :2018- 19 (Odd Sem.), Class : BCOM 3rd Year

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

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

**BCH 502.1** Understand basic concepts of Macro Economics

**BCH 502.2** Understand the concepts of National Income Accounting

**BCH 502.3** Analyse Schools of Macro Economic Thought

**BCH 502.4** Analyse Keynesian Model of Macro economics

**BCH 502.5** Apply Quantity Theory of Money

**BCH 502.6** Examine implications of Inflation

### Program Outcomes:

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

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

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

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

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

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

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

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

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

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

**A. Assessment Plan:**

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

## **A. Syllabus**

### **Course Contents:**

#### **Module I: Introduction to Macroeconomics**

The roots of macroeconomics, macroeconomic concerns, the role of government in the macro economy, the components of the macro economy, the methodology of macroeconomics

#### **Module II: Introduction to National Income Accounting**

Concepts of GDP and national income, approaches to calculating GDP, GDP and personal income, Nominal and real GDP, Limitations of the GDP concept, GDP and the black economy.

#### **Module III: Schools of Macroeconomic Thoughts**

Classical, Neo Classical and Keynesian Models.; Say's Law of Markets and Classical Theory of Employment

#### **Module IV: Keynesian Model**

Aggregate expenditure and equilibrium output; Consumption function; theory of investment-marginal efficiency of capital; saving and investment; The Investment Multiplier and its application to LDC's

#### **Module V: Money in the Modern Economy**

Theories of Demand for Money: Quantity Theory and Keynes approach. Baumol and Tobin Contributions and Friedman's restatement of quantity theory Characteristics of a monetary economy; the supply of money and overall liquidity position; credit creation

## Module VI: Inflation

The causes of inflation, level of prices and the value of money, The Fisher effect, the cost of inflation.

### Examination Scheme:

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

### Text & References:

- D.N. Devedi, Macroeconomics
- I.C. Dhingra, Macroeconomics, Sultan Chand & Sons.
- E. Shapiro, Macro Economic Analysis, Harcourt Barce, New York.
- G. Ackley, Macro Economic Theory, Mc. Graw Hill, New York.
- R.L. Miller and R.W. Pullinelli, Modern Money and Banking, Mc. Graw Hill.
- A.K. Basu, Fundamentals of Banking: Theory and Practice.
- Reserve Bank of India, Functions and working of R.B.I.

### Lecture Plan

| Lecture | Topics                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO                             |
|---------|-----------------------------|------------------|------------------|--------------------------------------------------|
| 1       | The roots of macroeconomics | Lecture          | BCH502.1         | Mid Term-1, Quiz & End Sem. Exam                 |
| 2       | The roots of macroeconomics | Lecture          | BCH502.1         | Mid Term-1, Quiz & End Sem. Exam                 |
| 3       | Macroeconomic concerns      | Lecture          | BCH502.1         | Mid Term-1, Quiz & End Sem. Exam                 |
| 4       | Macroeconomic concerns      | Lecture          | BCH502.1         | Mid Term-1, Quiz & End Sem. Exam<br>BCH501.1Exam |

|    |                                             |         |          |                                  |
|----|---------------------------------------------|---------|----------|----------------------------------|
| 5  | the role of government in the macro economy | Lecture | BCH502.1 | Mid Term-1, Quiz & End Sem. Exam |
| 6  | the role of government in the macro economy | Lecture | BCH502.1 | Mid Term-1, Quiz & End Sem. Exam |
| 7  | the components of the macro economy         | Lecture | BCH502.1 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | the methodology of macroeconomics           | Lecture | BCH502.1 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Concepts of GDP and national income         | Lecture | BCH502.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Concepts of GDP and national income         | Lecture | BCH502.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | approaches to calculating GDP               | Lecture | BCH502.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | approaches to calculating GDP               | Lecture | BCH502.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | GDP and personal income                     | Lecture | BCH502.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Nominal and real GDP                        | Lecture | BCH502.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Limitations of the GDP concept              | Lecture | BCH502.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | GDP and the black economy.                  | Lecture | BCH502.2 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Classical Schools                           | Lecture | BCH502.3 | Mid Term-1, Quiz & End Sem. Exam |
| 20 | Classical Schools                           | Lecture | BCH502.3 | Mid Term-1, Quiz & End Sem. Exam |
| 21 | Neo Classical and Keynesian Models          | Lecture | BCH502.3 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Neo Classical                               | Lecture | BCH502.3 | Mid Term-2, Quiz & End           |



|    |                                                         |         |          |                                  |
|----|---------------------------------------------------------|---------|----------|----------------------------------|
|    | and Keynesian Models                                    |         |          | Sem. Exam                        |
| 23 | Neo Classical and Keynesian Models                      | Lecture | BCH502.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Say's Law of Markets and Classical Theory of Employment | Lecture | BCH502.3 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Aggregate expenditure and equilibrium output            | Lecture | BCH502.4 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Aggregate expenditure and equilibrium output            | Lecture | BCH502.4 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Consumption function                                    | Lecture | BCH502.4 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | Consumption function                                    | Lecture | BCH502.4 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | theory of investment-marginal efficiency of capital     | Lecture | BCH502.4 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | theory of investment-marginal efficiency of capital     | Lecture | BCH502.4 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | saving and investment                                   | Lecture | BCH502.4 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | The Investment Multiplier and its application to LDC's  | Lecture | BCH502.4 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Theories of Demand for Money:                           | Lecture | BCH502.5 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Quantity                                                | Lecture | BCH502.5 | Mid Term-2,                      |

|    |                                                     |         |          |                                  |
|----|-----------------------------------------------------|---------|----------|----------------------------------|
|    | Theory and Keynes approach                          |         |          | Quiz & End Sem. Exam             |
| 35 | Quantity Theory and Keynes approach                 | Lecture | BCH502.5 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Baumol and Tobin Contributions                      | Lecture | BCH502.5 | Mid Term-2, Quiz & End Sem. Exam |
| 37 | Friedman's restatement of quantity theory           | Lecture | BCH502.5 | Mid Term-2, Quiz & End Sem. Exam |
| 38 | Characteristics of a monetary economy               | Lecture | BCH502.5 | Mid Term-2, Quiz & End Sem. Exam |
| 39 | the supply of money and overall liquidity position; | Lecture | BCH502.5 | Mid Term-2, Quiz & End Sem. Exam |
| 40 | Credit creation                                     | Lecture | BCH502.5 | Mid Term-2, Quiz & End Sem. Exam |
| 41 | The causes of inflation                             | Lecture | BCH502.6 | Mid Term-2, Quiz & End Sem. Exam |
| 42 | The causes of inflation                             | Lecture | BCH502.6 | Mid Term-2, Quiz & End Sem. Exam |
| 43 | Level of prices and the value of money              | Lecture | BCH502.6 | Mid Term-2, Quiz & End Sem. Exam |
| 44 | Level of prices and the value of money              | Lecture | BCH502.6 | Mid Term-2, Quiz & End Sem. Exam |
| 45 | The Fisher effect                                   | Lecture | BCH502.6 | Mid Term-2, Quiz & End Sem. Exam |
| 46 | The Fisher effect                                   | Lecture | BCH502.6 | Mid Term-2, Quiz & End Sem. Exam |
| 47 | The cost of inflation.                              | Lecture | BCH502.6 | Mid Term-2, Quiz & End Sem. Exam |
| 48 | The cost of inflation.                              | Lecture | BCH502.6 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|-----------|-------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|           |                                                       | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BCH 502.1 | Understand basic concepts of Macro Economics          | “<br>-<br>“                         | “<br>-<br>” | “<br>-<br>” | ”<br>-<br>” | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 2           | “<br>-<br>”  |  |  |
| BCH 502.2 | Understand the concepts of National Income Accounting | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>”      | “<br>”      | 1           | “<br>”       |  |  |
| BCH 502.3 | Analyse Schools of Macro Economic Thought             | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>”      | “<br>”      | 1           | “<br>”       |  |  |
| BCH 502.4 | Analyse Keynesian Model of Macro economics            | “<br>”                              | “<br>”      | 2           | “<br>”      | “<br>”      | 2           | “<br>”      | “<br>”      | 1           | “<br>”       |  |  |
| BCH 502.5 | Apply Quantity Theory of Money                        | “<br>”                              | “<br>”      | 2           | “<br>”      | “<br>”      | 2           | “<br>”      | “<br>”      | 1           | “<br>”       |  |  |
| BCH 502.6 | Examine implications of Inflation                     | “<br>”                              | “<br>”      | 2           | “<br>”      | “<br>”      | 2           | “<br>”      | “<br>”      | 1           | “<br>”       |  |  |

## Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –V) 2017-18</b>                                                                                                                        |              |                                                            |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                                                                                             |              |                                                            |          |           |                |          |
| Subject Name:<br><b>BCH 502 MACRO ECONOMICS</b>                                                                                                                                               |              | Time: 1.5 Hours                                            |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                | Remembering  | Understanding                                              | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                              | Q.1,4        | Q.2,3                                                      | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand basic concepts of Macro Economics.<br>CO2: Understand the concepts of National Income Accounting<br>CO3: Analyse Schools of Macro Economic Thought |              |                                                            |          |           |                |          |
| CO Map                                                                                                                                                                                        | Question No. | Question                                                   |          |           |                | Marks    |
| CO1                                                                                                                                                                                           | Q.1          | Explain in brief the rational for studying Macro Economics |          |           |                | 3        |
| CO1                                                                                                                                                                                           | Q.2a         | Discuss scope of Macro Economics                           |          |           |                | 3        |
|                                                                                                                                                                                               | Q.2b         | Explain methodology of Macro Economics                     |          |           |                | 3        |
| CO1                                                                                                                                                                                           | Q.3          | Discuss role of Government in Macro Economics              |          |           |                | 6        |
| CO2                                                                                                                                                                                           | Q.4          | What is GDP ?                                              |          |           |                | 3        |
| CO2                                                                                                                                                                                           | Q.5a         | Explain National Income Accounting                         |          |           |                | 3        |
|                                                                                                                                                                                               | Q.5b         | Differentiate between GDP and National Income              |          |           |                | 3        |
| CO3                                                                                                                                                                                           | Q 6          | Discuss classical theory of economics ?                    |          |           |                | 6        |

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

## Attainment

|                  |                                            |
|------------------|--------------------------------------------|
| Session          | 2017-18                                    |
| Course Name      | B. Com (Hons)                              |
| Semester         | 5 <sup>th</sup> Semester                   |
| Subject Code     | BCH502                                     |
| Subject Name     | Macro Economics                            |
| Attainment Level | 59% of students secure more than 60% marks |

Note:

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



# AMITY BUSINESS SCHOOL

## AMITY UNIVERSITY

Course Handout

Course : Financial Management

Course Code : BCF504, Credits : 02 Session : 2018-19 (Odd Sem.), Class : B.Com (Hons) 3rd Year

### PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2017-18**

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

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

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

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

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

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

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

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

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

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

**Program Specific Outcomes :**

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

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

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

| PROGRAMME ARTICULATION MATRIX |            |     |          |     |     |     |     |     |     |     |          | FM    |       |      |
|-------------------------------|------------|-----|----------|-----|-----|-----|-----|-----|-----|-----|----------|-------|-------|------|
|                               |            | PO1 | PO2      | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10    | PSO 1 | PSO 2 | PSO3 |
| V<br>SEM                      | BCH<br>504 | 1   | “ ”<br>— | 1   | 2   | 2   | 2   | 2   | 2   | 3   | “ ”<br>— | 2     | 2     | 2    |



**Course Handout**

Course: Financial Management-I

Course Code : BCH 504, Credits : 02, Session :2017-18 (Odd Sem.), Class : BCOM 3rd Year

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

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

BCH 504.1 Understand basic concepts of Financial Management  
BCH 504.2 Analyse Time Value of Money BCH 504.3 Analyse Cost  
of capital BCH 504.4 Apply Capital Budgeting

**Program Outcomes:**

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

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

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

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

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

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



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

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

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

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

**Program Specific Outcomes :**

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

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

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

**A. Assessment Plan:**

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

|                          |                          |    |             |
|--------------------------|--------------------------|----|-------------|
| End Semester Examination | End Semester Examination | EE | 70%         |
| <b>Total</b>             |                          |    | <b>100%</b> |
|                          |                          |    |             |

## A. Syllabus

Course Contents:

### Module I Concept of Financial Management

Financial Management- finance function – aims of finance function – financial management – goals  
Of financial management – financial decisions – financial planning – objectives and principles of  
Sound financial planning – long term and short term financial plan – factors affecting financial plan.

### Module II Time Value of Money

Valuation Concepts: Time Value of Money – discounting and compounding techniques

### Module III Cost of Capital

Cost of capital, Equity Shares, concept of WACC, Debentures, Preference Shares and retained earnings.

### Module IV Capital Budgeting and Techniques

Investment Decisions – capital budgeting – significance – techniques of evaluation of investment  
Proposals- Payback Period., Discounted Payback Period, Net Present Value., Internal Rate of Return,  
Profitability Index, Illustrations on Project feasibility

Examination Scheme:

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

Text & References:

- S N Maheshwari, Financial Management.
- Khan and Jain, Financial Management.
- Dorai Raj. S.N, Financial Management.
- Sharma and Sashi Gupta, Financial Management.
- I M Pandey, Financial Management.
- James C Vanhorne, Financial Management.
- Prasanna Chandra, Financial Management.
- PN Reddy & Appanaiah, Financial Management.

### Lecture Plan

| Lecture | Topics | Mode of Delivery | Corresponding CO | Mode of Assessing |
|---------|--------|------------------|------------------|-------------------|
|---------|--------|------------------|------------------|-------------------|

|    |                                                                                                      |         |           | <b>CO</b>                                   |
|----|------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------------------|
| 1  | Financial Management-<br>finance function –<br>aims of finance<br>function – financial<br>management | Lecture | BCH 504.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam  |
| 2  | goals of financial<br>management –                                                                   | Lecture | BCH 504.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>.Exam |
| 3  | financial decisions –<br>financial planning                                                          | Lecture | BCH 504.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam  |
| 4  | objectives and<br>principles of<br>Sound financial<br>planning                                       | Lecture | BCH 504.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam  |
| 5  | – long term and<br>short term financial<br>plan –                                                    | Lecture | BCH 504.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam  |
| 6  | Valuation<br>Concepts                                                                                | Lecture | BCH 504.2 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam  |
| 9  | Valuation<br>Concepts                                                                                | Lecture | BCH 504.2 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam  |
| 10 | Time Value of<br>Money                                                                               | Lecture | BCH 504.2 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam  |
| 11 | Time Value of<br>Money                                                                               | Lecture | BCH 504.2 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam  |
| 12 | discounting and<br>compounding<br>techniques                                                         | Lecture | BCH 504.2 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam  |
| 13 | Cost of Capital                                                                                      | Lecture | BCH 504.3 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam  |
| 14 | Cost of Capital                                                                                      | Lecture | BCH 504.3 | Mid Term-<br>1, Quiz &                      |

|    |                                                                 |         |           |                                  |
|----|-----------------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                                 |         |           | End Sem.<br>Exam                 |
| 15 | Equity Shares                                                   | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | concept of WACC                                                 | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Debentures                                                      | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Preference Shares and retained earnings.                        | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Investment Decisions                                            | Lecture | BCH 504.4 | Mid Term-1, Quiz & End Sem. Exam |
| 20 | capital budgeting – significance                                | Lecture | BCH 504.4 | Mid Term-1, Quiz & End Sem. Exam |
| 21 | Techniques of evaluation of investment Proposals                | Lecture | BCH 504.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | - Payback Period., Discounted Payback Period, Net Present Value | Lecture | BCH 504.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Internal Rate of Return,                                        | Lecture | BCH 504.4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Profitability Index, Illustrations on Project feasibility       | Lecture | BCH 504.4 | Mid Term-2, Quiz & End Sem. Exam |

#### A. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                         | CORRELATION WITH<br>PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | FM               |                  |                  |
|-----------|---------------------------------------------------|----------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|           |                                                   | P<br>O<br>1                            | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| BCH 504.1 | Understand basic concepts of Financial Management | “<br>-<br>”                            | “<br>”      | “<br>”      | ”<br>”      | “<br>”      | 2           | “<br>”      | “<br>”      | 2           | “<br>”       | 2                | 1                | 1                |
| BCH 504.2 | Analyse Time Value of Money                       | 3                                      | 3           | 3           | 3           | 3           | 2           | “<br>”      | “<br>”      | 1           | “<br>”       | 2                | 1                | 1                |
| BCH 504.3 | Analyse Cost of capital                           | 3                                      | 3           | 3           | 3           | 3           | 2           | “<br>”      | “<br>”      | 1           | “<br>”       | 2                | 1                | 1                |
| BCH 504.4 | Apply Capital Budgeting                           | “<br>”                                 | “<br>”      | 2           | “<br>”      | “<br>”      | 2           | “<br>”      | “<br>”      | 1           | “<br>”       | 2                | 1                | 1                |

### Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –V) 2017-18</b>                                                  |              |                                                                 |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|----------|-----------|----------------|----------|
| <b>Class: B Com (Honours) V Semester</b>                                                                                |              |                                                                 |          |           |                |          |
| Subject Name:<br>BCH 504 Financial Management-I                                                                         |              | Time: 1.5 Hours                                                 |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                          | Remembering  | Understanding                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                        | Q.1,4        | Q.2,3                                                           | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Financial Management<br>CO2: Analyse Time Value of Money |              |                                                                 |          |           |                |          |
| CO Map                                                                                                                  | Question No. | Question                                                        |          |           |                | Marks    |
| CO1                                                                                                                     | Q.1          | Explain in brief the rational for studying Financial Management |          |           |                | 3        |
| CO1                                                                                                                     | Q.2a         | Explain goals of financial management                           |          |           |                | 3        |
|                                                                                                                         | Q.2b         | Explain Financial Decisions                                     |          |           |                | 3        |
| CO1                                                                                                                     | Q.3          | Discuss long term and short term financial plan                 |          |           |                | 6        |
| CO2                                                                                                                     | Q.4          | What is Time Value of Money                                     |          |           |                | 3        |
| CO2                                                                                                                     | Q.5a         | Explain Valuation Concepts                                      |          |           |                | 3        |
|                                                                                                                         | Q.5b         | Differentiate between discounting and compounding techniques    |          |           |                | 3        |
| CO2                                                                                                                     | Q 6          | Explain Value of Money                                          |          |           |                | 6        |

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

## Attainment

|                  |                                            |
|------------------|--------------------------------------------|
| Session          | 2017-18                                    |
| Course Name      | B. Com (Hons)                              |
| Semester         | 5 <sup>th</sup> Semester                   |
| Subject Code     | BCH504                                     |
| Subject Name     | Financial Management-I                     |
| Attainment Level | 43% of students secure more than 60% marks |

Note:

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



# AMITY BUSINESS SCHOOL

## AMITY UNIVERSITY

### Course Handout

Course : Financial Markets, Institutions & Financial Services – I

Course Code : BC-506, Credits : 02 Session : 2017-18 (Odd Sem.), Class : B.Com (Hons) 3rd Year

### PROGRAMME OUTCOMES

#### Bachelor of Commerce

2017-18

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

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

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

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

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

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

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

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

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



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

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

#### Program Specific Outcomes :

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

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

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

| PROGRAMME ARTICULATION MATRIX |                |         |         |         |         |         |         |         |         |         |          | FM        |           |           |
|-------------------------------|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------|-----------|-----------|-----------|
|                               |                | PO<br>1 | PO<br>2 | PO<br>3 | PO<br>4 | PO<br>5 | PO<br>6 | PO<br>7 | PO<br>8 | PO<br>9 | PO<br>10 | PS<br>O 1 | PS<br>O 2 | PS<br>O 3 |
| V<br>SE<br>M                  | BC<br>H<br>506 | 1       | " "     | 1       | 2       | 2       | 2       | 2       | 2       | 3       | " "      | 2         | 2         | 2         |



# AMITY UNIVERSITY

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

MADHYA PRADESH  
AMITY BUSINESS SCHOOL

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

## Course Handout

Course: Financial Markets, Institutions & Financial Services – I

Course Code : BCH 506, Credits : 02, Session :2018- 19 (Odd Sem.), Class : BCOM 3rd Year

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

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

BCH 506.1 Understand basic concepts of Financial Markets, Institutions & Financial Services – I

BCH 506.2 Analyse Capital Market

BCH 506.3 Examine mutual funds

BCH 506.4 Examine the concept and process of factoring

BCH 506.5 Evaluate Non- Banking Financial Companies

BCH 506.6 Evaluate Life and Non-life Insurance Organizations in India

### Program Outcomes:

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

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

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

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

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

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

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

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

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

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

**Program Specific Outcomes:**

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

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

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

**A. Assessment Plan:**

| Component of Evaluation | Description | Code | Weightage % |
|-------------------------|-------------|------|-------------|
| Continuous Internal     | Mid Term 1  | CT   | 15%         |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Evaluation               | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |
|                          |                                                                                                                                                                                                               |          |             |

## A. Syllabus

### Course Contents:

#### Module I: Money Market

Call money market, Treasury bills market, Commercial bills market, Commercial papers and certificates of deposits, Discount and Finance House of India, Government Securities Market, Recent developments.

#### Module II: Capital Market

Impact of monetary policy, Industrial securities market, Primary market and Secondary market. Nature and role of financial system: Financial system and markets, Efficiency and stability, Technology, Government intervention in the financial system.

#### Module III: Mutual funds

Meaning, types, functions, advantages; Private and public sector mutual funds; Performance and growth of mutual funds in India; SEBI guidelines.

#### Module IV: Factoring

The concept, significance, types; Factoring mechanism; Factoring vs. leasing; Factoring in India and abroad; Forfeitures; Kalyanasundaram Committee recommendations. Credit card: The concept, types, advantages and disadvantages. Credit Rating: Mechanism, Role of CRISIL and ICRA.

### Module V: Non-Banking Finance Companies

Evolution and present status. Insurance Companies: Economics of insurance, The insurance industry and its regulation; LIC, GIC. Development finance institutions: Concept, role of DFIs, Sources of funds, DFIs in India, Khan Committee Report and Universal banking; Recent trends.

**Module VI: Life and Non-life Insurance Organizations in India** : Coverage: Insurance Regulatory and Development Authority (IRDA) – Duties, Powers, and Functions; Life Insurance Corporation of India (LIC) – Overview, Objectives, and Role; General Insurance Corporation of India (GIC) – Overview, Objectives, and Functions.

**Recent Trends in Financial System-** financial innovations and regulatory trends, current domestic and international issues in the financial system, such as the famous financial crisis.

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Gordon and Natarajan, Financial Markets and Services, Himalaya Publishing House.
- Khan, M.Y, Financial Services, Tata McGraw Hill.
- Jeff Madura, Financial Markets and Institutions, South-Western College Publishing.
- B.C Vasant Desai, The Indian Financial System, Himalaya Publishing House.
- Bhole L.M, Financial Institutions and Markets, Tata McGraw Hill.

### Lecture Plan

| Lecture | Topics                                    | Mode of Delivery | Corresponding CO | Mode of Assessing CO        |
|---------|-------------------------------------------|------------------|------------------|-----------------------------|
| 1       | Call money market, Treasury bills market, | Lecture          | BCH 506.1        | Mid Term-1, Quiz & End Sem. |

|    |                                                                                       |         |           |                                  |
|----|---------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                                                       |         |           | Exam                             |
| 2  | Commercial bills market, Commercial papers and certificates of deposits               | Lecture | BCH 506.1 | Mid Term-1, Quiz & End Sem. Exam |
| 3  | Discount and Finance House of India, Government Securities Market                     | Lecture | BCH 506.1 | Mid Term-1, Quiz & End Sem. Exam |
| 4  | Recent developments                                                                   | Lecture | BCH 506.1 | Mid Term-1, Quiz & End Sem. Exam |
| 5  | Impact of monetary policy, Industrial securities market                               | Lecture | BCH 506.2 | Mid Term-1, Quiz & End Sem. Exam |
| 6  | Primary market and Secondary market                                                   | Lecture | BCH 506.2 | Mid Term-1, Quiz & End Sem. Exam |
| 7  | Nature and role of financial system: Financial system and markets                     | Lecture | BCH 506.2 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Efficiency and stability, Technology, Government intervention in the financial system | Lecture | BCH 506.2 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Meaning, types, functions, advantages of mutual fund                                  | Lecture | BCH 506.3 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Private and public sector mutual funds                                                | Lecture | BCH 506.3 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Performance and growth of mutual funds in India                                       | Lecture | BCH 506.3 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | SEBI guidelines                                                                       | Lecture | BCH 506.3 | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                                                                                  |         |           |                                  |
|----|------------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
| 13 | The concept, significance, types of Factoring                                                                    | Lecture | BCH 506.4 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Factoring mechanism; Factoring vs. leasing; Factoring in India and abroad                                        | Lecture | BCH 506.4 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Forfeitures ,Kalyanasundaram Committee recommendations                                                           | Lecture | BCH 506.4 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Credit card: The concept, types, advantages and disadvantages, Credit Rating: Mechanism, Role of CRISIL and ICRA | Lecture | BCH 506.4 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | . Evolution and present status. Insurance Companies: Economics of insurance                                      | Lecture | BCH 506.5 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | , The insurance industry and its regulation;                                                                     | Lecture | BCH 506.5 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | LIC, GIC. Development finance institutions: Concept, role of DFIs, Sources of funds                              | Lecture | BCH 506.5 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | DFIs in India, Khan Committee Report and Universal banking; Recent trends.                                       | Lecture | BCH 506.5 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Coverage: Insurance Regulatory and Development Authority (IRDA) –                                                | Lecture | BCH 506.6 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                                                                                                                                      |         |           |                                  |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Duties, Powers, and Functions                                                                                                                        |         |           |                                  |
| 22 | Life Insurance Corporation of India (LIC) – Overview, Objectives, and Role;                                                                          | Lecture | BCH 506.6 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | General Insurance Corporation of India (GIC) – Overview, Objectives, and Functions.                                                                  | Lecture | BCH 506.6 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | financial innovations and regulatory trends, current domestic and international issues in the financial system, such as the famous financial crisis. | Lecture | BCH 506.6 | Mid Term-2, Quiz & End Sem. Exam |

#### A. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |      | FM    |       |       |
|----|-----------|-------------------------------------|------|------|------|------|------|------|------|------|------|-------|-------|-------|
|    |           | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO10 | PSO 1 | PSO 2 | PSO 3 |



|                  |                                                                                                        |     |     |     |     |     |   |     |     |     |     |   |     |   |   |  |   |   |
|------------------|--------------------------------------------------------------------------------------------------------|-----|-----|-----|-----|-----|---|-----|-----|-----|-----|---|-----|---|---|--|---|---|
| BCH<br>506.<br>1 | Understand<br>basic<br>concepts of<br>Financial<br>Markets,<br>Institutions<br>& Financial<br>Services | " _ | " _ | " _ | " _ | " _ |   | 2   | " _ | " _ |     | 2 | " _ |   | 2 |  | 2 | 2 |
| BCH<br>506.<br>2 | Analyse<br>Capital<br>Market                                                                           | 3   | 3   | 3   | 3   | 3   | 2 | " _ | " _ | 1   | " _ | 2 | 2   | 2 |   |  |   |   |
| BCH<br>506.<br>3 | Examine<br>mutual<br>funds                                                                             | 3   | 3   | 3   | 3   | 3   | 2 | " _ | " _ | 1   | " _ | 2 | 1   | 2 |   |  |   |   |
| BCH<br>506.<br>4 | Examine<br>the<br>concept<br>and<br>process of<br>factoring                                            | " _ | " _ | 2   | " _ | " _ | 2 | " _ | " _ | 1   | " _ | 2 | 1   | 1 |   |  |   |   |
| BCH<br>506.<br>5 | Evaluate<br>Non-<br>Banking<br>Financial<br>Companie<br>s                                              | " _ | " _ | 2   | " _ | " _ | 2 | " _ | " _ | 1   | " _ | 2 | 1   | 1 |   |  |   |   |
| BCH<br>506.<br>5 | Evaluate<br>Life and<br>Non-life<br>Insurance<br>Organizati<br>ons in<br>India                         | " _ | " _ | 2   | " _ | " _ | 2 | " _ | " _ | 1   | " _ | 2 | 1   | 1 |   |  |   |   |



## Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –V) 2017-18</b>                                                                                                        |              |                                                              |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                                                                             |              |                                                              |          |           |                |          |
| Subject Name:<br>BCH 506 Financial Markets,<br>Institutions & Financial Services – I                                                                                          |              | Time: 1.5 Hours                                              |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                | Remembering  | Understanding                                                | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                              | Q.1,4        | Q.2,3                                                        | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand basic concepts of Financial Markets, Institutions & Financial Services<br>CO2: Analyse Capital Market<br>CO3: Examine mutual funds |              |                                                              |          |           |                |          |
| CO Map                                                                                                                                                                        | Question No. | Question                                                     |          |           |                | Marks    |
| CO1                                                                                                                                                                           | Q.1          | Explain in brief the rational for studying Financial Markets |          |           |                | 3        |
| CO1                                                                                                                                                                           | Q.2a         | Explain call money market.                                   |          |           |                | 3        |
|                                                                                                                                                                               | Q.2b         | Explain Commercial papers                                    |          |           |                | 3        |
| CO1                                                                                                                                                                           | Q.3          | Discuss Treasury Bill Markets.                               |          |           |                | 6        |
| CO2                                                                                                                                                                           | Q.4          | What is Primary market                                       |          |           |                | 3        |
| CO2                                                                                                                                                                           | Q.5a         | Explain Secondary Market.                                    |          |           |                | 3        |
|                                                                                                                                                                               | Q.5b         | Differentiate between money market and Capital market        |          |           |                | 3        |
| CO3                                                                                                                                                                           | Q 6          | Explain Mutual Funds                                         |          |           |                | 6        |

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



# AMITY UNIVERSITY

MADHYA PRADESH

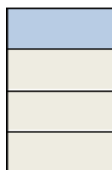
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                        |
|------------------|--------------------------------------------------------|
| Session          | 2017-18                                                |
| Course Name      | B. Com (Hons)                                          |
| Semester         | 5 <sup>th</sup> Semester                               |
| Subject Code     | BCH506                                                 |
| Subject Name     | Financial Markets, Institutions & Financial Services-I |
| Attainment Level | 57% of students secure more than 60% marks             |

Note:

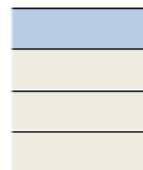
| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level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



# AMITY UNIVERSITY

MADHYA PRADESH

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



## AMITY BUSINESS SCHOOL

### Course Handout

Course : PRINCIPLES OF MARKETING - I

Course Code : BCH 508, Crédits : 02 Session : 2017-18 (Odd Sem.), Class : B Com (Hons) 3rd Year

### PROGRAMME OUTCOMES

#### Bachelor of Commerce

2017-18

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

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

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

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

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

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

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

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

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

research acumen for innovative business solutions.

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

**Program Specific Outcomes :**

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

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

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

| PROGRAMME ARTICULATION MATRIX |                |         |         |         |         |         |         |         |         |         |              | Marketing |           |           |
|-------------------------------|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------------|-----------|-----------|-----------|
|                               |                | PO<br>1 | PO<br>2 | PO<br>3 | PO<br>4 | PO<br>5 | PO<br>6 | PO<br>7 | PO<br>8 | PO<br>9 | P<br>O<br>10 | PS<br>O 1 | PS<br>O 2 | PS<br>O 3 |
| V<br>SE<br>M                  | BC<br>H<br>508 | 1       | " "     | 1       | 2       | 2       | 2       | 2       | 2       | 3       | "<br>-<br>"  | 2         | 2         | 2         |



# AMITY UNIVERSITY

MADHYA PRADESH

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

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **Course Handout**

Course : PRINCIPLES OF MARKETING - I

Course Code : BCH 508, Credits : 02, Session :2017-18 (Odd Sem.), Class : BCOM 3rd Year

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

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

BCH 508.1 Understand basic concepts of Marketing

BCH 508. 2 Analyse Market Segmentation

BCH 508.3 Apply Product Launching

BCH 508.4 Examine Price System

BCH 508.5 Examine Distribution Channel

### **Program Outcomes:**

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

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

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

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



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

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

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

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

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

**Program Specific Outcomes :**

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

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

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

#### A. Assessment Plan:

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

#### A. Syllabus

##### Course Contents:

##### Module I: Introduction

Nature and scope of marketing- Importance of marketing as a business function - and in the economy - Marketing concepts - Traditional and Modern, Selling V/S marketing - Marketing Environment. Target Marketing and Brand Positioning.

##### Module II

Markets and Segmentation. Meaning of Market - Various types of markets and their characteristics. Concept of market segmentation and its Importance - bases for market segmentation.

Case 1 - Indian Refrigerator Market

##### Module III

Product - concept of product - consumer and Industrial goods - product planning and development packaging - role and functions - Brand name and Trademark - after sale service - product life cycle concept.

##### Module IV

Price - Importance of price in the marketing mix, factor affecting price of a product / service. Major Pricing Methods. Pricing Policies and strategies.

##### Module-V

Distribution channels - concept and role - types of distribution channels - Factors affecting choice of a distribution channel.

## Case 2 - Marketing and Distribution of Mushroom

### Examination Scheme:

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

### Text & References:

- Philip Kotler: Marketing Management, Prentice Hall of India Ltd, New Delhi.
- Dr. C. N. Sontakki: Marketing Management Kalyani Publications New Delhi.
- Marchand & B. Vardharajan: An introduction to Marketing, Vikas Publishing House, Delhi.
- Mohammad Amanatullah: Principles of Modern Marketing. Kalyani Publications New Delhi.

### Link:

- <https://fba.aiub.edu/Files/Uploads/MKT110009.pdf>

### Lecture Plan

| Lecture | Topics                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Introduction to marketing - purpose & need     | Lecture          | BCH 508.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Importance of marketing as a business function | Lecture          | BCH 508.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Importance of marketing as a business function | Lecture          | BCH 508.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Marketing concepts - Traditional and Modern,   | Lecture          | BCH 508.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Selling V/S marketing - Marketing Environment  | Lecture          | BCH 508.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Target Marketing and Brand                     | Lecture          | BCH 508.1        | Mid Term-1, Quiz &               |

|    |                                                                        |         |           |                                  |
|----|------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Positioning.                                                           |         |           | End Sem.<br>Exam                 |
| 7  | Markets and Segmentation                                               | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Meaning of Market - Various types of markets and their characteristics | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Concept of market segmentation and its Importance                      | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | bases for market segmentation.                                         | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Case 1 - Indian Refrigerator Market                                    | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Product                                                                | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | concept of product - consumer and Industrial goods                     | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | product planning and development packaging                             | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | role and functions - Brand name and Trademark                          | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | - after sale service -                                                 | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | product life cycle concept                                             | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Price - Importance of price in the                                     | Lecture | BCH 508.4 | Mid Term-1, Quiz & End Sem.      |

|    |                                                                                                     |         |           |                                  |
|----|-----------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | marketing mix                                                                                       |         |           | Exam                             |
| 19 | factor affecting price of a product / service.                                                      | Lecture | BCH 508.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Major Pricing Methods                                                                               | Lecture | BCH 508.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Pricing Policies and strategies.                                                                    | Lecture | BCH 508.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Distribution channels - concept and role                                                            | Lecture | BCH 508.5 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | types of distribution channels                                                                      | Lecture | BCH 508.5 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Factors affecting choice of a distribution channel. Case 2 - Marketing Distribution and of Mushroom | Lecture | BCH 508.5 | Mid Term-2, Quiz & End Sem. Exam |

### A. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                              | CORRELATION WITH<br>PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | Marketing        |                  |                  |
|-----------|----------------------------------------|----------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|           |                                        | P<br>O<br>1                            | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| BCH 508.1 | Understand basic concepts of Marketing | "<br>-<br>"                            | "<br>-<br>" | "<br>-<br>" | "<br>-<br>" | "<br>-<br>" | 2           | "<br>-<br>" | "<br>-<br>" | 2           | "<br>-<br>"  |                  | 2                | 2                |
| BCH 508.2 | Analyse Market Segmentation            | 3                                      | 3           | 3           | 3           | 3           | 2           | "<br>-<br>" | "<br>-<br>" | 1           | "<br>-<br>"  | 2                | 2                | 2                |
| BCH 508.3 | Apply Product Launching                | 3                                      | 3           | 3           | 3           | 3           | 2           | "<br>-<br>" | "<br>-<br>" | 1           | "<br>-<br>"  | 2                | 1                | 1                |
| BCH 508.4 | Examine Price Policy                   | "<br>-<br>"                            | "<br>-<br>" | 2           | "<br>-<br>" | "<br>-<br>" | 2           | "<br>-<br>" | "<br>-<br>" | 1           | "<br>-<br>"  | 2                | 2                | 2                |
| BCH 508.4 | Examine Distribution Channel           | 1                                      | "<br>-<br>" | 2           | "<br>-<br>" | "<br>-<br>" | 2           | "<br>-<br>" | "<br>-<br>" | 1           | "<br>-<br>"  | 2                | 2                | 2                |

### Sample Question Paper

| <b>Amity Business School</b><br><b>MID-SEMESTER (SEM –V) 2017-18</b>                                           |              |                                                      |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                              |              |                                                      |          |           |                |          |
| Subject Name:<br>BCH 508 Marketing Management I                                                                |              | Time: 1.5 Hours                                      |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                 | Remembering  | Understanding                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                               | Q.1,4        | Q.2,3                                                | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Marketing<br>CO2: 2 Analyse Market Segmentation |              |                                                      |          |           |                |          |
| CO Map                                                                                                         | Question No. | Question                                             |          |           |                | Marks    |
| CO1                                                                                                            | Q.1          | Explain in brief the rational for Marketing function |          |           |                | 3        |
| CO1                                                                                                            | Q.2a         | Explain Importance of Marketing                      |          |           |                | 3        |
|                                                                                                                | Q.2b         | Explain need of sales                                |          |           |                | 3        |
| CO1                                                                                                            | Q.3          | Differentiate between Marketing and Sales            |          |           |                | 6        |
| CO2                                                                                                            | Q.4          | Explain Market Segmentation                          |          |           |                | 3        |
| CO2                                                                                                            | Q.5a         | Explain purpose of Market Segmentation               |          |           |                | 3        |
|                                                                                                                | Q.5b         | Explain importance of Product                        |          |           |                | 3        |
| CO3                                                                                                            | Q.6          | Explain evolution of Industrial goods                |          |           |                | 6        |

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





# AMITY UNIVERSITY

MADHYA PRADESH

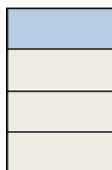
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                          |
|------------------|--------------------------|
| Session          | 2017-18                  |
| Course Name      | B. Com (Hons)            |
| Semester         | 5 <sup>th</sup> Semester |
| Subject Code     | BCH508                   |
| Subject Name     | Marketing Management-I   |
| Attainment Level | Level 1                  |

Note:

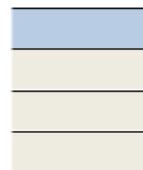
| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level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



# AMITY UNIVERSITY

MADHYA PRADESH

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



## AMITY BUSINESS SCHOOL

### Course Handout

Course : Service Marketing -I

Course Code : BCH 511, Crédits : 02 Session :2017-18 (Odd Sem.), Class : B Com (Hons) 3rd Year

### PROGRAMME OUTCOMES

#### Bachelor of Commerce

2017-18

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

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

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

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

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

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

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

development.

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

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

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

#### Program Specific Outcomes :

- **[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.
- **[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.
- **[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

| PROGRAMME ARTICULATION MATRIX |                |         |         |         |         |         |         |         |         |         |              | Marketing |           |           |
|-------------------------------|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------------|-----------|-----------|-----------|
|                               |                | PO<br>1 | PO<br>2 | PO<br>3 | PO<br>4 | PO<br>5 | PO<br>6 | PO<br>7 | PO<br>8 | PO<br>9 | P<br>O<br>10 | PS<br>O 1 | PS<br>O 2 | PS<br>O 3 |
| V<br>SE<br>M                  | BC<br>H<br>511 | 1       | " "     | 1       | 2       | 2       | 2       | 2       | 2       | 3       | 1            | 2         | 2         | 2         |



# AMITY UNIVERSITY

MADHYA PRADESH

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

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Handout**

Course : Service Marketing-I

Course Code : BCH 511, Credits : 02, Session :2017-18 (Odd Sem.), Class : BCOM 3rd Year

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

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

BCH 511.1 Understand basic concepts of Service Marketing

BCH 511. 2 Analyse Consumer Behaviour

BCH 511.3 Apply Service Quality

BCH 511.4 Examine Service Design

**Program Outcomes:**

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

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

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

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

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

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

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

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

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

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

### **Program Specific Outcomes :**

- **[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.
- **[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.
- **[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **A. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1         | CT          | 15%                |
|                                | Seminar/Viva-      | S/V/Q/HA    | 10%                |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | Voce/Quiz/Home Assignment                                                                                                                                                                                     |    |             |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |
|                          |                                                                                                                                                                                                               |    |             |

## A. Syllabus

### Course Contents:

#### Module I: Services an Overview

Services: concept, characteristics. Goods v/s services.. Scope and Significance of services marketing. Role of services sector in economy. Introduction to service marketing mix. Services Marketing (PEST) environment. Growth of service sector. Services- Global and Indian Scenario.

#### Module II: Consumer Behaviour in Services

Consumer decision making process. Consumer Expectations: Concept. Factors influencing customer expectation of services. Service encounter and moments of truths. Service failure and recovery. Service recovery strategies. Segmentation, Targeting, Positioning (STP) of Services.

#### Module III: Service Quality & Productivity

Concept of service quality. GAP Model of service quality. Measuring and improving service quality. Concept of productivity in service context. Approaches to improve productivity.

#### Module IV: Service design and development.

Challenges to services design, new service development and innovation, Developing the service blueprint.

**Examination Scheme:**

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

Team assignment: This assignment requires students to study the service quality of new service provider, identify GAP (if any) and ways to overcome them. They need to construct the service blueprint, accompanied by relevant photos/images, for a particular service provider.

**Text & References:****Text:**

- Valarie A Zeithaml and mary J Bitner, Services Marketing, Third Edition, Tata McGraw Hill CompaniesChristopher lovelock , Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.
- Christopher lovelock , Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.

**References:**

- Clow Kenneth E. and Kurtz David L. , Services marketing operations, management and strategy, biztantra innovations in management, John Willey & Sons
- Rampal M.K., Gupta S.L., Service Marketing, 2006 Galgotia Publishing Company.



## Lecture Plan

| Lecture | Topics                                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|------------------------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Services: concept, characteristics. Goods v/s services.                      | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Scope and Significance of services marketing                                 | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Role of services sector in economy                                           | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Introduction to service marketing mix. Services Marketing (PEST) environment | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Growth of service sector                                                     | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Global and Indian Scenario.                                                  | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Consumer decision making process                                             | Lecture          | BCH 511.2        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | Consumer Expectations                                                        | Lecture          | BCH 511.2        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Concept. Factors influencing customer expectation of services.               | Lecture          | BCH 511.2        | Mid Term-1, Quiz & End Sem. Exam |
| 10      | Service                                                                      | Lecture          | BCH 511.2        | Mid Term-                        |

|    |                                                             |         |           |                                  |
|----|-------------------------------------------------------------|---------|-----------|----------------------------------|
|    | encounter and moments of truths.                            |         |           | 1, Quiz & End Sem. Exam          |
| 11 | . Service failure and recovery. Service recovery strategies | Lecture | BCH 511.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Segmentation, Targeting, Positioning (STP) of Services.     | Lecture | BCH 511.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Concept of service quality                                  | Lecture | BCH 511.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | GAP Model of service quality.                               | Lecture | BCH 511.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Measuring and improving service quality                     | Lecture | BCH 511.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Concept of productivity in service context                  | Lecture | BCH 511.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Approaches to improve productivity                          | Lecture | BCH 511.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Approaches to improve productivity                          | Lecture | BCH 511.3 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Challenges to services design                               | Lecture | BCH 511.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | new service development and innovation                      | Lecture | BCH 511.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | new service development and innovation                      | Lecture | BCH 511.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | new service                                                 | Lecture | BCH 511.4 | Mid Term-                        |

|    |                                   |         |            |                                  |
|----|-----------------------------------|---------|------------|----------------------------------|
|    | development and innovation        |         |            | 2, Quiz & End Sem. Exam          |
| 23 | Developing the service blueprint. | Lecture | BCH 511..4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Developing the service blueprint. | Lecture | BCH 511.4  | Mid Term-2, Quiz & End Sem. Exam |

#### A. Course Articulation Matrix (Mapping of COs with POs)

| CO         | STATEMENT                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | Marketing        |                  |                  |
|------------|------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|            |                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| BCH 511.1  | Understand basic concepts of Service Marketing | "                                   | "           | "           | "           | "           | 2           | "           | "           | 2           | "            |                  | 2                | 2                |
|            |                                                | -                                   | "           | "           | "           | "           |             | "           | "           |             | "            |                  |                  |                  |
| BCH 511.2  | Analyse Consumer Behaviour                     | 3                                   | 3           | 3           | 3           | 3           | 2           | "           | "           | 1           | "            | 2                | 2                | 2                |
|            |                                                |                                     |             |             |             |             |             | "           | "           |             | "            |                  |                  |                  |
| BCH 511.3  | Apply Service Quality                          | 3                                   | 3           | 3           | 3           | 3           | 2           | "           | "           | 1           | "            | 2                | 1                | 1                |
|            |                                                |                                     |             |             |             |             |             | "           | "           |             | "            |                  |                  |                  |
| BCH 511..4 | <i>Examine Service Design</i>                  | "                                   | "           | 2           | "           | "           | 2           | "           | "           | 1           | "            | 2                | 1                | 1                |
|            |                                                | "                                   | "           |             | "           | "           |             | "           | "           |             | "            |                  |                  |                  |

### Sample Question Paper

| <b>Amity Business School</b><br><b>MID-SEMESTER (SEM –V) 2017-18</b>                                                |              |                                                              |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                   |              |                                                              |          |           |                |          |
| <b>Subject Name:</b><br><b>BCH 511 Service Marketing</b>                                                            |              | Time: 1.5 Hours                                              |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                      | Remembering  | Understanding                                                | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                    | Q.1,4        | Q.2,3                                                        | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Service Marketing<br>CO2: Analyse Consumer Behaviour |              |                                                              |          |           |                |          |
| CO Map                                                                                                              | Question No. | Question                                                     |          |           |                | Marks    |
| CO1                                                                                                                 | Q.1          | Explain in brief the rational for studying Service Marketing |          |           |                | 3        |
| CO1                                                                                                                 | Q.2a         | Explain Service Marketing                                    |          |           |                | 3        |
|                                                                                                                     | Q.2b         | Explain need of Service Marketing                            |          |           |                | 3        |
| CO1                                                                                                                 | Q.3          | Differentiate between Service and Product Marketing          |          |           |                | 6        |
| CO2                                                                                                                 | Q.4          | Explain Consumer Behaviour                                   |          |           |                | 3        |
| CO2                                                                                                                 | Q.5a         | Explain Importance of consumer Behaviour                     |          |           |                | 3        |
|                                                                                                                     | Q.5b         | Explain factors influencing consumer behavior                |          |           |                | 3        |
| CO3                                                                                                                 | Q 6          | Explain Service Quality                                      |          |           |                | 6        |

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

## Attainment

|                  |                          |
|------------------|--------------------------|
| Session          | 2017-18                  |
| Course Name      | B. Com (Hons)            |
| Semester         | 5 <sup>th</sup> Semester |
| Subject Code     | BCH511                   |
| Subject Name     | Service Marketing        |
| Attainment Level | Level 2                  |

Note:

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

## AMITY BUSINESS SCHOOL

### Course Handout

Course : Human Resource Management

Course Code : BCH 512, Crédits : 02 Session :2017-18 (Odd Sem.), Class : B Com (Hons) 3rd Year

### PROGRAMME OUTCOMES

#### Bachelor of Commerce

2017-18

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

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

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

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

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

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the

foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels.

**PSO2 :-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

| PROGRAMME ARTICULATION MATRIX |                |         |           |         |         |         |         |         |         |         |              | HRM       |           |           |
|-------------------------------|----------------|---------|-----------|---------|---------|---------|---------|---------|---------|---------|--------------|-----------|-----------|-----------|
|                               |                | PO<br>1 | PS<br>O 1 | PO<br>3 | PO<br>4 | PO<br>5 | PO<br>6 | PO<br>7 | PO<br>8 | PO<br>9 | P<br>O<br>10 | PS<br>O 1 | PS<br>O 2 | PS<br>O 3 |
| V<br>SE<br>M                  | BC<br>H<br>504 | 1       | 2         | 1       | 2       | 2       | 2       | 2       | 2       | 3       | "_"          | 2         | 2         | 2         |





# AMITY UNIVERSITY

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

MADHYA PRADESH  
AMITY BUSINESS SCHOOL

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

## Course Handout

Course : Human Resource Management-I

Course Code : BCH 512 , Credits : 02, Session :2017-18 (Odd Sem.), Class : BCOM 3rd Year

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

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

BCH 512.1 Understand basic concepts of Human Resource Management

BCH 512 2. Analyse Human Resource Planning BCH 512.3 Apply

Promotion and Transfer Policy

### Program Outcomes:

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

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

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

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

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

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

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

**Program Specific Outcomes :**

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2 :-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

.

**A. Assessment Plan:**

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

**A. Syllabus****Course Contents:****Module I- HR Process**

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

**Module II – HR Planning**

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

**Module III – Promotion , Transfer & Separation**

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

**Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

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

### Lecture Plan

| Lecture | Topics                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|--------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Human Resource Management – Meaning of HRM | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Human Resource Management – Meaning of HRM | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Importance of HRM                          | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Objectives and functions                   | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Process of HRM                             | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | systems and techniques                     | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Role of human resource manager             | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                                |         |           |                                  |
|----|----------------------------------------------------------------|---------|-----------|----------------------------------|
| 8  | duties and Responsibilities of human resource manager.         | Lecture | BCH 512.1 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Human Resource planning, Recruitment, Selection and Placement  | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Meaning and importance of Human resource planning              | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | benefits of human resource planning,                           | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Meaning of recruitment, selection,                             | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Placement and training – Methods of Recruitment and selection  | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Uses of tests in selection                                     | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Uses of tests in selection,                                    | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Problems involved in placement                                 | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Induction Process & its benefits to organizations & employees. | Lecture | BCH 512.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Induction Process & its benefits to organizations & employees. | Lecture | BCH 512.3 | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                                              |         |           |                                  |
|----|------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                                              |         |           |                                  |
| 19 | Promotion and Transfers                                                      | Lecture | BCH 512.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Purpose of promotion, basis of promotion,                                    | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | meaning of transfer                                                          | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | reasons for transfer, types of transfer,                                     | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | types of transfer, right sizing of work force                                | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Need for right sizing. Separation (Layoff, Discharge & VRS). Exit Interview. | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |

#### A. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | HRM              |                  |                  |
|-----------|--------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|           |                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| BCH 512.1 | Understand basic concepts of Human Resource Management | "                                   | "           | "           | "           | "           | 2           | "           | "           | 2           | "            | 1                | 2                | 2                |
|           |                                                        | -                                   | "           | "           | "           | "           |             | "           | "           |             | "            |                  |                  |                  |
| BCH 512.2 | Analyse Human Resource Planning                        | 3                                   | 3           | 3           | 3           | 3           | 2           | "           | "           | 1           | "            | 2                | 2                | 2                |
|           |                                                        |                                     |             |             |             |             |             | "           | "           |             | "            |                  |                  |                  |
| BCH 512.3 | Apply Promotion and Transfer Policy                    | 3                                   | 3           | 3           | 3           | 3           | 2           | "           | "           | 1           | "            | 2                | 1                | 1                |
|           |                                                        |                                     |             |             |             |             |             | "           | "           |             | "            |                  |                  |                  |

### Sample Question Paper

| <b>Amity Business School</b><br><b>MID-SEMESTER (SEM –V) 2017-18</b>                                                           |              |                                                                      |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                              |              |                                                                      |          |           |                |          |
| <b>Subject Name:</b><br><b>BCH 512 Human Resource Management-I</b>                                                             |              | Time: 1.5 Hours                                                      |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                 | Remembering  | Understanding                                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                               | Q.1,4        | Q.2,3                                                                | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand basic concepts of Human Resource Management<br>CO2: Analyse Human Resource Planning |              |                                                                      |          |           |                |          |
| CO Map                                                                                                                         | Question No. | Question                                                             |          |           |                | Marks    |
| CO1                                                                                                                            | Q.1          | Explain in brief the rational for studying Human Resource Management |          |           |                | 3        |
| CO1                                                                                                                            | Q.2a         | Explain Human Resource Management                                    |          |           |                | 3        |
|                                                                                                                                | Q.2b         | Explain need of Human Resource Management                            |          |           |                | 3        |
| CO1                                                                                                                            | Q.3          | Discuss duties of HR Manager                                         |          |           |                | 6        |
| CO2                                                                                                                            | Q.4          | Explain HR Planning                                                  |          |           |                | 3        |
| CO2                                                                                                                            | Q.5a         | Explain purpose of HR Planning                                       |          |           |                | 3        |
|                                                                                                                                | Q.5b         | Explain importance of HR Planning                                    |          |           |                | 3        |
| CO2                                                                                                                            | Q 6          | Explain Induction                                                    |          |           |                | 6        |

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

## Attainment

|                  |                             |
|------------------|-----------------------------|
| Session          | 2017-18                     |
| Course Name      | B. Com (Hons)               |
| Semester         | 5 <sup>th</sup> Semester    |
| Subject Code     | BCH512                      |
| Subject Name     | Human Resource Management-I |
| Attainment Level | Level 2                     |

### Note:

| Attainments | Rubric                                                                                                |
|-------------|-------------------------------------------------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1                                            |
| Level 2     | IF 70% of students secure more than 60% marks then level 2<br>IF 80% of students secure more than 60% |
| Level 3     | marks then level 3                                                                                    |





# AMITY UNIVERSITY

MADHYA PRADESH

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

## AMITY BUSINESS SCHOOL

### Course Handout

Course: Compensation Management-I

Course Code : BCH 513, Crédits : 02 Session :2017-18 (Odd Sem.), Class : B Com (Hons) 3rd Year

### PROGRAMME OUTCOMES

#### Bachelor of Commerce

2017-18

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

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry. **[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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

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

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

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

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

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

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the

foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2 :-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

| PROGRAMME ARTICULATION MATRIX |                |         |         |         |         |         |         |         |         |         |              | HRM       |           |           |
|-------------------------------|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------------|-----------|-----------|-----------|
|                               |                | PO<br>1 | PO<br>2 | PO<br>3 | PO<br>4 | PO<br>5 | PO<br>6 | PO<br>7 | PO<br>8 | PO<br>9 | P<br>O<br>10 | PS<br>O 1 | PS<br>O 2 | PS<br>O 3 |
| V<br>SE<br>M                  | BC<br>H<br>513 | 1       | " "     | 1       | 2       | 2       | 2       | 2       | 2       | 3       | "-<br>"      | 2         | 2         | 2         |



**AMITY UNIVERSITY**

MADHYA PRADESH

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

|                                                                                         |
|-----------------------------------------------------------------------------------------|
|                                                                                         |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                         |
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>Course Handout</b>                                                                   |
| Course : Compensation Management-I                                                      |
| Course Code : BCH 513, Credits : 02, Session :2017-18 (Odd Sem.), Class : BCOM 3rd Year |

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

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

BCH 513.1 Understand basic concepts of Compensation Management

BCH 513 2. Analyse process of Job Analysis

BCH 513.3 Apply Wage Policy

BCH 513.4 Examine Pay Structure

#### **Program Outcomes:**

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

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

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

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

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**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2 :-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

**A. Assessment Plan:**

| Component of Evaluation        | Description                            | Code     | Weightage % |
|--------------------------------|----------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                             | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment | S/V/Q/HA | 10%         |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |
|                          |                                                                                                                                                                                                               |    |             |

## A. Syllabus

### Course Contents:

#### **Module I** Introduction to Compensation Management

Introduction, Basic concept of compensation, classical theories on wages, establishing pay rates, Importance of an ideal compensation plan, broad branding, Compensation plan and business strategy, devising a compensation plan, challenges affecting Compensation.

#### **Module II** Foundations of Compensation

Job analysis, Pricing managerial and professional jobs, job evaluation, job structure. Concept of Equity,

#### **Module III** Wage Policies

Wage Policy - Concept of wage, Wage policy in India, determinants of wage policy, Impact of income tax on Wage and salary administration, Tools used for fixation of wages, Introduction to Executive and International Compensation.

#### **Module IV** Pay Structure

Pay Packet - Constituents – Basic, D A, H R A, and other allowance, Perquisites. Compensation Laws: Payment of Wages Act, Minimum Wages Act

### Examination Scheme:

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

### Text & References:

- A.M. Sharma, Understanding Wage System.
- N.D. Kapoor, Labour Legislation.
- C.B. Memoria, Personnel management.
- The Compensation Handbook by Lance Berger and Dorothy Berger McGrawHill Co.

### Lecture Plan

| Lecture | Topics                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Introduction, Basic concept of compensation          | Lecture          | BCH 513.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Classical theories on wages, establishing pay rates, | Lecture          | BCH 513.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | establishing pay rates,                              | Lecture          | BCH 513.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Importance of an ideal compensation                  | Lecture          | BCH 513.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | broad branding,                                      | Lecture          | BCH 513.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Compensation plan and business strategy              | Lecture          | BCH 513.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Job analysis                                         | Lecture          | BCH 513.2        | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                                                     |         |           |                                  |
|----|-------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
| 8  | Pricing managerial and professional jobs                                            | Lecture | BCH 513.2 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Pricing managerial and professional jobs                                            | Lecture | BCH 513.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | job evaluation                                                                      | Lecture | BCH 513.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | job structure                                                                       | Lecture | BCH 513.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Concept of Equity                                                                   | Lecture | BCH 513.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Wage Policy - Concept of wage,                                                      | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Wage Policy - Concept of wage,                                                      | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Wage policy in India                                                                | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | determinants of wage policy, Impact of income tax on Wage and salary administration | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Tools used for fixation of wages                                                    | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Introduction to Executive and                                                       | Lecture | BCH 513.3 | Mid Term-1, Quiz &               |



|    |                                        |         |           |                                  |
|----|----------------------------------------|---------|-----------|----------------------------------|
|    | International Compensation.            |         |           | End Sem. Exam                    |
| 19 | Pay Packet - Constituents              | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Basic, D A, H R A, and other allowance | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Perquisites. Compensation Laws         | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Payment of Wages Act,                  | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Payment of Wages Act,                  | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Minimum Wages Act                      | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |

### A. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                            | CORRELATION WITH<br>PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | HRM              |                  |                  |
|-----------|------------------------------------------------------|----------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|           |                                                      | P<br>O<br>1                            | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| BCH 513.1 | Understand basic concepts of Compensation Management | "                                      | "           | "           | "           | "           | 2           | "           | "           | 2           | "            |                  | 2                | 2                |
|           |                                                      | -                                      | -           | -           | -           | -           |             | -           | -           |             | -            |                  |                  |                  |
|           |                                                      | "                                      | "           | "           | "           | "           |             | "           | "           |             | "            |                  |                  |                  |
| BCH 513.2 | Analyse process of Job Analysis                      | 3                                      | 3           | 3           | 3           | 3           | 2           | "           | "           | 1           | "            | 2                | 2                | 2                |
|           |                                                      |                                        |             |             |             |             |             | -           | -           |             | -            |                  |                  |                  |
|           |                                                      |                                        |             |             |             |             |             | "           | "           |             | "            |                  |                  |                  |
| BCH 513.3 | Apply Wage Policy                                    | 3                                      | 3           | 3           | 3           | 3           | 2           | "           | "           | 1           | "            | 2                | 1                | 1                |
|           |                                                      |                                        |             |             |             |             |             | -           | -           |             | -            |                  |                  |                  |
|           |                                                      |                                        |             |             |             |             |             | "           | "           |             | "            |                  |                  |                  |
| BCH 513.4 | Examine Pay Structure                                | 3                                      | 3           | 3           | 3           | 3           | 2           | "           | "           | 1           | "            | 2                | 2                | 2                |
|           |                                                      |                                        |             |             |             |             |             | -           | -           |             | -            |                  |                  |                  |
|           |                                                      |                                        |             |             |             |             |             | "           | "           |             | "            |                  |                  |                  |

### Sample Question Paper

| <b>Amity Business School</b><br><b>MID-SEMESTER (SEM –V) 2017-18</b>                                              |              |                                                                    |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------|----------|-----------|----------------|----------|
| <b>Class: B Com (Honours) V Semester</b>                                                                          |              |                                                                    |          |           |                |          |
| Subject Name:<br>BCH 513 Compensation<br>Management-I                                                             |              | Time: 1.5 Hours                                                    |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                           | Remembering  | Understanding                                                      | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                               | Q.1,4        | Q.2,3                                                              | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand basic concepts of Compensation management<br>CO2: Analyse Job Analysis |              |                                                                    |          |           |                |          |
| CO Map                                                                                                            | Question No. | Question                                                           |          |           |                | Marks    |
| CO1                                                                                                               | Q.1          | Explain in brief the rational for studying Compensation Management |          |           |                | 3        |
| CO1                                                                                                               | Q.2a         | Explain Compensation Management                                    |          |           |                | 3        |
|                                                                                                                   | Q.2b         | Explain need of Compensation Management                            |          |           |                | 3        |
| CO1                                                                                                               | Q.3          | Differentiate between Wages and Salary                             |          |           |                | 6        |
| CO2                                                                                                               | Q.4          | Explain Job Analysis                                               |          |           |                | 3        |
| CO2                                                                                                               | Q.5a         | Explain purpose of Job Analysis                                    |          |           |                | 3        |
|                                                                                                                   | Q.5b         | Explain importance of Job Evaluation                               |          |           |                | 3        |
| CO2                                                                                                               | Q 6          | Explain methods of Job Evaluation                                  |          |           |                | 6        |

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

## Attainment

|                  |                           |
|------------------|---------------------------|
| Session          | 2017-18                   |
| Course Name      | B. Com (Hons)             |
| Semester         | 5 <sup>th</sup> Semester  |
| Subject Code     | BCH513                    |
| Subject Name     | Compensation Management-I |
| Attainment Level | Level 2                   |

### Note:

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code: BCH 601 Credits -3 Session 2017-18 ( Even Sem.) Class B Com( Hons )6th Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Honours)**

### **2017-18**

#### **Programme Outcomes:**

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

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

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

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

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

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

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

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

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions. **[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

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

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

If there is no correlation, put “-”

|                   | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| VI-Sem<br>BCH 601 | 3   | 2   | -   | -   | 2   | 1   | -   | 2   | 2   | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

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

## Course Handout

Course : MANAGEMENT ACCOUNTING

Course Code : BCH 601, Crédits : 03,  
Session : 2017-18 (Even Sem.), Class : BCOM 6th Semester

- A. Introduction:** To provide the students' knowledge about the use of costing data for planning, control and decision making.

### Course Outcomes

**BCOM601.1** Understand various costing systems and management systems

**BCOM 601.2** Analyse and provide recommendations to improve the operations of organisations through the application of Cost and Management accounting techniques

**BCOM 601.3** Evaluate the costs and benefits of different conventional and contemporary costing systems.

**BCOM601.4** Analyze cost-volume-profit techniques to determine optimal managerial decisions.

**BCOM 601.5** Apply cost accounting methods for both manufacturing and service industry.

### **Programme Outcomes:**

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

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

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

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

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

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

[PO.9] Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions. [PO.10] Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **D. Programme Specific Outcomes: NA**

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                     | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|----------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                             | CT          | 15%                |
|                                | Mid Term 2                             |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75%                       | A           | 5%                 |

|  |                                                                                                                                                                                              |  |  |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
|  | Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |  |  |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|

## F. Syllabus

### Course Contents:

#### Module I: Cash Flow Analysis

Distinction of Cash from Funds - Utility of Cash Flow Statement - Construction of Cash Flow Statement

#### Module II: Budgets and Budgetary Control

Concept of Budgets and Budgetary Control - Nature and Objectives of Budgetary Control - Advantages and Limitations of Budgetary Control - Establishing a system of Budgetary Control - Preparation of Sales Budget, Selling and Distribution Cost Budget, Production Budget, Purchase Budget, Cash Budget etc. - Flexible Budgets and Master Budgets.

#### Module III: Cost Volume Profit Analysis

Profit/volume ratio, Contribution/Sales ratio, key factor. Margin to Safety ratio, Break-even analysis Angle of incidence, Determination of cost indifference point

#### Module IV: Responsibility Accounting

Concept of Responsibility Accounting - Cost Centers and Profit Centers - Contribution by Segments

#### Practical:

Use of various software packages to obtain different Management Accounting outputs like :(i) Cash Flow Analysis, (ii) Preparation of different budgets, (iii) Break-even Analysis

#### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

#### Text & References:

- Dr. S.N. Maheswari , Management Accounting
- Sexana, Management Accounting
- Made Gowda, Management Accounting
- Dr. S.N. Goyal and Manmohan, Management Accounting
- B.S. Raman, Management Accounting
- R.S.N. Pillai and Bagavathi, Management Accounting
- Sharma and Gupta, Management Accounting
- J. Batty, Management Accounting



- Foster, Financial Statement Analysis, Pearson.
- PN Reddy & Appanaiah, Essentials of Management Accounting.

#### A. Lecture Plan

| Lecture | Topics                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Distinction of Cash from Funds                  | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Distinction of Cash from Funds                  | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Utility of Cash Flow Statement                  | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Utility of Cash Flow Statement                  | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Utility of Cash Flow Statement                  | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Construction of Cash Flow Statement             | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Construction of Cash Flow Statement             | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Concept of Budgets and Budgetary Control        | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Nature and Objectives of Budgetary Control      | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Advantages and Limitations of Budgetary Control | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Establishing a system of Budgetary Control      | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Preparation of Sales Budget                     | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                       |         |           |                                 |
|----|-------------------------------------------------------|---------|-----------|---------------------------------|
| 13 | Selling and Distribution Cost Budget                  | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Production Budget                                     | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Purchase Budget                                       | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Cash Budget                                           | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Flexible Budgets and Master Budgets.                  | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Profit/volume ratio                                   | Lecture | BCH 601.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Contribution/Sales ratio                              | Lecture | BCH 601.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Margin to Safety ratio                                | Lecture | BCH 601.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Break-even analysis Angle of incidence                | Lecture | BCH 601.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Determination of cost indifference point              | Lecture | BCH 601.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Concept of Responsibility Accounting                  | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Cost Centers                                          | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Profit Centers                                        | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Cash Flow Analysis- Practical questions               | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Cash Flow Analysis- Practical questions               | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Preparation of different budgets- Practical questions | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Preparation of different budgets- Practical questions | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Break-even Analysis- Practical questions              | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Break-even Analysis- Practical questions              | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Break-even Analysis- Practical questions              | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                             |         |           |                                    |
|----|---------------------------------------------|---------|-----------|------------------------------------|
| 34 | Break-even Analysis-<br>Practical questions | Lecture | BCH 601.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 35 | Break-even Analysis-<br>Practical questions | Lecture | BCH 601.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 36 | Break-even Analysis-<br>Practical questions | Lecture | BCH 601.4 | Mid Term-2, Quiz<br>& End Sem Exam |

### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                           | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                   |                                                                                                                                                     | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>BCH6 01.1.</b> | Understand various costing systems and management systems.                                                                                          | 3                                   | 2           | -           | -           | 2           | 1           | -           | 2           | 2           | 2            |  |  |  |
| <b>BCH6 01.2.</b> | Analyse and provide recommendations to improve the operations of organisations through the application of Cost and Management accounting techniques | 2                                   | 2           | 1           | -           | 3           | -           | -           | 2           | 3           | 2            |  |  |  |
| <b>BCH6 01.3.</b> | Evaluate the costs and benefits of different conventional and                                                                                       | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 2           | 2            |  |  |  |

|                   |                                                                                 |   |   |   |   |   |   |   |   |   |   |  |  |  |  |
|-------------------|---------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|
|                   | contemporary costing systems                                                    |   |   |   |   |   |   |   |   |   |   |  |  |  |  |
| <b>BCH6 01.4.</b> | Analyze cost-volume-profit techniques to determine optimal managerial decisions | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 |  |  |  |  |
| <b>BCH6 01.5.</b> | Apply cost accounting methods for both manufacturing and service industry       | 1 | 2 | - | 1 | 2 | - | - | 2 | 2 | 2 |  |  |  |  |

## Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |              |                                                                           |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –6) 2017-18s                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |              |                                                                           |          |           |                |          |
| Class: BCH 601                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              |                                                                           |          |           |                |          |
| Subject Name:<br>MANAGEMENT ACCOUNTING – II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              | Time: 1.5 Hrs                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Remembering  | Understanding                                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.1,4        | Q.2,3                                                                     | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1 Understand various costing systems and management systems<br>CO2 Analyse and provide recommendations to improve the operations of organisations through the application of Cost and Management accounting techniques<br>CO3 Evaluate the costs and benefits of different conventional and contemporary costing systems<br>CO4 Analyze cost-volume-profit techniques to determine optimal managerial decisions.<br>CO5 Apply cost accounting methods for both manufacturing and service industry. |              |                                                                           |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Question No. | Question                                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.1          | Define cash flow statement                                                |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.2a         | Define budget and budgetary control                                       |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.2b         | Discuss Advantages and Limitations of Budgetary Control                   |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.3          | Write a note on Margin to Safety ratio and Break-even analysis            |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.4          | Discuss about Responsibility Accounting - Cost Centers and Profit Centers |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.5a         | Discuss types of Cash Budget                                              |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.5b         | Elaborate Production and Purchase budget                                  |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.6          | Discuss Utility of Cash Flow Statement                                    |          |           |                | 6        |

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

## Attainment

|                  |                          |
|------------------|--------------------------|
| Session          | 2017-18                  |
| Course Name      | B. Com (Hons)            |
| Semester         | 6th Semester             |
| Subject Code     | BCH601                   |
| Subject Name     | Management Accpunting-II |
| Attainment Level | Level 2                  |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

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

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

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 602 Credits -4 Session 2017-18 ( Even Sem.) Class B Com( Hons )6th Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)  
2017-18**

### **Programme Outcomes:**

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

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

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

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

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

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

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

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

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions. **[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

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

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

If there is no correlation, put “- “

|                   | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| VI-Sem<br>BCH 602 | 3   |     | 2   | -   | 2   | 1   | -   | 2   | 2   | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

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

## Course Handout

Course : INDIAN ECONOMY – PERFORMANCE AND POLICIES

Course Code : BCH 602, Crédits : 04,

Session : 2017-18 (Odd Sem.), Class : BCOM 6th Semester

- A. Introduction:** To provide the basic knowledge of the Structure and the Current developments in the Indian Economy.

### Course Outcomes

BCOM 602.1 Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.

BCOM602.2 Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.

BCOM 602.3 Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures, and achievements as the foundation of the ongoing planning and economic reforms taken by the government.

BCOM 602.4. Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole.

BCOM 602.5 Not only be aware of the economy as a whole, but they would also understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects.

### **Programme Outcomes:**



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

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

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

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

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

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

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

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

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions. **[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes: NA**

##### **Assessment Plan:**

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

## F. Syllabus

### Course Contents:

#### Module I: Underdeveloped country and Population Problems

Underdeveloped Economy: Meaning of Underdeveloped Economy - Basic characteristics of Underdeveloped countries, India as an Underdeveloped country. Population problems: Its Causes and effects on Economy - Trends of population Importance of population control.

#### Module II: Poverty and Unemployment

Poverty: Relative and Absolute poverty Indicators of poverty-its causes and measure to remove it.  
Unemployment: Nature of Unemployment in India, its Causes and effects, Unemployment policy.

#### Module III: Structure of the Indian Economy

Basic features; Natural resources - Land, Water and Forest resources; Broad demographic features - population size and growth rates, sex composition, rural-Urban migration occupational distribution; infrastructure development; Composition of National Income.

#### Module IV: Planning in India

Objectives; Strategy; Broad achievements and failures; current Five year plan objectives, allocation and targets; New economic reforms - Liberalization, privatization and globalization; Rationale behind economic reforms; progress of privatization and globalization.

#### Module V: Agriculture

Nature and importance; Trends in agricultural production and productivity; Factors determining productivity; Land Reforms; New agricultural strategy and green revolution; Rural credit, Agricultural marketing.

#### Module VI: Industry

Industrial development during the planning period; industrial policy of 1948, 1956, 1977, and 1991; industrial licensing policy - MRTP Act, FERA and FEMA; Growth and problems of small scale industries; Role of public sector enterprises in India's industrialization.

#### Module VII: External sector

Role of foreign trade; Trends in exports and imports; composition and direction of India's foreign trade; Balance of payments crisis and the new economic reforms - Export promotion measures and then new trade policies foreign capital-FDI aid; Multinational corporations. (MNCs).

#### Examination Scheme:

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

#### Text & References:

- Datt, R. and K.P.M. Sundharam, Indian Economy, S. Chand & Company Ltd., New Delhi.
- Dhingra, I.C, The Indian economy: Environment and Policy, Sultan Chand & Sons, New Delhi.
- Dutt, R.C, The Economic History of India Under Early British Rule, Low Prince Publications, Delhi.
- Misra, S.K. and V.K. Puri, Indian Economy - Its Development Experience, Himalaya Publishing House, Mumbai.

## A. Lecture Plan

| Lecture | Topics                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Underdeveloped Economy: Meaning of Underdeveloped Economy    | Lecture          | BCH601.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Basic characteristics of Underdeveloped countries            | Lecture          | BCH602.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | India as on Underdeveloped country.                          | Lecture          | BCH602.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Population problems: Its Causes and effects on Economy       | Lecture          | BCH602.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Trends of population Importance of population control.       | Lecture          | BCH602.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Poverty: Relative and Absolute poverty Indicators of poverty | Lecture          | BCH602.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Causes- its causes and measure of remove it.                 | Lecture          | BCH602.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Unemployment: Nature of Unemployment in India                | Lecture          | BCH602.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Unemployment and its Causes and effects                      | Lecture          | BCH602.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Unemployment policy.                                         | Lecture          | BCH602.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Structure of the Indian Economy                              | Lecture          | BCH602.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Structure of the Indian Economy- Basic nature                | Lecture          | BCH602.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Natural resources - Land                                     | Lecture          | BCH602.2         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                    |         |          |                                 |
|----|----------------------------------------------------|---------|----------|---------------------------------|
| 14 | Natural resources - Water                          | Lecture | BCH602.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Natural resources – Forest resources               | Lecture | BCH602.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Broad demographic features                         | Lecture | BCH602.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | population size and growth rates,                  | Lecture | BCH602.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | sex composition                                    | Lecture | BCH602.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | rural-Urban migration occupational distribution    | Lecture | BCH602.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | infrastructure development                         | Lecture | BCH602.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Composition of National Income.                    | Lecture | BCH602.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Planning in India                                  | Lecture | BCH602.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Objectives & Strategy- Planning in India           | Lecture | BCH602.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Broad achievements and failures                    | Lecture | BCH602.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Current Five year plan objectives                  | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Allocation and targets                             | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | New economic reforms - Liberalization              | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Privatization                                      | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Globalization                                      | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Rationale behind economic reforms                  | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Progress of privatization and globalization.       | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | <b>Agriculture-</b> Nature and importance          | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Trends in agricultural production and productivity | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                 |         |          |                                 |
|----|-----------------------------------------------------------------|---------|----------|---------------------------------|
| 35 | Factors determining productivity                                | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Land Reforms                                                    | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 37 | New agricultural strategy and green revolution; Rural credit    | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 38 | Agricultural marketing                                          | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 39 | Industrial development during the planning period               | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 40 | industrial policy of 1948, 1956, 1977, and 1991                 | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 41 | industrial licensing policy - MRTP Act, FERA and FEMA           | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 42 | Growth and problems of small scale industries                   | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 43 | Role of public sector enterprises in India's industrialization. | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 44 | External sector- Role of foreign trade                          | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 45 | Trends in exports and imports                                   | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 46 | Composition and direction of India's foreign trade              | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 47 | Balance of payments crisis and the new economic reforms         | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 48 | Export promotion measures and then new trade policies           | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 49 | Foreign capital-FDI aid; Multinational corporations. (MNCS)     | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |

#### A. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                                                                                                           | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                   |                                                                                                                                                                                                                                     | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>BCH 602.1.</b> | Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.                                                                                                                                   | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 1            |  |  |  |
| <b>BCH 602.2.</b> | Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.                                                                                        | 2                                   | 3           | 1           | -           | 2           | -           | -           | 2           | 2           | 2            |  |  |  |
| <b>BCH 602.3.</b> | Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government. | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 3            |  |  |  |
| <b>BCH 602.4.</b> | Understand agriculture as the foundation of economic                                                                                                                                                                                | 2                                   | 2           | -           | 2           | 3           | -           | -           | 2           | 2           | 2            |  |  |  |

|           |                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |   |  |  |  |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
|           | growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole                                                    |   |   |   |   |   |   |   |   |   |   |  |  |  |
| BCH 602.5 | Not only be aware of the economy as a whole, they would understand the basic features of Indian’s economy, sources of revenue, how the state government finance its program and projects. | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 |  |  |  |

Amity Business School  
I MID-SEMESTER (SEM –6) 2017-18

Class: BCom VI

Subject Name:  
INDIAN ECONOMY – PERFORMANCE  
AND POLICIES

Time: 1.5 Hrs

Max. Marks: 30

| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to

CO1 Develop ideas of the basic characteristics of Indian economy, its potential on natural resources. CO2 Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.

CO3: Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.

CO4. Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy.

CO5. Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects

| CO Map | Question No. | Question                                                   | Marks |
|--------|--------------|------------------------------------------------------------|-------|
| CO1    | Q.1          | Discuss about management accounting                        | 3     |
| CO1    | Q.2a         | Discuss the importance of financial control.               | 3     |
|        | Q.2b         | Elaborate management accounting                            | 3     |
| CO1    | Q.3          | Elaborate                                                  | 6     |
| CO2    | Q.4          | Discuss trends in agricultural production and Productivity | 3     |
| CO2    | Q.5a         | Write a note on MRTP Act, FERA and FEMA                    | 3     |
|        | Q.5b         | Explain role of foreign trade                              | 3     |
| CO2    | Q 6          | Discuss Multinational corporations                         | 6     |

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





# AMITY UNIVERSITY

MADHYA PRADESH

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

## Attainment

|                  |                                           |
|------------------|-------------------------------------------|
| Session          | 2017-18                                   |
| Course Name      | B. Com (Hons)                             |
| Semester         | 6th Semester                              |
| Subject Code     | BCH602                                    |
| Subject Name     | Indian Economy – Performance and Policies |
| Attainment Level | 41% of student secure more than 60% marks |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

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

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

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 604 Credits -2 Session 2017-18 ( Even Sem.) Class B Com( Hons )6th Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Honours)**

### **2017-18**

#### **Programme Outcomes:**

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

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

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

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

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

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

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

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

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

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

**PROGRAM SPECIFIC OUTCOMES:**

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

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

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

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

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

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO 1 | PSO 2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-------|-------|------|
| VI-Sem<br>BCH<br>601 | 2   | 3   | -   | -   | 3   | 2   | -   | 3   | 2   | 1    | 3     | 2     | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

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

## Course Handout

Course : FINANCIAL MANAGEMENT – II

Course Code : BCH 604, Crédits : 02,

Session : 2017-18 (Even Sem.), Class : BCOM 6th Semester

**Introduction:** To provide the students' knowledge about the use of financial data for planning, control and decision making and to give insight into financial decision making and composition of different securities in the total Capital structure.

**A.**

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

**BCOM 604.1** Demonstrating an understanding of the overall role and importance of the finance function.

**BCOM 604.2** Validating knowledge of a basic financial vocabulary

**BCOM604.3** Demonstrating basic finance management knowledge.

**BCOM604.4** Understanding of the goals of the finance manager

**BCOM 604.5** Identifying the basic financial environment, institutions and services

**Programme Outcomes:**

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

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

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

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

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

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

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

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

[PO.9] Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions. [PO.10] Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

##### **PROGRAM SPECIFIC OUTCOMES:**

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

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

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

#### **Assessment Plan:**

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

#### **F. Syllabus**

##### **Course Contents:**

##### **Module I: Dividend Decision**

Dividend Decisions – dividend policy – determinants of dividend policy – types of dividend policy – forms of dividend.

## Module II: Working capital Management

Working Capital Management – meaning – importance of adequate working capital- excess or Inadequate working capital – determinants of working capital requirement – cash management, Receivable management and inventory management – sources of working capital.

## Module III: Financing Decision

Financing Decisions – capital structure – factors influencing capital structure – EBIT – EBT- EPS –Analysis - leverage – problems.

Spreadsheet can be used to show the basic calculation in finance and can be for giving students subject related assignments for their internal assessment purpose

### Examination Scheme:

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

### Text & References:

- S N Maheshwari, Financial Management.
- Khan and Jain, Financial Management.
- Dorai Raj. S.N, Financial Management.
- Sharma and Sashi Gupta, Financial Management.
- I M Pandey, Financial Management.
- James C Vanhorne, Financial Management.
- Prasanna Chandra, Financial Management.
- PN Reddy & Appanaiah, Financial Management.

### A. Lecture Plan

| Lecture | Topics                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------|------------------|------------------|---------------------------------|
| 1       | Dividend Decisions – dividend policy | Lecture          | BCH 604.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Determinants of dividend policy      | Lecture          | BCH 604.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Types of dividend policy             | Lecture          | BCH 604.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Forms of dividend.                   | Lecture          | BCH 604.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Working Capital Management – meaning | Lecture          | BCH 604.2        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                              |         |           |                                 |
|----|------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 6  | Importance of adequate working capital- excess or Inadequate working capital | Lecture | BCH 604.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Determinants of working capital requirement                                  | Lecture | BCH 604.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | cash management                                                              | Lecture | BCH 604.3 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Receivable management                                                        | Lecture | BCH 604.3 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Inventory management                                                         | Lecture | BCH 604.3 | Mid Term-1, Quiz & End Sem Exam |
| 11 | sources of working capital                                                   | Lecture | BCH 604.4 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Financing Decisions                                                          | Lecture | BCH 604.4 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Capital structure                                                            | Lecture | BCH 604.4 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Factors influencing capital structure                                        | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 15 | EBIT – EBT- EPS                                                              | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 16 | EBIT – EBT- EPS                                                              | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 17 | EBIT – EBT- EPS                                                              | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 18 | EBIT – EBT- EPS                                                              | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Analysis - leverage                                                          | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Analysis - leverage                                                          | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Analysis - leverage                                                          | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Analysis - leverage                                                          | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 23 | Analysis - leverage                                                          | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 24 | Analysis - leverage                                                          | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|--------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                            | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 604.1.</b> | Demonstrating an understanding of the overall role and importance of the finance function. | 2                                   | 3           | -           | -           | 3           | 2           | -           | 3           | 2           | 1            | 2                                            | 2                | 3                |
| <b>BCH 604.2.</b> | Validating knowledge of a basic financial vocabulary.                                      | 2                                   | 2           | 1           | -           | 1           | -           | -           | 2           | 2           | 1            | 3                                            | 2                | 2                |
| <b>BCH 604.3.</b> | Demonstrating basic finance management knowledge.                                          | 1                                   | 2           | -           | 1           | 1           | -           | -           | 2           | 3           | 2            | 1                                            | 2                | 3                |
| <b>BCH 604.4.</b> | Understanding of the goals of the finance manager                                          | 2                                   | 2           | -           | 2           | 3           | -           | -           | 2           | 2           | 2            | 2                                            | 3                | 1                |
| <b>BCH 604.5</b>  | Identifying the basic financial environment, institutions and services                     | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 1                                            | 2                | 3                |



### Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                   |              |                                                          |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –6) 2017-18                                                                                                                                                                                                                                                                                                          |              |                                                          |          |           |                |          |
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                    |              |                                                          |          |           |                |          |
| Subject Name:<br>FINANCIAL MANAGEMENT – II                                                                                                                                                                                                                                                                                                                        |              | Time: 1.5 Hrs                                            |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                    | Remembering  | Understanding                                            | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                  | Q.1,4        | Q.2,3                                                    | Q.4      | Q.2,5,6   |                |          |
| CO1: Demonstrating an understanding of the overall role and importance of the finance function.<br>CO2: Validating knowledge of a basic financial vocabulary<br>CO3: Demonstrating basic finance management knowledge.<br>CO4: Understanding of the goals of the finance manager<br>CO5: Identifying the basic financial environment, institutions, and services. |              |                                                          |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                            | Question No. | Question                                                 |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                               | Q.1          | Define dividend decision                                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                               | Q.2a         | Discuss importance of working capital management         |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                   | Q.2b         | Write a note on EBIT – EBT- EPS                          |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                               | Q.3          | Discuss forms of dividend.                               |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                               | Q.4          | Elaborate receivable management and inventory management |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                               | Q.5a         | Elaborate sources of working capital                     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                   | Q.5b         | What is capital structure and its importance             |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                               | Q 6          | Discuss forms of leverage                                |          |           |                | 6        |

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



# AMITY UNIVERSITY

MADHYA PRADESH

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

## Attainment

|                  |                                            |
|------------------|--------------------------------------------|
| Session          | 2017-18                                    |
| Course Name      | B. Com (Hons)                              |
| Semester         | 6 <sup>th</sup> Semester                   |
| Subject Code     | BCH604                                     |
| Subject Name     | Financial Management – II                  |
| Attainment Level | 39% of students secure more than 60% marks |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

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

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

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





# AMITY UNIVERSITY

MADHYA PRADESH

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

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 606 Credits -2 Session 2017-18 ( Even Sem.) Class B Com( Hons )6th Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)**

**2017-18**

### **Programme Outcomes:**

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

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

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

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

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

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

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

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

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

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

## PROGRAM SPECIFIC OUTCOMES:

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

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

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

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

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

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>606 | 3   | 2   | -   | -   | 3   | 1   | -   | 3   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

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

## Course Handout

Course : FINANCIAL MARKETS, INSTITUTIONS AND FINANCIAL SERVICES II

Course Code : BCH 606, Crédits : 02,  
Session : 2017-18 (Even Sem.), Class : BCOM 6th Semester

### A. Introduction:

B. **Course Outcomes:** To introduce students to different financial institutions, Markets and the services which are available in India.

**BCOM606.1** Understand the role and function of the financial system in reference to the macro economy.

**BCOM 606.2** Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.

**BCOM 606.3** Evaluate and create strategies to promote financial products and services.

**BCOM606.4** Evaluate empirical evidence of the market performance and accordingly the role of regulatory authorities to develop the financial market.

**BCOM 606.5** Research and analyze specific problems or issues related to financial markets and institutions.

## Programme Outcomes:

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

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

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

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

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

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

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

[PO.8] Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

[PO.9] Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions. [PO.10] Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### D.

##### PROGRAM SPECIFIC OUTCOMES:

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

##### Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |

#### F. Syllabus

## Course Contents:

### Module I Introduction

Introduction to financial services; Merchant banking: Meaning, scope, functions, management of new issues, Indian experience, SEBI guidelines, Future of merchant banking in India.

Understanding of the global nature of financial markets, the importance of country participants, and the role of international organizations operating in the financial markets.

### Module II: Money, Prices, Exchange Rate and Interest Rates

Monetary expansion, Interest rates and exchange rates, Monetary expansion and prices, Real and nominal values, Inflation and interest rates, Inflation and exchange rates. The Indian financial system: Introduction, The pre 1951 period, the post 1951 period, Emerging horizon.

### Module III: Commercial Banks

Evolution of modern commercial banks, Evolution of bank assets, liabilities and activities; Banking structure, Matching revenues and costs, capital adequacy; Accounting policies and related matters, Direct investments, and credit programmes. Central banking and monetary policy: Central banking functions; Money creation, process and control; monetary policy.

### Module IV: Leasing financing

The concept, merits, and demerits; Types; The Indian leasing scenario; Lease evaluation; Lease accounting.

### Module V: Hire purchase.

Meaning; James Raj Committee recommendation; RBI guidelines; Hire purchase and transport industry; Lease vs. Hire purchase; Problems and prospects of hire purchase in India.

### Module VI : Housing Finance & Venture Capital Finance

Concept of Housing Finance and National Housing Bank (briefly), Concept of Venture Capital Finance, Features, and Types of Venture Capital Finance, Concept of private Equity.

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Gordon and Natarajan, Financial Markets and Services, Himalaya Publishing House.
- Khan, M.Y, Financial Services, Tata McGraw Hill.
- Jeff Madura, Financial Markets and Institutions, South-Western College Publishing.
- B.C Vasant Desai, The Indian Financial System, Himalaya Publishing House.
- Bhole L.M, Financial Institutions and Markets, Tata McGraw Hill.
- **Lecture Plan**

| Lecture | Topics                             | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction to financial services | Lecture          | BCH606.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Merchant banking: Meaning          | Lecture          | BCH606.1         | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                                           |         |          |                                 |
|----|-----------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 3  | scope, functions, management of new issues of merchant banking                                            | Lecture | BCH606.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | SEBI guidelines                                                                                           | Lecture | BCH606.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Future of merchant banking in India                                                                       | Lecture | BCH606.2 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Understanding of the global nature of financial markets                                                   | Lecture | BCH606.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | importance of country participants                                                                        | Lecture | BCH606.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Monetary expansion                                                                                        | Lecture | BCH606.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Interest rates and exchange rates                                                                         | Lecture | BCH606.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Monetary expansion and prices                                                                             | Lecture | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Real and nominal values                                                                                   | Lecture | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Inflation and interest rates                                                                              | Lecture | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Inflation and exchange rates                                                                              | Lecture | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | The Indian financial system: Introduction                                                                 | Lecture | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | The pre 1951 period, the post 1951 period, Emerging horizon.                                              | Lecture | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | <b>Commercial Banks</b>                                                                                   | Lecture | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Evolution of modern commercial banks, Evolution of bank assets                                            | Lecture | BCH606.4 | Mid Term-1, Quiz & End Sem Exam |
| 19 | liabilities and activities                                                                                | Lecture | BCH606.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Banking structure, Matching revenues and costs, capital adequacy; Accounting policies and related matters | Lecture | BCH606.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Direct investments, and credit programmes. Central banking and monetary policy                            | Lecture | BCH606.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Central banking functions; Money creation, process and control; monetary policy. The                      | Lecture | BCH606.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                |         |          |                                    |
|----|----------------------------------------------------------------------------------------------------------------|---------|----------|------------------------------------|
|    | concept, merits and demerits-<br>lease financing                                                               |         |          |                                    |
| 23 | Concept of private Equity                                                                                      | Lecture | BCH606.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 24 | James Raj Committee<br>recommendation, Concept<br>of Housing Finance and<br>National Housing Bank<br>(briefly) | Lecture | BCH606.5 | Mid Term-2, Quiz<br>& End Sem Exam |

• **Course Articulation Matrix (Mapping of COs with POs)**

| CO                | STATEMENT                                                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 606.1.</b> | Understand the role and function of the financial system in reference to the macro economy                | 3                                   | 2           | -           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 606.2.</b> | Demonstrate an awareness of the current structure and regulation of the Indian financial services sector. | 2                                   | 1           | 1           | -           | 2           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 2                |
| <b>BCH 606.3.</b> | Evaluate and create strategies to promote financial products and services                                 | 1                                   | 1           | -           | 1           | 2           | -           | -           | 2           | 2           | 3            | 2                                            | 1                | 1                |
| <b>BCH 606.4.</b> | Evaluate empirical evidence of the market performance and accordingly the role of                         | 2                                   | 2           | -           | 2           | 3           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |

|           |                                                                                                 |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------|-------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|           | regulatory authorities to develop the financial market.                                         |   |   |   |   |   |   |   |   |   |   |   |   |   |
| BCH 606.5 | Research and analyze specific problems or issues related to financial markets and institutions. | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2017-18                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              |                                                                          |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B. Com VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |              |                                                                          |          |           |                |          |
| Subject Name:<br>FINANCIAL MARKETS, INSTITUTIONS<br>AND FINANCIAL SERVICES II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |              | Time: 1.5 Hrs                                                            |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as per<br>Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Remembering  | Understanding                                                            | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                                    | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1 Understand the role and function of the financial system in reference to the macro economy.<br>CO2 Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.<br>CO3 Evaluate and create strategies to promote financial products and services.<br>CO4 Evaluate empirical evidence of the market performance and accordingly the role of regulatory authorities to develop the financial market.<br>CO5 Research and analyze specific problems or issues related to financial markets and institutions. |              |                                                                          |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                                                 |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1          | Define Merchant banking                                                  |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2a         | Discuss Future of merchant banking in India                              |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.2b         | Elaborate introduction of The Indian financial system                    |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.3          | Define commercial banks and discuss Evolution of modern commercial banks |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.4          | Elaborate merits and demerits of lease financing                         |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5a         | Differentiate among Lease and Hire purchase;                             |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.5b         | Discuss features of venture capital finance                              |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.6          | Elaborate types of Venture Capital Finance                               |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                           |
|------------------|-----------------------------------------------------------|
| Session          | 2017-18                                                   |
| Course Name      | B. Com (Hons)                                             |
| Semester         | 6th Semester                                              |
| Subject Code     | BCH606                                                    |
| Subject Name     | Financial Markets, Institutions and Financial Services-II |
| Attainment Level | 37 % of the students secure more than 60% marks           |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 608 Credits -2 Session 2017-18 ( Even Sem.) Class B Com( Hons )6th Semester**

## **PROGRAMME OUTCOMES** **Bachelor of Commerce (Honours)** **2017-18**

### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions. **[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout |                                                |
|----------------|------------------------------------------------|
| Course :       | PRINCIPLES OF MARKETING - II                   |
| Course Code :  | BCH 608, Crédits : 02,                         |
| Session :      | 2017-18 (Even Sem.), Class : BCOM 6th Semester |

- A. Introduction:** This course enables the students to know the fundamentals of Insurance and challenges related to the same

## Course Outcomes

- BCOM 608.1** Evaluate the growth and Development of Insurance Business.
- BCOM 608.2** Understand the working and functioning of the Insurance Sector.
- BCOM 608.3** Study the inter-relationship between Insurance & Risk Management.
- BCOM 608.4.** Analyze the Role of Insurance Business Intermediaries.
- BCOM 608.5** Obtain an overview of Regulatory Framework of Insurance Sector

## Programme Outcomes:

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

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**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.



**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]**. Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]**. Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |

## F. Syllabus

### Course Contents:

#### Module I

Promotion: Nature and importance of promotion; Method of promotion - optimum promotion mix.

#### Module II: Consumer behavior

Nature, scope & significance of consumer behavior - factors affecting consumer behavior. Module VI: Salesmanship & Selling process : Salesman - qualities of successful salesman - functions of a salesman - selling process.

Case 1: Group Assignment (UBER)

#### Module III: Advertising and publicity

Meaning - Importance of advertising - advertising media - ethics of good advertising.

Case -II: Window-Shopping Takes on a Whole New Meaning

#### Module IV: Marketing research

Meaning - steps involved in marketing research - areas of marketing research. Marketing Information System (MIS): Need, Importance – Element of good MIS - components of MIS.

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Philip Kotler: Marketing Management, Prentice Hall of India Ltd, New Delhi.
- Dr. C. N. Sontakki: Marketing Management Kalyani Publications New Delhi.
- Marchand & B. Vardharajan: An introduction to Marketing, Vikas Publishing House, Delhi.
- Mohammad Amanatullah: Principles of Modern Marketing. Kalyani Publications New Delhi.

#### Link:

- <http://www.getmemedia.com/ideas/case-study-window-shopping-takes-on-a-whole-new-meaning-online/say-media.html>
- [https://uber-static.s3.amazonaws.com/web-fresh/legal/Uber\\_Chicago\\_CaseStudy.pdf](https://uber-static.s3.amazonaws.com/web-fresh/legal/Uber_Chicago_CaseStudy.pdf)

## A. Lecture Plan

| Lecture | Topics                                             | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Promotion : Nature and importance of promotion     | Lecture          | BCH608.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Method of promotion                                | Lecture          | BCH608.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | optimum promotion mix.                             | Lecture          | BCH608.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Nature, scope & significance of consumer behaviour | Lecture          | BCH608.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | factors affecting consumer behaviour               | Lecture          | BCH608.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Salesmanship & Selling process                     | Lecture          | BCH608.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Salesman - qualities of successful salesman        | Lecture          | BCH608.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | functions of a salesman                            | Lecture          | BCH608.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | selling process                                    | Lecture          | BCH608.3         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Meaning - Importance of advertising                | Lecture          | BCH608.3         | Mid Term-1, Quiz & End Sem Exam |
| 11      | advertising medias                                 | Lecture          | BCH608.3         | Mid Term-1, Quiz & End Sem Exam |
| 12      | ethics of good advertising                         | Lecture          | BCH608.3         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Window-Shopping Takes on a Whole New Meaning       | Lecture          | BCH608.4         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Meaning - steps involved in marketing research     | Lecture          | BCH608.4         | Mid Term-1, Quiz & End Sem Exam |
| 15      | areas of marketing research                        | Lecture          | BCH608.4         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Marketing Information System                       | Lecture          | BCH608.5         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Need, Importance of MIS                            | Lecture          | BCH608.5         | Mid Term-1, Quiz & End Sem Exam |
| 19      | Element of good MIS                                | Lecture          | BCH608.5         | Mid Term-1, Quiz & End Sem Exam |
| 20      | components of MIS.                                 | Lecture          | BCH608.5         | Mid Term-1, Quiz & End Sem Exam |

|    |                    |         |          |                                 |
|----|--------------------|---------|----------|---------------------------------|
| 21 | components of MIS. | Lecture | BCH608.5 | Mid Term-1, Quiz & End Sem Exam |
| 22 | components of MIS. | Lecture | BCH608.5 | Mid Term-1, Quiz & End Sem Exam |
| 23 | components of MIS. | Lecture | BCH608.5 | Mid Term-1, Quiz & End Sem Exam |
| 24 | components of MIS. | Lecture | BCH608.5 | Mid Term-1, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 608.1.</b> | To understand the role of marketing within society and within an economic system.                                                                | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 608.2.</b> | To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business. | 2                                   | 2           | 1           | -           | 3           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 1                |
| <b>BCH 608.3.</b> | To consider the various decision areas within marketing and the tools and methods used by marketing managers for                                 | 1                                   | 2           | -           | 1           | 3           | -           | -           | 2           | 2           | 2            | 2                                            | 1                | 1                |

|                   |                                                                                                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | making decisions                                                                                                                            |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 608.4.</b> | To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts. | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 608.5</b>  | To appreciate how a marketing perspective is important in your own personal and professional development.                                   | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

## Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                    |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –6) 2017-18                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |              |                                                    |          |           |                |          |
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |              |                                                    |          |           |                |          |
| Subject Name:<br>PRINCIPLES OF MARKETING - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              | Time: 2 Hrs                                        |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Remembering  | Understanding                                      | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.1,4        | Q.2,3                                              | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1 To understand the role of marketing within society and within an economic system.</p> <p>CO2 To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.</p> <p>CO3 To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.</p> <p>CO4 To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.</p> <p>CO5 To appreciate how a marketing perspective is important in your own personal and professional development.</p> |              |                                                    |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Question No. | Question                                           |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.1          | Define Advertising and publicity                   |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.2a         | Elaborate factors affecting consumer behaviour     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2b         | Elaborate ethics of good advertising               |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.3          | Discuss Marketing Information System and its types |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.4          | Elaborate role of promotion                        |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.5a         | Determine Element of good MIS                      |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5b         | Differentiate among Advertising and publicity      |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.6          | Explain kinds of promotion                         |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                             |
|------------------|---------------------------------------------|
| Session          | 2017-18                                     |
| Course Name      | B. Com (Hons)                               |
| Semester         | 6 <sup>th</sup> Semester                    |
| Subject Code     | BCH608                                      |
| Subject Name     | Principles of Marketing - II                |
| Attainment Level | 26 % of students secure more than 60% marks |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR  
AMITY BUSINESS SCHOOL**

**Course Code: BCH 611 Credits -2 Session 2017-18 ( Even Sem.) Class B Com( Hons )6th Semester**

**PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)  
2017-18**

**Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business



solutions. **[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 2   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                   |
|--------------------------------------------------------------------------------------------------|
| Course : SERVICE MARKETING-II                                                                    |
| Course Code : BCH 611, Crédits : 02,<br>Session : 2017-18 (Even Sem.), Class : BCOM 6th Semester |

**Introduction:** The course has been designed to familiarize students with characteristics of services, their design and delivery and the complexities of handling intangibles.

## Course Outcome

**BCOM 611.1** Understand basics of services attribute in Global, Marketing Environment & Growth of Sector and demonstrate all the determinants of service marketing mix practically

**BCOM 611.2:** Evaluate the Service quality model and learn to increase service quality & Productivity

**BCOM 611.3** Analyze complete Customer orientation, Customer satisfaction, and service recovery in the service sector.

**BCOM 611.4** Understand the retailing environment, its concept, function, retailing strategies along with different outlets of retailing

**BCOM 611.5** Evaluate retail customers through mapping society along with retails situational analysis by ownership and other traditional forms.

## Programme Outcomes:

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## F. Syllabus

### Course Contents:

#### Module I: Service Marketing Strategies

Managing service demand and capacity: Understanding capacity constraints, Understanding demand patterns. Strategies for matching demand and supply. Pricing Strategies: Approaches to pricing services. Pricing strategies linking to value definitions. Service marketing communication mix.

#### Module II: Customer Focus

Tourism & Travel: Hotel, Airline and Travel services, Transportation and logistics: Freight, Courier, Logistics, Financial Services: Insurance, Banking, housing and Financial Intermediaries, Media Services: Media, Newspaper, Broadcasting, Health Care: Hospitals, Medical transcription, Professional Services: Market research, Consultancy, Retail services

Case study – Hong kong Disney land (Available in Text Book on Zeithaml & Bitner')

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

#### Text:

- Valarie A Zeithaml and Mary J Bitner, Services Marketing, Third Edition, Tata McGraw Hill Companies
- Christopher Lovelock, Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.
- Christopher Lovelock, Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.

#### References:

- Clow Kenneth E. and Kurtz David L., Services marketing operations, management and strategy, Biztantra innovations in management, John Wiley & Sons
- Rampal M.K., Gupta S.L., Service Marketing, 2006 Galgotia Publishing Company.

### A. Lecture Plan

| Lecture | Topics                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------|------------------|------------------|---------------------------------|
| 1       | Managing service demand and capacity | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                          |         |          |                                 |
|----|----------------------------------------------------------|---------|----------|---------------------------------|
| 2  | Understanding capacity constraints                       | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | Understanding demand patterns                            | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Strategies for matching demand and supply                | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Pricing Strategies.                                      | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Approaches to pricing services                           | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Pricing strategies linking to value definitions.         | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Service marketing communication mix                      | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Tourism & Travel                                         | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Hotel, Airline and Travel services                       | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Transportation and logistics                             | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Freight, Courier, Logistics                              | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Financial Services                                       | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Insurance, Banking, housing and Financial Intermediaries | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Media Services: Media, Newspaper                         | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Broadcasting                                             | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Health Care                                              | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Hospitals                                                | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Medical transcription                                    | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Professional Services                                    | Lecture | BCH611.1 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Market research                                          | Lecture | BCH611.1 | Mid Term-2, Quiz & End Sem Exam |

|    |                              |         |          |                                 |
|----|------------------------------|---------|----------|---------------------------------|
| 23 | Consultancy, Retail services | Lecture | BCH611.1 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Consultancy, Retail services | Lecture | BCH611.1 | Mid Term-2, Quiz & End Sem Exam |

### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                       | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 611.1.</b> | Understand basics of services attribute in Global, Marketing Environment & Growth of Sector and demonstrate all the determinants of service marketing mix practically | 2                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 611.2.</b> | Evaluate the Service quality model and learn to increase service quality & Productivity                                                                               | 2                                   | 2           | 1           | -           | 1           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |
| <b>BCH 611.3.</b> | Analyze complete Customer orientation, Customer satisfaction, and service recovery in the service sector.                                                             | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 2            | 3                                            | 1                | 1                |

|                       |                                                                                                                                     |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BCH<br/>611.4.</b> | Understand the retailing environment, its concept, function, retailing strategies along with different outlets of retailing         | 2 | 3 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH<br/>611.5</b>  | Evaluate retail customers through mapping society along with retails situational analysis by ownership and other traditional forms. | 2 | 3 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |



## Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2017-18                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                     |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------|----------|-----------|----------------|----------|
| Class: Bcom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              |                                                     |          |           |                |          |
| Subject Name:<br>SERVICE MARKETING-II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |              | Time: 1.5 Hrs                                       |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Remembering  | Understanding                                       | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Q.1,4        | Q.2,3                                               | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Understand basics of services attribute in Global, Marketing Environment &amp; Growth of Sector and demonstrate all the determinants of service marketing mix practically</p> <p>CO2: Evaluate the Service quality model and learn to increase service quality &amp; Productivity</p> <p>CO3: Analyze complete Customer orientation, Customer satisfaction, and service recovery in the service sector.</p> <p>CO4: Understand the retailing environment, its concept, function, retailing strategies along with different outlets of retailing</p> <p>CO5: Evaluate retail customers through mapping society along with retails situational analysis by ownership and other traditional forms.</p> |              |                                                     |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Question No. | Question                                            |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.1          | Define Managing service demand and capacity         |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.2a         | Elaborate theories of Pricing Strategies            |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.2b         | Elaborate Transportation and logistics              |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.3          | Discuss Financial Services                          |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.4          | Elaborate role of Market research                   |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.5a         | Determine Functional areas of Insurance and Banking |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.5b         | Differentiate among demand and supply               |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.6          | Explain Travel services                             |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                             |
|------------------|---------------------------------------------|
| Session          | 2017-18                                     |
| Course Name      | B. Com (Hons)                               |
| Semester         | 6 <sup>th</sup> Semester                    |
| Subject Code     | BCH611                                      |
| Subject Name     | Service Marketing-II                        |
| Attainment Level | 39 % of students secure more than 60% marks |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code: BCH 612 Credits -2 Session 2017-18 ( Even Sem.) Class B Com( Hons )6th Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)**

**2017-18**

### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions. **[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO1:** - Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** - Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:** - Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 3   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                   |                              |
|--------------------------------------------------------------------------------------------------|------------------------------|
| Course :                                                                                         | HUMAN RESOURCE MANAGEMENT II |
| Course Code : BCH 612, Crédits : 02,<br>Session : 2017-18 (Even Sem.), Class : BCOM 6th Semester |                              |

- A. **Introduction:** This course enables the students to understand the concept of human resource management
- B. **Course Outcomes**

**BCOM 612.1** Evaluate the growth and Development of Insurance Business. **BCOM 612.2** Understand the working and functioning of the Insurance Sector. **BCOM 612.3** Study the inter-relationship between Insurance & Risk Management. **BCOM612.4.** Analyze the Role of Insurance Business Intermediaries.

## Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

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**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions. **[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## F. Syllabus

### Course Contents:

#### Module I Performance Management

Performance Appraisal– Meaning of performance appraisal, objectives of Performance appraisal, methods of performance appraisal and limitations.

#### Module II Training and Development

Training and Induction – Meaning of Training and Induction, objective and purpose of induction, Need for training, benefits of training, identification of training needs, methods of training. HRD – Meaning of HRD, Role of training in HRD.

#### Module III Healthy Work Environment

Work Environment –Industrial accidents, Employee safety, Morale, Grievance and Grievances handling, Motivation Perspectives, Empowering Employees.

#### Module IV Emerging Issues in HRM

HRD – Meaning of HRD, Role of training in HRD, Impact of globalisation on human resource management, problems in relation to transnational and multi nationals.

Impact of Technological Development on HRM Practices, Dealing with Workforce Diversity, Work / Life Balance.

### Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- C.B. Mamoria, Personnel Management.
- Edwin Flippo, Personnel Management.
- Aswathappa. K, Human Resource Management
- Subba Rao, Human Resources Management.
- Michael Porter, HRM and Human Relations.
- Biswanath Chosh, Human Resource Development and Management.

### A. Lecture Plan

| Lecture | Topics                                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Performance Appraisal–<br>Meaning of performance Appraisal | Lecture          | BCH612.1         | Mid Term-1, Quiz & End Sem Exam |



|    |                                                            |         |          |                                 |
|----|------------------------------------------------------------|---------|----------|---------------------------------|
| 2  | objectives of Performance appraisal                        | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | methods of performance appraisal and limitations.          | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Training and Induction – Meaning of Training and Induction | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | objective and purpose of induction                         | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Need for training                                          | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | benefits of training                                       | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | identification of training needs                           | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | methods of training. HRD                                   | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | methods of training. HRD                                   | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Role of training in HRD                                    | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Work Environment – Industrial accidents                    | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Employee safety                                            | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Morale                                                     | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Grievance and Grievances handling                          | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 16 | HRD – Meaning of HRD                                       | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Role of training in HRD                                    | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Impact of globalisation on human resource management       | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 20 | problems in relation to transnational and multi nationals  | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                      |         |          |                                 |
|----|------------------------------------------------------|---------|----------|---------------------------------|
| 21 | Impact of Technological Development on HRM Practices | Lecture | BCH612.1 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Dealing with Workforce Diversity                     | Lecture | BCH612.1 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Work / Life Balance.                                 | Lecture | BCH612.1 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Work / Life Balance.                                 | Lecture | BCH612.1 | Mid Term-2, Quiz & End Sem Exam |

## B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 612.1.</b> | Gain an understanding of the different analytical approaches used by HR Professionals to solve real business problems. | 3                                   | 2           | -           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 612.2.</b> | Examine actual business cases and apply problem solving and critical thinking skills through group case studies        | 2                                   | 1           | 1           | -           | 2           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 2                |
| <b>BCH 612.3.</b> | Understand the application of quantitative and                                                                         | 1                                   | 1           | -           | 1           | 2           | -           | -           | 2           | 2           | 3            | 2                                            | 1                | 1                |

|                   |                                                                                                                                                |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | qualitative analysis to understand trends and indicators in human resource data.                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 612.4.</b> | Understand the role of information technology to enhance the efficiency and effectiveness of human resource functions within the organization. | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

## Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2017-18                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |              |                                              |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------|----------|-----------|----------------|----------|
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |              |                                              |          |           |                |          |
| Subject Name:<br>HUMAN RESOURCE MANAGEMENT - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              | Time: 1.5 Hrs                                |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Remembering  | Understanding                                | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.1,4        | Q.2,3                                        | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Gain an understanding of the different analytical approaches used by HR Professionals to solve real business problems</p> <p>CO2: Examine actual business cases and apply problem solving and critical thinking skills through group case studies</p> <p>CO3: Understand the application of quantitative and qualitative analysis to understand trends and indicators in human resource data.</p> <p>CO4: Understand the role of information technology to enhance the efficiency and effectiveness of human resource functions within the organization.</p> |              |                                              |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Question No. | Question                                     |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.1          | Define Performance Appraisal                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.2a         | Elaborate methods of performance appraisal   |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.2b         | Elaborate objective and purpose of induction |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.3          | Discuss Employee safety                      |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.4          | Elaborate role of training in HRD.           |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.5a         | Determine Empowering Employees               |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.5b         | Differentiate among Training and Induction   |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q 6          | Explain Grievances handling                  |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                             |
|------------------|---------------------------------------------|
| Session          | 2017-18                                     |
| Course Name      | B. Com (Hons)                               |
| Semester         | 6th Semester                                |
| Subject Code     | BCH612                                      |
| Subject Name     | Human Resource Management - II              |
| Attainment Level | 31 % of students secure more than 60% marks |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





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MADHYA PRADESH

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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code: BCH 613 Credits -2 Session 2017-18 ( Even Sem.) Class B Com( Hons )6th Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)**

**2017-18**

### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions. **[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO1:** - Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** - Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:** - Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 3   | 2   | 2    | 2    | 2    | 3    |





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| Course Handout                                                                                   |                            |
|--------------------------------------------------------------------------------------------------|----------------------------|
| Course :                                                                                         | COMPENSATION MANAGEMENT II |
| Course Code : BCH 613, Crédits : 02,<br>Session : 2017-18 (Even Sem.), Class : BCOM 6th Semester |                            |

**Introduction:** This course enables the students the concept of compensation management and wage policies keeping in view the labour legislations.

## A. Course Outcomes

**BCOM 613.1** Understand the different components of compensation.

**BCOM 613.2** Comprehend and evaluate the role of pay commissions in compensation planning

**BCOM 613.3** Evaluate and implement the knowledge to solve compensation-related problems in organizations.

**BCOM613.4.** Rationally design the compensation structure for the organization.

**BCOM613.5** Comprehend the legal aspects associated with compensation.

## Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

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**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions. **[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## F. Syllabus

### Course Contents:

#### Module I – Incentivizing the Workforce

Pay-for-performance & Financial incentives. Meaning and definitions, Background and trends, pre-requisites of effective incentive system, Scope of incentive schemes, types of incentives – group incentive plan, for indirect workers, for Operations employees for managers and professionals, for sales persons, Total compensation Program.

#### Module II – Benefits & Services

Benefits & services why benefits and services? Types of employee benefits and services – insurance, retirement, Employee services benefit and others, Principles of Fringes, Significant benefits and service Programs, Flexible benefit programs, administration of benefits and services, The future of fringe Benefits, guidelines to make benefit program more effective, Benefits and employee leasing.

#### Module IV – Recent trends in compensation management

Recent trends in compensation management -Recent trends in compensation management and the use of information technology. Current Issues and Challenges in Compensation Management, Ethics in Compensation Management. Effective Compensation for the success of an organization & Effect of balanced Compensation on the success of an Organization. Consequences of pay dissatisfaction.

#### Module III – Legal Framework of Compensation

Labour legislations: Over view and aspects covered by Payment of wages Act, Payment of Bonus Act, Equal Remuneration Act, ESI Act, maternity benefit Act, Payment of Gratuity Act, Factories Act, Minimum Wage Act, Industrial Employment (Standing Orders) Act, Industrial Disputes Act, PF Act.

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- A.M. Sharma, Understanding Wage System.
- N.D. Kapoor, Labour Legislation.
- C.B. Memoria, Personnel management.

### A. Lecture Plan

| Lecture | Topics | Mode of Delivery | Corresponding CO | Mode of Assessing CO |
|---------|--------|------------------|------------------|----------------------|
|         |        |                  |                  |                      |

|    |                                                                                                                                              |         |          |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 1  | Pay-for-performance & Financial incentives.<br>Meaning and definitions                                                                       | Lecture | BCH613.1 | Mid Term-1, Quiz & End Sem Exam |
| 2  | Background and trends, pre-requisites of effective incentive system                                                                          | Lecture | BCH613.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | Scope of incentive schemes                                                                                                                   | Lecture | BCH613.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | types of incentives – group incentive plan, for indirect workers, for Operations employees for managers and professionals, for sales persons | Lecture | BCH613.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Total compensation Program.                                                                                                                  | Lecture | BCH613.2 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Benefits & services why benefits and services?                                                                                               | Lecture | BCH613.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Types of employee benefits and services – insurance, retirement                                                                              | Lecture | BCH613.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Employee services benefit and others                                                                                                         | Lecture | BCH613.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Principles of Fringes                                                                                                                        | Lecture | BCH613.3 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Significant benefits and service Programs                                                                                                    | Lecture | BCH613.3 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Flexible benefit programs, administration of benefits and services                                                                           | Lecture | BCH613.3 | Mid Term-1, Quiz & End Sem Exam |
| 12 | The future of fringe Benefits                                                                                                                | Lecture | BCH613.3 | Mid Term-1, Quiz & End Sem Exam |
| 13 | guidelines to make benefit program More effective, Benefits and employee leasing.                                                            | Lecture | BCH613.4 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Recent trends in Compensation management -Recent trends in compensation management and the use of information technology                     | Lecture | BCH613.4 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Current Issues and Challenges in Compensation Management                                                                                     | Lecture | BCH613.4 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                               |         |          |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 16 | Ethics in Compensation Management                                                                                             | Lecture | BCH613.4 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Effective Compensation for the success of an organization & Effect of balanced Compensation on the success of an Organization | Lecture | BCH613.5 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Consequences of pay dissatisfaction                                                                                           | Lecture | BCH613.5 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Labour legislations: Over view and aspects covered by Payment of wages Act                                                    | Lecture | BCH613.5 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Payment of Bonus Act                                                                                                          | Lecture | BCH613.5 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Equal Remuneration Act, ESI Act, maternity benefit Act, Payment of Gratuity Act                                               | Lecture | BCH613.5 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Factories Act, Minimum Wage Act                                                                                               | Lecture | BCH613.5 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Industrial Employment (Standing Orders) Act, Industrial Disputes Act, PF Act                                                  | Lecture | BCH613.5 | Mid Term-2, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                           | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                     | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 613.1.</b> | Understand the different components of compensation | 3                                   | 2           | -           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                                            | 2                | 3                |

|                   |                                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|-----------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BCH 613.2.</b> | Comprehend and evaluate the role of pay commissions in compensation planning                  | 2 | 1 | 1 | - | 2 | - | - | 2 | 3 | 2 | 3 | 2 | 2 |
| <b>BCH 613.3.</b> | Evaluate and implement the knowledge to solve compensation-related problems in organizations. | 1 | 1 | - | 1 | 2 | - | - | 2 | 2 | 3 | 2 | 1 | 1 |
| <b>BCH 613.4.</b> | Rationally design the compensation structure for the organization.                            | 3 | 2 | - | - | 3 | 1 | - | 3 | 2 | 2 | 2 | 2 | 3 |
| <b>BCH 613.5</b>  | Comprehend the legal aspects associated with compensation.                                    | 3 | 2 | - | - | 3 | 1 | - | 3 | 2 | 2 | 2 | 2 | 3 |

## Sample Question Paper

|                                                          |             |               |          |           |                |          |
|----------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –6) 2017-18 |             |               |          |           |                |          |
| Class: BCom VI                                           |             |               |          |           |                |          |
| Subject Name:<br>COMPENSATION MANAGEMENT - II            |             | Time: 1.5Hrs  |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy           | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                         | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |                |          |

Student will be able to

CO1 Develop ideas of the basic characteristics of Indian economy, its potential on natural resources. CO2 Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.

CO3: Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.

CO4. Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole. CO5. Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects

| CO Map | Question No. | Question                                                          | Marks |
|--------|--------------|-------------------------------------------------------------------|-------|
| CO1    | Q.1          | Define Financial incentives                                       | 3     |
| CO1    | Q.2a         | Elaborate Types of employee benefits and services                 | 3     |
|        | Q.2b         | Elaborate types of incentives                                     | 3     |
| CO1    | Q.3          | Discuss employee leasing                                          | 6     |
| CO2    | Q.4          | Elaborate Recent trends in compensation management                | 3     |
| CO2    | Q.5a         | Determine Labour legislations                                     | 3     |
|        | Q.5b         | Differentiate among Payment of wages Act and Payment of Bonus Act | 3     |
| CO2    | Q 6          | Explain Industrial Disputes Act                                   | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                            |
|------------------|--------------------------------------------|
| Session          | 2017-18                                    |
| Course Name      | B. Com (Hons)                              |
| Semester         | 6th Semester                               |
| Subject Code     | BCH613                                     |
| Subject Name     | Compensation Management - II               |
| Attainment Level | 33% of students secure more than 60% marks |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3







# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2017-18**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):**

Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA I<br>SEM                  | BBA101 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 2   | 1    |



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|                                                                                           |
|-------------------------------------------------------------------------------------------|
|                                                                                           |
| <b>Course Handout</b>                                                                     |
| Course : MANAGEMENT FOUNDATIONS                                                           |
| Course Code : BBA101, Crédits : 03,<br>Session – 2017-18 (Odd Sem.), Class : BBA 1st Year |

**A. Introduction:** The aim of the course is to orient the students in theories and practices of management so as to apply the acquired knowledge in actual business practices. This is a gateway to the real world of management and decision-making.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA101.1.** Knowledge of principles of management and school of management thoughts

**BBA101.2.** Understand the significance of planning, and decision making.

**BBA101.3.** Describe the organization concept and classify the organization structure

**BBA101.4.** Understand the complexities associated with management of human resources or staffing in the organizations and integrate the learning in handling these complexities.

**BBA101.5.** Understand and analyze the concept, theories and techniques of motivation and leadership. Demonstrate the ability to directing and communicate effectively.

**BBA101.6.** Understand and describe the conceptual framework of control and techniques of control.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                     | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|----------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                             | CT          | 15%                |
|                                | Mid Term 2                             |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment | S/V/Q /HA   | 10%                |
| Attendance                     | A minimum of 75%                       | A           | 5%                 |

|                          |                                                                                                                                                                                              |    |             |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                                                                                                                                     | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                              |    | <b>100%</b> |

## **E. Syllabus**

### **Module I: Introduction**

Definition of management, Functions of Management, Levels of Management, Evolution of Management and Principles of Management, School & Thought of Management: Classical and Neo - Classical Theories, Systems Approach to organization, Modern Organization Theory. Management in Indian Culture and Tradition, Function and Responsibilities of Management.

### **Module II: Planning**

Planning objectives, significance and characteristics, Planning process, Hierarchies of planning, Planning vs Forecasting, Strategies and Policies, Types of plans, MBO, Decision making – concepts, significance & process, Types of decision, Concept and techniques of forecasting, Planning for start-ups.

### **Module III: Organizing**

Nature and Purpose of Organisation, Meaning, Importance and process of organization, Departmentalization, Organisational Structure: types and relevance, line and staff relationship, Span of Control, Types of Organization, Authority, Delegation of Authority, Decentralization.

### **Module IV: Staffing**

Meaning, Job analysis, Manpower planning, Recruitment: recruitment sources & selection, Orientation, Transfers and Promotions, Job design, Training & Career Development, Performance appraisal, Rewards and Recognition.

### **Module V: Directing**

Direction: Nature and Purpose, Motivation, Leadership, Co-ordination, Communication, Directing, Creativity and Innovation.

### **Module VI: Controlling**

Objectives and process of management control, Types of control- budgetary and non-budgetary, Techniques and behavioural aspects of management control. An overview of Strategic Management, SWOT Analysis, Future Management-Challenges and Skills.

**F. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**G. Suggested Text/Reference Books:**

- Essential of Management, Koontz O' Donnell
- Management, Stoner, Freemand & Gilbert
- Principles & practice of Mgmt., L.M. Prasad
- Management Today, Burton & Thakur
- Principles & Practices of Mgmt., C.B. Gupta

**H. Lecture Plan**

| Lecture | Topics                                                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Introduction</b> – Definition of management, Functions of Management                          | Lecture          | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Introduction</b> – Levels of Management, Evolution of Management and Principles of Management | Group Discussion | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Introduction</b> – School & Thought of Management: Classical Theories                         | Lecture          | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Introduction</b> – School & Thought of Management: Classical Theories                         | Lecture          | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 5.      | <b>Introduction</b> – School & Thought of Management: Neo - Classical Theories                   | Lecture          | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 6.      | <b>Introduction</b> – School & Thought of Management: Neo - Classical Theories                   | Home Assignment  | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                                                             |                  |          |                                 |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 7.  | <b>Introduction</b> – Systems Approach to organization,                                                                                                     | Lecture          | BBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | <b>Introduction</b> – Modern Organization Theory                                                                                                            | Case Study       | BBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | <b>Introduction</b> – Management in Indian Culture and Tradition, Function and Responsibilities of Manager.                                                 | Lecture          | BBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Planning</b> – Planning objectives, significance and characteristics,                                                                                    | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Planning</b> – Planning process, Hierarchies of planning,                                                                                                | Home Assignment  | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Planning</b> – Planning vs Forecasting, Strategies and Policies,                                                                                         | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Planning</b> – Types of plans, MBO,                                                                                                                      | Group Discussion | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Planning</b> – Decision making – concepts, significance & process,                                                                                       | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Planning</b> – Types of decision, Concept and techniques of forecasting, Planning for start-ups.                                                         | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Organizing</b> – Nature and Purpose of Organisation, Meaning, Importance and process of organization                                                     | Lecture          | BBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Organizing</b> – Departmentalization, Organisational Structure: types and Departmentalization, Organisational Structure: types and relevance, relevance, | Group Discussion | BBA101.3 | Mid Term-1, Quiz & End Sem Exam |



|     |                                                                           |                  |          |                                 |
|-----|---------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 18. | <b>Organizing</b> – Span of Control, Types of Organization,               | Case Study       | BBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Organizing</b> – Authority, Delegation of Authority, Decentralization. | Group Discussion | BBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>Staffing</b> – Meaning, Job analysis, Manpower planning,               | Lecture          | BBA101.4 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Staffing</b> – Recruitment: recruitment sources & selection,           | Lecture          | BBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Staffing</b> – Orientation, Transfers and Promotions,                  | Group Discussion | BBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Staffing</b> – Job design, Training & Career Development               | Home Assignment  | BBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Staffing</b> – Performance appraisal, Rewards and Recognition.         | Lecture          | BBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Directing</b> – Direction: Nature and Purpose,                         | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Directing</b> – Motivation                                             | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Directing</b> – Leadership                                             | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Directing</b> – Co-ordination,                                         | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Directing</b> – Communication,                                         | Group Discussion | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Directing</b> – Directing, Creativity and Innovation.                  | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Controlling</b> – Objectives and process of management control         | Lecture          | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                               |                 |          |                                 |
|-----|-------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 32. | <b>Controlling</b> – Types of control- budgetary and non-budgetary            | Lecture         | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Controlling</b> – Techniques and behavioural aspects of management control | Lecture         | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Controlling</b> – An overview of Strategic Management,                     | Lecture         | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Controlling</b> – SWOT Analysis, Future Management-Challenges and Skills.  | Home Assignment | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Controlling</b> – Future Management-Challenges and Skills, Case Study      | Case Study      | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| Course Outcome  | Statement                                                                 | Correlation with Programme Outcomes |      |      |      |      |      |      |      |      |      |
|-----------------|---------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|------|
|                 |                                                                           | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO10 |
| <b>BBA101.1</b> | Knowledge of principles of management and school of management thoughts   | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    | 1    |
| <b>BBA101.2</b> | Understand the significance of planning, and decision making.             | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    | 1    |
| <b>BBA101.3</b> | Describe the organization concept and classify the organization structure | 3                                   | 3    | 1    | 3    | 3    | 1    | 2    | 1    | -    | 1    |

|                 |                                                                                                                                                                       |          |          |          |          |          |          |          |          |          |          |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA101.4</b> | Understand the complexities associated with management of human resources or staffing in the organizations and integrate the learning in handling these complexities. | <b>3</b> | <b>1</b> | <b>-</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA101.5</b> | Understand and analyze the concept, theories and techniques of motivation and leadership. Demonstrate the ability to directing and communicate effectively.           | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |
| <b>BBA101.6</b> | Understand and describe the conceptual framework of control and techniques of control.                                                                                | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>-</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |

## **Sample Question Paper**

|                                                                                                                                                                                                             |                     |                                                                                                                                                |                      |           |                       |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>Amity Business School</b><br><b>Department of Management</b><br><b>I MID-SEMESTER (SEM – I) 2017-18</b>                                                                                                  |                     |                                                                                                                                                |                      |           |                       |              |
| <b>Class: BBA I Semester</b>                                                                                                                                                                                |                     |                                                                                                                                                |                      |           |                       |              |
| <b>Subjects Name: BBA 101 Management Foundations</b>                                                                                                                                                        |                     |                                                                                                                                                | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                       | Remembering         | Understanding                                                                                                                                  | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                     | <b>Q. 2, Q. 4</b>   | <b>Q. 3, Q. 6</b>                                                                                                                              | <b>Q. 1</b>          | -         | <b>Q. 5</b>           | -            |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Knowledge of principles of management and school of management thoughts.<br><b>CO 2:</b> Understand the significance of planning, and decision making. |                     |                                                                                                                                                |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                               | <b>Question No.</b> | <b>Question</b>                                                                                                                                |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>1.</b>           | <b>Discuss the scope and nature of management.</b>                                                                                             |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>2.</b>           | <b>Define Administration.</b>                                                                                                                  |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>3.</b>           | <b>Explain the salient features of neo- classical theory of management with the human relations approach and behavioural science approach.</b> |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>4.</b>           | <b>What are the objectives of planning? State any four limitations of planning.</b>                                                            |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>5.</b>           | <b>Describe in detail the various types of organizational plans.</b>                                                                           |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>6.</b>           | <b>Discuss the steps of decision – making process</b>                                                                                          |                      |           |                       | <b>5</b>     |

\*\*\*\*\*

| <b>Attainment</b>       |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session</b>          | 2017-18                                         |
| <b>Course Name</b>      | BBA                                             |
| <b>Semester</b>         | 1st Semester                                    |
| <b>Subject Code</b>     | BBA 101                                         |
| <b>Subject Name</b>     | Management Foundations                          |
| <b>Attainment Level</b> | 51% of the students secured more than 60% marks |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## PROGRAMME OUTCOMES

**Bachelor of Business Administration, Academic Year – 2017-18**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|         |         | PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |      |
|---------|---------|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|         |         | PO1                           | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| II Sem. | BBA 202 | 1                             | 2   | 1   | 2   | 1   | 2   | 1   | -   | 2   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                  |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : Corporate Accounting                                                          |
| Course Code : BBA 202, Crédits : 04, Session :2017-18(Even Sem.), Class : BBA 1st Year |

**A. Introduction:** This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 202.1** To learn about the Accounting Standard and the process of maintaining statutory record.

**BBA 202.2** to study about the journal entries in the book of the company in different phases like issue Forfeiture and reissue of share.

**BBA 202.3** to study about the journal entries in the book of the company in different phases like issue redemption and reissue of Debenture.

**BBA 202.4** Preparation and presentation of final accounts of joint stock companies as per company law.

**BBA 202.5** To study about the accounting Procedure of holding and subsidies company

**BBA 202.6** To learn about the different method of valuation of shares and goodwill



**BBA 202.7** To identify companies which have amalgamated as per merger method and purchase method

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>          | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-----------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                  | CT          | 15%                |
|                                | Mid Term 2                  |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home | S/V/Q/HA    | 10%                |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | Assignment                                                                                                                                                                                                    |    |             |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |

## E. Syllabus

### Module I- Introduction

Statutory records to be maintained by a company, Accounting standards - relevance and significance; National and international accounting standards.

### Module II- Accounting for share capital transactions

Accounting for share capital transactions - issue of shares at par, at premium and at discount; forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares - Statutory requirements, Disclosure in balance sheet; Rights issue, Underwriting.

### Module III- Debentures

Issue of debentures - accounting treatment and procedures; Redemption of debentures; Conversion of debentures into shares.

### Module IV- Final Accounts

Preparation and presentation of final accounts of joint stock companies as per company law requirements; Provisions and reserves; Determination of managerial remuneration; Appropriation out of profits; Transfer of profits to reserves; Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund; Bonus shares and payment of interest out of capital.

### Module V- Holding and Subsidiary Companies

Holding and subsidiary companies - Accounting treatment and disclosures; Consolidation of accounts.

## Module VI - Valuation of Goodwill and Shares

Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill, Methods of share valuation (Equity & preference shares).

## Module VII- Amalgamation, Absorption and reconstruction of companies

Accounting treatment for amalgamation, Absorption and reconstruction of companies; Internal and external reconstruction, Liquidation- Preparation of liquidators statement & affairs, Deficiency/ surplus statement, Calculation of pro rata treatment of uncalled capital.

### F. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### G. Suggested Text/Reference Books:

- Maheswari, S.N. (2009), Principles of Management Accounting, Sultan Chand & Sons, N Delhi.
- Tulsian, P C, (2009), Financial Accounting, 2<sup>nd</sup> Edition, Pearson Education.
- Rajasekran, (2010), Financial Accounting, 1<sup>st</sup> Edition, Pearson Education.
- Narayanaswamy, Financial Accounting
- SP Iyengar, Advanced Accountancy
- RL Gupta, Advanced Accountancy
- Jain and Narang, Corporate Accounting

### H. Lecture Plan

| Lecture | Topics                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Statutory records to be maintained by a company | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Accounting standards                            | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | relevance and significance; National            | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                |         |           |                                 |
|----|------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 4  | International accounting standards                                                             | Lecture | BBA 202.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | international accounting standards.                                                            | Lecture | BBA 202.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | international accounting standards.                                                            | Lecture | BBA 202.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | international accounting standards.                                                            | Lecture | BBA 202.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Accounting for share capital transactions - issue of shares at par, at premium and at discount | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Accounting for share capital transactions - issue of shares at par, at premium and at discount | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Accounting for share capital transactions - issue of shares at par, at premium and at discount | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares         | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares         | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Statutory requirements, Disclosure in balance sheet; Rights issue, Underwriting.               | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Statutory requirements, Disclosure in balance sheet; Rights issue, Underwriting.               | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                  |         |           |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 15 | Issue of debentures - accounting treatment and procedures;                                                                       | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Issue of debentures - accounting treatment and procedures;                                                                       | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Issue of debentures - accounting treatment and procedures;                                                                       | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Redemption of debentures; Conversion of debentures into shares.                                                                  | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Redemption of debentures; Conversion of debentures into shares.                                                                  | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Redemption of debentures; Conversion of debentures into shares.                                                                  | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Redemption of debentures; Conversion of debentures into shares.                                                                  | Lecture | BBA 202.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Preparation and presentation of final accounts of joint stock companies as per company law requirements; Provisions and reserves | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Preparation and presentation of final accounts of joint stock companies as per company law requirements; Provisions and reserves | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | ; Determination of managerial remuneration; Appropriation out of profits; Transfer of profits to reserves                        | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | ; Determination of managerial remuneration;                                                                                      | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                                  |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Appropriation out of profits; Transfer of profits to reserves                                                                                    |         |           |                                 |
| 26 | Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund; Bonus shares and payment of interest out of capital. | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund; Bonus shares and payment of interest out of capital. | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund; Bonus shares and payment of interest out of capital. | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Holding and subsidiary companies - Accounting treatment and disclosures                                                                          | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Holding and subsidiary companies - Accounting treatment and disclosures                                                                          | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Holding and subsidiary companies - Accounting treatment and disclosures                                                                          | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Holding and subsidiary companies - Accounting treatment and disclosures                                                                          | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Consolidation of accounts.                                                                                                                       | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Consolidation of accounts.                                                                                                                       | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Consolidation of accounts.                                                                                                                       | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill                                                            | Lecture | BBA 202.6 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                             |         |           |                     |
|----|---------------------------------------------------------------------------------------------|---------|-----------|---------------------|
| 37 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill       | Lecture | BBA 202.6 | Quiz & End Sem Exam |
| 38 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill       | Lecture | BBA 202.6 | Quiz & End Sem Exam |
| 39 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill       | Lecture | BBA 202.6 | Quiz & End Sem Exam |
| 40 | Methods of share valuation (Equity & preference shares).                                    | Lecture | BBA 202.6 | Quiz & End Sem Exam |
| 41 | Methods of share valuation (Equity & preference shares).                                    | Lecture | BBA 202.6 | Quiz & End Sem Exam |
| 42 | Methods of share valuation (Equity & preference shares).                                    | Lecture | BBA 202.6 | Quiz & End Sem Exam |
| 43 | Accounting treatment for amalgamation, Absorption and reconstruction of companies           | Lecture | BBA 202.7 | Quiz & End Sem Exam |
| 44 | Accounting treatment for amalgamation, Absorption and reconstruction of companies           | Lecture | BBA 202.7 | Quiz & End Sem Exam |
| 45 | Internal and external reconstruction,                                                       | Lecture | BBA 202.7 | Quiz & End Sem Exam |
| 46 | Liquidation- Preparation of liquidators statement & affairs, Deficiency/ surplus statement, | Lecture | BBA 202.7 | Quiz & End Sem Exam |
| 47 | Calculation of pro rata treatment of uncalled capital.                                      | Lecture | BBA 202.7 | Quiz & End Sem Exam |
| 48 | Calculation of pro rata treatment of uncalled capital.                                      | Lecture | BBA 202.7 | Quiz & End Sem Exam |



**I. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|------------------|----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  |                                                                                                                                  | PO1                                 | PO2      | PO3      | PO4      | PO5      | PO6      | PO7      | PO8      | PO9      | PO 10    |
| <b>BBA202.1</b>  | To learn about the Accounting Standard and the process of maintaining statutory record.                                          | <b>2</b>                            | -        | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | <b>3</b> | <b>1</b> |
| <b>BBA 202.2</b> | to study about the journal entries in the book of the company in different phases like issue Foefeiture and reissue of share.    | <b>3</b>                            | -        | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>1</b> | -        | <b>2</b> | <b>1</b> |
| <b>BBA202.3</b>  | to study about the journal entries in the book of the company in different phases like issue redemption and reissue of Debenture | <b>2</b>                            | -        | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        | <b>1</b> |
| <b>BBA 202.4</b> | Preparation and presentation of final accounts of joint stock companies as per company law.                                      | -                                   | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> | <b>1</b> |

|                  |                                                                                       |   |   |   |   |   |   |   |   |   |   |
|------------------|---------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BBA 202.5</b> | To study about the accounting Procedure of holding and subsidies company              | - | 2 | - | 3 | - | 2 | 3 | - | 1 | 1 |
| <b>BBA 202.6</b> | To learn about the different method of valuation of shares and goodwill               | 2 | - | 2 | 3 | 2 | - | 2 | 3 | 2 | 1 |
| <b>BBA 202.7</b> | To identify companies which have amalgamated as per merger method and purchase method | 2 | - | 3 | 2 | - | 2 | 3 | - | 2 | 1 |

Sample Question Paper

| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –II) 2022-23</b>                                                         |              |                                                                         |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.B.A II Semester                                                                                                                                                    |              |                                                                         |          |           |                |          |
| Subject Name:<br>BBA 202 Corporate Accounting                                                                                                                               |              | Time: 2 Hrs                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                              | Remembering  | Understanding                                                           | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                            | Q.1          | Q.4                                                                     | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| Student will be able to<br><br><b>CO1:</b> List the broad perceptives of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |              |                                                                         |          |           |                |          |
| CO Map                                                                                                                                                                      | Question No. | Question                                                                |          |           |                | Marks    |
| BBA202.1                                                                                                                                                                    | Q.1          | Write down the role and significant of accounting standard              |          |           |                | 3        |
| BBA202.2                                                                                                                                                                    | Q.2a         | Write down the journal entries of issue of share at Premium             |          |           |                | 3        |
|                                                                                                                                                                             | Q.2b         | What do you mean by forfeiture of share, write down its journal entries |          |           |                | 3        |
| BBA202.1                                                                                                                                                                    | Q.3          | Why company have required to prepare statutory record                   |          |           |                | 6        |
| BBA202.2                                                                                                                                                                    | Q.4          | What do you mean by buy back of share, write down its journal entries   |          |           |                | 3        |
| BBA202.1                                                                                                                                                                    | Q.5a         | Explain about right issue and underwriting in details                   |          |           |                | 3        |
|                                                                                                                                                                             | Q.5b         | Explain about the international accounting standard                     |          |           |                | 3        |
| BBA202.2                                                                                                                                                                    | Q 6          | Explain the procedure of redemption of preference shares.               |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                 |
|------------------|-------------------------------------------------|
| Session          | 2017-18                                         |
| Course Name      | BBA                                             |
| Semester         | 2nd Semester                                    |
| Subject Code     | BBA 202                                         |
| Subject Name     | Corporate Accounting                            |
| Attainment Level | 31% of the students secured more than 60% marks |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2017-18**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):**

Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA I<br>SEM                  | BBA101 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 2   | 1    |



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|                                                                                           |
|-------------------------------------------------------------------------------------------|
|                                                                                           |
| <b>Course Handout</b>                                                                     |
| Course : MANAGEMENT FOUNDATIONS                                                           |
| Course Code : BBA101, Crédits : 03,<br>Session : 2017-18 (Odd Sem.), Class : BBA 1st Year |

**A. Introduction:** The aim of the course is to orient the students in theories and practices of management so as to apply the acquired knowledge in actual business practices. This is a gateway to the real world of management and decision-making.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA101.1.** Knowledge of principles of management and school of management thoughts

**BBA101.2.** Understand the significance of planning, and decision making.

**BBA101.3.** Describe the organization concept and classify the organization structure

**BBA101.4.** Understand the complexities associated with management of human resources or staffing in the organizations and integrate the learning in handling these complexities.

**BBA101.5.** Understand and analyze the concept, theories and techniques of motivation and leadership. Demonstrate the ability to directing and communicate effectively.

**BBA101.6.** Understand and describe the conceptual framework of control and techniques of control.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.



**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                     | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|----------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                             | CT          | 15%                |
|                                | Mid Term 2                             |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment | S/V/Q /HA   | 10%                |
| Attendance                     | A minimum of 75%                       | A           | 5%                 |

|                          |                                                                                                                                                                                              |    |             |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                                                                                                                                     | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                              |    | <b>100%</b> |

## **E. Syllabus**

### **Module I: Introduction**

Definition of management, Functions of Management, Levels of Management, Evolution of Management and Principles of Management, School & Thought of Management: Classical and Neo - Classical Theories, Systems Approach to organization, Modern Organization Theory. Management in Indian Culture and Tradition, Function and Responsibilities of Management.

### **Module II: Planning**

Planning objectives, significance and characteristics, Planning process, Hierarchies of planning, Planning vs Forecasting, Strategies and Policies, Types of plans, MBO, Decision making – concepts, significance & process, Types of decision, Concept and techniques of forecasting, Planning for start-ups.

### **Module III: Organizing**

Nature and Purpose of Organisation, Meaning, Importance and process of organization, Departmentalization, Organisational Structure: types and relevance, line and staff relationship, Span of Control, Types of Organization, Authority, Delegation of Authority, Decentralization.

### **Module IV: Staffing**

Meaning, Job analysis, Manpower planning, Recruitment: recruitment sources & selection, Orientation, Transfers and Promotions, Job design, Training & Career Development, Performance appraisal, Rewards and Recognition.

### **Module V: Directing**

Direction: Nature and Purpose, Motivation, Leadership, Co-ordination, Communication, Directing, Creativity and Innovation.

### **Module VI: Controlling**

Objectives and process of management control, Types of control- budgetary and non-budgetary, Techniques and behavioural aspects of management control. An overview of Strategic Management, SWOT Analysis, Future Management-Challenges and Skills.

**F. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**G. Suggested Text/Reference Books:**

- Essential of Management, Koontz O' Donnell
- Management, Stoner, Freemand & Gilbert
- Principles & practice of Mgmt., L.M. Prasad
- Management Today, Burton & Thakur
- Principles & Practices of Mgmt., C.B. Gupta

**H. Lecture Plan**

| Lecture | Topics                                                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Introduction</b> – Definition of management, Functions of Management                          | Lecture          | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Introduction</b> – Levels of Management, Evolution of Management and Principles of Management | Group Discussion | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Introduction</b> – School & Thought of Management: Classical Theories                         | Lecture          | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Introduction</b> – School & Thought of Management: Classical Theories                         | Lecture          | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 5.      | <b>Introduction</b> – School & Thought of Management: Neo - Classical Theories                   | Lecture          | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 6.      | <b>Introduction</b> – School & Thought of Management: Neo - Classical Theories                   | Home Assignment  | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                                                             |                  |          |                                 |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 7.  | <b>Introduction</b> – Systems Approach to organization,                                                                                                     | Lecture          | BBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | <b>Introduction</b> – Modern Organization Theory                                                                                                            | Case Study       | BBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | <b>Introduction</b> – Management in Indian Culture and Tradition, Function and Responsibilities of Manager.                                                 | Lecture          | BBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Planning</b> – Planning objectives, significance and characteristics,                                                                                    | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Planning</b> – Planning process, Hierarchies of planning,                                                                                                | Home Assignment  | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Planning</b> – Planning vs Forecasting, Strategies and Policies,                                                                                         | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Planning</b> – Types of plans, MBO,                                                                                                                      | Group Discussion | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Planning</b> – Decision making – concepts, significance & process,                                                                                       | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Planning</b> – Types of decision, Concept and techniques of forecasting, Planning for start-ups.                                                         | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Organizing</b> – Nature and Purpose of Organisation, Meaning, Importance and process of organization                                                     | Lecture          | BBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Organizing</b> – Departmentalization, Organisational Structure: types and Departmentalization, Organisational Structure: types and relevance, relevance, | Group Discussion | BBA101.3 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                           |                  |          |                                 |
|-----|---------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 18. | <b>Organizing</b> – Span of Control, Types of Organization,               | Case Study       | BBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Organizing</b> – Authority, Delegation of Authority, Decentralization. | Group Discussion | BBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>Staffing</b> – Meaning, Job analysis, Manpower planning,               | Lecture          | BBA101.4 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Staffing</b> – Recruitment: recruitment sources & selection,           | Lecture          | BBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Staffing</b> – Orientation, Transfers and Promotions,                  | Group Discussion | BBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Staffing</b> – Job design, Training & Career Development               | Home Assignment  | BBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Staffing</b> – Performance appraisal, Rewards and Recognition.         | Lecture          | BBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Directing</b> – Direction: Nature and Purpose,                         | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Directing</b> – Motivation                                             | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Directing</b> – Leadership                                             | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Directing</b> – Co-ordination,                                         | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Directing</b> – Communication,                                         | Group Discussion | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Directing</b> – Directing, Creativity and Innovation.                  | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Controlling</b> – Objectives and process of management control         | Lecture          | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                               |                 |          |                                 |
|-----|-------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 32. | <b>Controlling</b> – Types of control- budgetary and non-budgetary            | Lecture         | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Controlling</b> – Techniques and behavioural aspects of management control | Lecture         | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Controlling</b> – An overview of Strategic Management,                     | Lecture         | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Controlling</b> – SWOT Analysis, Future Management-Challenges and Skills.  | Home Assignment | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Controlling</b> – Future Management-Challenges and Skills, Case Study      | Case Study      | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| Course Outcome  | Statement                                                                 | Correlation with Programme Outcomes |      |      |      |      |      |      |      |      |      |
|-----------------|---------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|------|
|                 |                                                                           | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO10 |
| <b>BBA101.1</b> | Knowledge of principles of management and school of management thoughts   | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    | 1    |
| <b>BBA101.2</b> | Understand the significance of planning, and decision making.             | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    | 1    |
| <b>BBA101.3</b> | Describe the organization concept and classify the organization structure | 3                                   | 3    | 1    | 3    | 3    | 1    | 2    | 1    | -    | 1    |

|                 |                                                                                                                                                                       |          |          |          |          |          |          |          |          |          |          |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA101.4</b> | Understand the complexities associated with management of human resources or staffing in the organizations and integrate the learning in handling these complexities. | <b>3</b> | <b>1</b> | <b>-</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA101.5</b> | Understand and analyze the concept, theories and techniques of motivation and leadership. Demonstrate the ability to directing and communicate effectively.           | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |
| <b>BBA101.6</b> | Understand and describe the conceptual framework of control and techniques of control.                                                                                | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>-</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |

## **Sample Question Paper**

|                                                                                                                                                                                                             |                     |                                                                                                                                                |                      |           |                       |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>Amity Business School</b><br><b>Department of Management</b><br><b>I MID-SEMESTER (SEM – I) 2017-18</b>                                                                                                  |                     |                                                                                                                                                |                      |           |                       |              |
| <b>Class: BBA I Semester</b>                                                                                                                                                                                |                     |                                                                                                                                                |                      |           |                       |              |
| <b>Subjects Name: BBA 101 Management Foundations</b>                                                                                                                                                        |                     |                                                                                                                                                | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                       | Remembering         | Understanding                                                                                                                                  | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                     | <b>Q. 2, Q. 4</b>   | <b>Q. 3, Q. 6</b>                                                                                                                              | <b>Q. 1</b>          | -         | <b>Q. 5</b>           | -            |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Knowledge of principles of management and school of management thoughts.<br><b>CO 2:</b> Understand the significance of planning, and decision making. |                     |                                                                                                                                                |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                               | <b>Question No.</b> | <b>Question</b>                                                                                                                                |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>1.</b>           | <b>Discuss the scope and nature of management.</b>                                                                                             |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>2.</b>           | <b>Define Administration.</b>                                                                                                                  |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>3.</b>           | <b>Explain the salient features of neo- classical theory of management with the human relations approach and behavioural science approach.</b> |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>4.</b>           | <b>What are the objectives of planning? State any four limitations of planning.</b>                                                            |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>5.</b>           | <b>Describe in detail the various types of organizational plans.</b>                                                                           |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>6.</b>           | <b>Discuss the steps of decision – making process</b>                                                                                          |                      |           |                       | <b>5</b>     |

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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session</b>          | 2017-18                                         |
| <b>Course Name</b>      | BBA                                             |
| <b>Semester</b>         | 1st Semester                                    |
| <b>Subject Code</b>     | BBA 101                                         |
| <b>Subject Name</b>     | Management Foundations                          |
| <b>Attainment Level</b> | 51% of the students secured more than 60% marks |

## Note:

### Attainments

### Rubric

|         |                                                            |
|---------|------------------------------------------------------------|
| Level 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level 3 | IF 80% of students secure more than 60% marks then level 3 |

|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY Business School</b>                    |

### **PROGRAMME OUTCOMES**

**Bachelor of Business Administration, Academic Year – 2017-18**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the

foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

|         |            | PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |      |
|---------|------------|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|         |            | PO1                           | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| II Sem. | BBA<br>201 | 1                             | 2   | 3   | 1   | 2   | 2   | 1   | 2   | 3   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                        |
|----------------------------------------------------------------------------------------|
|                                                                                        |
| <b>Course Handout</b>                                                                  |
| Course : MACRO ECONOMICS FOR BUSINESS                                                  |
| Course Code : BBA 201, Crédits : 04, Session :2017-18(Even Sem.), Class : BBA 1st Year |

**J. Introduction:** This course deals with principles of macroeconomics. The coverage includes determination of and linkages between major macro-economic variables, the level of output and prices, inflation, unemployment, GDP growth, interest rates and exchange rates.

**K. Course Outcomes:** At the end of the course, students will be able to:

**BBA 201.1** To Learn about the Micro and Macro Economics variable in details and understand about the difference.

**BBA 201.2** To understand about the aggregate's variable of national Income and circular flow of income in different sector.

**BBA 201.3** To Study about the Full employment Approaches and Income Level

**BBA 201.4** To Learn about the Inflation and Deflation in money Market

**BBA 201.5** To understand about the linkage of money market to international transaction.

**L. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a

global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels

**M. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**N. Syllabus****Module – I Introduction to Macroeconomics**

The nature of macroeconomics, Micro V/s Macro, Major Macroeconomic Issues, Macroeconomic Policy Objectives, Macroeconomic stability and business environment, Brief introduction to major schools of thought in Macroeconomics.

**Module II- Some Important Macroeconomic Aggregates**

Concept of National Income and Its Measurement, Circular flow of income in two, three, four sector economy, relation between leakages and injections in circular flow. Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations.

**Module III: Theory of Full Employment and Income**

Classical, Modern (Keynesian) Approach, Consumption Function, Relationship between Saving and Consumption. Investment Function,

Concept of Marginal Efficiency of Capital and Marginal Efficiency of Investment. National Income DETERMINATION in two, three and four Sector Models. Multiplier in two, three and four Sectors Model.

#### **Module- IV: Money Market**

Definition and Function of Money, Demand Theory of Money- Fisher's, Keynes and Friedman's , IS-LM Model, Source of Money Supply Inflation and Deflation, Measures to Control Inflation- Monetary Policy, Fiscal policy

#### **Module V: International Linkages**

Balance of Payments and Exchange Rates, Trade in Goods, Market Equilibrium and the Balance of Trade, Capital Mobility, Exchange Rate changes and Trade adjustment; Monetary approach to Balance of Payment; Flexible Exchange Rate, Money and Price; Interest Differentials and Exchange Rate Expectations, Exchange Rate Fluctuation and Interdependence.

#### **F. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **G. Suggested Text/Reference Books:**

- Dewett, K. K, Modern Economic Theory: S. Chand &Co, New Delhi
- Shapiro Edward, Macro Economic Analysi, Tata Mc. Graw Hill.
- Seth M.L. Macro Economics, Agarwal Publications, Agra.
- R. Dornbusch & S. Fisher, Macroeconomics, Tata Mc. Graw Hill.
- Mankiw, Principles of Macro Economics, Thomson Publication.
- Sundharam. K.P.M, Money, Banking and International Trade, S. Chand & Co, New Delhi.

#### **H. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | The nature of macroeconomics | Lecture                 | BBA 201.1               | Mid Term-1, Quiz & End Sem Exam |
| 2              | Mirco V/s Marco              | Lecture                 | BBA 201.1               | Mid Term-1, Quiz & End Sem      |

|    |                                                                   |         |           |                                 |
|----|-------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                   |         |           | Exam                            |
| 3  | Major Macroeconomic Issues                                        | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Macroeconomic Policy Objectives                                   | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Macroeconomic stability and business environment                  | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Brief introduction to major schools of thought in Macroeconomics. | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Brief introduction to major schools of thought in Macroeconomics  | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Macroeconomic stability and business environment                  | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Macroeconomic Policy Objectives                                   | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Concept of National Income and Its Measurement                    | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Circular flow of income in two, three, four sector economy        | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Circular flow of income in two, three, four sector economy        | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | relation between leakages and injections in circular flow         | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | relation between                                                  | Lecture | BBA 201.2 | Mid Term-                       |



|    |                                                                                |         |           |                                 |
|----|--------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | leakages and injections in circular flow                                       |         |           | 1, Quiz & End Sem Exam          |
| 15 | Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations. | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations. | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations. | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations. | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Investment Function, Concept of Marginal Efficiency of Capital                 | Lecture | BBA 201.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Investment Function, Concept of Marginal Efficiency of Capital                 | Lecture | BBA 201.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Investment Function, Concept of Marginal Efficiency of Capital                 | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Marginal Efficiency of Investment.                                             | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | National Income DETERMINATION in two, three and four Sector Models             | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | National Income DETERMINATION in                                               | Lecture | BBA 201.3 | Mid Term-2, Quiz &              |

|    |                                                               |         |           |                                 |
|----|---------------------------------------------------------------|---------|-----------|---------------------------------|
|    | two, three and four Sector Models                             |         |           | End Sem Exam                    |
| 25 | Multiplier in two, three and four Sectors Model.              | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Multiplier in two, three and four Sectors Model.              | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Multiplier in two, three and four Sectors Model.              | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Definition and Function of Money                              | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Definition and Function of Money                              | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | , Demand Theory of Money- Fisher's, Keynes and Friedman's     | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | , Demand Theory of Money- Fisher's, Keynes and Friedman's     | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | , IS-LM Model, Source of Money Supply                         | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | , IS-LM Model, Source of Money Supply                         | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Inflation and Deflation                                       | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Measures to Control Inflation- Monetary Policy, Fiscal policy | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                  |         |           |                                 |
|----|----------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 36 | Measures to Control Inflation- Monetary Policy, Fiscal policy                    | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Measures to Control Inflation- Monetary Policy, Fiscal policy                    | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 38 | Balance of Payments and Exchange Rates                                           | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 39 | Balance of Payments and Exchange Rates                                           | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 40 | Trade in Goods, Market Equilibrium and the Balance of Trade                      | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 41 | Trade in Goods, Market Equilibrium and the Balance of Trade                      | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 42 | Capital Mobility, Exchange Rate changes and Trade adjustment                     | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 43 | Capital Mobility, Exchange Rate changes and Trade adjustment                     | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 44 | Monetary approach to Balance of Payment; Flexible Exchange Rate, Money and Price | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 45 | Monetary approach to Balance of Payment; Flexible Exchange Rate, Money and Price | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 46 | Interest Differentials and Exchange Rate Expectations                            | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 47 | Exchange Rate Fluctuation and Interdependence                                    | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 48 | Exchange Rate Fluctuation and                                                    | Lecture | BBA 201.5 | Quiz & End Sem Exam             |

|  |                 |  |  |  |
|--|-----------------|--|--|--|
|  | Interdependence |  |  |  |
|--|-----------------|--|--|--|

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|------------------|------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  |                                                                                                                  | PO 1                                | PO2      | PO3      | PO4      | PO 5     | PO 6     | PO 7     | PO 8     | PO9      | PO 10    |
| <b>BBA201.1</b>  | To Learn about the Micro and Macro Economics variable in details and understand about the difference.            | <b>2</b>                            | -        | -        | -        | -        | <b>3</b> | -        | -        | -        | <b>1</b> |
| <b>BBA 201.2</b> | To understand about the aggregate's variable of national Income and circular flow of income in different sector. | -                                   | -        | -        | <b>3</b> | -        | <b>2</b> | -        | -        | -        | <b>1</b> |
| <b>BBA201.3</b>  | To Study about the Full employment Approaches and Income Level                                                   | -                                   | <b>1</b> | <b>2</b> | -        | <b>2</b> | -        | <b>2</b> | <b>2</b> | <b>3</b> | <b>1</b> |
| <b>BBA 201.4</b> | To Learn about the Inflation and Deflation in money Market                                                       | <b>3</b>                            | -        | -        | -        | -        | -        | -        | -        | -        | <b>1</b> |
| <b>BBA 201.5</b> | To understand about the linkage of money market to international transaction.                                    |                                     | <b>2</b> | <b>3</b> | <b>2</b> | <b>3</b> | -        | -        | <b>3</b> | <b>2</b> | <b>1</b> |

| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –II) 2017-18</b>                                                    |              |                                                                      |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.B.A II Semester                                                                                                                                               |              |                                                                      |          |           |                |          |
| Subject Name:<br>BBA 201 Macro Economics for Business                                                                                                                  |              | Time: 2 Hrs                                                          |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                         | Remembering  | Understanding                                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                       | Q.1          | Q.4                                                                  | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| Student will be able to<br><b>CO1:</b> List the broad perceptive of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |              |                                                                      |          |           |                |          |
| CO Map                                                                                                                                                                 | Question No. | Question                                                             |          |           |                | Marks    |
| BBA201.1                                                                                                                                                               | Q.1          | Explain the Nature of Macroeconomics in details                      |          |           |                | 3        |
| BBA201.2                                                                                                                                                               | Q.2a         | What do you mean by national income and its aggregates               |          |           |                | 3        |
|                                                                                                                                                                        | Q.2b         | Explain the Circular flow of income in different sectors of economy. |          |           |                | 3        |
| BBA201.1                                                                                                                                                               | Q.3          | Write down the difference between macro and micro economics          |          |           |                | 6        |
| BBA201.2                                                                                                                                                               | Q.4          | Explain the relationship between leakages and injection              |          |           |                | 3        |
| BBA201.1                                                                                                                                                               | Q.5a         | Explain the major issues of macro economics                          |          |           |                | 3        |
|                                                                                                                                                                        | Q.5b         | Explain the stability under the macroeconomics variables             |          |           |                | 3        |
| BBA201.2                                                                                                                                                               | Q 6          | Write down the role of Nifty and Sensex in Indian economics          |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session</b>          | 2017-18                                         |
| <b>Course Name</b>      | BBA                                             |
| <b>Semester</b>         | 2nd Semester                                    |
| <b>Subject Code</b>     | BBA 201                                         |
| <b>Subject Name</b>     | Macro Economics for Business                    |
| <b>Attainment Level</b> | 40% of the students secured more than 60% marks |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

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*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## PROGRAMME OUTCOMES

**Bachelor of Business Administration, Academic Year – 2017-18**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.



**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|         |         | PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |      |
|---------|---------|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|         |         | PO1                           | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| II Sem. | BBA 203 | 1                             | 2   | 1   | 3   | 2   | 1   | 2   | -   | 2   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

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| AMITY BUSINESS SCHOOL                                                                  |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : Organizational Behaviour                                                      |
| Course Code : BBA 203, Crédits : 03, Session :2017-18(Even Sem.), Class : BBA 1st Year |

**O. Introduction:** The objective of this course is to familiarize the students with the behavioral patterns of Human beings at individual and group levels

**P. Course Outcomes:** At the end of the course, students will be able to:

**BBA 203.1** To learn about Factors Effecting Human Behaviour, Levels of Human Behaviour; Disciplines contributing to OB

**BBA 203.2** to study about Concept of Personality, Determinants of Personality and Types of Personality, Theories of Personality, Perception

**BBA 203.3** to study about Concept, Significance and Theories of Motivation, Motivation and Behavior, Motivation at Work, Attitudes, (Meaning and nature).

**BBA 203.4** To understand about the Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication, making communication effective, Power.

**BBA 203.5** To study about the Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems

**BBA 203.6** To learn about the Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management

**Q. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**R. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End                            | End Semester                                                                                                                                                                                                  | EE          | 70%                |

|                      |             |  |             |
|----------------------|-------------|--|-------------|
| Semester Examination | Examination |  |             |
| <b>Total</b>         |             |  | <b>100%</b> |

## S. Syllabus

### **Module I: Understanding Human Behaviour**

The concept, Nature and Significance of Human Behaviour, Factors Effecting Human Behaviour, Levels of Human Behaviour; Disciplines contributing to OB. Models of OB.PP

### **Module II: Individual Behaviour**

Individual Differences, Concept of Personality, Determinants of Personality and Types of Personality, Theories of Personality, Perception & Perceptual Process, Learning and Behavior reinforcement, values.

### **Module III: Motivation & Attitude**

Concept, Significance and Theories of Motivation, Motivation and Behavior, Motivation at Work, Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes.

### **Module IV: Interpersonal Behaviour, Power & Politics**

Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication, making communication effective, Power (Concept, determinants & sources, types), Organizational Politics, Tactics & Impression Management.

### **Module V: Group Behaviour and Leadership**

Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems, Leadership, Nature and Significance of Leadership, Leadership Styles, Theories of Leadership, Trait Theory, Behavioral Theory (Managerial Grid).

### **Module VI: Change and Conflicts**

Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture, Learning and maintaining organizational culture, Organizational change, Planned change,

Resistance to change, Organization development (Definition), Need for organization development, Organization development process.

**T. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**U. Suggested Text/Reference Books:**

K. Ashwathappa, Organisational Behaviour, Tata McGraw Hill  
 Keith Davis, Organisational Behaviour, Tata Mc Graw-Hill  
 Keith Davis, Human Behaviour at Work, Tata McGraw-Hill

**V. Lecture Plan**

| Lecture | Topics                                                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | The concept, Nature and Significance of Human Behaviour                     | Lecture          | BBA 203.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | The concept, Nature and Significance of Human Behaviour                     | Lecture          | BBA 203.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Factors Effecting Human Behaviour, Levels of Human Behaviour                | Lecture          | BBA 203.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Factors Effecting Human Behaviour, Levels of Human Behaviour                | Lecture          | BBA 203.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Disciplines contributing to OB. Models of OB.PP                             | Lecture          | BBA 203.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Disciplines contributing to OB. Models of OB.PP                             | Lecture          | BBA 203.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Individual Differences, Concept of Personality, Determinants of Personality | Lecture          | BBA 203.2        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Individual Differences,                                                     | Lecture          | BBA 203.2        | Mid Term-1, Quiz                |

|    |                                                                                                                 |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Concept of Personality, Determinants of Personality                                                             |         |           | & End Sem Exam                  |
| 9  | Types of Personality, Theories of Personality, Perception & Perceptual Process                                  | Lecture | BBA 203.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Types of Personality, Theories of Personality, Perception & Perceptual Process                                  | Lecture | BBA 203.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Learning and Behavior reinforcement, values.                                                                    | Lecture | BBA 203.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Learning and Behavior reinforcement, values.                                                                    | Lecture | BBA 203.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Concept, Significance and Theories of Motivation                                                                | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Motivation and Behavior, Motivation at Work,                                                                    | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes                          | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes                          | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes                          | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes                          | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication | Lecture | BBA 203.4 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                    |         |           |                                 |
|----|------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 20 | Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication                    | Lecture | BBA 203.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | making communication effective, Power (Concept, determinants & sources, types),                                                    | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | making communication effective, Power (Concept, determinants & sources, types),                                                    | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Organizational Politics, Tactics & Impression Management                                                                           | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Organizational Politics, Tactics & Impression Management                                                                           | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Leadership, Nature and Significance of Leadership, Leadership Styles,                                                              | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Leadership, Nature and Significance of Leadership, Leadership Styles,                                                              | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Theories of Leadership, Trait Theory, Behavioral Theory (Managerial Grid).                                                         | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |



|    |                                                                                                                                                         |         |           |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 30 | Theories of Leadership, Trait Theory, Behavioral Theory (Managerial Grid).                                                                              | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Learning and maintaining organizational culture, Organizational change, Planned change, Resistance to change                                            | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Learning and maintaining organizational culture, Organizational change, Planned change, Resistance to change                                            | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Organization development (Definition), Need for organization development, Organization development process                                              | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Organization development (Definition), Need for organization development, Organization development process                                              | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |

**W. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                                                                                       | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |           |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
|                  |                                                                                                                                                                                 | PO1                                 | PO2      | PO3      | PO4      | PO5      | PO6      | PO7      | PO8      | PO9      | PO10      |
| <b>BBA203.1</b>  | To learn about Factors Effecting Human Behaviour, Levels of Human Behaviour; Disciplines contributing to OB                                                                     | <b>2</b>                            | -        | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | <b>3</b> | <b>11</b> |
| <b>BBA 203.2</b> | to study about Concept of Personality, Determinants of Personality and Types of Personality, Theories of Personality, Perception                                                | <b>3</b>                            | -        | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>1</b> | -        | <b>2</b> |           |
| <b>BBA203.3</b>  | to study about Concept, Significance and Theories of Motivation, Motivation and Behavior, Motivation at Work, Attitudes, (Meaning and nature).                                  | <b>2</b>                            | -        | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        | <b>1</b>  |
| <b>BBA 203.4</b> | To understand about the Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication, making communication effective, Power. | -                                   | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> | <b>1</b>  |

|                  |                                                                                                                                                       |          |          |          |          |          |          |          |          |          |          |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA 203.5</b> | To study about the Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems | -        | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> | <b>1</b> |
| <b>BBA 203.6</b> | To learn about the Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management    | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> |

Sample Question Paper

| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –II) 2017-18</b>                                                               |              |                                                |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.B.A II Semester                                                                                                                                                          |              |                                                |          |           |                |          |
| Subject Name:<br>BBA 203 Organizational Behaviour                                                                                                                                 |              | Time: 2 Hrs                                    |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                    | Remembering  | Understanding                                  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                  | Q.1          | Q.4                                            | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| <b>Student will be able to</b><br><b>CO1:</b> List the broad perceptive of cloud architecture and model.<br><br><b>CO2:</b> Apply different cloud programming models as per need. |              |                                                |          |           |                |          |
| CO Map                                                                                                                                                                            | Question No. | Question                                       |          |           |                | Marks    |
| BBA203.1                                                                                                                                                                          | Q.1          | Write down the nature of human behaviour       |          |           |                | 3        |
| BBA203.2                                                                                                                                                                          | Q.2a         | Explain the Different types of personality.    |          |           |                | 3        |
|                                                                                                                                                                                   | Q.2b         | Write down the personality in details          |          |           |                | 3        |
| BBA203.1                                                                                                                                                                          | Q.3          | Explain the different model of OB              |          |           |                | 6        |
| BBA203.2                                                                                                                                                                          | Q.4          | Explain the perception and perceptual Process  |          |           |                | 3        |
| BBA203.1                                                                                                                                                                          | Q.5a         | Explain the different level of human behaviour |          |           |                | 3        |
|                                                                                                                                                                                   | Q.5b         | Explain the disciplines contributing to OB     |          |           |                | 3        |
| BBA203.2                                                                                                                                                                          | Q 6          | Write down about the behaviour reinforcement   |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                 |
|------------------|-------------------------------------------------|
| Session          | 2017-18                                         |
| Course Name      | BBA                                             |
| Semester         | 2nd Semester                                    |
| Subject Code     | BBA 203                                         |
| Subject Name     | Organizational Behaviour                        |
| Attainment Level | 43% of the students secured more than 60% marks |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration, Academic Year – 2017-18**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|         |         | PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |      |
|---------|---------|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|         |         | PO1                           | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| II Sem. | BBA 205 | 1                             | 2   | 1   | 2   | 3   | 1   | -   | 2   | 1   | 1    |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## AMITY BUSINESS SCHOOL

### Course Handout

Course : Sales and Distribution Management

Course Code : BBA 205, Crédits : 03, Session :2017-18(Even Sem.), Class : BBA 1st Year

**X. Introduction:** The major objective of this course is to acquaint the students with the theory and practice of Management of Sales Operations.

**Y. Course Outcomes:** At the end of the course, students will be able to:

**BBA 205.1** To learn about Nature and role of Sales Manager's job. Sales management as a career

**BBA 205.2** to study about the Types of sales organization. Coordination of selling functions with other marketing activities.

**BBA 205.3** to study about the Sales Territory: Concept and procedure of devising sales territories, Routing and Scheduling of Sales force.

**BBA 205.4** Recruitment and Selection of sales personnel (domestic and international perspective). Sales training.

**BBA 205.5** To study about the Sales Presentation and Demonstration, Handling objections and Closing a sale, Post sales follow up.

**BBA 205.6** To learn about the Concept of logistics planning: inventory management decisions, transportation decisions, location decisions.

## **Z. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**AA.Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester                   | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |

|              |  |  |             |
|--------------|--|--|-------------|
| Examination  |  |  |             |
| <b>Total</b> |  |  | <b>100%</b> |

## **BB. Syllabus**

### **Module I: Introduction**

Sales management- Concept, Objectives and functions. Evolution of sales management. Nature and role of Sales Manager's job. Sales management as a career. Emerging trends in sales management .

### **Module II: Sales Organization**

Purpose of sales organization. Setting sales organization. Types of sales organization. Coordination of selling functions with other marketing activities. Sales forecasting.

### **Module III: Controlling sales effort**

Sales Budget: Purpose and budgetary procedure. Quotas: Concept, Objectives and Types. Sales Territory: Concept and procedure of devising sales territories, Routing and Scheduling of Sales force. Sales Audit.

### **Module IV: Managing Sales Force**

Concept of sales force management. Recruitment and Selection of sales personnel (domestic and international perspective. Sales training. Compensating and motivating sales personnel. Controlling and evaluating sales personnel

### **Module V Personal Selling**

Introduction to Personal Selling: Qualities of effective sales person, Personal selling situations, Personal selling process: Pre approach, Opening a sale, Sales Presentation and Demonstration, Handling objections and Closing a sale, Post sales follow up.

### **Module VI: Distribution and Logistics Management**

Distribution channels: Concept and need, Channel Conflict: Concept and stages. Conflict management. Objectives of logistics. Concept of logistics planning: inventory management decisions, transportation decisions, location decisions.

## **CC. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**DD. Suggested Text/Reference Books:**

- Still Cundiff, Sales Management Decision Strategies, Fifth Edition, Printice Hall.
- Panda Tapan K., Sahadev Sunil, Sales and Distribution Management, 2005, Oxford University Press.
- Kapoor Ramneek, Fundamentals of Sales Management, 2005, McMillan.
- Sudha GS, Sales & Advertising Management, 2005, Indus Valley Publications.
- Walker, Churchill Ford, Management of Sales Force

**EE. Lecture Plan**

| Lecture | Topics                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Sales management- Concept, Objectives and functions               | Lecture          | BBA 205.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Evolution of sales management                                     | Lecture          | BBA 205.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Nature and role of Sales Manager's job                            | Lecture          | BBA 205.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Nature and role of Sales Manager's job</i>                     | Lecture          | BBA 205.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Sales management as a career. Emerging trends in sales management | Lecture          | BBA 205.1        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                        |         |           |                                 |
|----|----------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 6  | Sales management as a career. Emerging trends in sales management                      | Lecture | BBA 205.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Purpose of sales organization. Setting sales organization. Types of sales organization | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Purpose of sales organization. Setting sales organization. Types of sales organization | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Purpose of sales organization. Setting sales organization. Types of sales organization | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Coordination of selling functions with other marketing activities. Sales forecasting.  | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Coordination of selling functions with other marketing activities. Sales forecasting.  | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Coordination of selling functions with other marketing activities. Sales forecasting.  | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Sales Budget: Purpose and budgetary procedure. Quotas                                  | Lecture | BBA 205.3 | Mid Term-1, Quiz & End          |

|    |                                                                                                     |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                                     |         |           | Sem Exam                        |
| 14 | Sales Budget: Purpose and budgetary procedure. Quotas                                               | Lecture | BBA 205.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Concept, Objectives and Types. Sales Territory: Concept and procedure of devising sales territories | Lecture | BBA 205.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Concept, Objectives and Types. Sales Territory: Concept and procedure of devising sales territories | Lecture | BBA 205.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Routing and Scheduling of Sales force. Sales Audit                                                  | Lecture | BBA 205.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Routing and Scheduling of Sales force. Sales Audit                                                  | Lecture | BBA 205.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Concept of sales force management. Recruitment and Selection of sales personnel                     | Lecture | BBA 205.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Concept of sales force management. Recruitment and Selection of sales personnel                     | Lecture | BBA 205.4 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                    |         |           |                                 |
|----|----------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 21 | Sales training. Compensating and motivating sales personnel                                        | Lecture | BBA 205.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Sales training. Compensating and motivating sales personnel                                        | Lecture | BBA 205.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Controlling and evaluating sales personnel                                                         | Lecture | BBA 205.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Controlling and evaluating sales personnel                                                         | Lecture | BBA 205.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Introduction to Personal Selling: Qualities of effective sales person, Personal selling situations | Lecture | BBA 205.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Introduction to Personal Selling: Qualities of effective sales person, Personal selling situations | Lecture | BBA 205.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Personal selling process: Pre approach, Opening a sale, Sales Presentation and Demonstration       | Lecture | BBA 205.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Personal selling process: Pre approach, Opening a sale, Sales                                      | Lecture | BBA 205.5 | Mid Term-2, Quiz & End          |



|    |                                                                                                                             |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Presentation and Demonstration                                                                                              |         |           | Sem Exam                        |
| 29 | Handling objections and Closing a sale, Post sales follow up.                                                               | Lecture | BBA 205.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Handling objections and Closing a sale, Post sales follow up.                                                               | Lecture | BBA 205.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Distribution channels: Concept and need, Channel Conflict: Concept and stages. Conflict management. Objectives of logistics | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Distribution channels: Concept and need, Channel Conflict: Concept and stages. Conflict management. Objectives of logistics | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Concept of logistics planning: inventory management decisions, transportation decisions, location decisions.                | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Concept of logistics planning: inventory management decisions, transportation decisions, location decisions.                | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Concept of logistics planning: inventory management decisions, transportation decisions, location decisions.                | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                              |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 36 | Concept of logistics planning: inventory management decisions, transportation decisions, location decisions. | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
|----|--------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|

**FF. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                                       | CORRELATION WITH PROGRAMME OUTCOMES |     |     |     |     |     |     |     |     |      |
|------------------|---------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                  |                                                                                                                                 | PO1                                 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| <b>BBA205.1</b>  | To learn about Nature and role of Sales Manager's job. Sales management as a career                                             | 2                                   | -   | -   | 3   | 2   | -   | -   | 2   | 3   | 1    |
| <b>BBA 205.2</b> | to study about the Types of sales organization. Coordination of selling functions with other marketing activities.              | 3                                   | -   | 2   | -   | 2   | 3   | 1   | -   | 2   | 1    |
| <b>BBA205.3</b>  | to study about the Sales Territory: Concept and procedure of devising sales territories, Routing and Scheduling of Sales force. | 2                                   | -   | -   | 3   | 1   | -   | 2   | -   | -   | 1    |
| <b>BBA 205.4</b> | Recruitment and Selection of sales personnel (domestic and international perspective. Sales training                            | -                                   | 3   | 2   | -   | -   | 2   | -   | 3   | 2   | 1    |

|                  |                                                                                                                                |   |   |   |   |   |   |   |   |   |   |
|------------------|--------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BBA 205.5</b> | To study about the Sales Presentation and Demonstration, Handling objections and Closing a sale, Post sales follow up.         | - | 2 | - | 3 | - | 2 | 3 | - | 1 | 1 |
| <b>BBA 205.6</b> | To learn about the Concept of logistics planning: inventory management decisions, transportation decisions, location decisions | 2 | - | 2 | 3 | 2 | - | 2 | 3 | 2 | 1 |

[Sample Question Paper](#)

| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –II) 2022-23</b>                                                           |                     |                                                     |             |             |                       |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------|-------------|-------------|-----------------------|--------------|
| <b>Class: B.B.A II Semester</b>                                                                                                                                               |                     |                                                     |             |             |                       |              |
| <b>Subject Name:</b><br><b>BBA 205 Sales and Distribution Management</b>                                                                                                      |                     | <b>Time: 2 Hrs</b>                                  |             |             | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                         | Remembering         | Understanding                                       | Applying    | Analyzing   | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                       | <b>Q.1</b>          | <b>Q.4</b>                                          | <b>Q.5a</b> | <b>Q.5b</b> | <b>Q.2a</b>           | <b>Q.2b</b>  |
| <b>Student will be able to</b><br><b>CO1:</b> List the broad perceptive of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |                     |                                                     |             |             |                       |              |
| <b>CO Map</b>                                                                                                                                                                 | <b>Question No.</b> | <b>Question</b>                                     |             |             |                       | <b>Marks</b> |
| <b>BBA202.1</b>                                                                                                                                                               | <b>Q.1</b>          | <b>Explain the Sales Management in details</b>      |             |             |                       | <b>3</b>     |
| <b>BBA202.2</b>                                                                                                                                                               | <b>Q.2a</b>         | <b>Write down the Purpose of Sales Organisation</b> |             |             |                       | <b>3</b>     |

|                 |             |                                                                        |          |
|-----------------|-------------|------------------------------------------------------------------------|----------|
|                 | <b>Q.2b</b> | <b>Explain the different types of Sales organisation</b>               | <b>3</b> |
| <b>BBA202.1</b> | <b>Q.3</b>  | <b>Explain the Functions and Objectives of Sales Management</b>        | <b>6</b> |
| <b>BBA202.2</b> | <b>Q.4</b>  | <b>Write note on setting of sale organisation</b>                      | <b>3</b> |
| <b>BBA202.1</b> | <b>Q.5a</b> | <b>Explain the emerging trends in sale management</b>                  | <b>3</b> |
|                 | <b>Q.5b</b> | <b>Write a short note on sales manager as a Career</b>                 | <b>3</b> |
| <b>BBA202.2</b> | <b>Q 6</b>  | <b>Explain the Sales Coordination with other function of marketing</b> | <b>6</b> |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                 |
|------------------|-------------------------------------------------|
| Session          | 2017-18                                         |
| Course Name      | BBA                                             |
| Semester         | 2nd Semester                                    |
| Subject Code     | BBA 205                                         |
| Subject Name     | Sales and Distribution Management               |
| Attainment Level | 56% of the students secured more than 60% marks |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2017-18**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|       |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | P<br>O<br>10 |
|-------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|--------------|
| I SEM | BBA<br>102 | 3           | 2           | 2           | 3           | -           | 3           | 2           | 3           | -       | -            |

|                                                                                        |
|----------------------------------------------------------------------------------------|
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>Course Handout</b>                                                                  |
| Course : <b>Business Environment</b>                                                   |
| Course Code : BBA 102, Crédits : 03, Session :2017-18 (Odd Sem.), Class : BBA 1st Year |

- A. Introduction:** The aim of the course is to orient the students towards the basic concepts of Indian and global business environment. It will enable students to examine and evaluate business in International Environment.

|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |

- B. Course Outcomes:** At the end of the course, students will be able to:

**BBA102.1.** Get an overview of business environment , types of business environment , and the factors affecting business environment.

**BBA102.2.** Understand the Indian business environment. The students will get acquainted with the New Industrial Policy and various acts related to industries in India.

**BBA102.3.** know about the concept of financial markets, their types and functions in India. The students will also get acquainted with the concept and functions of Stock Exchanges, SEBI, various Industrial Financial Institutions.

**BBA102.4.** Understand the Labour environment in India. The students will come to know about social security benefits, Industrial disputes, their causes and preventive measures etc.

**BBA102.5.** Get an overview of five-year plans, planning commission, NITU Aayog, Green and White Revolution, Foreign trade policy, EPZ's, EOU's, SEZ's etc.

**BBA102.6.** Understand the global environment which affects the business environment in India. The students will get an overview of GATT/WTO, IMF, World Bank, SAARC, EU , NAFTA, ASEAN etc. and their impact on industrial environment in India.

- C. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.



**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Assessment Plan:**

| Component of Evaluation        | Description                           | Code     | Weightage % |
|--------------------------------|---------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                            | CT       | 15%         |
|                                | Project/Assignment/ Quiz/Presentation | P/A/Q/PR | 10%         |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |

## **E. Syllabus**

### **Module I: Overview of Business Environment**

Meaning and types of business environment, Internal and external environment, Micro and macro environment, Factors (Cultural, social, Political economic legal, demographic and technological) effecting business environment.

### **Module II: Indian Industrial environment**

Industrial policy up to 1991, New industrial policy, Liberalisation, Privatisation and Globalization process in India, Disinvestment, Industrial sickness, MRTP act 1969, Competition law 2002, Foreign Exchange Regulation Act and Foreign Exchange Management Act (FERA and FEMA).

### **Module III: Financial Environment**

Indian money and capital markets: meaning, functions and constituents, Stock exchange- importance and functions, SEBI, Capital market reforms and development, Industrial financial institutions (IDBI, SIDBI, ICICI, IFCI etc.).

### **Module IV: Labour Environment**

Labour legislation in India, Social security benefits, Industrial disputes- causes and preventive measures, Settlement of disputes, International Labour Organisation (ILO), Trade union- meaning and functions, Trade Union Act.

### **Module V: Economic Planning and Development**

Planning in India- needs and objectives, five year plans, planning commission, NITI Aayog, Current five year plan, Green and white revolution- achievements and failures, Second green

revolution, foreign trade policy 2015, Export processing zones, Export oriented units, Special economic zones (EPZ's, EOU's, SEZ's) and trading houses in India.

## **Module VI: Global Environment**

Bretton woods system, features of Uruguay round of negotiations, GATT/ WTO- role, functions and ministerial conferences, IMF, World Bank (International Bank for Reconstruction and Development), Regional economic cooperation institutions, SAARC, EU, NAFTA and ASEAN.

### **F. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

### **G. Suggested Text/Reference Books:**

#### **Text:**

1. Francis Cherunillum, International Environment, Himalaya Publications.

#### **References:**

1. Bedi Suresh, Business Environment, Excel Books, N. Delhi
2. Shaikh Saleem, Business Environment, Pearson Education
3. Bhatia H.L, International Economics, Vikas Publications
4. Mishra S.K, and Puri V.K, Indian Economy, Himalaya Publishing House
5. Sundharam K.P.M, Money, Banking and International trade, S. Chand & Co. New Delhi
6. Rudra Dutta and Sundharam, Indian Economy, S. Chand & Co. New Delhi
7. Luthans, Comparative International Management, Tata McGraw-Hill.

### **H. Lecture Plan:**

| Lecture | Topics                                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO                            |
|---------|----------------------------------------------------------------|------------------|------------------|-------------------------------------------------|
| 1       | Meaning and types of business environment                      | Lecture          | BBA102.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2       | Internal and external environment, Micro and macro environment | Lecture          | BBA102.1         | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                                                                     |         |          |                                                 |
|----|---------------------------------------------------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 3  | Factors (Cultural, social, Political economic legal, demographic and technological) effecting business environment. | Lecture | BBA102.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4  | Industrial policy up to 1991                                                                                        | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5  | New industrial policy,                                                                                              | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6  | Liberalisation, Privatisation and Globalization process in India                                                    | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7  | Disinvestment, Industrial sickness, MRTP act 1969                                                                   | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8  | Competition law 2002                                                                                                | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9  | Foreign Exchange Regulation Act (FERA)                                                                              | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10 | Foreign Exchange Management Act (FEMA)                                                                              | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | Indian money and capital markets: meaning, functions and constituents,                                              | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | Stock exchange- importance and functions,                                                                           | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | SEBI- Importance and Functions                                                                                      | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Capital market reforms and development                                                                              | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                             |         |          |                                                 |
|----|-----------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 15 | Industrial financial institutions-IDBI and SIDBI                            | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Industrial Financial institutions-ICICI, IFCI and Others                    | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Labour legislation in India- Introduction                                   | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 18 | Social security benefits                                                    | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 19 | Industrial disputes- causes and preventive measures, Settlement of disputes | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 20 | International Labour Organisation (ILO)                                     | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 21 | Trade union- meaning and functions, Trade Union Act                         | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 22 | Planning in India- needs and objectives, Five year plans                    | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 23 | About Planning commission and NITI Aayog                                    | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 24 | Current five year plan                                                      | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 25 | Green and white revolution- achievements and failures                       | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 26 | Second green revolution- Achievements and Failures                          | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 27 | Foreign trade policy 2015                                                   | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 28 | Export processing zones                                                     | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 29 | Export oriented units                                                       | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 30 | Special economic zones and trading houses in India                          | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |

|    |                                                                            |         |          |                                         |
|----|----------------------------------------------------------------------------|---------|----------|-----------------------------------------|
| 31 | Bretton woods system, features of Uruguay round of negotiations            | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 32 | GATT/ WTO- role, functions and ministerial conferences                     | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 33 | IMF and World Bank (International Bank for Reconstruction and Development) | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 34 | Regional economic cooperation institutions, SAARC                          | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 35 | EU, NAFTA                                                                  | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 36 | About ASEAN                                                                | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                               | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|-------------------|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                   |                                                                                                                         | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BBA 102.1.</b> | Get an overview of business environment, types of business environment, and the factors affecting business environment. | 3                                   | 2           | -           | 3           | -           | 3           | 1           | -           | 3           | 1            |

|                           |                                                                                                                                                                                                                            |   |   |   |   |   |   |   |   |   |   |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>102.<br/>2</b> | Understand the Indian business environment. The students will get acquainted with the New Industrial Policy and various acts related to industries in India.                                                               | 3 | 2 | 2 | 3 | - | 3 | 2 | - | 1 | 2 |
| <b>BBA<br/>102.<br/>3</b> | know about the concept of financial markets, their types and functions in India. The students will also get acquainted with the concept and functions of Stock Exchanges, SEBI, various Industrial Financial Institutions. | 3 | 3 | - | 3 | - | 3 | 3 | - | - | 1 |
| <b>BBA<br/>102.<br/>4</b> | Understand the Labour environment in India. The students will come to know about social security benefits, Industrial disputes, their causes and preventive measures etc.                                                  | 3 | 3 | 2 | 3 | - | 3 | 2 | 2 | 3 | - |
| <b>BBA<br/>102.<br/>5</b> | Get an overview of five-year plans, planning commission, NITU Aayog, Green and White Revolution, Foreign trade policy, EPZ's, EOU's, SEZ's etc.                                                                            | 3 | 3 | 2 | 3 | - | 3 | 2 | - | - | 1 |

|                  |                                                                                                                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BBA 102.6</b> | Understand the global environment which affects the business environment in India. The students will get an overview of GATT/WTO, IMF, World Bank, SAARC, EU , NAFTA, ASEAN etc. and their impact on industrial environment in India. | 3 | 3 | 1 | 3 | - | 3 | 1 | 3 | - | 1 |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|

#### J. Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –I) 2022-23</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |               |                                          |          |                    |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|------------------------------------------|----------|--------------------|----------------|----------|
| Class: BBA I Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |               |                                          |          |                    |                |          |
| Subject Name:<br>BBA 102 Business Environment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |               | Time: 2 Hrs                              |          |                    | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Remembering   | Understanding                            | Applying | Analyzing          | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Q. 1, 3 and 4 | Q.1, Q. 2a, Q 4 and 5                    | Q.6      | Q.2 b, Q 3 and Q 6 |                |          |
| <b>Student will be able to</b><br><b>CO1:</b> Get an overview of business environment, types of business environment and the factors affecting business environment.<br><b>CO2:</b> Understand the Indian business environment. The students will get acquainted with the New Industrial Policy and various acts related to industries in India.<br><b>CO3:</b> know about the concept of financial markets, their types and functions in India. The students will also get acquainted with the concept and functions of Stock Exchanges, SEBI, various Industrial Financial Institutions. |               |                                          |          |                    |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Question No.  | Question                                 |          |                    |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.1           | Explain in brief the concept of Business |          |                    |                | 3        |



|            |                  |                                                                                                                   |          |
|------------|------------------|-------------------------------------------------------------------------------------------------------------------|----------|
|            |                  | <b>Environment?</b>                                                                                               |          |
| <b>CO1</b> | <b>Q.2<br/>a</b> | <b>Differentiate between Micro and Macro Environment?</b>                                                         | <b>3</b> |
|            | <b>Q.2<br/>b</b> | <b>What are the different factors which can affect the business environment in any country?</b>                   | <b>3</b> |
| <b>CO2</b> | <b>Q.3</b>       | <b>Discuss the key highlights of New Industrial Policy and its impact on industrial environment in a country.</b> | <b>6</b> |
| <b>CO2</b> | <b>Q.4</b>       | <b>What is the difference between FEMA and FERA?</b>                                                              | <b>3</b> |
| <b>CO3</b> | <b>Q.5</b>       | <b>What is stock exchange? Discuss its functions in short.</b>                                                    | <b>3</b> |
|            | <b>Q.5</b>       | <b>Explain the key features of Money market and Capital Market.</b>                                               | <b>3</b> |
| <b>CO3</b> | <b>Q 6</b>       | <b>Discuss the role of industrial financial institutions in economic development of a country.</b>                | <b>6</b> |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session</b>          | 2017-18                                         |
| <b>Course</b>           | BBA                                             |
| <b>Semester</b>         | 1st Semester                                    |
| <b>Subject Code</b>     | BBA 102                                         |
| <b>Subject Name</b>     | Business Environment                            |
| <b>Attainment Level</b> | 47% of the students secured more than 60% marks |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2017-18**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both

local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA I SEM                     | BBA103 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2017-18**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                     |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : MANAGERIAL ECONOMICS                                                             |
| Course Code : BBA103, Crédits : 04,<br>Session : 2017-18 (Odd Sem.), Class : BBA 1st Year |

**A. Introduction:** The purpose of this course is to apply managerial economics concepts and techniques in evaluating business decision taken by firms. The emphasis is on explaining how the tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA103.1.** Knowledge of Managerial Economics and Firm Theory

**BBA103.2.** Understand the significance of Consumer Behaviour and Demand Analysis.

**BBA103.3.** To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations.

**BBA103.4.** To apply marginal Theory of Demand and Supply under different market conditions.

**BBA103.5.** Understand and analyze the concept, theories and techniques of Economic and Business forecasting.

**BBA103.6.** Understand and describe the conceptual framework of Break-Even Analysis and Linear Break-Even Analysis

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Programme Specific Outcomes:**

**[PSO.1]**

**E. Assessment Plan:**

| Component of Evaluation        | Description | Code | Weightage % |
|--------------------------------|-------------|------|-------------|
| Continuous Internal Evaluation | Mid Term 1  | CT   | 15%         |
|                                | Mid Term 2  |      |             |



|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
|                          | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## F. Syllabus

### Module I: Managerial Economics and Firm Theory

Introduction: Nature, Scope, Definitions of Managerial Economics.

Basic Concepts in Managerial Economics: Resource Allocation; Opportunity Costs; Time Value of Money; Marginal Analysis, Incrementalism. Firm Theory: Objectives of the firm; Theory of the Growth of the Firm.

Managerial Economics and Decision Sciences: The Nature and Types of Business Decision, Business Decision Making Process.

### Module II: Consumer Behaviour and Demand Analysis

Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility, Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium.

Theory of Demand: Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand and supply, law of supply, determinants of supply, Elasticity of Supply.

### Module III: Theory of Production and Cost

Meaning and Concept of Production, Factors of Production and Production Function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Analysis), Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economics and Diseconomies of Scale, Explicit cost and Implicit Cost, Private and Social Cost.

### Module IV: Price and Output Decisions under Different Market Structures

Price and Output Decisions under Perfect Competition, Monopoly and Monopolistic Competition - Pricing under Oligopoly - Kinked Demand Curve - Price Leadership - Pricing under Collusion.

**Module V: Application of Managerial Economics to Business,**

Economic and Business forecasting: Uses of Economic Forecasts - Methods of Economic Forecasting - Selecting a Forecast - Evaluating Forecasts.

Break-Even Analysis: Linear Break-Even Analysis- Graphical Method, Algebraic Method, Changes in Break-Even Output, Operating leverage, Limitation of Break- Even Analysis.

Cost-Benefit Analysis: Importance, Use, Steps and Criterion of Cost-Benefit Analysis.

**G. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**H. Suggested Text/Reference Books:**

- Dwivedi, D. N., Managerial Economics, 7<sup>th</sup> Edition, Vikas Publishing House.
- Ahuja, H.L. Advanced Economic Theory (Micro Economics), S. Chand & Co, New Delhi

**References:**

- Browning Edgar K. & Jacquelin Line M. Browning, Micro Economics and Application, Kalyani Publishers, New Delhi.
- Gould John P. and Edward P. Lazear Micro Economic Theory, All India Traveller Book-seller, New Delhi.
- Koutsoviannis Modern Micro Economics, Macmillan Press Limited, New Delhi.
- Dewett. K.K. Micro Economics, S. Chand & Co, New Delhi
- Managerial economics - Christopher R Thomas, S Charles Maurice and Sumit Sarkar
- Managerial economics - Geetika, Piyali Ghosh and Purba Roy Choudhury
- Managerial economics- Paul G Keat, Philip K Y Young and Sreejata Banerjee

**I. Lecture Plan**

| Lecture | Topics                                                                                    | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | Managerial Economics and Firm Theory – Nature, Scope, Definitions of Managerial Economics | Lecture          | BBA103.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | Managerial Economics and Firm Theory – Basic Concepts in Managerial Economics:            | Group Discussion | BBA103.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | Managerial Economics and Firm Theory – Marginal Analysis, Incrementalism                  | Lecture          | BBA103.1         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                               |                  |          |                                 |
|-----|---------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 4.  | Managerial Economics and Firm Theory – Firm Theory: Objectives of the firm; Theory of the Growth of the Firm. | Lecture          | BBA103.1 | Mid Term-1, Quiz & End Sem Exam |
| 5.  | Managerial Economics and Firm Theory – Managerial Economics and Decision Sciences                             | Lecture          | BBA103.1 | Mid Term-1, Quiz & End Sem Exam |
| 6.  | Consumer Behaviour and Demand Analysis- Cardinal Utility Approach                                             | Home Assignment  | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | Consumer Behaviour and Demand Analysis- Diminishing Marginal Utility                                          | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | Consumer Behaviour and Demand Analysis- Law of Equi-Marginal Utility, Ordinal Utility Approach                | Case Study       | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | Consumer Behaviour and Demand Analysis- Law of Demand, Movement along vs. Shift in Demand Curve               | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 10. | Consumer Behaviour and Demand Analysis- Concept of Measurement of Elasticity of Demand                        | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | Consumer Behaviour and Demand Analysis- Factors Affecting Elasticity of Demand, Income Elasticity of Demand   | Home Assignment  | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | Consumer Behaviour and Demand Analysis- Cross Elasticity of Demand and supply                                 | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | Consumer Behaviour and Demand Analysis- law of supply                                                         | Group Discussion | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | Consumer Behaviour and Demand Analysis- determinants of supply                                                | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                     |                  |          |                                 |
|-----|---------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 15. | Consumer Behaviour and Demand Analysis- Elasticity of Supply                                                        | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | Theory of Production and Cost – Meaning and Concept of Production                                                   | Lecture          | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 17. | Theory of Production and Cost – Factors of Production and Production Function                                       | Group Discussion | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 18. | Theory of Production and Cost – Fixed and Variable Factors                                                          | Case Study       | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | Theory of Production and Cost – Law of Variable Proportion                                                          | Group Discussion | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | Theory of Production and Cost – Law of Returns to a Scale                                                           | Lecture          | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | Theory of Production and Cost – Concept of Cost                                                                     | Lecture          | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | Theory of Production and Cost – Cost Function, Short Run Cost, Long Run Cost                                        | Group Discussion | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | Theory of Production and Cost – Economics and Diseconomies of Scale                                                 | Home Assignment  | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | Theory of Production and Cost – Explicit cost and Implicit Cost                                                     | Lecture          | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | Theory of Production and Cost – Private and Social Cost                                                             | Lecture          | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | Price and Output Decisions under Different Market Structures – Price and Output Decisions under Perfect Competition | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 27. | Price and Output Decisions under Different Market                                                                   | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                        |                  |          |                                 |
|-----|----------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | Structures – Monopoly and Monopolistic Competition                                     |                  |          |                                 |
| 28. | Price and Output Decisions under Different Market Structures – Pricing under Oligopoly | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | Price and Output Decisions under Different Market Structures – Kinked Demand Curve     | Group Discussion | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | Price and Output Decisions under Different Market Structures – Price Leadership        | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | Price and Output Decisions under Different Market Structures – Pricing under Collusion | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | Application of Managerial Economics to Business – Economic forecasting                 | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 33. | Application of Managerial Economics to Business – Business forecasting                 | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 34. | Application of Managerial Economics to Business – Uses of Economic Forecasts           | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | Application of Managerial Economics to Business – Methods of Economic Forecasting      | Home Assignment  | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | Application of Managerial Economics to Business – Selecting a Forecast                 | Case Study       | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 37  | Application of Managerial Economics to Business – Evaluating Forecasts                 | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 38  | Application of Managerial Economics to Business – Break-Even Analysis                  | Group Discussion | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                |                  |          |                                 |
|----|------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 39 | Application of Managerial Economics to Business – Linear Break-Even Analysis                   | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 40 | Application of Managerial Economics to Business – Graphical Method                             | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 41 | Application of Managerial Economics to Business – Algebraic Method                             | Group Discussion | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 42 | Application of Managerial Economics to Business – Changes in Break-Even Output                 | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 43 | Application of Managerial Economics to Business – Operating leverage                           | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 44 | Application of Managerial Economics to Business – Limitation of Break- Even Analysis           | Group Discussion | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 45 | Application of Managerial Economics to Business – Cost-Benefit Analysis                        | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 46 | Application of Managerial Economics to Business – Importance of Cost-Benefit Analysis          | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 47 | Application of Managerial Economics to Business – Use of Cost-Benefit Analysis                 | Group Discussion | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 48 | Application of Managerial Economics to Business – Steps and Criterion of Cost-Benefit Analysis | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| Course Outcome  | Statement                                                                                                    | Correlation with Programme Outcomes |      |      |      |      |      |      |      |      |      |
|-----------------|--------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|------|
|                 |                                                                                                              | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO10 |
| <b>BBA103.1</b> | Knowledge of Managerial Economics and Firm Theory                                                            | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    | 1    |
| <b>BBA103.2</b> | Understand the significance of Consumer Behaviour and Demand Analysis.                                       | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    | 1    |
| <b>BBA103.3</b> | To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations. | 3                                   | 3    | 1    | 3    | 3    | 1    | 2    | 1    | -    | 1    |
| <b>BBA103.4</b> | To apply marginal Theory of Demand and Supply under different market conditions.                             | 3                                   | 1    | -    | 1    | 3    | 1    | 3    | 2    | 1    | 1    |
| <b>BBA103.5</b> | Understand and analyze the                                                                                   | 3                                   | 2    | 3    | 3    | 3    | 2    | 3    | 3    | 1    | 1    |

|                 |                                                                                                        |          |          |          |          |          |   |          |          |          |          |
|-----------------|--------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|---|----------|----------|----------|----------|
|                 | concept, theories and techniques of Economic and Business forecasting.                                 |          |          |          |          |          |   |          |          |          |          |
| <b>BBA103.6</b> | Understand and describe the conceptual framework of Break-Even Analysis and Linear Break-Even Analysis | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | - | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |



### Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                     |                                                                                    |                      |           |                       |              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>Amity Business School</b><br><b>Department of Management</b><br><b>I MID-SEMESTER (SEM – I) 2017-18</b>                                                                                                                                                                                                                                                                                                                                                            |                     |                                                                                    |                      |           |                       |              |
| <b>Class: BBA I Semester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          |                     |                                                                                    |                      |           |                       |              |
| <b>Subjects Name: BBA 103 MANAGERIAL ECONOMICS</b>                                                                                                                                                                                                                                                                                                                                                                                                                    |                     |                                                                                    | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                                                                                                                                                 | Remembering         | Understanding                                                                      | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Q. 2, Q. 4</b>   | <b>Q. 3, Q. 6</b>                                                                  | <b>Q. 1</b>          | <b>-</b>  | <b>Q. 5</b>           | <b>-</b>     |
| <b>Students will be able to:</b><br><br><b>CO1 To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations.</b><br><b>CO2. To apply marginal Theory of Demand and Supply under different market conditions.</b><br><b>CO3 To analyse Theory of Production and Cost of different market conditions.</b><br><b>CO4 To integrate the concept of price and output decisions of firms under various market structures.</b> |                     |                                                                                    |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Question No.</b> | <b>Question</b>                                                                    |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>1.</b>           | <b>Explain in brief on Micro Economics.</b>                                        |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>2.</b>           | <b>What is the nature of Demand Analysis?</b>                                      |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>3.</b>           | <b>How concept of price elasticity of demand is applied in business decisions?</b> |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>4.</b>           | <b>Elaborate Demand function and determinants of demand.</b>                       |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>5.</b>           | <b>Explain the significance of elasticity of demand.</b>                           |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>6.</b>           | <b>Elaborate different types of Production function.</b>                           |                      |           |                       | <b>5</b>     |

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| <b>Attainment</b>       |                                                   |
|-------------------------|---------------------------------------------------|
| <b>Session</b>          | 2017-18                                           |
| <b>Course Name</b>      | BBA                                               |
| <b>Semester</b>         | 1st Semester                                      |
| <b>Subject Code</b>     | BBA 103                                           |
| <b>Subject Name</b>     | Managerial Economics                              |
| <b>Attainment Level</b> | 19 % of the students secured more than 60% marks. |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration Academic Year – 2017-18**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|        |         | PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |      |
|--------|---------|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|        |         | PO1                           | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| I Sem. | BBA 105 |                               |     |     | -   | -   | -   | -   | -   | -   |      |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : Financial Accounting

Course Code : BBA 105, Crédits : 04, Session :2017-18 (Odd Sem.), Class : B.B.A 1st Year

**GG. Introduction:** To explain the concept and role of accounting and financial reporting in the modern market economy, to explain the regulatory framework for the operation of accounting activities, understanding of basic accounting concepts, accounting principles and techniques of posting basic business changes. To explain the structure and content of financial statements.

**HH. Course Outcomes:** At the end of the course, students will be able to:

**BBA 105.1** To Understand the Basic accounting Concepts and accounting standard and their application in business.

**BBA 105.2** To Understand the entry of business transaction under the double entry system in the Journal and Subsidiaries books of business.

**BBA 105.3** To learn about the Cash Book and bank reconciliation statement and their importance in business.

**BBA 105.4** To identify the Profit and loss and financial position of the business through final a/c and Students will be also exposed to take decisions on depreciation method to be adopted.

**BBA 105.5** Gain Knowledge about the fundamental of Partnership and the different segment of the partnership like admission, retirement, death and dissolution.

## II. Programme Outcomes:

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### JJ. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## E. Syllabus

### Module I: Introduction to Accounting

Understanding the meaning, nature, functions and usefulness of accounting, branches of Accounting, Accounting Equation, Accounting Concepts and Generally Accepted Accounting Principles. Difference between

Indian GAAP and US GAAP, An overview of Indian and US GAAP, Need for convergence towards Global Standard, IFRS as Global Standard, Benefits of Convergence with IFRS.

## **Module II: Recording of Transactions and Subsidiary Books**

Concept of Double Entry System. Understanding the Accounting cycle, Preparation of Voucher, Journal, Ledger and Trial Balance and Numerical on the same.

Preparation of subsidiary Books including Purchase Book, Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),

## **Module III: Preparation of Cash Book & Reconciliation of Bank Statement**

Cash book, types of cash book and balancing of cashbook. Numerical on single column cashbook, Double column cashbook, triple column cashbook and petty cash book.

Causes for difference in the Balance as per Pass book and balance as per cashbook, Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of overdraft (and numerical on the same).

## **Module IV: Financial Statements**

Preparation of Trading Account, Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Provision for Discount on Debtors, Interest on Capital and Drawings) and non-profit making organizations an overview.AS-1,AS-21(no numerical)

## **Module V: Accounting For Partnership**

Introduction to Partnership Accounts, Partnership Deed. Admission of a new partner- Revaluation account, Computation of New Profit Sharing Ratio and Sacrificing Ratio, Proportionate Capital, Treatment of goodwill in partnership accounts and its valuation. Retirement and Death of a partner: Determining the gaining ratio, Revaluation of assets and liabilities, Reserve, Final payment to retiring partner, Treatment and adjustment of goodwill. Numericals on preparation of various accounts in case of retirement and death of a partner. Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision.

### **F. Examination Scheme:**

| Component<br>s   | CT | HA/C/V | A | EE |
|------------------|----|--------|---|----|
| Weightage<br>(%) | 15 | 10     | 5 | 70 |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

### **G. Text & References:**

**Text:**

- Maheshwari, S.N., Advanced Accountancy Volume-I, Ninth Edition, Vikas Publishing House Pvt. Ltd.

## References:

- Grewal, T. S., Shukla, M .C, Advanced Accountancy, Sixteenth Edition, Sultan Chand and Sons.
- Tulsian, P.C (2009), Financial Accounting 2<sup>nd</sup> Edition, Pearson Education.
- Narayanaswamy, R. Financial Accounting- A Managerial Perspective, Second Edition, Prentice Hall India.
- Ramachandran, N., Kakani, R.K., Financial Accounting for Management, Tata McGraw Hill Publishing Company Limited.

## H. Lecture Plan

| Lecture | Topics                                                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Understanding the meaning, nature, functions and usefulness of accounting, | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | branches of Accounting                                                     | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Accounting Equation                                                        | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Accounting Concepts and Generally Accepted Accounting Principles</i>    | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Difference between Indian GAAP and US GAAP,                                | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | An overview of Indian and US GAAP                                          | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Need for convergence towards Global Standard                               | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | IFRS as Global Standard, Benefits of Convergence with IFRS.                | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Concept of Double Entry System                                             | Lecture          | BBA 105.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Understanding the Accounting cycle                                         | Lecture          | BBA 105.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Preparation of Voucher                                                     | Lecture          | BBA 105.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Journal, Ledger                                                            | Lecture          | BBA 105.2        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Journal, Ledger                                                            | Lecture          | BBA 105.2        | Mid Term-1, Quiz & End Sem Exam |
| 14      | Trial Balance and Numerical on the same                                    | Lecture          | BBA 105.2        | Mid Term-1, Quiz & End Sem Exam |
| 15      | Preparation of subsidiary Books including Purchase                         | Lecture          | BBA 105.2        | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                                                                                  |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | Book                                                                                                                                             |         |                  |                                 |
| 16 | Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),                                                            | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),                                                            | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 18 | Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),                                                            | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Cash book, types of cash book and balancing of cashbook                                                                                          | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 20 | Cash book, types of cash book and balancing of cashbook                                                                                          | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 21 | Numerical on single column cashbook, Double column cashbook,                                                                                     | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 22 | Numerical on single column cashbook, Double column cashbook,                                                                                     | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 23 | triple column cashbook and petty cash book                                                                                                       | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 24 | triple column cashbook and petty cash book                                                                                                       | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 25 | Causes for difference in the Balance as per Pass book and balance as per cashbook                                                                | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 26 | Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of overdraft (and numerical on the same). | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 27 | Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of overdraft (and numerical on the same). | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                  |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 28 | Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of overdraft (and numerical on the same). | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |
| 29 | Preparation of Trading Account                                                                                                                   | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 30 | Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock                                           | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 31 | Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock                                           | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 32 | Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock                                           | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 33 | Outstanding and Prepaid items, Depreciation, Provision for Bad Debts                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 34 | Outstanding and Prepaid items, Depreciation, Provision for Bad Debts                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 35 | Provision for Discount on Debtors, Interest on Capital and Drawings)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 36 | non-profit making organizations an overview.AS-1,AS-21(no numerical)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 37 | non-profit making organizations an overview.AS-1,AS-21(no numerical)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 38 | non-profit making organizations an overview.AS-1,AS-21(no numerical)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 39 | Introduction to Partnership Accounts, Partnership Deed                                                                                           | Lecture | BBA 105.5 | Quiz & End Sem Exam             |

|    |                                                                                                                                                                                                  |         |           |                     |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------|
| 40 | Admission of a new partner- Revaluation account, Computation of New Profit Sharing Ratio and Sacrificing Ratio,                                                                                  | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 41 | Proportionate Capital, Treatment of goodwill in partnership accounts and its valuation.                                                                                                          | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 42 | Retirement and Death of a partner: Determining the gaining ratio, Revaluation of assets and liabilities, Reserve, Final payment to retiring partner,                                             | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 43 | Retirement and Death of a partner: Determining the gaining ratio, Revaluation of assets and liabilities, Reserve, Final payment to retiring partner,                                             | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 44 | Treatment and adjustment of goodwill. Numericals on preparation of various accounts in case of retirement and death of a partner.                                                                | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 45 | Treatment and adjustment of goodwill. Numericals on preparation of various accounts in case of retirement and death of a partner.                                                                | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 46 | Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision. | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 47 | Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency,                                                           | Lecture | BBA 105.5 | Quiz & End Sem Exam |

|    |                                                                                                                                                                                                  |         |           |                     |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------|
|    | Insolvency of all partners and Garner Vs Murray decision.                                                                                                                                        |         |           |                     |
| 48 | Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision. | Lecture | BBA 105.5 | Quiz & End Sem Exam |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |     |     |     |     |      |       |       |       |       |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|-----|-----|------|-------|-------|-------|-------|
|                  |                                                                                                                                                                                    | PO1                                 | PO2 | PO3 | PO4 | PO5 | PO 6 | P O 7 | P O 8 | P O 9 | PO 10 |
| <b>BBA 105.1</b> | To Understand the Basic accounting Concepts and accounting standard and their application in business                                                                              | 2                                   | -   | 3   | 1   | -   | 3    | -     | 1     | 2     | 1     |
| <b>BBA 105.2</b> | To Understand the entry of business transaction under the double entry system in the Journal and Subsidiaries books of business.                                                   | 2                                   | -   | 2   | 1   | -   | -    | -     | 2     | 2     | 1     |
| <b>BBA 105.3</b> | To learn about the Cash Book and bank reconciliation statement and their importance in business.                                                                                   | 2                                   | -   | 2   | 3   | -   | -    | -     | 2     | -     | 1     |
| <b>BBA 105.4</b> | To identify the Profit and loss and financial position of the business through final a/c and Students will be also exposed to take decisions on depreciation method to be adopted. | 2                                   | -   | 1   | 3   | -   | -    | 3     | 3     | -     | 1     |
| <b>BBA 105.5</b> | Gain Knowledge about the fundamental of Partnership and the different segment of the partnership like admission, retirement, death and dissolution.                                | 2                                   | -   | 2   | 2   | -   | -    | 2     | 1     | -     | 1     |

Sample Question Paper

| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –I) 2017-18</b>                                                            |              |                                                                               |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.B.A I Semester                                                                                                                                                       |              |                                                                               |          |           |                |          |
| Subject Name:<br>BBA 305 Financial Accounting                                                                                                                                 |              | Time: 2 Hrs                                                                   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                | Remembering  | Understanding                                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                              | Q.1          | Q.2a, Q.2b, Q.5a                                                              | Q.3, Q.4 | Q.5b      | -              | Q 6      |
| <b>Student will be able to</b><br><b>CO1:</b> List the broad perceptive of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |              |                                                                               |          |           |                |          |
| CO Map                                                                                                                                                                        | Question No. | Question                                                                      |          |           |                | Marks    |
| BBA 105.1                                                                                                                                                                     | Q.1          | What do you mean by Financial Accounting.                                     |          |           |                | 3        |
| BBA 105.1 & BBA 105.2                                                                                                                                                         | Q.2a         | Write down the difference between Indian GAAP and US GAAP                     |          |           |                | 3        |
|                                                                                                                                                                               | Q.2b         | Write Down the Importance of Double Entry System in the business transactions |          |           |                | 3        |
| BBA 105.2                                                                                                                                                                     | Q.3          | Explain the Different types of Subsidiary books in details.                   |          |           |                | 6        |
| BBA 105.2                                                                                                                                                                     | Q.4          | What types of Problem that we can identifies through trial balance, explain.  |          |           |                | 3        |
| BBA 105.3                                                                                                                                                                     | Q.5a         | Explain the Importance and uses of Cash book.                                 |          |           |                | 3        |
|                                                                                                                                                                               | Q.5b         | Write down the difference between pass book and cash book.                    |          |           |                | 3        |
| BBA 105.3                                                                                                                                                                     | Q 6          | Write down the Procedure of Preparing bank reconciliation statement.          |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Attainment

|                  |                                                 |
|------------------|-------------------------------------------------|
| Session          | 2017-18                                         |
| Course Name      | BBA                                             |
| Semester         | 1st Semester                                    |
| Subject Code     | BBA 105                                         |
| Subject Name     | Financial Accounting                            |
| Attainment Level | 47% of the students secured more than 60% marks |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2018--2019**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.



**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|----------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                  |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| I SEM                            | BBA<br>107 | 1   | 1   | 3   | 2   | 2   | 3   | 3   | 2   | 3   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                       |  |
|---------------------------------------------------------------------------------------|--|
|                                                                                       |  |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                       |  |
| <b>AMITY BUSINESS SCHOOL</b>                                                          |  |
|                                                                                       |  |
| <b>Course Handout</b>                                                                 |  |
| Course : Polity and Society                                                           |  |
| Course Code : BBA107, Crédits : 03, Session :2017-18(Odd Sem.), Class : BBA. 1st Year |  |

**a. Introduction:** The objective of this course is to familiarize the budding managers with how polity is an identifiable political entity where a group of people with a collective identity form society and who organized some form of institutionalized social relations, and have a capacity to mobilize resources and power accordingly. It aims to equip the students to focus on understanding the basic concepts, theories and functioning of state and government and its applications that they would find how polity useful to society.

**b.Course Outcomes:** At the end of the course, students will be able to:

1.**BBA107.1.** Able to Understand the concept of the Polity and basic elements of constitution with functions of legislature, executive and judiciary system.

2.**BBA107.2.** Know the basic functioning and forms of Government Parliamentary and Presidential form of Government where students understand the role of One-party democracy and military rule.

3.**BBA107.3.** Able to Recognize the essential features of public administration and judicial control over administration, public policy formulation and problems of implementation.

4.**BBA107.4.** Describe the role of social structure in India - (Unity and diversity, Rural urban continuum and Caste, class and tribes)

5.**BBA107.5.** Demonstrate the Social Institutions role with basic understanding of social stratification, status and role of Institutions with respect to family, marriage, kinship, religion etc.

6.**BBA107.6.** Able to understand the concept of NGO in social structure of India with respect to judicial activism.

**b. Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels

**c. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**d. Syllabus**

**Module I: Introduction**

**What is Polity - definition and scope,**

Concept of state and its elements, Constitution – features and classification, organs of government- concepts and function of (Legislature, executive and judiciary- judicial review and independence of judiciary) Separation of power.

**Module II: Forms of Government**

Unitary and federal form of Government – features and merits and demerits, Parliamentary and Presidential form of Government One party democracy and military rule.

**Module III: Public administration**

Meaning scope and significance of public administration, concept of accountability and control: legislature, executive and judicial control over administration, public policy formulation and problems of implementation.

**Module IV: Introduction to society**

Society – definition, aims and scope, social structure in India - (Unity and diversity, Rural urban continuum and Caste (and Varna), class and tribes)

**Module V: Social Institutions**

Basic concepts- society, community, social groups, association, institution, social stratification, status and role and Institutions – family, marriage, kinship, religion, education.

**Module VI: NGO**

Introduction to NGO, (Issues and programmes), place of NGOs in social structure of India, NGOs and judicial activism.

**e. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**f. Suggested Text/Reference Books:**

- MacIver & Page 'Society: An Introductory Analysis'; McMillon India Ltd.; N. Delhi.
- M. Haralambos 'Sociology: Themes and perspectives'; Oxford University Press; N. Delhi.
- Eddy Asirvatham & K.K. Misra 'Political Theory'; S. Chand & Company Ltd., Delhi.
- A.C. Kapur 'Principles of Political Science'; S. Chand & Company Ltd., Delhi.

**References:**

- Myneni 'Political Science for Law Students'; Allahabad Law Agency.
- R.L. Gupta 'Political Theory'.
- Vishoo Bhagwan 'Indian Political thinker'.
- Amal Ray & Bhattacharya 'Political Theory: Ideas and Institution.
- T.B. Bottomore 'Sociology: A Guide to problems and Literature'; Blackie & Son (India) Ltd.
- David G. Mandelbaum 'Society in India'; Popular Prakashan, Mumbai.
- Kingsley Davis 'Human Society'; Surjeet Publications, Delhi.

**g. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                       | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|-------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | What is Polity? - definition and scope.                                             | Lecture                 | BBA107.1.               | Mid Term-1, Quiz & End Sem Exam |
| 2              | Concept of state and its elements.                                                  | Lecture                 | BBA107.1.               | Mid Term-1, Quiz & End Sem Exam |
| 3              | Constitution – features and classification.                                         | Lecture                 | BBA107.1.               | Mid Term-1, Quiz & End Sem Exam |
| 4              | organs of government- concepts and function                                         | Lecture                 | BBA107.1.               | Mid Term-1, Quiz & End Sem Exam |
| 5              | Legislature, executive and judiciary- judicial review and independence of judiciary | Lecture                 | BBA107.1.               | Mid Term-1, Quiz & End Sem Exam |
| 6              | Separation of power.                                                                | Lecture                 | BBA107.2.               | Mid Term-1, Quiz & End Sem Exam |
| 7              | Forms of Government: Unitary and federal form of Government                         | Lecture                 | BBA107.2.               | Mid Term-1, Quiz & End Sem Exam |
| 8              | Parliamentary and Presidential form of Government                                   | Lecture                 | BBA107.2.               | Mid Term-1, Quiz & End Sem Exam |
| 9              | One party                                                                           | Lecture                 | BBA107.2.               | Mid                             |

|    |                                                                             |         |           |                                             |
|----|-----------------------------------------------------------------------------|---------|-----------|---------------------------------------------|
|    | democracy                                                                   |         |           | Term-1,<br>Quiz &<br>End Sem<br>Exam        |
| 10 | Military rule                                                               | Lecture | BBA107.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 11 | Meaning scope<br>and significance<br>of public<br>administration            | Lecture | BBA107.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 12 | Concept of<br>accountability<br>and control.                                | Lecture | BBA107.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 13 | Legislature,<br>executive and<br>judicial control<br>over<br>administration | Lecture | BBA107.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 14 | Public policy<br>formulation:<br>Introduction.                              | Lecture | BBA107.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 15 | Public policy<br>formulation and<br>problems of<br>implementation.          | Lecture | BBA107.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 16 | Introduction to<br>society                                                  | Lecture | BBA107.4. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 17 | Society –<br>definition.                                                    | Lecture | BBA107.4. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 18 | Society – aims<br>and scope.                                                | Lecture | BBA107.4. | Mid<br>Term-1,                              |

|    |                                                                              |         |           |                                             |
|----|------------------------------------------------------------------------------|---------|-----------|---------------------------------------------|
|    |                                                                              |         |           | Quiz&<br>End Sem<br>Exam                    |
| 19 | Social structure in India                                                    | Lecture | BBA107.4. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 20 | Unity and diversity                                                          | Lecture | BBA107.4. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 21 | Rural urban continuum                                                        | Lecture | BBA107.4. | Quiz &<br>End Sem<br>Exam                   |
| 22 | Caste (and Varna), class and tribes                                          | Lecture | BBA107.4. | Quiz &<br>End Sem<br>Exam                   |
| 23 | Social Institutions: Basic concepts                                          | Lecture | BBA107.5. | Quiz &<br>End Sem<br>Exam                   |
| 24 | Basic concepts- society, community,                                          | Lecture | BBA107.5. | Quiz &<br>End Sem<br>Exam                   |
| 25 | Concepts of Social groups, association,                                      | Lecture | BBA107.5. | Quiz &<br>End Sem<br>Exam                   |
| 26 | Social stratification                                                        | Lecture | BBA107.5. | Quiz &<br>End Sem<br>Exam                   |
| 27 | social stratification: status                                                | Lecture | BBA107.5. | Quiz &<br>End Sem<br>Exam                   |
| 28 | social stratification: role and Institutions                                 | Lecture | BBA107.5. | Quiz &<br>End Sem<br>Exam                   |
| 29 | Understanding Institutions – family, marriage, kinship, religion, education. | Lecture | BBA107.5. | Quiz &<br>End Sem<br>Exam                   |
| 30 | Understanding Institutions – kinship, religion, education.                   | Lecture | BBA107.5. | Quiz &<br>End Sem<br>Exam                   |



|    |                                             |         |           |                     |
|----|---------------------------------------------|---------|-----------|---------------------|
| 31 | Introduction to NGO                         | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 32 | NGO: Issues                                 | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 33 | Role of NGO                                 | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 34 | NGO Programmes.                             | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 35 | Place of NGOs in social structure of India. | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 36 | Judicial activism.                          | Lecture | BBA107.6. | Quiz & End Sem Exam |

#### h. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |          |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------|
|                  |                                                                                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | PO10     |
| <b>BBA107.1.</b> | Able to Understand the concept of the Polity and basic elements of constitution with functions of legislature, executive and judiciary system. | <b>1</b>                            | <b>1</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>3</b>    | <b>1</b> |

|                       |                                                                                                                                                                                      |   |   |   |   |   |   |   |   |   |   |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BBA1<br/>07.2.</b> | Know the basic functioning and forms of Government Parliamentary and Presidential form of Government where students understand the role of One-party democracy and military rule.    | 1 | 1 | 3 | 3 | 1 | 1 | 2 | 2 | 1 | 1 |
| <b>BBA1<br/>07.3.</b> | Able to Recognize the essential features of public administration and judicial control over administration, public policy formulation and problems of implementation.                | 1 | 1 | 3 | 3 | 2 | 1 | 1 | 1 | 3 | 1 |
| <b>BBA1<br/>07.4.</b> | Describe the role of social structure in India - (Unity and diversity, Rural urban continuum and Caste, class and tribes) .                                                          | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| <b>BBA1<br/>07.5.</b> | Demonstrate the Social Institutions role with basic understanding of social stratification, status and role of Institutions with respect to family, marriage, kinship, religion etc. | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | 1 |
| <b>BBA1<br/>07.6.</b> | Able to understand the concept of NGO in social structure of India with respect to                                                                                                   | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | 1 |

|  |                    |  |  |  |  |  |  |  |  |  |  |
|--|--------------------|--|--|--|--|--|--|--|--|--|--|
|  | judicial activism. |  |  |  |  |  |  |  |  |  |  |
|--|--------------------|--|--|--|--|--|--|--|--|--|--|

[Sample Question Paper](#)

| <b>Amity Business School</b><br><b>Department of Management studies</b><br><b>I MID-SEMESTER (SEM –I) 2017-18</b>                                                              |              |                                                                                |          |           |                       |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------|----------|-----------|-----------------------|----------|
| Class: BBA I Semester                                                                                                                                                          |              |                                                                                |          |           |                       |          |
| <b>Subjects Name:</b><br><b>POLITY AND SOCIETY</b><br><b>BBA 107</b>                                                                                                           |              | <b>Time: 2 Hrs</b>                                                             |          |           | <b>Max. Marks: 30</b> |          |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                          | Remembering  | Understanding                                                                  | Applying | Analyzing | Evaluating            | Creating |
| <b>Question Mapping</b>                                                                                                                                                        | Q.1,4        | Q.2,3                                                                          | Q.4      | Q.2,5,6   | -                     | -        |
| <b>Student will be able to</b><br><b>CO1:</b> List the broad perspective of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |              |                                                                                |          |           |                       |          |
| CO Map                                                                                                                                                                         | Question No. | Question                                                                       |          |           |                       | Marks    |
| CO1                                                                                                                                                                            | Q.1          | Explain in brief the functions of legislature and judiciary.                   |          |           |                       | 3        |
| CO1                                                                                                                                                                            | Q.2a         | What are the essential features federal form of government?                    |          |           |                       | 3        |
|                                                                                                                                                                                | Q.2b         | Write a short note on one party democracy and military rule.                   |          |           |                       | 3        |
| CO1                                                                                                                                                                            | Q.3          | State the significance of public administration and problem of implementation. |          |           |                       | 6        |
| CO2                                                                                                                                                                            | Q.4          | Explain the social structure of in India                                       |          |           |                       | 3        |
| CO2                                                                                                                                                                            | Q.5a         | Elaborate different social stratification.                                     |          |           |                       | 3        |
|                                                                                                                                                                                | Q.5b         | Write characteristics of social institution.                                   |          |           |                       | 3        |

|            |            |                                               |          |
|------------|------------|-----------------------------------------------|----------|
| <b>CO2</b> | <b>Q 6</b> | <b>Write any issue and programmes of NGO.</b> | <b>6</b> |
|------------|------------|-----------------------------------------------|----------|

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                  |
|------------------|------------------|
| Session          | 2017-18          |
| Course Name      | BBA              |
| Semester         | 1st Semester     |
| Subject Code     | BBA 107          |
| Subject Name     | Polity & Society |
| Attainment Level | Level 1          |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2017-18**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |     |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 |
| III Sem.                      | BBA 302 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1   |



# AMITY UNIVERSITY

MADHYA PRADESH

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|                                                                                          |
|------------------------------------------------------------------------------------------|
|                                                                                          |
| <b>Course Handout</b>                                                                    |
| Course : Basics of Financial Management                                                  |
| Course Code : BBA 302, Crédits : 04, Session :2017-18 (Odd Sem.), Class : B.B.A 2nd Year |

- i. **Introduction:** Provide an in-depth view of the process in financial management of the firm Develop knowledge on the allocation, management and funding of financial resources. Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario, enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also, longer-term dealing, which involves major capital investment decisions and raising long-term finance.
- j. **Course Outcomes:** At the end of the course, students will be able to:
  - BBA 302.1.** To Understand the Basic of Financial management and the Changing role of finance manager.
  - BBA 302.2.** To study about the tools of financial statement analysis and its objectives.
  - BBA 303.3.** To Explain the concept of fundamental financial concepts, especially time value of money.
  - BBA 302.4.** To learn about asset-based financing through lease financing and hire purchase.



**BBA 302.5** To know about the different methods of capital budgeting and learn about the uses of the methods for selecting the best investment proposal.

**BBA 302.6** To understand about the importance of working capital management and know about the determinates of working capital management.

**BBA 302.7** To understand about the risk and its types regarding the comparative studies of different investment Proposal.

**k. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognize, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business

leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **D. Syllabus**

### **Module I: Introduction to Financial Management**

Evolution of Financial Management, Key activities of Finance Manager Changing Role of Finance Managers, Key Decision Areas in Financial Management, Objectives of the firm.

### **Module II: Financial Statement Analysis**

Introduction, objectives of financial statement analysis, Techniques-Ratio analysis, Comparative analysis and limitations of financial statement analysis, AS-20 (no numerical)

### **Module III: Valuation Concepts**

Concept of Time value of Money, Process of Compounding and Discounting, Future Value of a Single amount, Future Value of an Annuity, Present Value of a Single Amount, Present Value of an Annuity, Future value of annuity due, Present value of annuity due, Concept of perpetuity, Concept and calculation of Effective Interest rate (EIR)

### **Module IV: Financing Decision**

Asset-Based Financing – Introduction; Lease Financing; Hire Purchase Financing; Infrastructure Project Financing, Corporate Credit Policy: Nature and Goals; Collection Procedures; Nature of Inventory

#### **Module V: Investment Decision**

Basics of Capital Budgeting, Types of capital budgeting decisions, Estimating cash flows for project appraisal, Green capital budgeting, Non-discounted Cash Flow Techniques: Payback Period, ARR, Discounted Cash Flow Techniques: NPV, IRR, PI. Risk Analysis of Capital Budgeting: Risk adjusted discount rate, Certainty Equivalent Approach.

#### **Module VI: Working Capital Management**

Meaning and importance of adequate working capital, Excess or inadequate working capital, Determinants of working capital requirement, Cash management, Receivable management and Inventory management – Sources of working capital.

#### **Module VII: Risk Analysis in Financial Management**

Measures of risk in financial analysis- Define and measure risk for individual assets, calculation of standard deviation and variance of returns, Computation of historical average return of securities and market premium, difference between relevant and irrelevant risks.

#### **Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

Text & References:

Text:

- Pandey, I. M, (2010), Financial Management. 10<sup>th</sup> Edition, Vikas Publishing House Pvt. Ltd.

References:

- Van Horne, J.C (2008), Financial Management & Policy, 13<sup>th</sup> Edition, Prentice Hall
- Chandra, P., Fundamentals of Financial Management, Sixth Edition, Tata McGraw Hill.
- Brearly R.A. and Myers, S.C. Principles of Corporate Finance, 8<sup>th</sup> Edition, Tata Mc-Graw Hill

## E. Lecture Plan

| Lecture | Topics                                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Evolution of Financial Management                                      | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Key activities of Finance Manager                                      | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Changing Role of Finance Managers,                                     | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Key Decision Areas in Financial Management                             | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Objectives of the firm.                                                | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Objectives of the firm : Case study .                                  | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Objectives of the firm : examples                                      | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Objectives of the firm :practical                                      | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Introduction of financial statement analysis                           | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Objectives of financial statement analysis                             | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Techniques-Ratio analysis : Introduction                               | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Techniques-Ratio analysis: case                                        | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Comparative analysis: Introduction                                     | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 14      | Comparative analysis: Exercise                                         | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 15      | limitations of financial statement analysis                            | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 16      | limitations of financial statement analysis: case study                | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 17      | AS-20 : Introduction                                                   | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 18      | AS-20 : case                                                           | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 19      | Concept of Time value of Money, Process of Compounding and Discounting | Lecture          | BBA 302.3        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                         |         |           |                                 |
|----|-------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 20 | Future Value of a Single amount: Introduction                           | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Future Value of a Single amount: case                                   | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Future Value of an Annuity, Present Value of a Single Amount            | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 23 | Present Value of an Annuity                                             | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 24 | Future value of annuity due, Present value of annuity due               | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 25 | Concept of perpetuity                                                   | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Concept and calculation of Effective Interest rate (EIR) :Introduction  | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Concept and calculation of Effective Interest rate (EIR) : Introduction | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Concept and calculation of Effective Interest rate (EIR) : case         | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 29 | Asset-Based Financing – Introduction; Lease Financing;                  | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 30 | Asset-Based Financing – Introduction; Lease Financing;                  | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 31 | Hire Purchase Financing                                                 | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 32 | Infrastructure Project Financing                                        | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 33 | Infrastructure Project Financing                                        | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 34 | Corporate Credit Policy: Nature and Goals                               | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 35 | Corporate Credit Policy: Nature and Goals                               | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 36 | Collection Procedures;                                                  | Lecture | BBA 302.4 | Quiz & End Sem                  |

|    |                                                                                                                                         |         |           |                     |
|----|-----------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------|
|    | Nature of Inventory                                                                                                                     |         |           | Exam                |
| 37 | Risk Analysis of Capital Budgeting: Risk adjusted discount rate, Certainty Equivalent Approach.                                         | Lecture | BBA 302.5 | Quiz & End Sem Exam |
| 38 | Basics of Capital Budgeting, Types of capital budgeting decisions, Estimating cash flows for project appraisal, Green capital budgeting | Lecture | BBA 302.5 | Quiz & End Sem Exam |
| 39 | Non-discounted Cash Flow Techniques: Payback Period, ARR, Discounted Cash Flow Techniques: NPV, IRR, PI.                                | Lecture | BBA 302.5 | Quiz & End Sem Exam |
| 40 | Non-discounted Cash Flow Techniques: Payback Period, ARR, Discounted Cash Flow Techniques: NPV, IRR, PI.                                | Lecture | BBA 302.5 | Quiz & End Sem Exam |
| 41 | Non-discounted Cash Flow Techniques: Payback Period, ARR, Discounted Cash Flow Techniques: NPV, IRR, PI.                                | Lecture | BBA 302.5 | Quiz & End Sem Exam |
| 42 | Meaning and importance of adequate working capital, Excess or inadequate working capital                                                | Lecture | BBA 302.6 | Quiz & End Sem Exam |
| 43 | Determinants of working capital requirement                                                                                             | Lecture | BBA 302.6 | Quiz & End Sem Exam |
| 44 | Cash management, Receivable management and Inventory management                                                                         | Lecture | BBA 302.6 | Quiz & End Sem Exam |
| 45 | Measures of risk in financial analysis- Define and measure risk for individual assets                                                   | Lecture | BBA 302.7 | Quiz & End Sem Exam |
| 46 | calculation of standard deviation and variance of returns,                                                                              | Lecture | BBA 302.7 | Quiz & End Sem Exam |
| 47 | Computation of historical average return of securities and market premium                                                               | Lecture | BBA 302.7 | Quiz & End Sem Exam |

|    |                                                  |         |           |                     |
|----|--------------------------------------------------|---------|-----------|---------------------|
| 48 | difference between relevant and irrelevant risks | Lecture | BBA 302.7 | Quiz & End Sem Exam |
|----|--------------------------------------------------|---------|-----------|---------------------|

#### F. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |     |          |          |     |     |          |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|-----|----------|----------|-----|-----|----------|
|                  |                                                                                                                                              | PO1                                 | PO2      | PO3      | PO4      | PO5 | PO6      | PO7      | PO8 | PO9 | PO10     |
| <b>BBA 302.1</b> | To Understand the Basic of Financial management and the Changing role of finance manager.                                                    | <b>3</b>                            | <b>1</b> | <b>1</b> | <b>1</b> | -   | <b>2</b> | <b>2</b> | -   | -   | <b>1</b> |
| <b>BBA 302.2</b> | To study about the tools of financial statement analysis and its objectives                                                                  | <b>2</b>                            | <b>3</b> | <b>3</b> | <b>3</b> | -   | <b>2</b> | <b>3</b> | -   | -   | <b>1</b> |
| <b>BBA 302.3</b> | To Explain the concept of fundamental financial concepts, especially time value of money.                                                    | <b>3</b>                            | <b>1</b> | <b>2</b> | <b>1</b> | -   | <b>3</b> | <b>1</b> | -   | -   | <b>1</b> |
| <b>BBA 302.4</b> | To learn about asset-based financing through lease financing and hire purchase.                                                              | <b>2</b>                            | <b>1</b> | <b>2</b> | -        | -   | <b>1</b> | <b>2</b> | -   | -   | <b>1</b> |
| <b>BBA 302.5</b> | To know about the different methods of capital budgeting and learn about the uses of the methods for selecting the best investment proposal. | <b>3</b>                            | <b>2</b> | <b>3</b> | -        | -   | <b>1</b> | <b>2</b> | -   | -   | <b>1</b> |
| <b>BBA 302.6</b> | To understand about the importance of working capital management and know about the determinates of working capital management.              | <b>3</b>                            | <b>1</b> | <b>1</b> | <b>3</b> | -   | <b>1</b> | <b>1</b> | -   | -   | <b>1</b> |

|                      |                                                                                                                |          |          |          |          |   |          |          |   |   |          |
|----------------------|----------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|---|----------|----------|---|---|----------|
| <b>BBA<br/>302.7</b> | To understand about the risk and its types regarding the comparative studies of different investment Proposal. | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | - | <b>1</b> | <b>2</b> | - | - | <b>1</b> |
|----------------------|----------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|---|----------|----------|---|---|----------|

[Sample Question Paper](#)

| Amity Business School                                                                                                                                                                                                         |              |                                                                 |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|----------|-----------|----------------|----------|
| I MID-SEMESTER (SEM –III) 2017-18                                                                                                                                                                                             |              |                                                                 |          |           |                |          |
| Class: B.B.A III Semester                                                                                                                                                                                                     |              |                                                                 |          |           |                |          |
| Subject Name:<br>BBA 302: Basic of Financial Management                                                                                                                                                                       |              | Time: 2 Hrs                                                     |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                | Remembering  | Understanding                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                              | Q.1          | Q.2a, Q.2b, Q.5a                                                | Q.3, Q.4 | Q.5b      |                | Q 6      |
| <p>Student will be able to</p> <p>CO1: To Understand the Basic of Financial management and the Changing role of finance manager.</p> <p>CO2: To study about the tools of financial statement analysis and its objectives.</p> |              |                                                                 |          |           |                |          |
| CO Map                                                                                                                                                                                                                        | Question No. | Question                                                        |          |           |                | Marks    |
| BBA 302.1                                                                                                                                                                                                                     | Q.1          | Explain the financial management and its objectives in details. |          |           |                | 3        |
| BBA 302.1 & BBA 302.2                                                                                                                                                                                                         | Q.2a         | Explain the role of Finance Manager in decision making.         |          |           |                | 3        |
|                                                                                                                                                                                                                               | Q.2b         | Define the objectives of financial statement analysis.          |          |           |                | 3        |
| BBA 302.2                                                                                                                                                                                                                     | Q.3          | Define liquidity ratios and its role in investment decision.    |          |           |                | 6        |
| BBA                                                                                                                                                                                                                           | Q.4          | What do you mean by Comparative analysis, explain its           |          |           |                | 3        |



|              |      |                                                                                             |   |
|--------------|------|---------------------------------------------------------------------------------------------|---|
| 302.2        |      | role in the analysis part.                                                                  |   |
| BBA<br>302.3 | Q.5a | Explain the time value of money in details.                                                 | 3 |
|              | Q.5b | Write down the Process of Compounding and discounting techniques under time value of money. | 3 |
| BBA<br>302.3 | Q 6  | Write down the concept of perpetuity in details.                                            | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                            |
|-------------------------|--------------------------------------------|
| <b>Session</b>          | 2017-18                                    |
| <b>Course Name</b>      | BBA                                        |
| <b>Semester</b>         | 3rd Semester                               |
| <b>Subject Code</b>     | BBA 302                                    |
| <b>Subject Name</b>     | BASICS OF FINANCIAL MANAGEMENT             |
| <b>Attainment Level</b> | 35% of students secure more than 60% marks |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2017-18**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |     |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 |
| BBA III SEM                   | BBA304 | 3   | 3   | 3   | 3   | 1   | 2   | 3   | 2   | 1   | 1   |



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|                                                                                            |
|--------------------------------------------------------------------------------------------|
|                                                                                            |
| <b>Course Handout</b>                                                                      |
| Course : MARKETING MANAGEMENT                                                              |
| Course Code : BBA304, Crédits : 04,<br>Session : 2017-18 (Odd Sem.), Class : BBA IInd year |

**A. Introduction:** The aim of the course is to acquaint students with an elementary knowledge of the fundamentals in the field of marketing. The focus is on both, developing and helping them imbibe basic marketing principles and establishing an appreciation of contemporary realities. Emphasis is given on the core concepts in marketing, thereby giving the students an understanding of the environment in which marketing works.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA304.1.** Examine marketing concepts and phenomenon to current business events in the industry and to identify the scope and significance of marketing in domain industry.

**BBA304.2.** Understand the need, importance and process of Marketing Planning and develop comprehensive strategic and tactical plans for an organization.

**BBA304.3.** Coordinate the various marketing environment variables to interpret them for designing marketing strategy for business firms and to illustrate market research skills for designing innovative marketing strategies for business firms.

**BBA304.4.** Examine the role of consumers as purchasers and users of goods and services using various theories and models of consumer behaviour.

**BBA304.5.** Demonstrate effective understanding of relevant functional areas of marketing management and its application.

**BBA304.6.** Use creative, critical and reflective thinking to address organisational opportunities and challenge and explore emerging paradigms in marketing management.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

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**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Programme Specific Outcomes: NA**

**E. Assessment Plan:**

| Component of Evaluation | Description | Code | Weightage % |
|-------------------------|-------------|------|-------------|
|-------------------------|-------------|------|-------------|

|                                |                                                                                                                                                                                                               |          |             |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## **F. Syllabus**

### **Module I: Introduction to Marketing**

Meaning of marketing, Core concepts of marketing, Evolution and its role in the changing business environment, various marketing management philosophies, viz., the production concept, the product concept, selling concept and the marketing concept, The newer definitions of marketing- societal marketing and relationship marketing.

### **Module II: Relationship between Marketing and Strategic Planning**

Introduction to Strategic Planning with marketing perspective, Marketing process and Marketing Plan

### **Module III: Analyzing marketing opportunities**

Internal and External Marketing Environment Analysis, Introduction to Marketing Information System and Marketing Research, BCG matrix, GE 9 cell model, Intensive growth strategies.

### **Module IV: Studying Consumer Behaviour**

Buying Behaviour for Consumer Markets and Industrial Markets, Types of Buying Situations, Buying Decision Process and Factors Affecting Buyer Behaviour, Consumer Adoption Process

### **Module V: Segmentation, Targeting and Positioning**

Concept of Market Segmentation, Bases for segmenting Consumer and Business markets, Approaches for Targeting, Differentiation and Positioning.

## **Module VI: Emerging Marketing Paradigms**

Concept of E-marketing, Global marketing, Mobile marketing, Kiosk marketing, Green marketing, Tele marketing, Multi-level marketing, Rural marketing.

### **G. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### **H. Suggested Text/Reference Books:**

- Text:
  1. Marketing Management, Philip Kotler, Eleventh Edition
- References:
  1. Principles of Marketing, Philip Kotler and Gray Armstrong
  2. Marketing Management, Michael R. Czinkota and Masaaki Kotabe
  3. Marketing, Charles W. Lamb, Joseph F. Hair, and Carl McDaniel
  4. Fundamentals of Marketing, Stanton, Ezel, etc.

### **I. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|--------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1.             | Introduction to Marketing                                    | Lecture                 | BBA304.1                | Mid Term-1, Quiz & End Sem Exam |
| 2.             | Evolution and its role in the changing business environment. | Group Discussion        | BBA304.1                | Mid Term-1, Quiz & End Sem Exam |
| 3.             | Marketing management philosophies                            | Lecture                 | BBA304.1                | Mid Term-1, Quiz & End Sem Exam |
| 4.             | The production concept : Case                                | Lecture                 | BBA304.1                | Mid Term-1, Quiz & End Sem Exam |



|     |                                                                                   |                  |          |                                 |
|-----|-----------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 5.  | Introduction to Marketing: the product concept : Introduction                     | Lecture          | BBA304.1 | Mid Term-1, Quiz & End Sem Exam |
| 6.  | Introduction to Marketing: selling concept and the marketing concept : Case study | Home Assignment  | BBA304.1 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | Introduction to Marketing: The newer definitions of marketing                     | Lecture          | BBA304.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | Introduction to Marketing: societal marketing                                     | Case Study       | BBA304.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | Introduction to Marketing: relationship marketing.                                | Lecture          | BBA304.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | Relationship between Marketing and Strategic Planning                             | Lecture          | BBA304.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | Strategic Planning with marketing perspective: case study                         | Home Assignment  | BBA304.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | Case study Strategic Planning with marketing perspective.                         | Lecture          | BBA304.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | Marketing process                                                                 | Group Discussion | BBA304.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | Relationship between Marketing and Strategic Planning: Marketing Plan.            | Lecture          | BBA304.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | Analyzing marketing opportunities                                                 | Lecture          | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 16. | Internal and External Marketing Environment Analysis.                             | Lecture          | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 17. | Analysing marketing opportunities: Introduction to Marketing Information System   | Group Discussion | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                 |                  |          |                                 |
|-----|-----------------------------------------------------------------|------------------|----------|---------------------------------|
| 18. | Analyzing marketing opportunities                               | Case Study       | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | Introduction to Marketing Research.                             | Group Discussion | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | Analyzing marketing opportunities:                              | Lecture          | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | BCG matrix.                                                     | Lecture          | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 22. | Analyzing marketing opportunities: GE 9 cell model,             | Group Discussion | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 23. | Intensive growth strategies.                                    | Home Assignment  | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 24. | Analyzing marketing opportunities: Intensive growth strategies. | Lecture          | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 25. | Studying Consumer Behaviour                                     | Lecture          | BBA304.4 | Mid Term-1, Quiz & End Sem Exam |
| 26. | Buying Behaviour Industrial Markets                             | Lecture          | BBA304.4 | Mid Term-1, Quiz & End Sem Exam |
| 27. | Types of Buying Situations.                                     | Lecture          | BBA304.4 | Mid Term-1, Quiz & End Sem Exam |
| 28. | Buying Situations case studies                                  | Lecture          | BBA304.4 | Mid Term-1, Quiz & End Sem Exam |
| 29. | Buying Decision Process                                         | Group Discussion | BBA304.4 | Mid Term-1, Quiz & End Sem Exam |
| 30. | Buying Decision Process: case study                             | Lecture          | BBA304.4 | Mid Term-1, Quiz & End Sem Exam |
| 31. | Consumer Adoption Process.                                      | Lecture          | BBA304.4 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                     |                 |          |                                 |
|-----|---------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 32. | Segmentation, Targeting and Positioning                             | Lecture         | BBA304.5 | Mid Term-1, Quiz & End Sem Exam |
| 33. | Concept of Market Segmentation                                      | Lecture         | BBA304.5 | Mid Term-2, Quiz & End Sem Exam |
| 34. | Segmentation, Targeting and Positioning                             | Lecture         | BBA304.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | Bases for segmenting Consumer                                       | Home Assignment | BBA304.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | Business markets                                                    | Case Study      | BBA304.5 | Mid Term-2, Quiz & End Sem Exam |
| 37. | Segmentation, Targeting and Positioning - Approaches for Targeting, | Case Study      | BBA304.5 | Mid Term-2, Quiz & End Sem Exam |
| 38. | Segmentation                                                        | Case Study      | BBA304.5 | Mid Term-2, Quiz & End Sem Exam |
| 39. | Targeting and Positioning                                           | Case Study      | BBA304.5 | Mid Term-2, Quiz & End Sem Exam |
| 40. | Differentiation and Positioning.                                    | Case Study      | BBA304.5 | Mid Term-2, Quiz & End Sem Exam |
| 41. | Emerging Marketing Paradigms                                        | Case Study      | BBA304.6 | Mid Term-2, Quiz & End Sem Exam |
| 42. | Global marketing, Mobile marketing                                  | Case Study      | BBA304.6 | Mid Term-2, Quiz & End Sem Exam |
| 43. | Paradigms - Kiosk marketing                                         | Case Study      | BBA304.6 | Mid Term-2, Quiz & End Sem Exam |
| 44. | Green marketing                                                     | Case Study      | BBA304.6 | Mid Term-2, Quiz & End Sem Exam |
| 45. | Tele marketing,                                                     | Case Study      | BBA304.6 | Mid Term-2, Quiz & End Sem Exam |

|     |                              |            |          |                                       |
|-----|------------------------------|------------|----------|---------------------------------------|
| 46. | Multi-level marketing,       | Case Study | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 47. | Rural marketing              | Case Study | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 48. | Case studies Rural marketing | Case Study | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| Course Outcome  | Statement                                                                                                                                                        | Correlation with Programme Outcomes |      |      |      |      |      |      |      |      |       |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|
|                 |                                                                                                                                                                  | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 |
| <b>BBA304.1</b> | Examine marketing concepts and phenomenon to current business events in the industry and to identify the scope and significance of marketing in domain industry. | 3                                   | 1    | 2    | 2    | 1    | 1    | -    | 2    | -    | 1     |
| <b>BBA304.2</b> | Understand the need, importance and process of Marketing Planning and develop comprehensive strategic and tactical plans                                         | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    | 1     |

|                 |                                                                                                                                                                                                                                         |          |          |          |          |          |          |          |          |          |          |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 | for an organization.                                                                                                                                                                                                                    |          |          |          |          |          |          |          |          |          |          |
| <b>BBA304.3</b> | Coordinate the various marketing environment variables to interpret them for designing marketing strategy for business firms and to illustrate market research skills for designing innovative marketing strategies for business firms. | <b>3</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>-</b> | <b>1</b> |
| <b>BBA304.4</b> | Examine the role of consumers as purchasers and users of goods and services using various theories and models of consumer behaviour.                                                                                                    | <b>3</b> | <b>1</b> | <b>-</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA304.5</b> | Demonstrate effective understanding of relevant functional areas of marketing management and its application.                                                                                                                           | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |

|                 |                                                                                                                                                              |          |          |          |          |          |          |          |          |          |          |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA304.6</b> | Use creative, critical and reflective thinking to address organisational opportunities and challenge and explore emerging paradigms in marketing management. | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|

## **Sample Question Paper**

| <b>Amity Business School</b>                                                                                                                                                                                                                                                                                                                                                        |                     |                                                                         |                      |           |                       |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-------------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>I MID-SEMESTER (SEM - III) 2017-18</b>                                                                                                                                                                                                                                                                                                                                           |                     |                                                                         |                      |           |                       |              |
| <b>Class: BBA III Semester</b>                                                                                                                                                                                                                                                                                                                                                      |                     |                                                                         |                      |           |                       |              |
| <b>Subjects Name: BBA 304<br/>Marketing Management</b>                                                                                                                                                                                                                                                                                                                              |                     |                                                                         | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                                                               | Remem<br>bering     | Understa<br>nding                                                       | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                                                                             | <b>Q. 2, Q. 4</b>   | <b>Q. 3, Q. 6</b>                                                       | <b>Q. 1</b>          | <b>-</b>  | <b>Q. 5</b>           | <b>-</b>     |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Examine marketing concepts and phenomenon to current business events in the industry and to identify the scope and significance of marketing in domain industry.<br><b>CO 2:</b> Understand the need, importance and process of Marketing Planning and develop comprehensive strategic and tactical plans for an organization. |                     |                                                                         |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                                       | <b>Question No.</b> | <b>Question</b>                                                         |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>1.</b>           | <b>Define marketing and state the core concepts of marketing.</b>       |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>2.</b>           | <b>Elaborate the evolution of the changing business environment.</b>    |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>3.</b>           | <b>What is the production concept?</b>                                  |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>4.</b>           | <b>State the relationship between marketing and Strategic Planning.</b> |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>5.</b>           | <b>Evaluate the marketing process.</b>                                  |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>6.</b>           | <b>Discuss the stages of strategic marketing plan</b>                   |                      |           |                       | <b>5</b>     |

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## Attainment

|                  |                          |
|------------------|--------------------------|
| Session          | 2017-18                  |
| Course Name      | BBA                      |
| Semester         | 3rd Semester             |
| Subject Code     | BBA 304                  |
| Subject Name     | MARKETING MANAGEMENT - I |
| Attainment Level | Level 2                  |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





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AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2017-18**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |     |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 |
| BBA III SEM                   | BBA304 | 3   | 3   | 3   | 3   | 1   | 2   | 3   | 2   | 1   | 1   |

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

| PROGRAMME ARTICULATION MATRIX |                            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|----------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |                            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA<br>III<br>S<br>E<br>M     | B<br>B<br>A<br>3<br>0<br>5 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |

| Course Handout                                                                                     |
|----------------------------------------------------------------------------------------------------|
| Course : <b>Cost and Management Accounting</b>                                                     |
| Course Code : BBA 305, Crédits : 03, Session :2017-18 (Odd Sem.), Class : BBA 2 <sup>nd</sup> Year |

**A. Introduction:** The course aims at developing an insight into cost accounting, its need and the various methods used to determine the cost of production, preparation of cost sheet, allocation and absorption of overheads, break even analysis, variance analysis and budgeting.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA305.1.** Get an overview of Cost Accounting, its concept, scope and nature. The students will be able to differentiate between management accounting and financial accounting, understand methods of costing, different cost concepts, how to prepare cost sheet and will be able to know the relevant cost which are used for decision making.

**BBA305.2.** Understand the material pricing and method of costing. The students will get acquainted different methods of pricing the material and various methods used in costing such as job costing, batch costing, contract costing, single costing, process costing etc.

**BBA305.3.** Know about Overhead allocation and absorption. The students will be able to know how to do accounting for factory overheads, administration overheads, classification of selling and distribution overheads, and activity-based costing.

**BBA305.4.** Understand the concept of marginal costing and Cost volume profit analysis. The students will be able to calculate the fixed & variable cost, cost volume profit ratio, break-even point, calculation of sales at desired profits.

**BBA305.5.** Get an overview of concept of budgetary control, objectives of budgetary control. The students will be able to prepare purchase budget, production budget, cash budget, fixed and flexible budget.

**BBA305.6.** Understand the concept and calculations of Variance, Material cost Variance, Material Price variance, labour cost variance and Overhead Variance.

**C. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                   | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                           | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation | P/A/Q/PR    | 10%                |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |

### K. Syllabus

#### **Module I: Introduction to Cost Accounting**

Meaning, nature and scope of cost accounting. Differentiate cost accounting from management accounting and financial accounting. Methods of costing. Cost concepts and numerical on preparation of cost sheet. Relevant costs for decision-making.

#### **Module II: Material Pricing & Methods of Costing**

Methods of pricing materials. Actual cost method, First in First out method, Last in First out method, Weighted Average method (**numerical**), Highest in First out method, Replacement Cost method, Introduction to various methods used in costing: job costing, batch costing, contract costing, single costing, process costing, services or operating costing (no **numerical**).

Case Study: “**Cortland Manufacturing, Inc**” (<http://www.chegg.com/homework-help/questions-and-answers/manegerial-accounting-case-study-case-assignment-1-cortland-manufacturing-inc>)

#### **Module III: Overhead Allocation and Absorption**

Introduction and classification of overheads. Accounting for factory overheads, Accounting for the administration overheads. Definition and classification of Selling and Distribution overheads and numerical on the same. Introduction to Activity Based Costing.

#### **Module IV: Marginal Costing and Cost Volume Profit Analysis**

Marginal Costing – Fixed & variable cost, meaning & characteristics of marginal costing profit/volume ratio. Limiting or key factor, break-even analysis and calculation of sales for desired profit and numerical on the same.

#### **Module V: Budgetary Control**

Budgetary Control, objective of budgetary control, preparation of purchase budget, production budget, cash budget, fixed & flexible budgets and zero base budgeting.

#### **Module VI: Variance Analysis**

Concept of variance. Material Cost Variance, Material Price Variance and numerical on the

same. Labour cost Variance, Labour Rate Variance and numerical on the same. Concept of overhead variance.

**L. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

**(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)**

**M. Suggested Text/Reference Books:**

Text:

- Cost Accounting, S.P Jain & K.L Narang

References:

- Management Accounting, MY Khan & PK Jain, Third Edition, Tata McGraw Hill
- Advanced Management Accounting, Robert S Koplan, Anthony A Atkinson, Third Edition, Printice Hall.

**N. Lecture Plan:**

| Lect ure | Topics                                                                             | Mode of Delivery | Corresponding CO | Mode of Assessing CO                            |
|----------|------------------------------------------------------------------------------------|------------------|------------------|-------------------------------------------------|
| 1        | Introduction to cost Accounting                                                    | Lecture          | BBA305.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2        | Meaning, nature and scope of cost accounting.                                      | Lecture          | BBA305.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3        | Differentiate cost accounting from management accounting and financial accounting. | Lecture          | BBA305.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4        | Methods of costing                                                                 | Lecture          | BBA305.1         | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                           |         |          |                                                 |
|----|-----------------------------------------------------------|---------|----------|-------------------------------------------------|
| 5  | Cost Concepts and Numericals on preparation of cost sheet | Lecture | BBA305.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6  | Relevant Costs for Decision Making                        | Lecture | BBA305.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7  | Material Pricing and Methods of Costing- Introduction     | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8  | Actual Cost Method, FIFO method                           | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9  | LIFO method and Weighted average cost methods             | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10 | HIFO method and replacement cost method                   | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | Introduction to various methods used in costing           | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | Job Costing and Batch Costing                             | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Contract Costing, Single Costing                          | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Process Costing                                           | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Operating costing                                         | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Case Study: Cortland Manufacturing, INC.                  | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                                            |         |          |                                 |
|----|--------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 17 | Overhead Allocation and Absorption-Introduction                                            | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 18 | Introduction and Classification of overheads                                               | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 19 | Accounting for factory overheads                                                           | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 20 | Accounting for the administration Overheads                                                | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 21 | Definition and classification of selling and distribution overheads                        | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 22 | Numerical                                                                                  | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 23 | Introduction to activity based costing                                                     | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 24 | Introduction to marginal costing and cost volume profit analysis                           | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 25 | Marginal Costing-Fixed and Variable cost                                                   | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 26 | Meaning and Characteristic of marginal costing                                             | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 27 | Calculating Marginal Costing profit volume ratio                                           | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 28 | Limiting Key Factor and Calculating break-even analysis and calculation for desired profit | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 29 | Introduction to budgetary control and Its objective                                        | Lecture | BBA305.5 | Viva/Quiz & End Sem Examination |
| 30 | Preparation of Purchase Budget and Production Budget                                       | Lecture | BBA305.5 | Viva/Quiz & End Sem Examination |
| 31 | Preparing Cash Budget, Fixed and Flexible Budget                                           | Lecture | BBA305.5 | Viva/Quiz & End Sem Examination |





|                            |                                                                                                                                                                                                                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |
|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>305.<br/>1.</b> | Get an overview of Cost Accounting, its concept, scope and nature. The students will be able to differentiate between management accounting and financial accounting, understand methods of costing, different cost concepts, how to prepare cost sheet and will be able to know the relevant cost which are used for decision making. | 3 | 2 | 3 | 2 | 3 | 1 | 3 | 3 | 1 | 1 |
| <b>BBA<br/>305.<br/>2</b>  | Understand the material pricing and method of costing. The students will get acquainted different methods of pricing the material and various methods used in costing such as job costing, batch costing, contract costing, single costing, process costing etc.                                                                       | 3 | 2 | 3 | 2 | 3 | 1 | 3 | 3 | 1 | 1 |

|                           |                                                                                                                                                                                                                                          |   |   |   |   |   |   |   |   |   |   |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>305.<br/>3</b> | Know about Overhead allocation and absorption. The students will be able to know how to do accounting for factory overheads, administration overheads, classification of selling and distribution overheads, and activity-based costing. | 3 | 2 | 3 | 2 | 3 | 1 | 3 | 3 | 1 | 1 |
| <b>BBA<br/>305.<br/>4</b> | Understand the concept of marginal costing and Cost volume profit analysis. The students will be able to calculate the fixed & variable cost, cost volume profit ratio, break-even point, calculation of sales at desired profits.       | 3 | 2 | 3 | 2 | 3 | 1 | 3 | 3 | 1 | 1 |
| <b>BBA<br/>305.<br/>5</b> | Get an overview of concept of budgetary control, objectives of budgetary control. The students will be able to prepare purchase budget, production budget, cash budget, fixed and flexible budget..                                      | 3 | 2 | 3 | 2 | 3 | 1 | 3 | 3 | 1 | 1 |

|                           |                                                                                                                                                  |   |   |   |   |   |   |   |   |   |   |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>305.<br/>6</b> | Understand the concept and calculations of Variance, Material cost Variance, Material Price variance, labour cost variance and Overhead Variance | 3 | 2 | 3 | 2 | 3 | 1 | 3 | 3 | 1 | 1 |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|

#### P. Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –III) 2017-18                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |              |                                                   |           |                   |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------|-----------|-------------------|----------------|----------|
| Class: BBA III Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |              |                                                   |           |                   |                |          |
| Subject Name:<br>BBA 305 Cost and Management Accounting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |              | Time: 2 Hrs                                       |           |                   | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Remembering  | Understanding                                     | Applying  | Analyzing         | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q. 1, 2      | Q.1, 2, 5                                         | Q.4, 5, 6 | Q.2 b, Q 3 , 5, 6 | Q 5 and 6      |          |
| <p>Student will be able to</p> <p>CO1: Get an overview of Cost Accounting, its concept, scope and nature. The students will be able to differentiate between management accounting and financial accounting, understand methods of costing, different cost concepts, how to prepare cost sheet and will be able to know the relevant cost which are used for decision making.</p> <p>CO2: Understand the material pricing and method of costing. The students will get acquainted different methods of pricing the material and its various methods costing such as job costing, batch costing, contract costing, single costing, process costing etc.</p> <p>CO3: Know about Overhead allocation and absorption. The students will be able to know how to do accounting for factory overheads, administration overheads, classification of selling and distribution overheads, and activity-based costing.</p> |              |                                                   |           |                   |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Question No. | Question                                          |           |                   |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.1          | What do you mean by elements of cost? Discuss the |           |                   |                | 3        |

|     |      |                                                                                                                                                                                                                                                                                                                                                                       |   |
|-----|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
|     |      | various elements of cost.                                                                                                                                                                                                                                                                                                                                             |   |
| CO3 | Q.2a | State the distinction between the two terms in each of the following, giving examples:<br><br>(a) Cost allocation and cost apportionment.                                                                                                                                                                                                                             | 3 |
|     | Q.2b | (b) Direct cost and indirect cost.                                                                                                                                                                                                                                                                                                                                    | 3 |
| CO3 | Q.3  | The following information is given for company A for year 2002<br><br>Factory Overheads Rs 62,000<br><br>Direct Labor cost Rs 98,000<br><br>Direct labor hours 50,000<br><br>Machine hours 70,000<br><br>From the above figures prepare the overhead application rates using the following methods:<br><br>a) Direct labor hour b) Direct labor cost c) Machine hour. | 6 |
| CO2 | Q.4  | What do you understand by Job costing explain with example? In which industries is it applied?                                                                                                                                                                                                                                                                        | 3 |
| CO3 | Q.5  | What are overheads? How should overheads be classified?                                                                                                                                                                                                                                                                                                               | 3 |
|     | Q.5  | To what extent will you include overhead charges in your valuation of (a) work-in-progress, and (b) finished goods?                                                                                                                                                                                                                                                   | 3 |
| CO3 | Q 6  | What are the general considerations that should decide your choice of basis for distribution of overhead costs to departments?                                                                                                                                                                                                                                        | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                               |
|-------------------------|-----------------------------------------------|
| <b>Session</b>          | 2017-18                                       |
| <b>Course Name</b>      | BBA                                           |
| <b>Semester</b>         | 3rd Semester                                  |
| <b>Subject Code</b>     | BBA 305                                       |
| <b>Subject Name</b>     | COST AND MANAGEMENT ACCOUNTING                |
| <b>Attainment Level</b> | 46% of students secure more than 60% of marks |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                          |
|------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |
| Amity Business School                    |
|                                          |

## PROGRAMME OUTCOMES

**Bachelor of Business Administration,  
2017-18**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |     |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 |
| IV Sem.                       | BBA 401 | 1   | 1   | 2   | 3   | 1   | 1   | 1   | 1   | 2   | 1   |





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MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                           |
|-------------------------------------------------------------------------------------------|
| <b>Amity Business School</b>                                                              |
| <b>Course Handout</b>                                                                     |
| Course : Corporate Financial Management                                                   |
| Course Code : BBA 401, Crédits : 04,<br>Session :2017-18(Even Sem.), Class : BBA 2nd Year |

- l.** In today's world, every manager is a decision-making unit. To take decisions which are effective, a manager should understand all areas of management. The objective of this course is to develop an understanding of short term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**m. Course Outcomes:** At the end of the course, students will be able to:

**BBA 401.1** To learn about the Sources of finance – Debt: Term Loans, Debentures. Equity: Ordinary Shares. Hybrid: Preference, Warrants.

**BBA 401.2** To study about the Concept significance assumptions, Computation of cost of capital of various sources: Equity, Debt, Reserve & Surplus and Preference shares

**BBA 401.3** To study about the Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage

**BBA 401.4** Importance of dividend decisions, Theories of Dividend decisions: Irrelevance theory, optimal dividend decision.

**BBA 401.5** To study about the Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options

**BBA 401.6** To learn about the Introduction to Financial Services, Features of marketing these services

**n. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognize, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**o. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **p. Syllabus**

Module I: Introduction to Financial Management

Indian Financial System (Meaning, importance and role). Sources of finance – Debt: Term Loans, Debentures. Equity: Ordinary Shares. Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs.

Module II: Cost of capital

Concept significance assumptions, Computation of cost of capital of various sources: Equity, Debt, Reserve & Surplus and Preference shares. Weighted average cost of capital. Book value weights v/s market value weights.

Module III: Leverage Analysis and Capital Structure Theories Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage.

Factors affecting Capital Structure decisions, Theory of Capital Structure Decisions, MM Theory, NI, NOI and traditional theory.

Module IV: Dividend Decisions

Importance of dividend decisions, Theories of Dividend decisions: Irrelevance theory, optimal dividend decision, relevance theory, Issues in dividend policy: Bonus Shares, Stock Splits & Buyback of shares.

#### Module V: Introduction to Derivatives

Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options, Use of Derivative in financial investment decision.

#### Module VI: Marketing of Financial Services

Introduction to Financial Services, Features of marketing these services, Recent developments.

#### **Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### q. Suggested Text/Reference Books:

**Chandra, P. Fundamentals of Financial Management, Sixth Edition, Tata Mc-Graw Hill.**

**Brearly R.A. and Myers, S.C. Eighth Edition Principles of Corporate Finance, Tata Mc-Graw Hill.**

**Horne.V. Tenth Edition, Financial Management and Policy, Prentice Hall of India**

#### r. Lecture Plan

| Lecture | Topics                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | <b>Indian Financial System :Meaning</b>                           | Lecture          | BBA 401.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | <b>Indian Financial System :Importance and Sources of finance</b> | Lecture          | BBA 401.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | <b>Debt: Term Loans, Debentures. Equity: Ordinary Shares</b>      | Lecture          | BBA 401.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <b>Debt: Term Loans, Debentures. Equity: Ordinary Shares</b>      | Lecture          | BBA 401.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | <b>Hybrid: Preference, Warrants, Convertible</b>                  | Lecture          | BBA 401.1        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                         |         |           |                                 |
|----|-------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | <b>securities, ADRs, GDRs</b>                                           |         |           |                                 |
| 6  | <b>Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs</b> | Lecture | BBA 401.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | <b>Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs</b> | Lecture | BBA 401.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | <b>Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs</b> | Lecture | BBA 401.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | <b>Concept significance assumptions</b>                                 | Lecture | BBA 401.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | <b>Computation of cost of capital of various sources</b>                | Lecture | BBA 401.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | <b>Equity, Debt, Reserve &amp; Surplus and Preference shares</b>        | Lecture | BBA 401.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | <b>Equity, Debt, Reserve &amp; Surplus and Preference shares</b>        | Lecture | BBA 401.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | <b>Weighted average cost of capital.</b>                                | Lecture | BBA 401.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | <b>Book value weights</b>                                               | Lecture | BBA 401.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | <b>Market value weights</b>                                             | Lecture | BBA 401.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | <b>Weighted average: Formulae</b>                                       | Lecture | BBA 401.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | <b>Leverage Analysis:</b>                                               | Lecture | BBA 401.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | <b>Operating Leverage</b>                                               | Lecture | BBA 401.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | <b>Factors affecting Capital Structure decisions</b>                    | Lecture | BBA 401.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | <b>Theory of Capital Structure Decisions</b>                            | Lecture | BBA 401.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | <b>MM Theory</b>                                                        | Lecture | BBA 401.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | <b>NI, NOI and traditional theory.</b>                                  | Lecture | BBA 401.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | <b>Traditional theory.</b>                                              | Lecture | BBA 401.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                           |         |           |                                 |
|----|---------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 24 | <b>Examples: MM Theory, NI, NOI and traditional theory.</b>               | Lecture | BBA 401.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | <b>Importance of dividend decisions</b>                                   | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | <b>Theories of Dividend decisions</b>                                     | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | <b>Irrelevance theory</b>                                                 | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | <b>optimal dividend decision, relevance theory</b>                        | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | <b>Issues in dividend policy</b>                                          | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | <b>Bonus Shares, Stock Splits &amp; Buyback of shares</b>                 | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | <b>Stock Splits &amp; Buyback of shares</b>                               | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | <b>Buyback of shares</b>                                                  | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | <b>Meaning and Concept of Derivatives</b>                                 | Lecture | BBA 401.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | <b>Conceptual understanding of Futures and Options</b>                    | Lecture | BBA 401.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | <b>Examples Futures and Options</b>                                       | Lecture | BBA 401.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | <b>Concept of Derivatives</b>                                             | Lecture | BBA 401.5 | Mid Term-2, Quiz & End Sem Exam |
| 37 | <b>Use of Derivative in financial investment decision. : Introduction</b> | Lecture | BBA 401.5 | Quiz & End Sem Exam             |
| 38 | <b>Use of Derivative in financial investment decision : Examples</b>      | Lecture | BBA 401.5 | Quiz & End Sem Exam             |
| 39 | <b>Use of Derivative in financial investment decision: Practical</b>      | Lecture | BBA 401.5 | Quiz & End Sem Exam             |
| 40 | <b>Use of Derivative in financial investment decision.</b>                | Lecture | BBA 401.5 | Quiz & End Sem Exam             |

|    |                                                           |         |           |                     |
|----|-----------------------------------------------------------|---------|-----------|---------------------|
|    |                                                           |         |           |                     |
| 41 | <b>Financial Services : Introduction</b>                  | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 42 | <b>Financial Services: Functions</b>                      | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 43 | <b>Marketing these services</b>                           | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 44 | <b>Features of marketing these services</b>               | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 45 | <b>Types marketing these services</b>                     | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 46 | <b>Financial Services</b>                                 | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 47 | <b>Recent developments in financial Services</b>          | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 48 | <b>Examples Recent developments in financial Services</b> | Lecture | BBA 401.6 | Quiz & End Sem Exam |

**s. Course Articulation Matrix (Mapping of COs with POs)**

| C<br>O            | STATEMENT                                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |     |          |          |          |          |          |          |          |          |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|----------|----------|----------|----------|----------|----------|----------|----------|
|                   |                                                                                                                             | PO 1                                | PO2 | PO3      | PO4      | PO5      | PO6      | PO 7     | PO8      | PO9      | PO 10    |
| <b>BB A 401.1</b> | To learn about the Sources of finance – Debt: Term Loans, Debentures. Equity: Ordinary Shares. Hybrid: Preference, Warrants | <b>2</b>                            | -   | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | <b>3</b> | <b>1</b> |
| <b>BBA 401.2</b>  | To study about the Concept significance                                                                                     | <b>3</b>                            | -   | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>1</b> | -        | <b>2</b> | <b>1</b> |

|                  |                                                                                                                       |          |          |          |          |          |          |          |          |          |          |
|------------------|-----------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  | assumptions, Computation of cost of capital of various sources: Equity, Debt, Reserve & Surplus and Preference shares |          |          |          |          |          |          |          |          |          |          |
| <b>BBA 401.3</b> | to study about the Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage                      | <b>2</b> | -        | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        | <b>1</b> |
| <b>BBA 401.4</b> | Importance of dividend decisions, Theories of Dividend decisions: Irrelevance theory, optimal dividend Decision.      | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> | <b>1</b> |



|                      |                                                                                                        |   |   |   |   |   |   |   |   |   |   |
|----------------------|--------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>401.5</b> | To study about the Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options | - | 2 | - | 3 | - | 2 | 3 | - | 1 | 1 |
| <b>BBA<br/>401.6</b> | To learn about the Introduction to Financial Services, Features of marketing these services            | 2 | - | 2 | 3 | 2 | - | 2 | 3 | 2 | 1 |

Sample Question Paper

|                                                                                                                                                          |              |                                                              |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School                                                                                                                                    |              |                                                              |          |           |                |          |
| I MID-SEMESTER (SEM –IV) 2017-18                                                                                                                         |              |                                                              |          |           |                |          |
| Class: B.B.A IV Semester                                                                                                                                 |              |                                                              |          |           |                |          |
| Subject Name:<br>BBA 401 Corporate Financial Management                                                                                                  |              | Time: 2 Hrs                                                  |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                           | Remembering  | Understanding                                                | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                         | Q.1          | Q.4                                                          | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| Student will be able to<br>CO1: List the broad perceptive of cloud architecture and model.<br>CO2: Apply different cloud programming models as per need. |              |                                                              |          |           |                |          |
| CO Map                                                                                                                                                   | Question No. | Question                                                     |          |           |                | Marks    |
| BBA 401.1                                                                                                                                                | Q.1          | Write down the Importance of Indian Financial System         |          |           |                | 3        |
| BBA 401.2                                                                                                                                                | Q.2a         | Write down the Procedure of Computation of Cost of Equity    |          |           |                | 3        |
|                                                                                                                                                          | Q.2b         | Write down the Procedure of Computation of Cost of Debenture |          |           |                | 3        |
| BBA 401.1                                                                                                                                                | Q.3          | Explain the Long-term Sources of Finance in details          |          |           |                | 6        |
| BBA 401.2                                                                                                                                                | Q.4          | Write down Short Notes om ADR and GDR                        |          |           |                | 3        |
| BBA 401.1                                                                                                                                                | Q.5a         | Write down the Procedure of Convertible Securities           |          |           |                | 3        |
|                                                                                                                                                          | Q.5b         | Write down the role of Indian Financial System.              |          |           |                | 3        |
| BBA 401.2                                                                                                                                                | Q 6          | Explain the Weighted average cost of Capital in details      |          |           |                | 6        |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Attainment

|                         |                                             |
|-------------------------|---------------------------------------------|
| <b>Session</b>          | 2017-18                                     |
| <b>Course Name</b>      | BBA                                         |
| <b>Semester</b>         | 4th Semester                                |
| <b>Subject Code</b>     | BBA 401                                     |
| <b>Subject Name</b>     | CORPORATE FINANCIAL MANAGEMENT              |
| <b>Attainment Level</b> | 57% of students secure more than 60 % marks |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                          |
|------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |
| AMITY BUSINESS SCHOOL                    |
|                                          |

## PROGRAMME OUTCOMES

**Bachelor of Business Administration**

**2017-18**

### Programme Outcomes:

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |     |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 |
| BBA IV Sem.                   | BBA 402 | 3   | 2   | 3   | 2   | 1   | 3   | 1   | 1   | 2   | 3   |



# AMITY UNIVERSITY

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*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                           |
|-------------------------------------------------------------------------------------------|
|                                                                                           |
| <b>Course Handout</b>                                                                     |
| Course : Marketing Management II                                                          |
| Course Code : BBA 402, Crédits : 04,<br>Session :2017-18(Even Sem.), Class : BBA 2nd Year |

t. **Introduction:** To expose the students to the advance concepts of Marketing and to help them analyze the recurrent issues in Marketing with the help of cases.

u. **Course Outcomes:** At the end of the course, students will be able to:

**BBA 402.1** To learn about the industrial, product differentiation, product mix, Product Life Cycle and various strategies.

**BBA 402.2** To study about the Product Line Decision, New Product Development: Challenges & Process.

**BBA 402.3** To study about the Understanding various pricing strategies and their application.

**BBA 402.4** To learn about the Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions

**BBA 402.5** To understand about the Marketing communication budget. Introduction to various elements of integrated marketing communications briefly

**BBA 402.6** To learn about the Challenges and opportunities of Globalization. Factors governing entry into foreign markets

v. **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.



**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognize, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**w. Programme Specific Outcomes: NA**

**x. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End                            | End Semester                                                                                                                                                                                                  | EE          | 70%                |

|                      |             |  |             |
|----------------------|-------------|--|-------------|
| Semester Examination | Examination |  |             |
| <b>Total</b>         |             |  | <b>100%</b> |

**y. Syllabus**

**Module I: Product Mix Strategy**

Product: concept & levels, Classification of products consumer and industrial, product differentiation, product mix, Product Life Cycle and various strategies, Branding: concept and challenges, brand decisions. Packaging and labeling.

**Module II: Product Development Decision**

Product Line Decision, New Product Development: Challenges & Process, Consumer Adoption Process, Diffusion of Innovation.

**Module III: Pricing Considerations and Strategies**

Introduction to various objectives of pricing, Pricing Process. Adapting the price: Concept of geographical pricing, promotional pricing, discriminatory pricing. Understanding various pricing strategies and their application.

**Module IV: Distribution and Logistics Decision**

Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions, Channel Dynamics. Introduction to Wholesaling, Retailing and Logistics.

**Module V: Deciding on the Marketing Communications Mix**

The process of deciding the Marketing communication mix, Marketing communication budget. Introduction to various elements of integrated marketing communications briefly.

**Module VI: Introduction to global market place**

Challenges and opportunities of Globalization. Factors governing entry into foreign markets. Marketing Mix for Global Markets. Trends in international marketing

**z. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**aa. Suggested Text/Reference Books:**

**Kotler Philip and Armstrong Gray, Principles of Marketing, Eleventh Edition, Pearson Education.**

**Ramaswamy VS, Namakumari S, Marketing Management, Planning Implementation & Control, Third Edition, MacMillan.**

**bb. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                   | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|---------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Product: concept & levels, Classification of products consumer and industrial   | Lecture                 | BBA 402.1               | Mid Term-1, Quiz & End Sem Exam |
| 2              | Product: concept & levels, Classification of products consumer and industrial   | Lecture                 | BBA 402.1               | Mid Term-1, Quiz & End Sem Exam |
| 3              | product differentiation, product mix, Product Life Cycle and various strategies | Lecture                 | BBA 402.1               | Mid Term-1, Quiz & End Sem Exam |
| 4              | product differentiation, product mix, Product Life Cycle and various strategies | Lecture                 | BBA 402.1               | Mid Term-1, Quiz & End Sem Exam |
| 5              | Branding: concept and challenges, brand decisions. Packaging and labeling.      | Lecture                 | BBA 402.1               | Mid Term-1, Quiz & End Sem Exam |
| 6              | Branding: concept and challenges, brand decisions. Packaging and labeling.      | Lecture                 | BBA 402.1               | Mid Term-1, Quiz & End Sem Exam |
| 7              | Branding: concept and challenges, brand decisions. Packaging and labeling.      | Lecture                 | BBA 402.1               | Mid Term-1, Quiz & End Sem Exam |
| 8              | Branding: concept and challenges, brand decisions. Packaging and labeling.      | Lecture                 | BBA 402.1               | Mid Term-1, Quiz & End Sem Exam |
| 9              | Product Line Decision                                                           | Lecture                 | BBA 402.2               | Mid Term-1, Quiz & End Sem Exam |
| 10             | New Product Development                                                         | Lecture                 | BBA 402.2               | Mid Term-1, Quiz & End Sem Exam |
| 11             | Challenges & Process                                                            | Lecture                 | BBA 402.2               | Mid Term-1, Quiz                |

|    |                                               |         |           |                                 |
|----|-----------------------------------------------|---------|-----------|---------------------------------|
|    |                                               |         |           | & End Sem Exam                  |
| 12 | Product Line Decision: case study             | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Consumer Adoption Process: Introduction       | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Consumer Adoption Process: case study         | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Consumer Adoption Process: Introduction       | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Examples : case study                         | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Introduction to various objectives of pricing | Lecture | BBA 402.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Pricing Process.                              | Lecture | BBA 402.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Adapting the price                            | Lecture | BBA 402.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Concept of geographical pricing               | Lecture | BBA 402.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Promotional pricing, discriminatory pricing   | Lecture | BBA 402.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Pricing strategies and their application.     | Lecture | BBA 402.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Understanding various pricing strategies      | Lecture | BBA 402.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Pricing strategies and their application.     | Lecture | BBA 402.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Nature of Marketing Channels                  | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Channel Functions and Flows                   | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Marketing Channels: Introduction              | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                  |         |           |                                 |
|----|----------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 28 | Channel Design and Management Decisions                                          | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Channel Dynamics.                                                                | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Introduction to Wholesaling                                                      | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Retailing                                                                        | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Logistics                                                                        | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | The process of deciding the Marketing communication mix                          | Lecture | BBA 402.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | The process of deciding the Marketing communication mix                          | Lecture | BBA 402.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | The process of deciding the Marketing communication mix                          | Lecture | BBA 402.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Marketing communication budget: Introduction                                     | Lecture | BBA 402.5 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Marketing communication budget: case                                             | Lecture | BBA 402.5 | Quiz & End Sem Exam             |
| 38 | Marketing communications briefly: functions                                      | Lecture | BBA 402.5 | Quiz & End Sem Exam             |
| 39 | Introduction to various elements of integrated marketing communications briefly. | Lecture | BBA 402.5 | Quiz & End Sem Exam             |
| 40 | Integrated marketing communications: case studies                                | Lecture | BBA 402.5 | Quiz & End Sem Exam             |
| 41 | Challenges of Globalization                                                      | Lecture | BBA 402.6 | Quiz & End Sem Exam             |
| 42 | Opportunities of Globalization.                                                  | Lecture | BBA 402.6 | Quiz & End Sem Exam             |
| 43 | Factors governing entry                                                          | Lecture | BBA 402.6 | Quiz & End Sem                  |

|    |                                                 |         |           |                     |
|----|-------------------------------------------------|---------|-----------|---------------------|
|    | into foreign markets                            |         |           | Exam                |
| 44 | Marketing Mix for Global Markets: Introduction  | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 45 | Marketing Mix for Global Markets.: case study   | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 46 | Trends in international marketing: Introduction | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 47 | Trends in international marketing: case studies | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 48 | Examples: Trends in international marketing     | Lecture | BBA 402.6 | Quiz & End Sem Exam |

**cc. Course Articulation Matrix (Mapping of COs with POs)**

| CO              | STATEMENT                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |     |     |          |          |      |      |          |          |          |
|-----------------|------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|----------|----------|------|------|----------|----------|----------|
|                 |                                                                                                                  | PO 1                                | PO2 | PO3 | PO4      | PO5      | PO 6 | PO 7 | PO 8     | PO 9     | PO 10    |
| <b>BBA402.1</b> | To learn about the industrial, product differentiation , product mix, Product Life Cycle and various strategies. | <b>2</b>                            | -   | -   | <b>3</b> | <b>2</b> | -    | -    | <b>2</b> | <b>3</b> | <b>1</b> |

|                      |                                                                                                                       |          |          |          |          |          |          |          |          |          |          |
|----------------------|-----------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA<br/>402.2</b> | to study about the Product Line Decision, New Product Development: Challenges & Process.                              | <b>3</b> | -        | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>1</b> | -        | <b>2</b> | <b>1</b> |
| <b>BBA402<br/>.3</b> | to study about the Understanding various pricing strategies and their application.                                    | <b>2</b> | -        | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        | <b>1</b> |
| <b>BBA<br/>402.4</b> | To learn about the Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA<br/>402.5</b> | To understand about the Marketing communication budget. Introduction to various elements of integrated marketing      | -        | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> | <b>1</b> |

[illegible]



Sample Question Paper

| Amity Business School                                                                                                                                     |              |                                                                   |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------|----------|-----------|----------------|----------|
| I MID-SEMESTER (SEM –IV) 2017-18                                                                                                                          |              |                                                                   |          |           |                |          |
| Class: B.B.A IV Semester                                                                                                                                  |              |                                                                   |          |           |                |          |
| Subject Name:<br>BBA 402 Marketing Management                                                                                                             |              | Time: 2 Hrs                                                       |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                            | Remembering  | Understanding                                                     | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                          | Q.1          | Q.4                                                               | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| Student will be able to<br>CO1: List the broad perspective of cloud architecture and model.<br>CO2: Apply different cloud programming models as per need. |              |                                                                   |          |           |                |          |
| CO Map                                                                                                                                                    | Question No. | Question                                                          |          |           |                | Marks    |
| BBA402.1                                                                                                                                                  | Q.1          | Explain the Product mix in details                                |          |           |                | 3        |
| BBA402.2                                                                                                                                                  | Q.2a         | Explain the Different Stages of New Product Development           |          |           |                | 3        |
|                                                                                                                                                           | Q.2b         | Write down the Challenges and Process of new Product Development. |          |           |                | 3        |
| BBA402.1                                                                                                                                                  | Q.3          | Write down the Product Life Cycle and various strategies          |          |           |                | 6        |
| BBA402.2                                                                                                                                                  | Q.4          | Explain the Product Line Decision                                 |          |           |                | 3        |
| BBA402.1                                                                                                                                                  | Q.5a         | Explain the Brand decision in details                             |          |           |                | 3        |
|                                                                                                                                                           | Q.5b         | Explain the Packaging and labeling in details                     |          |           |                | 3        |
| BBA402.2                                                                                                                                                  | Q 6          | Explain the Diffusion of Innovation                               |          |           |                | 6        |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                           |
|-------------------------|---------------------------|
| <b>Session</b>          | 2017-18                   |
| <b>Course Name</b>      | BBA                       |
| <b>Semester</b>         | 4th Semester              |
| <b>Subject Code</b>     | BBA 402                   |
| <b>Subject Name</b>     | MARKETING MANAGEMENT – II |
| <b>Attainment Level</b> | Level 2                   |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
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|                                          |
|------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |
| Amity Business School                    |
|                                          |

## PROGRAMME OUTCOMES

**Bachelor of Business Administration**

**2017-18**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|         |         | PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |     |
|---------|---------|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|         |         | PO1                           | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 |
| IV Sem. | BBA 403 | 3                             | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1   |



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|                                                                                           |
|-------------------------------------------------------------------------------------------|
|                                                                                           |
| <b>Course Handout</b>                                                                     |
| Course : Research Méthodologies and Report Préparation                                    |
| Course Code : BBA 403, Crédits : 03,<br>Session :2017-18(Even Sem.), Class : BBA 2nd Year |

**A. Introduction :** To understand the way in which systematic research can be conducted to describe, explain, and predict phenomena of interest; To develop practical knowledge and skills to understand and carry out research projects; To develop understanding of the basic techniques and tools for conducting research, To develop contents and organization of both the written report and oral presentation for which the research study was done.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 403.1** To learn about Conceptualization and Formulation of a Research Problem, Introduction to Research Design.

**BBA 403.2** To study about Concept of Primary and Secondary Data; Data Collection Methods: Observation, Survey, Questionnaire; Steps in Constructing Questionnaire

**BBA 403.3** To study about Concept Nature of Sampling, Steps of Sampling Design, Sampling Frame, Sample Selection Methods.

**BBA 403.4** To understand about Fieldwork procedure, Common sources of error in the fieldwork

**BBA 403.5** To study about the Data analysis-I: Test of significance Z, t, F and chi-square

**BBA 403.6** To learn about Research presentation and research process examination

## Programme Outcomes:

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### C. Assessment Plan:

| Component of | Description | Code | Weightage |
|--------------|-------------|------|-----------|
|--------------|-------------|------|-----------|

| <b>Evaluation</b>              |                                                                                                                                                                                                               |          | <b>%</b>    |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### **D. Syllabus**

##### **Module I: Introduction**

Meaning and Importance of Research, Conceptualization and Formulation of a Research Problem, Introduction to Research Design, Scales and Measurements: Ordinal, Nominal, Ratio, Interval, Likert. Preliminary Research: Literature Review, Construction of Hypotheses

##### **Module II: Data collection methods**

Primary And Secondary Data; Data Collection Methods: Observation, Survey, Questionnaire; Steps in Constructing Questionnaire, Type of Questions, Introduction to Projective techniques

##### **Module III: Sampling**

Nature of Sampling, Steps of Sampling Design, Sampling Frame, Sample Selection Methods - Probability and Non Probability, Sample Size, Sampling Errors and Principles of Sampling.



#### **Module IV: Data Collection Field Work**

Fieldwork procedure, Common sources of error in the fieldwork, Minimizing fieldwork errors, Tabulation of collected data

#### **Module V: Data Analysis**

Data analysis-I: Test of significance Z, t, F and chi-square, Data analysis-II: Correlation and Regression techniques, Data analysis – III: Introduction to Statistical Package

#### **Module VI: Report Writing**

Research presentation and research process examination; Report writing – Format and Types of research report.

#### ***Examination Scheme:***

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **E. Suggested Text/Reference Books:**

Luck, David J and Rubin, Ronald S., Marketing Research(7th edition), Prentice Hall of India

Aaker, David A; Kumar V and George S., Marketing Research(6th edition), John Wiley & Sons.

Boyd, Harper W, Westphall, Ralph & Stasch, Stanely F, Market Research : Text & Cases, Richard D. Irwin Inc.

#### **F. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                       | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|-------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Meaning and Importance of Research, Conceptualization and Formulation of a Research | Lecture                 | BBA 403.1               | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                         |         |           |                                 |
|----|-------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Problem                                                                 |         |           |                                 |
| 2  | Introduction to Research Design, Scales and Measurements                | Lecture | BBA 403.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | Ordinal, Nominal, Ratio, Interval, Likert                               | Lecture | BBA 403.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | <i>Preliminary Research</i>                                             | Lecture | BBA 403.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Literature Review                                                       | Lecture | BBA 403.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Construction of Hypotheses                                              | Lecture | BBA 403.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Primary And Secondary Data                                              | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Data Collection Methods                                                 | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Observation, Survey, Questionnaire; Steps in Constructing Questionnaire | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Type of Questions,                                                      | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Introduction to Projective techniques                                   | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Type of Questions, Introduction to Projective techniques                | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Nature of Sampling                                                      | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Steps of Sampling Design, Sampling Frame                                | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Sample Selection Methods                                                | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Probability and Non-Probability                                         | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Sample Size                                                             | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Sampling Errors and Principles of Sampling.                             | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Fieldwork procedure                                                     | Lecture | BBA 403.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Common sources of error in the fieldwork                                | Lecture | BBA 403.4 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                           |         |           |                                 |
|----|-----------------------------------------------------------|---------|-----------|---------------------------------|
| 21 | Fieldwork procedure : case study                          | Lecture | BBA 403.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Minimizing fieldwork errors : Introduction                | Lecture | BBA 403.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Minimizing fieldwork errors, Tabulation of collected data | Lecture | BBA 403.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Minimizing fieldwork errors, Tabulation of collected data | Lecture | BBA 403.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Data analysis-I:                                          | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Test of significance Z, t, F                              | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | chi-square                                                | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Data analysis-II                                          | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Correlation and Regression techniques, Data analysis      | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Introduction to Statistical Package                       | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Research presentation                                     | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Research process examination                              | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Research presentation and research process examination    | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Report writing                                            | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Format and Types of research report.                      | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Report writing                                            | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |

**G. Course Articulation Matrix (Mapping of COs with POs)**

| CO              | STATEMENT                                                                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |     |     |     |     |      |      |      |      |       |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|-----|-----|------|------|------|------|-------|
|                 |                                                                                                                                                        | PO 1                                | PO2 | PO3 | PO4 | PO5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 |
| <b>BBA403.1</b> | To learn about Conceptualization and Formulation of a Research Problem, Introduction to Research Design                                                | 2                                   | -   | -   | 3   | 2   | -    | -    | 2    | 3    | 1     |
| <b>BBA403.2</b> | To study about Concept of Primary And Secondary Data; Data Collection Methods: Observation, Survey, Questionnaire; Steps in Constructing Questionnaire | 3                                   | -   | 2   | -   | 2   | 3    | 1    | -    | 2    | 1     |
| <b>BBA403.3</b> | To study about                                                                                                                                         | 2                                   | -   | -   | 3   | 1   | -    | 2    | -    | -    | 1     |

|                      |                                                                                                                              |          |          |          |          |          |          |          |          |          |          |
|----------------------|------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                      | Concept<br>Nature of<br>Sampling,<br>Steps of<br>Sampling<br>Design,<br>Sampling<br>Frame,<br>Sample<br>Selection<br>Methods |          |          |          |          |          |          |          |          |          |          |
| <b>BBA<br/>403.4</b> | To<br>understand<br>about<br>Fieldwork<br>procedure,<br>Common<br>sources of<br>error in the<br>fieldwork                    | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA<br/>403.5</b> | To study<br>about the<br>Data analysis-<br>I: Test of<br>significance Z,<br>t, F and chi-<br>square                          | -        | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> | <b>1</b> |
| <b>BBA<br/>403.6</b> | To learn<br>about<br>Research<br>presentation<br>and research<br>process<br>examination                                      | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> |

Sample Question Paper

|                                                                                                                                                                                                                                                                                                                         |              |                                                            |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>Department of Business Management<br/>I MID-SEMESTER (SEM –IV) 2017-18</p>                                                                                                                                                                                     |              |                                                            |          |           |                |          |
| Class: B.B.A IV Semester                                                                                                                                                                                                                                                                                                |              |                                                            |          |           |                |          |
| Subject Name:<br>Research Méthodologies and<br>Report Préparation                                                                                                                                                                                                                                                       |              | Time: 2 Hrs                                                |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                 | Remembering  | Understanding                                              | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                     | Q.1          | Q.4                                                        | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| <p>Student will be able to</p> <p>CO1: To learn about Conceptualization and Formulation of a Research Problem, Introduction to Research Design .</p> <p>CO2: To study about Concept of Primary and Secondary Data; Data Collection Methods: Observation, Survey, Questionnaire; Steps in Constructing Questionnaire</p> |              |                                                            |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                  | Question No. | Question                                                   |          |           |                | Marks    |
| BBA403.1                                                                                                                                                                                                                                                                                                                | Q.1          | Write down a formulation of Research Problem.              |          |           |                | 3        |
| BBA403.2                                                                                                                                                                                                                                                                                                                | Q.2a         | Write down the method of data collection of Primary data.  |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                         | Q.2b         | Write down the sources of Secondary data collection.       |          |           |                | 3        |
| BBA403.1                                                                                                                                                                                                                                                                                                                | Q.3          | Write about the scale and measurement.                     |          |           |                | 6        |
| BBA403.2                                                                                                                                                                                                                                                                                                                | Q.4          | Write down the steps in the construction of Questionnaire. |          |           |                | 3        |
| BBA403.1                                                                                                                                                                                                                                                                                                                | Q.5a         | Explain about the nominal and ordinal scale.               |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                         | Q.5b         | Write down about the ratio, likert and interval scale      |          |           |                | 3        |
| BBA403.2                                                                                                                                                                                                                                                                                                                | Q 6          | Write down about the projective technique                  |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
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## Attainment

|                  |                                            |
|------------------|--------------------------------------------|
| Session          | 2017-18                                    |
| Course Name      | BBA                                        |
| Semester         | 4th Semester                               |
| Subject Code     | BBA 403                                    |
| Subject Name     | RESEARCH METHODOLOGY & REPORT PREPARATION  |
| Attainment Level | 45% of students secure more than 60% marks |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2017-18**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

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**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “- “

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA IV<br>SEM                 | BBA405 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



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|                                                                                           |
|-------------------------------------------------------------------------------------------|
|                                                                                           |
| <b>Course Handout</b>                                                                     |
| Course : E-Commerce                                                                       |
| Course Code : BBA405, Crédits : 03,<br>Session : 2017-18 (Even Sem.), Class : BBA II Year |

**dd. Introduction:** In the changed business environment of today, it has become imperative for businesses to understand, appreciate and learn to create their presence in cyber space. This course focuses on exposing the students to the world of e-commerce, the opportunities, and the threats and teaches them the strategies of making businesses viable and successful.

**ee. Course Outcomes:** At the end of the course, students will be able to:

**BBA 405.1.** To focus on the three major driving forces that permeate all aspects of e-commerce: business development and strategy, technological innovations, and social and legal issues and impacts.

**BBA 405.2.** Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences.

**BBA 405.3.** To know the concept of e-commerce and its (r)evolution. Understand current Internet business models and strategies

**BBA 405.4.** Able to Explain and develop solutions for implementing an e-commerce web presence. Discuss major ethical and legal issues surrounding e-commerce

**BBA 405.5.** To understand implement, in simulation or authentically, an e-commerce presence. Create a marketing and promotional plan for an e-commerce presence.

**ff. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**gg. Programme Specific Outcomes: NA**

**hh. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## ii. Syllabus

### Module I: E-Commerce Concept

Meaning, definition, concept, features, function of E-Commerce, E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce, limitations of E-Commerce, precaution for secure E-Commerce, proxy services. Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI, Application areas for EDI, Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control. Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce

### Module II: Types of E-Commerce Applications of B2C

Consumers' shopping procedure on the internet; Online travel tourism services; Benefits and Impact of e-commerce on travel industry; Online stock trading and its benefits; Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards

E-Auction Applications in B2C- E-Banking, E-Trading. - Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement,

Just in time delivery. Consumer to consumer and peer to peer business model Introduction and basic concepts.

### **Module III: E-Marketing Applications in B2B**

Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets Architectural models of b2b; Characteristics of the supplier-oriented marketplace, Buyer-oriented marketplace, and Intermediary-oriented marketplace; Benefits of b2b on procurement reengineering; Marketing issue in E-Marketing, Promoting your E-Business. Direct marketing, one to one marketing.

### **Module IV: E-Finance Applications in Governance,**

E-government; E-governance – applications of the internet; Concept of government-to-business, business-to-government and citizen-to-government; E-governance models;

Areas of E-Financing, E-Banking, traditional v/s E-Banking, operations in E-Banking. E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading.

### **Module V: E-Payment Emerging Business Models**

Retail model; Media model; advisory model, Made-to-order manufacturing model; Do-it-yourself model; Information service model; Emerging hybrid models; Emerging models in India.

Transactions through Internet, Requirements of E-Payment system, Post paid payment system- Credit card solutions, cyber cash Internet cheques. Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards.

#### ***jj. Examination Scheme:***

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **kk. Suggested Text/Reference Books:**

- Computer Today, S. Bansundara

- E-Commerce: The Cutting Edge of Business, Kamblesh Bajaj and Debjani Nag, McGraw Hill
- E-Commerce, S. Jaiswal

## II. Lecture Plan

| Lecture | Topics                                                                                                                            | Mode of Delivery | Corresponding CO   | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------|---------------------------------|
| 1       | Meaning, definition, concept, features, function of E-Commerce,                                                                   | Lecture          | <b>BBA 405.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce,                                             | Lecture          | <b>BBA 405.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | limitations of E-Commerce, precaution for secure E-Commerce, proxy services.                                                      | Lecture          | <b>BBA 405.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI,                                | Lecture          | <b>BBA 405.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control | Lecture          | <b>BBA 405.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | Action plan for Implementing EDI, Factors influencing                                                                             | Lecture          | <b>BBA 405.1.</b>  | Mid Term-1, Quiz &              |

|    |                                                                                                                                            |         |                   |                                             |
|----|--------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------------------|
|    | the choice of EDI,<br>Software Concept of<br>Electronic Signature,                                                                         |         |                   | End Sem<br>Exam                             |
| 7  | Access Control.<br>Management<br>issues relating to<br>e-commerce.<br>Meaning of B2C,<br>B2B, C2C, P2P,<br>Ethical Issues in E<br>commerce | Lecture | <b>BBA 405.1.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 8  | Management<br>issues relating to<br>e-commerce.                                                                                            | Lecture | <b>BBA 405.1.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 9  | Meaning of B2C,<br>B2B, C2C, P2P,<br>Ethical Issues in E<br>commerce                                                                       | Lecture | <b>BBA 405.1</b>  | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 10 | Consumers' shopping<br>procedure on the<br>internet; Online travel<br>tourism services.                                                    | Lecture | <b>BBA 405.1.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 11 | Benefits and<br>Impact of e-<br>commerce on<br>travel industry;<br>Online stock<br>trading and its<br>benefits;                            | Lecture | <b>BBA 405.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 12 | Online banking<br>and its benefits                                                                                                         | Lecture | <b>BBA 405.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 13 | Online financial<br>services and their<br>future                                                                                           | Lecture | <b>BBA 405.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |



|    |                                                                                                                                                       |         |                   |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
| 14 | Instant Paid payment system- Debit card, direct debit.                                                                                                | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Online banking and its benefits<br>Case study                                                                                                         | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Direct debit :<br>Case study                                                                                                                          | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards<br><br>E-Auction<br>Applications in B2C- E-Banking,                | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | E-Trading. -<br>Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement, | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | E-Trading. -<br>Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement, | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                                                                                         |         |                   |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
|    | Just in time delivery.<br>Consumer to consumer and peer to peer business model<br>Introduction and basic concepts                                                                                                       |         |                   |                                 |
| 20 | Just in time delivery.<br>Consumer to consumer and peer to peer business model<br>Introduction and basic concepts<br>demption of preference shares - statutory requirements, disclosure in balance sheet; rights issue. | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets<br>Architectural models of b2b;                                                                                                                   | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Characteristics of the supplier-oriented marketplace,                                                                                                                                                                   | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Buyer-oriented marketplace, and Intermediary-oriented marketplace;                                                                                                                                                      | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Benefits of b2b on procurement reengineering;                                                                                                                                                                           | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Marketing issue in E-Marketing, Promoting your                                                                                                                                                                          | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz &              |

|    |                                                                                                           |         |                   |                                 |
|----|-----------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
|    | E-Business.                                                                                               |         |                   | End Sem Exam                    |
| 26 | Direct marketing, one to one marketing.                                                                   | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Marketing issue in E-Marketing, Promoting your E-Business. Direct marketing, one to one marketing.        | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | E-government;E-governance – applications of the internet .                                                | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | E-governance models; Areas of E-Financing, E-Banking, traditional v/s E-Banking, operations in E-Banking. | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | E-Trading- Stock marketing                                                                                | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Trading v/s E-Trading, Importance of E-Trading.                                                           | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Advantages of E-trading, operational aspects of E-Trading.                                                | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | Operational aspects of E-Trading.                                                                         | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | E-Trading- Stock                                                                                          | Lecture | <b>BBA 405.4.</b> | Mid                             |

|    |                                                                                   |         |                   |                                 |
|----|-----------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
|    | marketing, trading v/s E-Trading.                                                 |         |                   | Term-2, Quiz & End Sem Exam     |
| 35 | Advantages of E-trading, operational aspects of E-Trading.                        | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | Do-it-yourself model; Information service model;                                  | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | Information service model; Emerging hybrid models; Emerging models in India.      | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam             |
| 38 | Transactions through Internet, Requirements of E-Payment system,                  | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam             |
| 39 | Post paid payment system- Credit card solutions, cyber cash Internet cheques.     | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam             |
| 40 | Preparation of statement showing allocation of gross liability and net liability. | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam             |
| 41 | Preparation of statement showing allocation of gross liability and net liability. | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam             |
| 42 | Preparation of statement showing allocation of                                    | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam             |





|                                                          |                                                                                                                           |          |          |          |          |          |          |          |          |          |          |
|----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                                                          | experiences.                                                                                                              |          |          |          |          |          |          |          |          |          |          |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>5<br/>.<br/>3<br/>.</b> | To know the concept of e-commerce and its (r)evolution.<br><br>Understand current Internet business models and strategies | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>5</b>                   | Able to Explain and develop solutions for implemen                                                                        | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> |

|          |                                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| 4. .     | ting an e-commerce web presence. Discuss major ethical and legal issues surrounding e-commerce.                                                       |   |   |   |   |   |   |   |   |   |   |
| BBA405 . | To understand implement, in simulation or authentically, an e-commerce presence. Create a marketing and promotional plan for an e-commerce presence.. | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |



Sample question Paper

| Amity Business School                                                                                                                                                                                                                                                                                                                                        |              |                                                                         |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------|----------|-----------|----------------|----------|
| I MID-SEMESTER (SEM –IV) 2017-18                                                                                                                                                                                                                                                                                                                             |              |                                                                         |          |           |                |          |
| Class: B.B.A IV Semester                                                                                                                                                                                                                                                                                                                                     |              |                                                                         |          |           |                |          |
| Subject Name: E Commerce BBA 405                                                                                                                                                                                                                                                                                                                             |              | Time: 2 Hrs                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                               | Remembering  | Understanding                                                           | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                             | Q.1,4        | Q.2,3                                                                   | Q.4      | Q.2,5,6   | Q 6            |          |
| <p>Student will be able to</p> <p>CO1: To focuses on the three major driving forces that permeate all aspects of e-commerce: business development and strategy, technological innovations, and social and legal issues and impacts</p> <p>CO2: Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences.</p> |              |                                                                         |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                       | Question No. | Question                                                                |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                          | Q.1          | Explain in brief the functions of ecommerce.                            |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                          | Q.2a         | What are the essential features of digital marketing?                   |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                              | Q.2b         | Write a short note on SEO.                                              |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                          | Q.3          | State the significance of digital marketing in present scenario.        |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                          | Q.4          | Explain functions of W.W.W.                                             |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                          | Q.5a         | Elaborate B to B, B to C and C to C.                                    |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                              | Q.5b         | Write short note on development of e-commerce in India.                 |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                          | Q 6          | Evaluating the role of digital marketing in development of the economy. |          |           |                | 6        |

| Attainments | Rubric |
|-------------|--------|
|-------------|--------|

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |              |
|-------------------------|--------------|
| <b>Session</b>          | 2017-18      |
| <b>Course Name</b>      | BBA          |
| <b>Semester</b>         | 4th Semester |
| <b>Subject Code</b>     | BBA 405      |
| <b>Subject Name</b>     | E-COMMERCE   |
| <b>Attainment Level</b> | Level 3      |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## **PROGRAMME OUTCOMES**

### **Bachelor of Business Administration 2017-18**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):**

Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA IV<br>SEM                 | BBA406 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

Course Code : BBA 406 , Credits : 03,

Session :2017-18(Odd Sem.), Class : BBA IIInd year

**A. Introduction:** The objective of this course is to orient the students towards the basic concepts of Human Resource Management and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

BBA 406.1 Understand basic concepts of Human Resource Management

BBA 406.2. Analyse Acquisition of Human Resource

BBA 406.3 Apply Development of Human resource

BBA 406.4 Understand maintenance of Human Resource

BBA 406.5. Analyse Retention and separation process

BBA 406.6. Understand current issues in HRM

**C. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**A. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |
|                                |                                                                                                                                                                                                               |             |                    |

## **A. Syllabus**

### **HUMAN RESOURCE MANAGEMENT**

**Course Code:**

**BBA 406**

**Credit Units: 03**

#### **Course Objective:**

The objectives of this course are to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India.

#### **Course Contents:**

##### **Module I: Fundamentals of HRM**

Introduction, Concept and Functions, Scope and Significance of Human Resource Management, Difference between Personnel Management and HRM, Overview of basic HRM Model, Role and Responsibilities of the Human Resource Manager and essentials of Sound HR Policies.

##### **Module II: Acquisition of Human Resources**

Objectives, Policies and Process of Human Resource Planning, Job Analysis, Recruitment (process, methods: internal, external), Selection (process, tests, interviews), Induction, Placement.

##### **Module III: Development of Human Resources**

Training and Development (process, methods: On-the job, Off-the job), Evaluation of training( Kirkpatrick model) and Performance Appraisal-concept, significance, process, methods

##### **Module IV: Maintenance of Human Resources**

Job Evaluation: concept, process, compensation: concept, components, Designing and Administering the Wage and Salary Structure, Grievance Procedure and Handling.

##### **Module V: Retention and Separation Processes**

Discharge, Retirement, Layoff, Retrenchment, VRS, Promotion and Transfer, exit interview, attrition and retention (concept, significance, determinants and strategies).

##### **Module VI: Current Issues in HRM**

Increased concern for HRM (Sound IR, dual career couples, flexi-working hours, work-from home facility), International Human Resource Management-Managing inter country differences, SHRM, talent management, Employee engagement, HR audit.



**Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

**Text & References:**

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6<sup>th</sup> Edn.), McGraw Hill, New Delhi
- Dessler G (2006). Human Resource Management, Pearson Education, India
- Mathis R L and Jackson J H (2006). Human Resource Management, (10<sup>th</sup> Edn.) Cengage Learning, Indian Print.
- Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition
- Pattanayak B,(2014), Human Resource Management, 4<sup>th</sup> Edition , PHI

**Lecture Plan**

| Lecture | Topics                                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO              |
|---------|------------------------------------------------------------|------------------|------------------|-----------------------------------|
| 1       | Introduction, Concept and Functions                        | Lecture          | BBA 406.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 2       | <i>Scope and Significance of Human Resource Management</i> | Lecture          | BBA 406.1        | Mid Term-1, Quiz & End Sem. .Exam |
| 3       | Difference between Personnel Management and HRM            | Lecture          | BBA 406.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 4       | Overview of basic HRM Model                                | Lecture          | BBA 406.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 5       | Role and Responsibilities of the Human Resource Manager    | Lecture          | BBA 406.1        | Mid Term-1, Quiz & End Sem.       |

|    |                                                    |         |           |                                  |
|----|----------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                    |         |           | Exam                             |
| 6  | Essentials of Sound HR Policies                    | Lecture | BBA 406.1 | Mid Term-1, Quiz & End Sem. Exam |
| 7  | Acquisition of Human Resources Objectives          | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Policies and Process of Human Resource Planning    | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Job Analysis,                                      | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Recruitment (process, methods: internal, external) | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Selection (process, tests, interviews)             | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Induction, Placement.                              | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Training and Development: process                  | Lecture | BBA 406.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | methods: On-the job                                | Lecture | BBA 406.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Off-the job                                        | Lecture | BBA 406.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Evaluation of training                             | Lecture | BBA 406.3 | Mid Term-1,                      |

|    |                                                                            |         |           |                                              |
|----|----------------------------------------------------------------------------|---------|-----------|----------------------------------------------|
|    |                                                                            |         |           | Quiz &<br>End Sem.<br>Exam                   |
| 17 | Kirkpatrick model                                                          | Lecture | BBA 406.3 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 18 | Performance<br>Appraisal-<br>concept,<br>significance,<br>process, methods | Lecture | BBA 406.3 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 19 | Maintenance of<br>Human Resources                                          | Lecture | BBA 406.4 | End<br>term,<br>Quiz &<br>End Sem.<br>Exam   |
| 20 | Job Evaluation:<br>concept, process,                                       | Lecture | BBA 406.4 | End<br>term,<br>Quiz &<br>End Sem.<br>Exam   |
| 21 | compensation:<br>concept,<br>components                                    | Lecture | BBA 406.4 | End<br>term,<br>Quiz &<br>End Sem.<br>Exam   |
| 22 | Designing and<br>Administering the<br>Wage                                 | Lecture | BBA 406.4 | End<br>term,<br>Quiz &<br>End Sem.<br>Exam   |
| 23 | Salary Structure                                                           | Lecture | BBA 406.4 | End<br>term,<br>Quiz &<br>End Sem.<br>Exam   |
| 24 | Grievance Procedure<br>and Handling.                                       | Lecture | BBA 406.4 | End<br>term,<br>Quiz &<br>End Sem.<br>Exam   |
| 25 | Retention and<br>Separation Processes                                      | Lecture | BBA 406.5 | End<br>term,<br>Quiz &<br>End Sem.<br>Exam   |
| 26 | Discharge                                                                  | Lecture | BBA 406.5 | End<br>term,<br>Quiz &<br>End Sem.<br>Exam   |

|    |                                                                                           |         |           |                                |
|----|-------------------------------------------------------------------------------------------|---------|-----------|--------------------------------|
| 27 | Retirement, Layoff, Retrenchment                                                          | Lecture | BBA 406.5 | End term, Quiz & End Sem. Exam |
| 28 | VRS, Promotion and Transfer                                                               | Lecture | BBA 406.5 | End term, Quiz & End Sem. Exam |
| 29 | Exit interview, attrition retention (concept, significance, determinants and strategies). | Lecture | BBA 406.5 | End term, Quiz & End Sem. Exam |
| 30 | Current Issues in HRM                                                                     | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |
| 31 | Increased concern for HRM Sound IR,                                                       | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |
| 32 | dual career couples, flexi-working hours                                                  | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |
| 33 | work-from home facility                                                                   | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |
| 34 | International Human Resource Management                                                   | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |
| 35 | Managing inter country differences, SHRM,                                                 | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |
| 36 | Talent management, Employee engagement, HR audit.                                         | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |

|  |  |  |  |  |
|--|--|--|--|--|
|  |  |  |  |  |
|--|--|--|--|--|

### Course Articulation Matrix (Mapping of COs with POs)

| C<br>O                                                   | STATEMENT                                                                                           | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |
|----------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                                                          |                                                                                                     | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>6<br/>·<br/>1</b>       | Able to Understand the concept and basic elements of Human Resource Management.                     | <b>1</b>                            | <b>1</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>3</b>    |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>6<br/>·<br/>2<br/>·</b> | Know the basic process of Human Resource planning and its objectives with its contemporary methods. | <b>1</b>                            | <b>1</b>    | <b>3</b>    | <b>3</b>    | <b>1</b>    | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>1</b>    |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>2<br/>·<br/>3<br/>·</b> | Able to Recognize the development of human resource and its applicability.                          | <b>1</b>                            | <b>1</b>    | <b>3</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>3</b>    |

|                                                          |                                                                                                                     |          |          |          |          |          |          |          |          |          |
|----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                                                          |                                                                                                                     |          |          |          |          |          |          |          |          |          |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>6<br/>.<br/>4<br/>.</b> | Describe the role of maintenance of human resource and grievance procedure handlings with relevant case studies     | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>6<br/>.<br/>5<br/>.</b> | Demonstrate the applications functions in retention and separation process                                          | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>6<br/>.<br/>6<br/>.</b> | Able to understand the emerging concerns with performance management beyond tangible performance with HR Scorecard. | <b>2</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>1</b> |

### Sample Question Paper

|                                                                                               |                      |                       |
|-----------------------------------------------------------------------------------------------|----------------------|-----------------------|
| <p style="text-align: center;">Amity Business School<br/>IV MID-SEMESTER (SEM –I) 2017-18</p> |                      |                       |
| <p style="text-align: center;">Class: BBA IV Semester</p>                                     |                      |                       |
| <p>Subject Name:<br/>BBA 406 Human Resource Management</p>                                    | <p>Time: 2 Hours</p> | <p>Max. Marks: 30</p> |

| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to

CO1: Understand basic concepts of Human Resource Management

CO2: Analyse Human Resource Planning

| CO Map | Question No. | Question                                                             | Marks |
|--------|--------------|----------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief the rational for studying Human Resource Management | 3     |
| CO1    | Q.2a         | Explain Human Resource Management                                    | 3     |
|        | Q.2b         | Explain need of Human Resource Management.                           | 3     |
| CO1    | Q.3          | Discuss duties of HR Manager.                                        | 6     |
| CO2    | Q.4          | Explain HR Planning.                                                 | 3     |
| CO2    | Q.5a         | Explain Process of HR Planning                                       | 3     |
|        | Q.5b         | Explain importance of HR Planning.                                   | 3     |
| CO2    | Q 6          | Explain Induction.                                                   | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Attainment

|                  |                           |
|------------------|---------------------------|
| Session          | 2017-18                   |
| Course Name      | BBA                       |
| Semester         | 4th Semester              |
| Subject Code     | BBA 406                   |
| Subject Name     | HUMAN RESOURCE MANAGEMENT |
| Attainment Level | Level 2                   |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                  |
|--------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>  |
| <b>AMITY BUSINESS SCHOOL</b>                     |
| <b>Course: INTERNATIONAL BUSINESS MANAGEMENT</b> |

## PROGRAMME OUTCOMES

### **Bachelor of Business Administration 2017-18**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| BBA V SEM                     | BBA 501 | 1   | -   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | -     |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Course Handout

Course : **INTERNATIONAL BUSINESS MANAGEMENT**

Course Code: BBA 501, Credits: 03, Session :2018- 19(Odd Sem.), Class : BBA V Semester

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 501.1** Understand International Business, challenges and problems of international business

**BBA 501. 2** Analyse International Economic Environment, Understand Trade policies and relations

**BBA 501.3** Identify and evaluate different modes of entry into foreign markets, Apply Licensing.

**BBA 501.4** Understand the role of World Trade Organization and other international Trade Organizations.

### Program Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and

social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **B. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                        | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                            | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. | A           | 5%                 |

|                          |                                                                             |    |             |
|--------------------------|-----------------------------------------------------------------------------|----|-------------|
|                          | The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                    | EE | 70%         |
| <b>Total</b>             |                                                                             |    | <b>100%</b> |

## nn. Syllabus

### **Module I:** International Business

Definition evaluation, nature, international business approaches theories of International business, problems of international business.

**Module II:** International Economic Environment Business, Social, Cultural, technological, economic and political environment. International trade policies and relations – tariffs, subsidies, import quota, voluntary export restraints, administrative policies, international Law and business firms.

**Module III:** Modes of Entering International Business Modes of entry-exporting, licensing, Franchising, contracts, contracts of manufacturing, management contracts, turnkey projects, mergers, acquisitions. Joint ventures.

**Module IV:** World Trade Organization and Trade Blocks Economic Integrations – free trade area, custom unions, common markers, economic unions, GATT, GATS, liberalization of agriculture trade, EEC, ASEAN, SAARC, AAFTA.

Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### **Text & References:**

- Frame Works – International Business – II Edition by Roger Benneet – Financial Times management – Pitman Publishing, London.
- International Business – Text and cases. By P. Subba Rao, Himalaya Publishing House.

## Lecture Plan

| Lecture | Topics                                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO              |
|---------|-------------------------------------------------------------------------------|------------------|------------------|-----------------------------------|
| 1       | Introduction to International Business                                        | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 2       | International business approaches                                             | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. .Exam |
| 3       | Theories of International business                                            | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 4       | Problems of international business.                                           | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 5       | Problems of international business.                                           | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 6       | problems of international business.                                           | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 7       | Business, Social, Cultural, technological, economic and political environment | Lecture          | BBA 501.2        | Mid Term-1, Quiz & End Sem. Exam  |
| 8       | Business, Social, Cultural, technological, economic and                       | Lecture          | BBA 501.2        | Mid Term-1, Quiz & End Sem.       |

|    |                                                                 |         |           |                                  |
|----|-----------------------------------------------------------------|---------|-----------|----------------------------------|
|    | political environment                                           |         |           | Exam                             |
| 9  | International trade policies and relations                      | Lecture | BBA 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | – tariffs, subsidies, import quota, voluntary export restraints | Lecture | BBA 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | administrative policies                                         | Lecture | BBA 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | International Law and business firms.                           | Lecture | BBA 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Modes of entry-exporting, licensing                             | Lecture | BBA 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Franchising, contracts                                          | Lecture | BBA 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | contracts of manufacturing, management contracts                | Lecture | BBA 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | turnkey projects,                                               | Lecture | BBA 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | mergers, acquisitions                                           | Lecture | BBA 501.3 | Mid Term-1, Quiz & End Sem.      |

|    |                                                 |         |           |                                  |
|----|-------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                 |         |           | Exam                             |
| 18 | Joint ventures.                                 | Lecture | BBA 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Economic Integrations                           | Lecture | BBA 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Economic Integrations                           | Lecture | BBA 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Custom unions                                   | Lecture | BBA 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | common markers, economic unions                 | Lecture | BBA 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | GATT, GATS, liberalization of agriculture trade | Lecture | BBA 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | EEC, ASEAN, SAARC, AAFTA                        | Lecture | BBA 501.4 | Mid Term-2, Quiz & End Sem. Exam |



### A. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |
|-----------|----------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|
|           |                                                                                              | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |
| BBA 501.1 | Understand International Business, challenges and problems of international business         | 1                                   | –           | 3           | 2           | –           | 2           | 1           | –           | 2           | –            |  |
| BBA 501.2 | Analyse International Economic Environment, Understand Trade policies and relations          | 3                                   | 3           | 3           | 3           | 3           | 2           | –           | 1           | 1           | 1            |  |
| BBA 501.3 | Identify and evaluate different modes of entry into foreign markets, Apply Licensing.        | 3                                   | 3           | 3           | 3           | 3           | 2           | –           | –           | 1           | –            |  |
| BBA 501.4 | Understand the role of World Trade Organization and other international Trade Organizations. | 1                                   | –           | 2           | 2           | –           | 2           | –           | 1           | 1           | –            |  |

## Sample Question Paper

| Amity Business School<br>MID-SEMESTER (2017-18)                                                                                                                         |              |                                                           |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BBA V Semester                                                                                                                                                   |              |                                                           |          |           |                |          |
| Subject Name:<br>BBA 501 International Business                                                                                                                         |              | Time: 1.5 Hours                                           |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                          | Remembering  | Understanding                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                        | Q.1,4        | Q.2,3                                                     | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand International Business, challenges and problems of international business<br>CO2: Analyse International Economic Environment |              |                                                           |          |           |                |          |
| CO Map                                                                                                                                                                  | Question No. | Question                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                     | Q.1          | Explain in brief the importance of International Business |          |           |                | 3        |
| CO1                                                                                                                                                                     | Q.2a         | Define International Business                             |          |           |                | 3        |
|                                                                                                                                                                         | Q.2b         | Explain technological Environment                         |          |           |                | 3        |
| CO1                                                                                                                                                                     | Q.3          | Differentiate between International and local business    |          |           |                | 6        |
| CO2                                                                                                                                                                     | Q.4          | Explain Tariff                                            |          |           |                | 3        |
| CO2                                                                                                                                                                     | Q.5a         | Explain purpose of subsidies                              |          |           |                | 3        |
|                                                                                                                                                                         | Q.5b         | Explain importance of import quota                        |          |           |                | 3        |
| CO2                                                                                                                                                                     | Q.6          | Explain evolution of licensing                            |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



## Attainment

**Session** 2017-18  
**Course Name** BBA  
**Semester** 5th Semester  
**Subject Code** BBA 501  
**Subject Name** International Business Managment

**Level** Level 1

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course : PERSONAL FINANCIAL PLANNING**

## **Programme Outcomes**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both

local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-“

| <b>PROGRAMME ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|--------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                      |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM                      | BBA<br>502 | 3           | -           | -           | 2           | 1           | 1           | 3           | 3           | 1       | -        | 1        | 2        | 1    |

| AMITY BUSINESS SCHOOL                                                            |
|----------------------------------------------------------------------------------|
| Course Handout                                                                   |
| Course : Personal Financial Planning                                             |
| Course Code: BBA 502, Credits: 03, Session :2017-18 (Odd Sem.), Class: BBA V Sem |

**Introduction:** The aim of the course is to orient the student to the recent changes in the financial institutions and financial services industry and their link to economic development. The financial institutions and services are changing rapidly. A course that merely describes the existing institutions and services will not prepare you for the change. Thus you must familiarize yourself with the services available in the industry today and understand why they are the way they are and why they are changing. An Indian perspective will be given.

**D. Course Outcomes:** At the end of the course, students will be able to:

**BBA 502.1.** Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.

**BBA 502.2.** Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ.

**BBA 502.3.** Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.

**BBA 502.4.** Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.

**BBA 502.5.** Get an conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds.

**BBA 502.6.** Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.

**Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **Q. Syllabus**

### **Module I: Introduction to personal financial planning and personal accounting**

Concept of Personal Financial Planning: Need, Significance, Scope; Ethical issues in Personal Financial Planning; Changing per capita investors. Need to maintain Accounts, Methods: Traditional & Using Electronic Media. Applying for PAN & filing of Income Tax returns.

### **Module II: Investment Avenues**

Real Assets: Investment in Real Assets: Real Estate, Precious Metals, Other Fixed assets. Their relative merits & demerits. Change in their returns over the past few years.

Financial Assets: Investments in securities: Through IPO, Secondary Market. Investment in G-sec; Debt instruments, Post Office instruments, Insurance Policies, Mutual Funds, Certificate of Deposits, Foreign Market.

### **Module III: Introduction to Income tax and Income from salary**



Introduction to Income tax act 1961 and Finance Act. Previous year, Assessment year, Income, Total Income, Gross Total Income, Capital and Revenue Receipts / Expenditures, Exempted Incomes, Residential Status and incidence of Tax. Salary, Exemption:- Leave encashment, Gratuity, Pension, Annuity, Pension fund, Allowance (HRA, Entertainment, Special allowance – dependent of expense ad not dependent on expenae, perquisites – rent free accommodation, Leave travel concession, medical facility), Deductions 80c to 80u. ). Sections (2(9), 2(31), 2(7), 2(24), 3, 6, 14, 288A, 288B, 2(17), 4, 9, 45, 9(1)(ii), 9(1)(iv), 9(1)(v), 10, 11, 12, 17(1), 22

#### **Module IV: Income from house property, capital gains and other sources**

Income from House Property(Types of house property, Exempted house property income, Computation of GAV and NAV, Treatment of unrealized, recovered and arrears of rent), Capital Gains and other Sources (Short term & Long term capital gain, Cost of acquisition, Cost of improvement, Index cost, Income that are taxed under other sources, Deduction under other sources, Tax treatment of lotteries, puzzles. Sections 23, 24, 2528, 30, 31, 32.

#### **Module V: Tax planning**

Concept, significance and problems of tax planning, Tax evasion and tax avoidance, Individual Taxation Slabs, Wealth Tax, Gift Tax, Capital Gains Tax, Service tax, Recent Tax saving schemes

#### **Module VI: Retirement & Goal Planning**

Concept of risk assessment of individual, Introduction to portfolio management, Retirement planning & investment: Income generation after retirement, liability management, anticipation of expenses. Investment for major goals: House, Family, Education, Medical, Wealth Management/ Financial Advisory companies. Their role, significance & growth.

#### **Module VII Insurance Planning (Life & Medical)**

Concept of Insurance, Characteristics of insurance, Concept of risk financing, Nature, Functions of Insurance and Types of Insurance, Requirements of an Insurable risk, Advantages and Disadvantages of Insurance, Approaches of life insurance. Medical Insurance, Its Features, advantages & Disadvantages.

#### **R. Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b>     | <b>5</b> | <b>70</b> |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

**S. Suggested Text/Reference Books:**

**Text:**

- Khan, M. Y. Indian Financial System, Tata McGraw Hill

**References:**

- Khan, M.Y. Financial Services, Tata McGraw Hill

**T. Lecture Plan:**

| <b>Lecture</b> | <b>Topics</b>                                                                                                                                                                | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|-------------------------------------------------|
| 1              | <b>Concept of Personal Financial Planning:</b>                                                                                                                               | Lecture                 | BBA 502.1               | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2              | Need, Significance, Scope; Ethical issues in Personal Financial Planning; Changing per capita investors. Need to maintain Accounts                                           | Lecture                 | BBA 502.1               | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3              | , Methods: Traditional & Using Electronic Media. Applying for PAN & filing of Income Tax returns.                                                                            | Lecture                 | BBA 502.1               | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4              | Real Assets: Investment in Real Assets: Real Estate, Precious Metals, Other Fixed assets. Their relative merits & demerits. Change in their returns over the past few years. | Lecture                 | BBA 502.1               | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5              | Financial Assets: Investments in securities                                                                                                                                  | Lecture                 | BBA 502.1               | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6              | Through IPO, Secondary Market. Investment in G-sec; Debt instruments, Post                                                                                                   | Lecture                 | BBA 502.1               | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                                                                                                                                                                                                                                    |         |           |                                                          |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------------------------------|
|    | Office instruments,<br>Insurance Policies                                                                                                                                                                                                                                          |         |           |                                                          |
| 7  | Mutual Funds,<br>Certificate of<br>Deposits, Foreign<br>Market                                                                                                                                                                                                                     | Lecture | BBA 502.1 | Mid-Term,<br>Assignment/Quiz &<br>End Sem<br>Examination |
| 8  | Introduction to<br>Income tax act 1961<br>and Finance Act.<br>Previous year,<br>Assessment year,<br>Income, Total Income,<br>Gross Total Income,<br>Capital and Revenue<br>Receipts /<br>Expenditures,<br>Exempted Incomes,                                                        | Lecture | BBA 502.1 | Mid-Term,<br>Assignment/Quiz &<br>End Sem<br>Examination |
| 9  | Introduction to<br>Venture Capital                                                                                                                                                                                                                                                 | Lecture | BBA 502.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem<br>Examination |
| 10 | Meaning and Stages<br>of Venture Capital<br>Financing                                                                                                                                                                                                                              | Lecture | BBA 502.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem<br>Examination |
| 11 | Venture Capital<br>Financing in India                                                                                                                                                                                                                                              | Lecture | BBA 502.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem<br>Examination |
| 12 | International<br>Experiences in VCI                                                                                                                                                                                                                                                | Lecture | BBA 502.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem<br>Examination |
| 13 | Income from House<br>Property (Types of<br>house property,<br>Exempted house<br>property income,<br>Computation of GAV<br>and NAV, Treatment<br>of unrealized,<br>recovered and arrears<br>of rent), Capital Gains<br>and other Sources<br>(Short term & Long<br>term capital gain | Lecture | BBA 502.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem<br>Examination |

|    |                                                                                                                          |         |           |                                                 |
|----|--------------------------------------------------------------------------------------------------------------------------|---------|-----------|-------------------------------------------------|
| 14 | Key features of depository system in India                                                                               | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Tax treatment of lotteries, puzzles. Sections 23, 24, 2528, 30, 31, 32.                                                  | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Concept, significance and problems of tax planning, Tax evasion and tax avoidance, Individual Taxation Slabs, Wealth Tax | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Organization and functions of CDSL                                                                                       | Lecture | BBA 502.2 | Viva/Quiz & End Sem Examination                 |
| 18 | Gift Tax, Capital Gains Tax, Service tax, Recent Tax saving schemes                                                      | Lecture | BBA 502.2 | Viva/Quiz & End Sem Examination                 |
| 19 | Brief Introduction of NYSE and NASDAQ                                                                                    | Lecture | BBA 502.2 | Viva/Quiz & End Sem Examination                 |
| 20 | Introduction to Factoring Services                                                                                       | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 21 | Features of Factoring Services                                                                                           | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 22 | Merits and Demerits of Factoring Services                                                                                | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 23 | Cost Benefit analysis                                                                                                    | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 24 | Introduction to Forfeiting Services                                                                                      | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 25 | Features                                                                                                                 | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 26 | Merits and Demerits                                                                                                      | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 27 | Concept of risk assessment of individual, Introduction to portfolio management, Retirement planning & investment         | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 28 | Introduction to Leasing                                                                                                  | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination                 |

|    |                                                                                    |         |           |                                 |
|----|------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 29 | Development of leasing Services                                                    | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 30 | Definition And types of leasing                                                    | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 31 | Income generation after retirement, liability management, anticipation of expenses | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 32 | Merits and Demerits                                                                | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 33 | Difference between Leasing and Hire Purchase                                       | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 34 | Concept of Insurance, Characteristics of insurance, Concept of risk financing,     | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 35 | Financial Analysis                                                                 | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 36 | Taxation aspects                                                                   | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |

#### U. Course Articulation Matrix (Mapping of COs with Pos,PSO)

| CO               | STATEMENT                                                                                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                                       | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 502.1</b> | <b>BBA 502.1.</b> Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic | 3                                   | -           | 3           | -           | -           | 3           | 1           | 1           | -           | 1            | -                                            | 2                | 1                |

|                  |                                                                                                                                                                                                                                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  | development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.                                                                                                                                                                                                                                            |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 502.2</b> | <b>BBA 502.2.</b> Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ. | 3 | - | 3 | - | 1 | 3 | - | 1 | - | 1 | 3 | 3 | - |
| <b>BBA 502.3</b> | <b>BBA 502.3.</b> Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.                                                                                                                                                                                                                            | 3 | - | 2 | 2 | - | 2 | - | 1 | - | 1 | 3 | 3 | - |
| <b>BBA 502.4</b> | <b>BBA 502.4.</b> Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.                                                                                                       | 3 | 2 | - | 1 | - | 2 | - | 1 | - | - | 3 | 3 | - |
| <b>BBA 502.5</b> | <b>BBA 502.5.</b> Get a conceptual overview of Mutual funds, History of M/Fs in India, Types of                                                                                                                                                                                                                                                        | 3 | 2 | - | 1 | - | 2 | - | 1 | - | 2 | 2 | - | 1 |

|                  |                                                                                                                                                                                                                                                |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  | M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds. |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 502.6</b> | <b>BBA 502.6.</b> Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.                                                                     | 3 | - | 1 | 1 | - | 2 | - | 1 | - | 1 | 3 | 3 | - |

#### V. Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –V) 2017-18                                                                                                                                                                                                                                                                                                                                                                               |               |               |                |                   |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|---------------|----------------|-------------------|----------------|----------|
| Class: BBA V Semester                                                                                                                                                                                                                                                                                                                                                                                                                  |               |               |                |                   |                |          |
| Subject Name:<br>BBA 502 Financial Services                                                                                                                                                                                                                                                                                                                                                                                            |               | Time: 1.5 Hrs |                |                   | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                         | Remembering   | Understanding | Applying       | Analysing         | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                       | Q. 1, 2, 4, 5 | Q.1, 2, 3,6   | Q.2 (b, 3)4, 5 | Q.2 b, Q 3 , 5, 6 | Q 2(b), 3,     |          |
| <b>CO1:</b> Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.<br><b>CO2:</b> Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing |               |               |                |                   |                |          |
| CO                                                                                                                                                                                                                                                                                                                                                                                                                                     | Question      | Question      |                |                   |                | Marks    |

| Map | No.  |                                                            |   |
|-----|------|------------------------------------------------------------|---|
| CO1 | Q.1  | Explain Financial System and Its different Component       | 3 |
| CO2 | Q.2a | Explain the concept of Venture Capital Financing.          | 3 |
|     | Q.2b | Explain the different stages of Venture Capital Financing? | 3 |
| CO1 | Q.3  | Explain Cost benefit analysis in factoring services.       | 6 |
| CO1 | Q.4  | Discuss the process of Forfeiting services.                | 3 |
| CO2 | Q.5  | Write a short note on Depository services in India.        | 3 |
|     | Q.5  | Write a brief note on stock exchanges in India.            | 3 |
| CO2 | Q 6  | What is Investment Banking? Explain its functions.         | 6 |

| Attainments  |   | Rubric                                                     |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                              |
|-------------------------|----------------------------------------------|
| <b>Session</b>          | 2017-18                                      |
| <b>Course Name</b>      | BBA                                          |
| <b>Semester</b>         | 5th Semester                                 |
| <b>Subject Code</b>     | BBA 502                                      |
| <b>Subject Name</b>     | PERSONAL FINANCIAL PLANNING                  |
| <b>Attainment Level</b> | 39 % of students secure more than 60 % marks |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

Course: Consumer Behaviour

## PROGRAMME OUTCOMES

Bachelor of Business Administration

2017-18

### Programme Outcomes:

[PO.1]. **Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

[PO.2]. **Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. **Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. **Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. **Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

[PO.6]. **Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. **Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### Programme Specific Outcomes:

After graduating in this program, the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM               | BBA<br>504 | 3           | 2           | 3           | 2           | 3           | 1           | 3           | 3           | 1       | -        | 3        | 2        | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| DEPARTMENT OF BUSINESS MANAGEMENT                                                            |
|----------------------------------------------------------------------------------------------|
| Course Handout                                                                               |
| Course : Consumer Behaviour                                                                  |
| Course Code : BBA504, Credits: 04,<br>Session : 2017-18 (Odd Sem.), Class : BBA 5th Semester |
|                                                                                              |

A. **Introduction:** To develop an understanding of how consumers behave and use the knowledge to adopt appropriate marketing strategies.

B. **Course Outcomes:** At the end of the course, students will be able to:

**BBA504.1.** Demonstrate how knowledge of consumer behaviour can be applied to marketing.

**BBA504.2.** Identify and explain factors which influence consumer behaviour.

**BBA504.3.** Use appropriate personal influence and leadership in diffusing innovative practices to evaluate consumer behaviour.

**BBA504.4.** Relate internal individual dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.

**BBA504.5.** Use appropriate research approach in consumer decision making process.

**BBA504.6.** Define behavioural issues within an organisation as a consumer to the industry.

C. **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **Programme Specific Outcomes:**

After graduating in this program, the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

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**E. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**F. Syllabus**

**Module I: Introduction**

Consumer Behaviour: Definition and significance. Understanding consumer and market. Difference in individual buyer behaviour and organizational buyer behaviour. Market segmentation: lifestyle and demographic segmentation, usage segmentation, benefit segmentation. Product positioning.

**Module II: Environmental influences**

Culture: Meaning and Characteristics. Cross Cultural understanding of Consumer Behaviour. Subculture. Social Groups: Meaning and formation of a group. Reference groups. Influence of reference groups on consumer behaviour. Family: Lifecycle and its significance on consumer behaviour. Family purchase decision process.

**Module III: Personal influence and Diffusion of Innovation**

Concept, nature and significance of personal influence. Opinion leadership and its role in consumer behaviour. Concept of product adoption and adoption process. Diffusion of innovation and process of diffusion.

#### **Module IV: Individual determinants of Consumer Behaviour**

Personality and self- concept and it's relevance in consumer behaviour. Motivation: Nature and role of motives and their significance in marketing. Information processing: Concept and Process. Attitudes: Characteristics, functions and it's importance in buyer behaviour.

#### **Module V: Consumer Decision process**

Consumer decision process model. Problem Recognition, Search and Evaluation, Purchasing Process. Post-purchase Behaviour: Post Purchase evaluation and Product disposition.

#### **Module VI: Organizational buyer behaviour**

Nature of Organizational Buying. Factors influencing organizational buyer behaviour. Types of decision situations. Organizational buyers decision process.

#### **G. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **H. Suggested Text/Reference Books:**

##### **Text:**

- Loudon David L. & Della Bitta Albert J. Consumer Behaviour, Fourth Edition, Tata McGraw Hill.

##### **References:**

- Schiffman and Kanuk, Consumer Behaviour, Eighth Edition, Printice Hall.
- Hawkins, Best, Coney, Consumer Behaviour, Building Marketing Strategy, Ninth Edition, Tata McGraw Hill

#### **I. Lecture Plan**

| Lecture | Topics | Mode of Delivery | Corresponding CO | Mode of Assessing CO |
|---------|--------|------------------|------------------|----------------------|
|---------|--------|------------------|------------------|----------------------|

|     |                                                                                                                             |                  |          |                                 |
|-----|-----------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 1.  | <b>Introduction</b> – Consumer Behaviour: Definition and significance.                                                      | Lecture          | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 2.  | <b>Introduction</b> – Understanding consumer and market                                                                     | Group Discussion | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 3.  | <b>Introduction</b> – Difference in individual buyer behaviour and organizational buyer behaviour.                          | Lecture          | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 4.  | <b>Introduction</b> – Difference in individual buyer behaviour and organizational buyer behaviour                           | Lecture          | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 5.  | <b>Introduction</b> – Difference in individual buyer behaviour and organizational buyer behaviour                           | Lecture          | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 6.  | <b>Introduction</b> – Market segmentation: lifestyle and demographic segmentation                                           | Home Assignment  | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | <b>Introduction</b> – Market segmentation: lifestyle and demographic segmentation                                           | Lecture          | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | <b>Introduction</b> – usage segmentation, benefit segmentation. Product positioning.                                        | Case Study       | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | <b>Introduction</b> – usage segmentation, benefit segmentation. Product positioning.                                        | Lecture          | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Environmental influences</b> - Culture: Meaning and Characteristics. Cross Cultural understanding of Consumer Behaviour. | Lecture          | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |



|     |                                                                                                                 |                  |          |                                 |
|-----|-----------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 11. | <b>Environmental influences</b> - Subculture.                                                                   | Home Assignment  | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Environmental influences</b> - Meaning and formation of a group. Reference groups.                           | Lecture          | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Environmental influences</b> - Reference groups. Influence of reference groups on consumer behaviour.        | Group Discussion | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Environmental influences</b> - Family: Lifecycle and its significance on consumer behaviour.                 | Lecture          | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Environmental influences</b> - Family: Lifecycle and its significance on consumer behaviour.                 | Lecture          | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Environmental influences</b> - Family purchase decision process.                                             | Lecture          | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Environmental influences</b> - Family purchase decision process.                                             | Group Discussion | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Personal influence and Diffusion of Innovation</b> - Concept, nature and significance of personal influence. | Case Study       | BBA504.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Personal influence and Diffusion of Innovation</b> - Concept, nature and significance of personal influence. | Group Discussion | BBA504.3 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                              |                  |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 20. | <b>Personal influence and Diffusion of Innovation</b> - Opinion leadership and its role in consumer behaviour.               | Lecture          | BBA504.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Personal influence and Diffusion of Innovation</b> - Opinion leadership and its role in consumer behaviour.               | Lecture          | BBA504.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Personal influence and Diffusion of Innovation</b> - Concept of product adoption and adoption process.                    | Group Discussion | BBA504.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Personal influence and Diffusion of Innovation</b> - Concept of product adoption and adoption process.                    | Home Assignment  | BBA504.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Personal influence and Diffusion of Innovation</b> - Diffusion of innovation and process of diffusion.                    | Lecture          | BBA504.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Personal influence and Diffusion of Innovation</b> - Diffusion of innovation and process of diffusion.                    | Lecture          | BBA504.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Individual determinants of Consumer Behaviour</b> - Personality and self-concept and its relevance in consumer behaviour. | Lecture          | BBA504.5 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Individual determinants of Consumer Behaviour</b> - Personality and self-concept and its relevance in consumer behaviour. | Lecture          | BBA504.5 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                                                                                     |                  |          |                                 |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 28. | <b>Individual determinants of Consumer Behaviour</b> - Personality and self-concept and its relevance in consumer behaviour.                                                        | Lecture          | BBA504.5 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Individual determinants of Consumer Behaviour</b> - Motivation: Nature and role of motives and their significance in marketing. functions and its importance in buyer behaviour. | Group Discussion | BBA504.5 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Individual determinants of Consumer Behaviour</b> - Motivation: Nature and role of motives and their significance in marketing.                                                  | Lecture          | BBA504.5 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Individual determinants of Consumer Behaviour</b> - Information processing: Concept and Process. Attitudes: Characteristics, functions and its importance in buyer behaviour.    | Lecture          | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Individual determinants of Consumer Behaviour</b> - Information processing: Concept and Process. Attitudes: Characteristics, functions and its importance in buyer behaviour.    | Lecture          | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Consumer Decision process</b> - Consumer decision process model.                                                                                                                 | Lecture          | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Consumer Decision process</b> - Consumer decision process model.                                                                                                                 | Lecture          | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                               |                 |          |                                 |
|-----|---------------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 35. | <b>Consumer Decision process</b> - Problem Recognition, Search and Evaluation, Purchasing Process.            | Home Assignment | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Consumer Decision process</b> - Problem Recognition, Search and Evaluation, Purchasing Process.            | Case Study      | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 37. | <b>Consumer Decision process</b> - Problem Recognition, Search and Evaluation, Purchasing Process.            | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 38. | <b>Consumer Decision process</b> - Post-purchase Behaviour: Post Purchase evaluation and Product disposition. | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 39. | <b>Consumer Decision process</b> - Post-purchase Behaviour: Post Purchase evaluation and Product disposition. | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 40. | <b>Consumer Decision process</b> - Post-purchase Behaviour: Post Purchase evaluation and Product disposition. | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 41. | <b>Organizational buyer behaviour</b> - Nature of Organizational Buying.                                      | Home Assignment | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 42. | <b>Organizational buyer behaviour</b> - Nature of Organizational Buying.                                      | Case Study      | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 43. | <b>Organizational buyer behaviour</b> - Factors influencing organizational buyer behaviour.                   | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |



|           |                                                                                                                                      |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| BBA 504.1 | Demonstrate how knowledge of consumer behaviour can be applied to marketing.                                                         | 3 | 1 | 1 | - | 3 | 2 | - | - | 1 | 1 | 3 | 1 | 2 |
| BBA 504.2 | Identify and explain factors which influence consumer behaviour.                                                                     | 2 | 2 | 1 | 3 | 1 | 3 | 3 | - | - | - | 3 | - | 1 |
| BBA 504.3 | Use appropriate personal influence and leadership in diffusing innovative practices to evaluate consumer behaviour.                  | 3 | 3 | 1 | 3 | 3 | 1 | 2 | 1 | - | 1 | - | - | 1 |
| BBA 504.4 | Relate internal individual dynamics such as personality, perception, learning motivation and attitude to the choices consumers make. | 3 | 1 | - | 1 | 3 | 1 | 3 | 2 | 1 | 1 | - | - | 2 |
| BBA 504.5 | Use appropriate research approach in consumer decision making process.                                                               | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 1 | 1 | - | 1 | 1 |
| BBA 504.6 | Define behavioural issues within an organisation as a consumer to the industry                                                       | 3 | 1 | 2 | 3 | 3 | - | 3 | 2 | 1 | 1 | - | 1 | 1 |

## Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM – V) 2017-18                          |              |                                                                                          |                 |           |                |          |
|------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------------------------------|-----------------|-----------|----------------|----------|
| Class: BBA V Semester                                                              |              |                                                                                          |                 |           |                |          |
| Subjects Name: BBA 504 Consumer Behavior                                           |              |                                                                                          | Time: 1.5 hours |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                     | Remembering  | Understanding                                                                            | Applying        | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                   | Q. 2, Q. 4   | Q. 6                                                                                     | Q. 1            | -         | Q. 5           | Q. 3     |
| Students will be able to:                                                          |              |                                                                                          |                 |           |                |          |
| CO 1: Demonstrate how knowledge of consumer behaviour can be applied to marketing. |              |                                                                                          |                 |           |                |          |
| CO 2: Identify and explain factors which influence consumer behaviour.             |              |                                                                                          |                 |           |                |          |
| CO Map                                                                             | Question No. | Question                                                                                 |                 |           |                | Marks    |
| CO 1                                                                               | 1.           | Define consumer behavior                                                                 |                 |           |                | 5        |
| CO 1                                                                               | 2.           | State the difference between individual and organisational buying behaviour.             |                 |           |                | 5        |
| CO 1                                                                               | 3.           | How can you specify the segmentation of market through lifestyle? Explain with examples. |                 |           |                | 5        |
| CO 2                                                                               | 4.           | What are the internal and external factors that influence buying behaviour?              |                 |           |                | 5        |
| CO 2                                                                               | 5.           | What issues of cross- cultural population influence consumer?                            |                 |           |                | 5        |
| CO 2                                                                               | 6.           | Describe family life cycle.                                                              |                 |           |                | 5        |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                    |
|-------------------------|--------------------|
| <b>Session</b>          | 2017-18            |
| <b>Course Name</b>      | BBA                |
| <b>Semester</b>         | 5th Semester       |
| <b>Subject Code</b>     | BBA 504            |
| <b>Subject Name</b>     | CONSUMER BEHAVIOUR |
| <b>Attainment Level</b> | Level 3            |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

COURSE: SERVICE MARKETING

## PROGRAMME OUTCOMES

Bachelor of Business Administration

2017-18

### Programme Outcomes:

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

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**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION MATRIX</b> |        |             |             |             |             |             |             |             |             |         |          |          |          |      |
|--------------------------------------|--------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                      |        | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM                      | BBA505 | 1           | 2           | 1           | 2           | 3           | 1           | -           | -           | 1       | 1        | 3        | 2        | -    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                              |
|----------------------------------------------------------------------------------------------|
| AMITY BUSINESS SCHOOL                                                                        |
| Course Handout                                                                               |
| Course : Service Marketing                                                                   |
| Course Code: BBA 505, Credits: 04,<br>Session : 2017-18 (Odd Sem.), Class : BBA 5th Semester |
|                                                                                              |

**A. Introduction:** The course has been designed to familiarize students with characteristics of services, their design and delivery and the complexities of handling intangibles.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA505.1.** Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products

**BBA505.2.** Identify the characteristics of the services industry and the modus operandi of consumers.

**BBA505.3.** Analyse the role and relevance of Quality in Services

**BBA505.4.** Measure service quality and assess the impact of service quality on consumer Behaviour.

**BBA505.5.** Identify GAPs between end user and service provider and devise strategies to close them.

**BBA505.6.** Develop services pricing strategies and identify and analyse best service practices in the industry.

### C. Programme Outcomes:

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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#### E. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### F. Syllabus

##### Module I: Services an Overview

Services: concept, characteristics. Marketing of goods v/s marketing of services. Significance of services marketing. Role of services sector in economy. Growth of service sector. Services-Global and Indian Scenario. Introduction to service marketing mix: Seven Ps of Service Marketing, Classification of services,

##### Module II: Consumer Behaviour in Services

Consumer decision-making process. Consumer Expectations: Concept. Factors influencing customer expectation of services. Service encounter and moments of truths. Managing Customer Satisfaction. Service failure and recovery.

### **Module III: Service Quality & Productivity**

Managing service operations. Concept of productivity in service context. Approaches to improve productivity. Managing service demand and capacity: Understanding capacity constraints, understanding demand patterns. Strategies for matching demand and supply; service blueprinting, physical evidence & Servicescape.

### **Module IV: Service Quality**

Concept of service quality, Gap model of service quality, measuring & improving service quality, concept of SERVQUAL system, concept of CRM & enhancing quality through it. Introduction to Six Sigma.

### **Module V: Managing Service Personnel**

Role of service personnel and developing customer-focused personnel. Job characteristics. Internal marketing, Strategies for delivering quality through people.

### **Module VI: Pricing and Distribution for Services**

Price determinants, pricing modifications. Approaches to pricing services. Pricing strategies linking to value definitions. Customer-focused pricing. Channel structures, distribution-growth options. Service industries: insurance, banking, air transportation, courier, education etc.

#### **G. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **H. Suggested Text/Reference Books:**

Text:

- Clow Kenneth E. and Kurtz David L., Services marketing operations, management and strategy, biztantra innovations in management, John Willey & Sons

References:

- Valarie A Zeithaml and mary J Bitner, Services Marketing, Third Edition, Tata McGraw

Hill Companies

- Christopher Lovelock, Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.
- Rampal M.K., Gupta S.L., Service Marketing, 2006 Galgotia Publishing Company.

## I. Lecture Plan

| Lecture | Topics                                                                                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Services an Overview</b> - Services: concept, characteristics. Marketing of goods v/s marketing of services. | Lecture          | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Services an Overview</b> - Significance of services marketing.                                               | Group Discussion | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Services an Overview</b> - Role of services sector in economy.                                               | Lecture          | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Services an Overview</b> - Role of services sector in economy.                                               | Lecture          | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |
| 5.      | <b>Services an Overview</b> - Growth of service sector. Services- Global and Indian Scenario.                   | Lecture          | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |



|     |                                                                                                                      |                     |          |                                       |
|-----|----------------------------------------------------------------------------------------------------------------------|---------------------|----------|---------------------------------------|
| 6.  | <b>Services an Overview</b> -<br>Growth of service sector.<br>Services- Global and Indian<br>Scenario.               | Home<br>Assignment  | BBA505.1 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 7.  | <b>Services an Overview</b> -<br>Introduction to service<br>marketing mix: Seven Ps of<br>Service Marketing,         | Lecture             | BBA505.1 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 8.  | <b>Services an Overview</b> -<br>Introduction to service<br>marketing mix: Seven Ps of<br>Service Marketing,         | Case Study          | BBA505.1 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 9.  | <b>Services an Overview</b> -<br>Classification of services                                                          | Lecture             | BBA505.1 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 10. | <b>Consumer Behaviour in<br/>Services</b> - Consumer decision-<br>making process. Consumer<br>Expectations: Concept. | Lecture             | BBA505.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 11. | <b>Consumer Behaviour in<br/>Services</b> - Factors influencing<br>customer expectation of<br>services               | Home<br>Assignment  | BBA505.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 12. | <b>Consumer Behaviour in<br/>Services</b> - Service encounter<br>and moments of truths.                              | Lecture             | BBA505.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 13. | <b>Consumer Behaviour in<br/>Services</b> - Service encounter<br>and moments of truths.                              | Group<br>Discussion | BBA505.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 14. | <b>Consumer Behaviour in<br/>Services</b> - Managing Customer<br>Satisfaction.                                       | Lecture             | BBA505.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 15. | <b>Consumer Behaviour in<br/>Services</b> - Managing Customer<br>Satisfaction.                                       | Lecture             | BBA505.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |

|     |                                                                                                                      |                  |          |                                 |
|-----|----------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 16. | <b>Consumer Behaviour in Services</b> - Service failure and recovery.                                                | Lecture          | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Consumer Behaviour in Services</b> - Service failure and recovery.                                                | Group Discussion | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Service Quality &amp; Productivity</b> - Managing service operations. Concept of productivity in service context. | Case Study       | BBA505.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Service Quality &amp; Productivity</b> - Approaches to improve productivity. Managing service demand and capacity | Group Discussion | BBA505.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>Service Quality &amp; Productivity</b> - Understanding capacity constraints, understanding demand patterns.       | Lecture          | BBA505.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Service Quality &amp; Productivity</b> - Strategies for matching demand and supply                                | Lecture          | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Service Quality &amp; Productivity</b> - service blueprinting,                                                    | Group Discussion | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Service Quality &amp; Productivity</b> - service blueprinting,                                                    | Home Assignment  | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Service Quality &amp; Productivity</b> - physical evidence & Servicescape.                                        | Lecture          | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Service Quality &amp; Productivity</b> - physical evidence & Servicescape.                                        | Lecture          | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                          |                  |          |                                 |
|-----|----------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 26. | <b>Service Quality</b> - Concept of service quality                                                      | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Service Quality</b> - Gap model of service quality.                                                   | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Service Quality</b> - Gap model of service quality                                                    | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Service Quality</b> - measuring & improving service quality,                                          | Group Discussion | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Service Quality</b> - Concept of SERVQUAL system.                                                     | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Service Quality</b> - Concept of CRM & enhancing quality through it.                                  | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Service Quality</b> - Concept of CRM & enhancing quality through it.                                  | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Service Quality</b> - Introduction to Six Sigma.                                                      | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Managing Service Personnel</b> - Role of service personnel and developing customer-focused personnel. | Lecture          | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Managing Service Personnel</b> - Job characteristics.                                                 | Home Assignment  | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Managing Service Personnel</b> - Internal marketing,                                                  | Case Study       | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                                                |                    |          |                                       |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------|---------------------------------------|
| 37. | <b>Managing Service Personnel -</b><br>Internal marketing,                                                                                     | Lecture            | BBA505.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 38. | <b>Managing Service Personnel -</b><br>Strategies for delivering<br>quality through people.                                                    | Lecture            | BBA505.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 39. | <b>Managing Service Personnel -</b><br>Strategies for delivering<br>quality through people.                                                    | Lecture            | BBA505.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 40. | <b>Managing Service Personnel -</b><br>Strategies for delivering<br>quality through people.                                                    | Lecture            | BBA505.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 41. | <b>Pricing and Distribution for<br/>Services-</b> Price determinants,<br>pricing modifications.<br>Approaches to pricing<br>services.          | Home<br>Assignment | BBA505.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 42. | <b>Pricing and Distribution for<br/>Services-</b> Pricing strategies<br>linking to value definitions.                                          | Case Study         | BBA505.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 43. | <b>Pricing and Distribution for<br/>Services-</b> Customer-focused<br>pricing.                                                                 | Lecture            | BBA505.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 44. | <b>Pricing and Distribution for<br/>Services-</b> Channel structures,<br>distribution-growth options.                                          | Lecture            | BBA505.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 45. | <b>Pricing and Distribution for<br/>Services-</b> Channel structures,<br>distribution-growth options.                                          | Lecture            | BBA505.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 46. | <b>Pricing and Distribution for<br/>Services-</b> Service industries:<br>insurance, banking, air<br>transportation, courier,<br>education etc. | Lecture            | BBA505.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |

|     |                                                                                                                                   |                 |          |                                 |
|-----|-----------------------------------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 47. | <b>Pricing and Distribution for Services-</b> Service industries: insurance, banking, air transportation, courier, education etc. | Home Assignment | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 48. | <b>Pricing and Distribution for Services-</b> Service industries: insurance, banking, air transportation, courier, education etc. | Case Study      | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |

J. Course Articulation Matrix (Mapping of COs with Pos, PSO)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |     |     |     |     |     |     |     |     |      | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |      |      |
|----|-----------|-------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|----------------------------------------------|------|------|
|    |           | PO1                                 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                                         | PSO2 | PSO3 |

|                  |                                                                                                                                   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| BBA<br>505.<br>1 | Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products | 3 | 1 | 1 | - | 3 | 2 | - | - | 1 | - | 3 | 1 | 1 |
|                  |                                                                                                                                   |   |   |   |   |   |   |   |   |   | 1 |   |   |   |
| BBA<br>505.<br>2 | Identify the characteristics of the services industry and the modus operandi of consumers.                                        | 2 | 2 | 1 | 3 | 1 | 3 | 3 | - | - | 1 | 3 | 1 | 2 |
| BBA<br>505.<br>3 | Analyse the role and relevance of Quality in Services                                                                             | 3 | 3 | 1 | 3 | 3 | 1 | 2 | 1 | - | 1 | - | - | 1 |
| BBA<br>505.<br>4 | Measure service quality and assess the impact of service quality on consumer Behaviour.                                           | 3 | 1 | - | 1 | 3 | 1 | 3 | 2 | 1 | 1 | - | - | 2 |
| BBA<br>505.<br>5 | Identify GAPS between end user and service provider and devise strategies to close them.                                          | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 1 | 1 | 1 | - | 1 | 1 |
| BBA<br>505.<br>6 | Develop services pricing strategies and identify and analyse best service practices in the industry.                              | 3 | 1 | 2 | 3 | 3 | - | 3 | 2 | 1 | - | - | 1 | 1 |

## Sample Question Paper

|                                                                                                                                                                                                                                                                                                        |                     |                                                                                         |                        |           |                       |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------------------------------------|------------------------|-----------|-----------------------|--------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM – V) 2017-18</b>                                                                                                                                                                                                                                |                     |                                                                                         |                        |           |                       |              |
| <b>Class: BBA V Semester</b>                                                                                                                                                                                                                                                                           |                     |                                                                                         |                        |           |                       |              |
| <b>Subject Name: BBA505 Services Marketing</b>                                                                                                                                                                                                                                                         |                     |                                                                                         | <b>Time: 1.5 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                  | Remembering         | Understanding                                                                           | Applying               | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                | Q. 2, Q. 4          | Q. 6                                                                                    | Q. 1                   | -         | Q. 5                  | Q. 3         |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products.<br><br><b>CO 2:</b> Identify the characteristics of the services industry and the modus operandi of consumers. |                     |                                                                                         |                        |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                          | <b>Question No.</b> | <b>Question</b>                                                                         |                        |           |                       | <b>Marks</b> |
| CO 1                                                                                                                                                                                                                                                                                                   | 1.                  | What is service marketing? State its features.                                          |                        |           |                       | 5            |
| CO 1                                                                                                                                                                                                                                                                                                   | 2.                  | How does service industry influence the economy?                                        |                        |           |                       | 5            |
| CO 1                                                                                                                                                                                                                                                                                                   | 3.                  | What impact does the service industry bring in the growth of global and Indian markets? |                        |           |                       | 5            |
| CO 2                                                                                                                                                                                                                                                                                                   | 4.                  | Elaborate consumer decision process for services?                                       |                        |           |                       | 5            |
| CO 2                                                                                                                                                                                                                                                                                                   | 5.                  | What are the factors that influence the customer expectations?                          |                        |           |                       | 5            |
| CO 2                                                                                                                                                                                                                                                                                                   | 6.                  | State the reasons for service failure.                                                  |                        |           |                       | 5            |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

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# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

Course: Financial Services

## Attainment

|                  |                   |
|------------------|-------------------|
| Session          | 2017-18           |
| Course Name      | BBA               |
| Semester         | 5th Semester      |
| Subject Code     | BBA 505           |
| Subject Name     | SERVICE MARKETING |
| Attainment Level | Level 2           |

### Note:

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## **PROGRAMME OUTCOMES**

### **Bachelor of Business Administration**

**2017-18**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|--------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                      |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM                      | BBA<br>507 | 3           | 1           | 3           | -           | -           | 3           | 2           | 1           | -       | -        | 3        | 1        | 1    |

**Introduction:** The aim of the course is to orient the student to the recent changes in the

|                                                                                        |
|----------------------------------------------------------------------------------------|
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>Course Handout</b>                                                                  |
| <b>Course: Financial Services</b>                                                      |
| Course Code: BBA 507, Crédits: 04, Session :2017-18 (Odd Sem.), Class : BBA V Semester |

financial institutions and financial services industry and their link to economic development. The financial institutions and services are changing rapidly. A course that merely describes the existing institutions and services will not prepare you for the change. Thus, you must familiarize yourself with the services available in the industry today and understand why they are the way they are and why they are changing. An Indian perspective will be given.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA507.1.** Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.

**BBA507.2.** Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ.

**BBA507.3.** Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.

**BBA507.4.** Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.

**BBA507.5.** Get an conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds.

**BBA507.6.** Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.

## **B. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

## **C. PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **D. Syllabus**

## **Course Contents:**

### **Module I: Financial Services**

Introduction: An Overview of Indian Financial System, Components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India. Investment Banking: Introduction and Functions

### **Module II: Venture Capital & Depository System**

Venture Capital, Stages of Venture Capital Financing, International Experiences in Venture Capital Financing, Venture Capital Financing in India, Pitfalls to be Avoided.

Overview of Depository system, Key features of depository system in India, Agreement between depository and Issuer, Organisation and functions of NSDL and CDSL. Brief introduction of BSE, NSE, NYSE AND NASDAQ.

### **Module III: Factoring & Forfaiting**

Factoring Services – Features, Merits and Demerits, Cost Benefit Analysis. Forfaiting: Features, Merits & Limitations

### **Module IV: Leasing and Hire Purchase**

Development and Definition of Leasing and Hire Purchase, Types of Leasing, Differences between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.

### **Module V: Mutual funds**

The concept & Role of M/Fs, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent, Selecting the Right Investment Products for Investors, Comparison of Investment products, Measuring of Risk In M/Fs, recommending model Portfolios & selecting the right funds.

### **Module VI: Credit rating**

Credit rating concept of Credit rating, Types of credit rating, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process, Individual Credit rating, Sovereign Credit Rating Practices.

## **W. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

#### **X. Suggested Text/Reference Books:**

##### **Text:**

- Khan, M. Y. Indian Financial System, Tata McGraw Hill

##### **References:**

- Khan, M.Y. Financial Services, Tata McGraw Hill

#### **E. Lecture Plan:**

| <b>Lecture</b> | <b>Topics</b>                                      | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|----------------|----------------------------------------------------|-------------------------|-------------------------|-------------------------------------------------|
| 1              | Introduction-Financial Services                    | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2              | Overview of Indian Financial System                | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3              | Overview of Indian Financial System                | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4              | Components of Indian Financial System              | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5              | Role of Financial Services in Economic Development | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6              | Evolution of Financial Services Sector in India    | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7              | Investment Banking: Introduction                   | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8              | Functions of Investment Banking                    | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9              | Introduction to Venture Capital                    | Lecture                 | BBA507.2                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10             | Meaning and Stages of Venture Capital Financing    | Lecture                 | BBA507.2                | Mid-Term, Assignment/Quiz & End Sem Examination |



|    |                                            |         |          |                                                 |
|----|--------------------------------------------|---------|----------|-------------------------------------------------|
| 11 | Venture Capital Financing in India         | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | International Experiences in VCI           | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Introduction to Depository System          | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Key features of depository system in India | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Agreement Between Depository and Issuer    | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Organization and functions of NSDL         | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Organization and functions of CDSL         | Lecture | BBA507.2 | Viva/Quiz & End Sem Examination                 |
| 18 | Brief Introduction of NSE AND BSE          | Lecture | BBA507.2 | Viva/Quiz & End Sem Examination                 |
| 19 | Brief Introduction of NYSE and NASDAQ      | Lecture | BBA507.2 | Viva/Quiz & End Sem Examination                 |
| 20 | Introduction to Factoring Services         | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 21 | Features of Factoring Services             | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 22 | Merits and Demerits of Factoring Services  | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 23 | Cost Benefit analysis                      | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 24 | Introduction to Forfeiting Services        | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 25 | Features                                   | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 26 | Merits and Demerits                        | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 27 | Flowchart of Forfeiting services           | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 28 | Introduction to Leasing                    | Lecture | BBA507.4 | Viva/Quiz & End Sem Examination                 |

|    |                                                                                       |         |           |                                 |
|----|---------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 29 | Development of leasing Services                                                       | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 30 | Definition And types of leasing                                                       | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 31 | Meaning of Hire Purchase                                                              | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 32 | Merits and Demerits                                                                   | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 33 | Difference between Leasing and Hire Purchase                                          | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 34 | Pricing methodology                                                                   | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 35 | Financial Analysis                                                                    | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 36 | Taxation aspects                                                                      | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 38 | Legal Framework for Leasing and Hire Purchase                                         | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 39 | Concept and Role of Mutual Funds                                                      | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 40 | History and Types of Mutual Funds                                                     | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 41 | Fund Structure & Constituent,                                                         | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 42 | Selecting the Right Investment Products for Investors,                                | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 43 | Comparison of Investment products,                                                    | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 44 | Measuring of Risk In M/Fs, Recommending model Portfolios & selecting the right funds. | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |

|    |                                                                                                                        |         |          |                                 |
|----|------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 45 | Credit rating concept of Credit rating                                                                                 | Lecture | BBA507.6 | Viva/Quiz & End Sem Examination |
| 46 | Types of credit rating,                                                                                                | Lecture | BBA507.6 | Viva/Quiz & End Sem Examination |
| 47 | Advantages and Disadvantages of credit rating,                                                                         | Lecture | BBA507.6 | Viva/Quiz & End Sem Examination |
| 48 | Credit rating agencies and their methodology and process, Individual Credit rating, Sovereign Credit Rating Practices. | Lecture | BBA507.6 | Viva/Quiz & End Sem Examination |

#### F. Course Articulation Matrix (Mapping of COs with Pos & PSOs)

| CO               | STATEMENT                                                                                                                                                                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                                                                                                                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 507.1</b> | <b>BBA507.1.</b> Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking. | 3                                   | -           | 3           | -           | -           | 3           | -           | 1           | -           | 2            | 3                                            | 2                | 1                |

|                           |                                                                                                                                                                                                                                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>507.<br/>2</b> | <b>BBA507.2.</b> Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ. | 3 | - | 3 | - | - | 3 | - | 3 | - | 1 | 3 | 3 | 2 |
| <b>BBA<br/>507.<br/>3</b> | <b>BBA507.3.</b> Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.                                                                                                                                                                                                                            | 3 | - | - | - | - | 2 | 1 | - | 2 | - | - | 2 | 1 |
| <b>BBA<br/>507.<br/>4</b> | <b>BBA507.4.</b> Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.                                                                                                       | 3 | - | 2 | - | - | 2 | - | 1 | 1 | - | 3 | 3 | - |

|                  |                                                                                                                                                                                                                                                                                                                                                |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA 507.5</b> | <b>BBA507.5.</b> Get an conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds. | 3 | 2 | - | - | - | 2 | - | - | 1 | - | 1 | 1 | - |
| <b>BBA 507.6</b> | <b>BBA507.6.</b> Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.                                                                                                                                                                      | 3 | 1 | - | 1 | - | 2 | - | 2 | 2 | - | 3 | 1 | - |

### G. Sample Question Paper

| Amity Business School<br>MID-SEMESTER (SEM –V) 2017-18 |               |               |                |                   |                |          |
|--------------------------------------------------------|---------------|---------------|----------------|-------------------|----------------|----------|
| Class: BBA V Semester                                  |               |               |                |                   |                |          |
| Subject Name:<br>BBA 507 Financial Services            |               | Time: 1.5 Hrs |                |                   | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy         | Remembering   | Understanding | Applying       | Analysing         | Evaluating     | Creating |
| Question Mapping                                       | Q. 1, 2, 4, 5 | Q.1, 2, 3,6   | Q.2 (b, 3)4, 5 | Q.2 b, Q 3 , 5, 6 | Q 2(b), 3,     |          |

**CO1:** Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.

**CO2:** Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing

| CO Map | Question No. | Question                                                   | Marks |
|--------|--------------|------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain Financial System and Its different Component       | 3     |
| CO2    | Q.2a         | Explain the concept of Venture Capital Financing.          | 3     |
|        | Q.2b         | Explain the different stages of Venture Capital Financing? | 3     |
| CO1    | Q.3          | Explain Cost benefit analysis in factoring services.       | 6     |
| CO1    | Q.4          | Discuss the process of Forfeiting services.                | 3     |
| CO2    | Q.5          | Write a short note on Depository services in India.        | 3     |
|        | Q.5          | Write a brief note on stock exchanges in India.            | 3     |
| CO2    | Q.6          | What is Investment Banking? Explain its functions.         | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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**AMITY UNIVERSITY**  
MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                    |
|------------------|--------------------|
| Session          | 2017-18            |
| Course Name      | BBA                |
| Semester         | 5th Semester       |
| Subject Code     | BBA 507            |
| Subject Name     | FINANCIAL SERVICES |
| Attainment Level | Level 3            |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course: Financial Derivatives**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2017-18**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.



**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-“

| <b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|----------------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                              |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| V<br>SE<br>M                                 | BBA5<br>09 | -           | -           | 3           | 2           | -           | 3           | 3           | -           | -       | -        | 3        | 3        | 3    |

|                                                                                       |
|---------------------------------------------------------------------------------------|
| <b>AMITY BUSINESS SCHOOL</b>                                                          |
| <b>Course Handout</b>                                                                 |
| <b>Course: Financial Derivatives</b>                                                  |
| Course Code: BBA 509, Crédits: 04, Session: 2017-18 (Odd Sem.), Class: BBA V Semester |

**Introduction:** This course attempts to give an overview of the derivatives market with special reference to India. A financial manager must understand how derivatives can be used to the advantage of the firm. An introduction to Derivatives will equip the students to understand the mechanics of this highly intriguing & innovative field of study.

**F. Course Outcomes:** At the end of the course, students will be able to:

**BBA509.1.** Get an overview of derivative trading, concept of Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives, types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India.

**BBA509.2.** Get a conceptual understanding on Forward and future contracts, Differences between forwards and futures, concept of Early delivery, extension & cancellation of forward contracts, Futures terminology and pricing of futures contract and types of future contracts.

**BBA509.3.** Learn the options fundamentals and its Terminology like call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM , Options positions(payoff graphs), Types of Stock options.

**BBA509.4.** Understand the concept of Option Valuation and Trading strategies.

**BBA509.5.** Get an overview on **Swaps**, LIBOR, MIBOR, Swap basis, Interest rate swaps,. Learn how to determine LIBOR/MIBOR, Various types of swaps & features and about Swaptions.

**BBA509.6.** Get aware of recent developments in derivatives market., New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc. and different scams in derivatives market.

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**Y. Syllabus**

**Module I:**

Introduction to financial derivatives Introduction to derivative trading, Characteristics of derivatives, Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives as an investment option, introduction to types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India.

**Module II:**

Forwards & Futures: Forward contracts: Limitations of forward markets, Differences between forwards and futures, Early delivery, extension & cancellation of forward contracts, Futures terminology, pricing of futures contract, Introduction to currency futures, Interest rate futures, Treasury bond futures, Eurodollar futures, commodity futures, Index futures & Stock Futures (Hedging, speculation and arbitrage).

### **Module III:**

Options: Fundamentals, Terminology - call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM, Options positions (payoff graphs), Types of Stock options, futures options vs spot options, Options on stock Indices, currencies & futures, Warrants & executive stock options, Exotic options

### **Module IV: Principles of trading & Hedging with Options**

Option Valuation: The BS-Merton Model (Solving for BS model, assumption application and criticism), Trading strategies - Option trading using bull and bear spreads (payoff graphs)

### **Module V: Swaps**

Terminology: LIBOR, MIBOR, Swap basis, Interest rate swaps, Determining LIBOR/MIBOR swap zero rates, Currency swaps: Various types of swaps & features, Introduction to Swaptions.

### **Module VI: Recent Developments**

New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc. Role of derivatives in the economic meltdown of 2007 - 2008, Major Derivative mishaps in the world including The Baring Bank disaster (1995), The Sumitomo corporation scandal (1996) the Swiss Bank scam (2011), US Subprime Crisis (2008), Forex derivatives scam by Indian banks (25 lakh crores)

### **Z. Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b>     | <b>5</b> | <b>70</b> |

**(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)**

#### **AA. Suggested Text/Reference Books:**

#### **Text:**

- Hull, John C, An introduction to futures and options markets, Second Edition Prentice Hall of India

#### **References:**

**BB. Lecture Plan:**

| <b>Lecture</b> | <b>Topics</b>                                                                   | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|----------------|---------------------------------------------------------------------------------|-------------------------|-------------------------|-------------------------------------------------|
| 1              | Introduction to the course                                                      | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2              | Derivative Trading-Meaning, Characteristics of Derivatives                      | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3              | Concept of Underlying Assets (Equity, Bonds /Loans, Foreign Currency, Commodity | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4              | Importance of derivatives as an investment option                               | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5              | Introduction to types of derivatives                                            | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6              | Participants in derivatives market (Hedgers, Speculators , Arbitrageurs         | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7              | Evolution of Derivates markets in India                                         | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8              | Forward Contracts: Limitations of Forward Markets                               | Lecture                 | BBA509.2                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9              | Difference between forwards and futures                                         | Lecture                 | BBA509.2                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10             | Early Delivery, Extensions& Cancellation of forward contracts                   | Lecture                 | BBA509.2                | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                              |         |          |                                                 |
|----|--------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 11 | Futures terminology                                          | Lecture | BBA509.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | Pricing of Futures contract, introduction to currency future | Lecture | BBA509.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Interest Rate Futures                                        | Lecture | BBA509.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Treasury Bond Futures                                        | Lecture | BBA509.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Eurodollar futures, commodity futures                        | Lecture | BBA509.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Problem solving session                                      | Lecture | BBA509.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Introduction to Options                                      | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |
| 18 | Terminology - call, put, writer, buyer, premium              | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |
| 19 | Intrinsic value, time value, expiry date, settlement date    | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |
| 20 | Strike price, ATM, OTM & ITM                                 | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |
| 21 | Options positions (payoff graphs)                            | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |
| 22 | Types of Stock options, futures options vs spot options      | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |
| 23 | Options on stock Indices, currencies & futures               | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |
| 24 | Warrants & executive stock options, Exotic options           | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |
| 25 | Problem Solving Session                                      | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |
| 26 | Principles of trading & Hedging with Options                 | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination                 |

|    |                                                                                 |         |          |                                 |
|----|---------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    |                                                                                 |         |          |                                 |
| 27 | Option Valuation: The BS-Merton Model                                           | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 28 | Solving for BS model, assumption                                                | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 29 | application and criticism),                                                     | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 30 | Trading strategies - Option trading using bull and bear spreads (payoff graphs) | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 31 | Trading strategies - Option trading using bull and bear spreads (payoff graphs) | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 32 | Trading strategies - Option trading using bull and bear spreads (payoff graphs) | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 33 | Trading strategies - Option trading using bull and bear spreads (payoff graphs) | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 34 | Practical session on using option strategies in derivatives trading             | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 35 | Practical session on using option strategies in derivatives trading             | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 36 | Swaps: Introduction                                                             | Lecture | BBA509.5 | Viva/Quiz & End Sem Examination |
| 38 | Terminology:- LIBOR, MIBOR,                                                     | Lecture | BBA509.5 | Viva/Quiz & End Sem Examination |
| 39 | Swap basis, Interest rate swaps,                                                | Lecture | BBA509.5 | Viva/Quiz & End Sem Examination |
| 40 | swap zero rates                                                                 | Lecture | BBA509.5 | Viva/Quiz & End Sem Examination |
| 41 | Currency swaps:                                                                 | Lecture | BBA509.5 | Viva/Quiz & End Sem Examination |
| 42 | Various types of swaps & features,                                              | Lecture | BBA509.5 | Viva/Quiz & End Sem Examination |
| 43 | Introduction to Swaptions.                                                      | Lecture | BBA509.5 | Viva/Quiz & End Sem Examination |



|    |                                                                                                                                                       |         |           |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 44 | New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc.                                                  | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |
| 45 | Role of derivatives in the economic meltdown of 2007 - 2008,                                                                                          | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |
| 46 | Major Derivative mishaps in the world including The Baring Bank disaster (1995),                                                                      | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |
| 47 | The Sumitomo corporation scandal(1996) the Swiss Bank scam (2011), US Subprime Crisis (2008), Forex derivatives scam by Indian banks (25 lakh crores) | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |
| 48 | Problem Solving Session                                                                                                                               | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |

**CC. Course Articulation Matrix (Mapping of COs with Pos, PSOs)**

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |
|----|-----------|-------------------------------------|----------------------------------------------|
|    |           |                                     |                                              |

|                            |                                                                                                                                                                                                                                                                                                | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
| <b>BBA<br/>509.<br/>1.</b> | Get an overview of derivative trading, concept of Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives, types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India. | -           | -           | 3           | -           | 2           | 3           | -           | 1           | -           | 1            | 3                | 3                | 3                |
| <b>BBA<br/>509.<br/>2</b>  | Get a conceptual understanding on Forward and future contracts, Differences between forwards and futures, concept of Early delivery, extension & cancellation of forward contracts, Futures terminology and pricing of futures contract and types of future contracts                          | 2           | -           | 3           | 2           | 2           | 3           | -           | 1           | -           | -            | 3                | 3                | 2                |
| <b>BBA<br/>509.<br/>3</b>  | Learn the options fundamentals and its Terminology like call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM , Options positions(payload graphs), Types of Stock options.                                                | 1           | -           | -           | 3           | -           | 3           | 2           | -           | -           | 1            | 3                | 3                | 2                |

|                   |                                                                                                                                                                                                          |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   |                                                                                                                                                                                                          |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 509. 4</b> | Understand the concept of Option Valuation and Trading strategies.                                                                                                                                       | 1 | - | 3 | - | - | 2 | 3 | - | - | - | 1 | - | 2 |
| <b>BBA 509. 5</b> | Get an overview on <b>Swaps</b> , LIBOR, MIBOR, Swap basis, Interest rate swaps,. Learn how to determine LIBOR/MIBOR, Various types of swaps & features and about Swaptions.                             | - | 1 | 3 | - | - | 2 | 3 | - | - | 1 | 2 | - | 2 |
| <b>BBA 509. 6</b> | Get aware of recent developments in derivatives market., New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc. and different scams in derivatives market. | 1 | 2 | 3 | 3 | - | 2 | - | - | - |   | 1 | 2 | - |

d. Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –V) 2017-18                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              |                                                                                                                                                                                                                                                                                                                                                                                                                                                      |           |                   |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------------|----------------|----------|
| Class: BBA V Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |              |                                                                                                                                                                                                                                                                                                                                                                                                                                                      |           |                   |                |          |
| Subject Name:<br>BBA 509 Financial Derivatives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              | Time: 1.5 Hrs                                                                                                                                                                                                                                                                                                                                                                                                                                        |           |                   | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Remembering  | Understanding                                                                                                                                                                                                                                                                                                                                                                                                                                        | Applying  | Analyzing         | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q. 1, 2      | Q.1, 2, 5                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.4, 5, 6 | Q.2 b, Q 3 , 5, 6 | Q 5 and 6      |          |
| <p>Student will be able to</p> <p>CO1: Get an overview of derivative trading, concept of Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives, types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India.</p> <p>CO2: Get a conceptual understanding on Forward and future contracts, Differences between forwards and futures, concept of Early delivery, extension &amp; cancellation of forward contracts, Futures terminology and pricing of futures contract and types of future contracts.</p> <p>CO3: Learn the options fundamentals and its Terminology like call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM &amp; ITM , Options positions(payoff graphs), Types of Stock options.</p> |              |                                                                                                                                                                                                                                                                                                                                                                                                                                                      |           |                   |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Question No. | Question                                                                                                                                                                                                                                                                                                                                                                                                                                             |           |                   |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.1          | What is a derivative? Explain the characteristics of a derivative.                                                                                                                                                                                                                                                                                                                                                                                   |           |                   |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.2a         | What is meant by a futures? Explain different types of futures contracts.                                                                                                                                                                                                                                                                                                                                                                            |           |                   |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.2b         | A sugar mill in Uttar Pradesh is expected to produce 100 MT of sugar in the month of April. The current price today (in the month of February) is Rs. 22 per kg. April future contract in sugar due on 20 April is trading at Rs. 25 per kg. The sugar mill apprehends that a lesser price than Rs. 25 per kg will prevail in April due to excessive supply expected at that time. How can the sugar mill hedge its position against the anticipated |           |                   |                | 3        |

|     |       |                                                                                                                                                       |   |
|-----|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------|---|
|     |       | decline in sugar prices in April? (Quantity to be hedged is 100 MT and Quantity in each future contract is 10 MT)                                     |   |
| CO2 | Q.3   | Explain the following concepts with reference to future contracts:<br>1- Short Position and Long Position<br>2- Speculation with Futures<br>3- Margin | 6 |
| CO3 | Q.4   | What are options? Explain the concepts of strike price, underlying price and option premium.                                                          | 3 |
| CO2 | Q.5 a | Explain the different types of future contracts.                                                                                                      | 3 |
|     | Q.5 b | Differentiate between future and forwards contracts.                                                                                                  | 3 |
| CO1 | Q 6   | What are stock indices? Discuss about few of the Indian stock indices with their basis.                                                               | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |
|             |   |                                                            |

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# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course: ORGANISATIONAL DEVELOPMENT AND CHANGE**

## Attainment

|                         |                       |
|-------------------------|-----------------------|
| <b>Session</b>          | 2017-18               |
| <b>Course Name</b>      | BBA                   |
| <b>Semester</b>         | 5th Semester          |
| <b>Subject Code</b>     | BBA 509               |
| <b>Subject Name</b>     | FINANCIAL DERIVATIVES |
| <b>Attainment Level</b> | Level 2               |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2017-18**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both

local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labor law with its applications at national and international level in the individual, team and at organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM               | BBA<br>510 | 3           | 1           | 3           | -           | 2           | 3           | 2           | 1           | -       | -        | 3        | 1        | 1    |



|                                                                                       |
|---------------------------------------------------------------------------------------|
| <b>AMITY BUSINESS SCHOOL</b>                                                          |
| <b>Course Handout</b>                                                                 |
| <b>Course: ORGANISATIONAL DEVELOPMENT AND CHANGE</b>                                  |
| Course Code: BBA 510, Crédits: 04, Session: 2017-18 (Odd Sem.), Class: BBA V Semester |

**Introduction:** The objective of this course is to familiarize the budding managers with how course will help students to acquire the conceptual input of meaning, characteristics, process and influences of organizational development and change management. It gives comprehensive overview of human capital from the prospective of organizational excellence in the light of transitional phase of Indian Industries. It gives the imperatives, assumptions, role and skills of O.D. specialists through experiential learning methods it facilitates teamwork, team building and the concepts of transformational Leadership

**Course Outcomes:** At the end of the course, students will be able to:

- 1.**BBA 510.1.** Able to Understand the concept of organizational development and analysing the values and assumption underlying organization development (OD).
- 2.**BBA 510.2.** Know the basic of organisational development process and steps involved in OD with relevant factors affecting OD with contemporary techniques of organisational diagnosis.
- 3.**BBA 510.3.** Able to Recognize the need of Classification of OD interventions in relations to Human Strategic interventions with Evaluation and institutionalization of interventions.
- 4.**BBA 510.4.** Describe the role of change management and factors causing change with contemporary model and techniques involved in change management.
- 5.**BBA 510.5.** Demonstrate the applications and implementation of change models by implementing the Lewin's force model field analysis and Kotler's eight step model with action research model to improve Total Quality Management, Business Process Reengineering, Learning Organization.
- 6.**BBA 510.6.** Able to understand the trends in OD by analyse the different role & styles of OD practitioners and HRD interface in relations to OD in global settings with contemporary OD issues for today's managers.

### **Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **oo. Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

**Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## pp. Syllabus

### **Module I: Organizational Development**

Nature, basic assumptions, characteristics & importance, values and assumption underlying organization development (OD).

### **Module II: Organizational Development Process**

OD process, Steps involved in OD, Role of Managers, Factors affecting OD, Techniques of organizational diagnosis - Questionnaires, interviews.

### **Module III: Structural and Comprehensive OD interventions**

Classification of OD interventions: Human Process, Techno structural, HRM, Strategic interventions, Evaluation and institutionalization of interventions.

### **Module IV: Change Management**

Need for the change, Factors causing change, environmental, Technological, Legal, Political, Social and cultural factors of change, Models and Techniques involved in change management,

### **Module V: Implementation of Change Models**

Lewin's force field analysis, Kotler's eight step model, action research model.  
Total Quality Management, Business Process Reengineering, Learning Organization.

### **Module VI: Trends in OD**

Role & styles of OD practitioners, OD-HRD interface; OD in global settings; contemporary OD issues for today's managers.

**Assignment:** Experiential learning: Managing leadership talent to support change (Class activity)  
Designing organizational diagnosis tool (Class activity)  
Cases study: Change management success and failure

### **Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

### **Text & References:**

#### *Text:*

- French W L & Bell, Organizational Development, Prentice Hall of India
- Ravishankar S & Mishra R.K., Organizational Development, Vision Books Pvt. Ltd.

#### *References:*

- Perek U & Rao T V, Designing & Managing HR System, Oxford & IBH Publishing company
- Perek U & Rao T V Making Organization Roles Effective, TATA McGraw Hill

**qq. Lecture Plan**

| Lecture | Topics                                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Organizational development: Definition and scope.               | Lecture          | BBA 510.1.       | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of characteristics & importance OF OD                   | Lecture          | BBA 510.1.       | Mid Term-1, Quiz & End Sem Exam |
| 3       | values and assumption underlying organization development (OD). | Lecture          | BBA 510.1.       | Mid Term-1, Quiz & End Sem Exam |
| 4       | Organizational Development: Case studies                        | Lecture          | BBA 510.1.       | Mid Term-1, Quiz & End Sem Exam |
| 5       | Organizational Development Process: Introduction                | Lecture          | BBA 510.2.       | Mid Term-1, Quiz & End Sem Exam |
| 6       | OD process                                                      | Lecture          | BBA 510.2.       | Mid Term-1, Quiz & End Sem Exam |
| 7       | Steps involved in OD                                            | Lecture          | BBA 510.2.       | Mid Term-1, Quiz & End Sem Exam |
| 8       | Role of Managers                                                | Lecture          | BBA 510.2.       | Mid Term-1, Quiz & End Sem Exam |
| 9       | Factors affecting                                               | Lecture          | BBA 510.2.       | Mid                             |

|    |                                                     |         |            |                                             |
|----|-----------------------------------------------------|---------|------------|---------------------------------------------|
|    | OD                                                  |         |            | Term-1,<br>Quiz &<br>End Sem<br>Exam        |
| 10 | Techniques of<br>organizational<br>diagnosis -.     | Lecture | BBA 510.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 11 | Questionnaires,<br>interviews.                      | Lecture | BBA 510.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 12 | Structural and<br>Comprehensive<br>OD interventions | Lecture | BBA 510.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 13 | Classification of OD<br>interventions               | Lecture | BBA 510.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 14 | Human Process,<br>Techno structural                 | Lecture | BBA 510.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 15 | HRM, Strategic<br>interventions,                    | Lecture | BBA 510.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 16 | Evaluation of<br>interventions                      | Lecture | BBA 510.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 17 | Institutionalization<br>of intervention             | Lecture | BBA 510.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |

|    |                                                                                                                                                                                             |         |            |                                             |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------|---------------------------------------------|
| 18 | Change Management:<br>Need for the change                                                                                                                                                   | Lecture | BBA 510.4. | Mid<br>Term-1,<br>Quiz&<br>End Sem<br>Exam  |
| 19 | Factors causing<br>change,<br>environmental,<br>Technological, Legal,<br>Political, Social and<br>cultural factors of<br>change, Models and<br>Techniques involved in<br>change management, | Lecture | BBA 510.4. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 20 | Technological<br>Techniques involved in<br>change management,                                                                                                                               | Lecture | BBA 510.4. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 21 | Legal techniques<br>involved in change<br>management,                                                                                                                                       | Lecture | BBA 510.4. | Quiz &<br>End Sem<br>Exam                   |
| 22 | Political, Social and<br>cultural factors of<br>change, Models and<br>Techniques involved in<br>change management,                                                                          | Lecture | BBA 510.4. | Quiz &<br>End Sem<br>Exam                   |
| 23 | cultural factors of<br>change, Models and<br>Techniques involved in<br>change management,                                                                                                   | Lecture | BBA 510.4. | Quiz &<br>End Sem<br>Exam                   |
| 24 | Models and<br>Techniques<br>involved in change<br>management.                                                                                                                               | Lecture | BBA 510.4. | Quiz &<br>End Sem<br>Exam                   |
| 25 | Implementation of<br>Change Models                                                                                                                                                          | Lecture | BBA 510.5. | Quiz &<br>End Sem<br>Exam                   |
| 26 | Lewin's force field<br>analysis,                                                                                                                                                            | Lecture | BBA 510.5. | Quiz &<br>End Sem<br>Exam                   |

|    |                                               |         |            |                     |
|----|-----------------------------------------------|---------|------------|---------------------|
| 27 | Kotler's eight step model                     | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 28 | Action research model.                        | Lecture | BBA 510.5  | Quiz & End Sem Exam |
| 29 | Action research model: case study             | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 30 | Total Quality Management: meaning             | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 31 | Business Process Reengineering                | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 32 | Business Process Reengineering: case study    | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 33 | Learning Organization: Introduction           | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 34 | Learning Organization: case study             | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 35 | Trends in OD: introduction                    | Lecture | BBA 510.6  | Quiz & End Sem Exam |
| 36 | Trends in OD: case study                      | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 37 | Role of OD: Introduction                      | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 38 | Styles of OD practitioners                    | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 39 | Role & styles of OD practitioners: case study | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 40 | OD-HRD interface:                             | Lecture | BBA 510.6. | Quiz &              |



|    |                                                               |         |            |                     |
|----|---------------------------------------------------------------|---------|------------|---------------------|
|    | Introduction                                                  |         |            | End Sem Exam        |
| 41 | OD-HRD interface: case study                                  | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 42 | OD in global settings                                         | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 43 | contemporary OD issues for today's managers.                  | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 44 | Experiential learning                                         | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 45 | Managing leadership talent to support change (Class activity) | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 46 | Designing organizational diagnosis tool (Class activity)      | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 47 | Cases study: Change management success and failure            | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 48 | OD in global settings: case study                             | Lecture | BBA 510.6. | Quiz & End Sem Exam |

## Course Articulation Matrix (Mapping of COs with Pos & PSOs)

| CO                | STATEMENT                                                                                                                                                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                                                           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 510. 1</b> | Able to understand the trends in OD by analyse the different role & styles of OD practitioners and HRD interface in relations to OD in global settings with contemporary OD issues for today's managers . | 1                                   | 1           | 3           | 2           | 1           | 1           | 1           | 1           | 3           | 2            | 3                                            | 2                | 1                |
| <b>BBA 510. 2</b> | Able to Understand the concept of organizational development and analysing the values and assumption underlying organization development (OD).                                                            | 1                                   | 1           | 3           | 3           | 1           | 1           | 2           | 2           | 1           | 1            | 3                                            | 3                | 2                |
| <b>BBA 510. 3</b> | Know the basic of organisational development process and steps involved in OD with relevant factors affecting OD with contemporary techniques of organisational diagnosis.                                | 1                                   | 1           | 3           | 3           | 2           | 1           | 1           | 1           | 3           | -            | -                                            | 2                | 1                |
| <b>BBA 510. 4</b> | Able to Recognize the need of Classification of OD interventions in relations to Human Strategic interventions with Evaluation and                                                                        | 3                                   | 1           | 2           | 1           | 1           | 1           | 2           | 1           | 1           | -            | 3                                            | 3                | -                |

|                  |                                                                                                                                                                                                                                                                              |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  | institutionalization of interventions.                                                                                                                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 510.5</b> | Describe the role of change management and factors causing change with contemporary model and techniques involved in change management.                                                                                                                                      | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | - | 1 | 1 | - |
| <b>BBA 510.6</b> | Demonstrate the applications and implementation of change models by implementing the Lewin's force model field analysis and Kotler's eight step model with action research model to improve Total Quality Management, Business Process Reengineering, Learning Organization. | 3 | 1 | - | 1 | - | 2 | - | 2 | 2 | - | 3 | 1 | - |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –V) 2017-18       |             |               |          |           |                |          |
|----------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Class: BBA V Semester                                          |             |               |          |           |                |          |
| Subject Name: BBA 510<br>Organizational development and Change |             | Time: 1.5 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                 | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                               | Q.1,4       | Q.2,3         | Q.4      | Q.5,6     |                |          |

Student will be able to -

CO1: Able to Understand the concept of organizational development and analysing the values and assumption underlying organization development (OD).

CO2: Know the basic of organisational development process and steps involved in OD with relevant factors affecting OD with contemporary techniques of organisational diagnosis.

CO3: Able to Recognize the need of Classification of OD interventions in relations to Human Strategic interventions with Evaluation and institutionalization of interventions.

| CO Map | Question No. | Question                                                                                            | Marks |
|--------|--------------|-----------------------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief the basic concept of Organisational Development and its importance and philosophy. | 6     |
| CO2    | Q.2          | What are the different values and assumptions underlying organisational development?                | 6     |
| CO3    | Q.3          | Write the name of Classifications of organizational Development Interventions.                      | 3     |
| CO1    | Q.4          | Describe the different Techniques of organizational development.                                    | 6     |
| CO1    | Q.5          | Demonstrate the functions related to training styles.                                               | 6     |
| CO2    | Q .6.        | Write short note on steps involved in OD.                                                           | 3     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*



## Attainment

|                         |                                             |
|-------------------------|---------------------------------------------|
| <b>Session</b>          | 2017-18                                     |
| <b>Course Name</b>      | BBA                                         |
| <b>Semester</b>         | 5th Semester                                |
| <b>Subject Code</b>     | BBA 510                                     |
| <b>Subject Name</b>     | ORGANIZATIONAL DEVELOPMENT & CHANGE         |
| <b>Attainment Level</b> | 46 % of students secure more than 60% marks |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| <b>COURSE: TRAINING AND DEVELOPMENT</b>         |

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2017-18**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### Programme Specific Outcomes:

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM               | BBA<br>511 | 3           | 1           | 1           | 3           | 1           | 2           | 2           | 1           | 1       | -        | 3        | 1        | 1    |

|                                                                                        |
|----------------------------------------------------------------------------------------|
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>Course Handout</b>                                                                  |
| <b>Course: Training and Development</b>                                                |
| Course Code: BBA 511, Crédits: 04, Session :2017-18 (Odd Sem.), Class : BBA V Semester |

**Introduction:** The objective of this course is to familiarize the budding managers with how course will help students to help students acquire and enhance their knowledge of how to plan, develop, carry out, and evaluate training and executive development programmes in Business Organizations and familiarize students with the dynamics of training and development for an organization and individuals. It will develop an understanding of various training and their evaluation. Further it will develop a right perspective in them towards managing and improving performance. It aims to equip the students to focuses on understanding the basic concepts, theories and functioning of training system on organisation and its applications.

**rr. Course Outcomes:** At the end of the course, students will be able to:

- 1.BBA 511.1.** Able to Understand the concept of Training and its strategy in relations to education, culture and context.
- 2.BBA 511.2.** Know the basic of process of training with need assessment in relations to person analysis, task analysis and organisational analysis, focus on recent on training methods with styles.
- 3.BBA 511.3.** Able to Recognize the need for Training Evaluation and Measuring Training Effectiveness in relation to Return on Investment and Cost – Benefit Analysis with models of Training Evaluation.
- 4.BBA 511.4.** Describe the role of training system and its actions for better career development and succession planning to gain the full advantage of diversity training.
- 5.BBA 511.5.** Demonstrate the applications functions of Changes in Training Needs for Modern Organizations focus on Learning Organizations by which the Training for Trainers concept by conducting a sensitivity Training, Computer Based Training, Training transfer to workplace.



6.**BBA 511.6.** Able to understand the Executive Development significance and identify the role of HRD in 21<sup>st</sup> century.

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**ss. Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

**Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## **t.Syllabus**

### **Module I: Introduction**

Meaning and definition of training, Training vs education, Culture and Context, Introduction to training Strategy.

### **Module II: Process of Training**

Establishing objectives, training need assessment (Person Analysis, Task Analysis, Organization Analysis, designing the programs, training methods, trainers and training styles, Introduction to Management Development program.

### **Module III: Evaluation of Training & Development**

Training Evaluation – Need for evaluation, Measuring Training Effectiveness, Concept of Return on Investment, Cost – Benefit Analysis, Models of Training Evaluation.

### **Module IV: Training Systems**

Action Research for better training, knowledge management, career development, succession planning, diversity training, orientation training.

**Module V:** Changes in Training Needs for Modern Organizations, Concept and Need for Learning Organizations, Trainer Identification) & Training for Trainers, Leadership, Basics of Sensitivity Training, Computer Based Training. Training transfer to workplace

### **Module VI: Development**

Executive Development – significance & nature, identifying development needs and setting objectives. Techniques of development and advantages. Role of HRD in 21<sup>st</sup> Century.

**Assignment** – Visit an organization & find out their training needs.

### **Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | 15        | 10            | 5        | 70        |

### **Text & References:**

#### *Text:*

- Lynton R.P and Pareek U (1990). Training for Development. Vistaar Publications, New Delhi

#### *References:*

- Goldstein, Training in Organizations, Thomson Learning.
- Pareek Udai, Training and Development, Tata McGraw Hill.
- Srivastava, S., Recruitment, Selection & Retention, ABS Course pack, 1999.
- Wexley, K & Lathan Gary, Developing & Training HR in Organization. P. Hall, 2002.

### u. Lecture Plan

| Lecture | Topics                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | What is training? definition and scope.              | Lecture          | BBA 511.1.       | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of training Strategy.                        | Lecture          | BBA 511.1.       | Mid Term-1, Quiz & End Sem Exam |
| 3       | Nature, Importance, Philosophy, Objectives: Training | Lecture          | BBA 511.1.       | Mid Term-1, Quiz & End Sem Exam |
| 4       | Definition, Goals: Training vs. education            | Lecture          | BBA 511.1.       | Mid Term-1, Quiz & End Sem Exam |
| 5       | Process of Training                                  | Lecture          | BBA 511.2.       | Mid Term-1, Quiz & End Sem Exam |
| 6       | Establishing objectives, training need assessment    | Lecture          | BBA 511.2.       | Mid Term-1, Quiz & End Sem Exam |
| 7       | Person Analysis                                      | Lecture          | BBA 511.2.       | Mid Term-1, Quiz & End Sem Exam |
| 8       | Task Analysis                                        | Lecture          | BBA 511.2.       | Mid Term-1, Quiz & End Sem      |

|    |                                                |         |            |                                 |
|----|------------------------------------------------|---------|------------|---------------------------------|
|    |                                                |         |            | Exam                            |
| 9  | Organization Analysis                          | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 10 | Designing the programs: Introduction and steps | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 11 | Designing the programs                         | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 12 | Training methods: off the job                  | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 13 | Training methods: on the job                   | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 14 | Training methods: off the job : implications   | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 15 | Trainers: Role ,importance and significance    | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 16 | Training styles : Introduction and methods     | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 17 | Training styles : case studies                 | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |

|    |                                                               |         |            |                                 |
|----|---------------------------------------------------------------|---------|------------|---------------------------------|
| 18 | Introduction to Management Development program: Introduction  | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 19 | Evaluation of Training & Development: Introduction            | Lecture | BBA 511.3. | Mid Term-1, Quiz & End Sem Exam |
| 20 | Training Evaluation role and significance                     | Lecture | BBA 511.3. | Mid Term-1, Quiz & End Sem Exam |
| 21 | Need for evaluation: Training                                 | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 22 | Measuring Training Effectiveness: Introduction                | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 23 | Concept of Return on Investment: Introduction                 | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 24 | Cost – Benefit Analysis: Introduction :                       | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 25 | Models of Training Evaluation: Introduction                   | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 26 | Models of Training Evaluation: The Kirkpatrick-Phillips Model | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 27 | Models of Training Evaluation:                                | Lecture | BBA 511.3. | Quiz & End Sem Exam             |

|    |                                                                   |         |            |                     |
|----|-------------------------------------------------------------------|---------|------------|---------------------|
|    | Anderson's Value of Learning Model                                |         |            |                     |
| 28 | Models of Training Evaluation: Brinkerhoff's Success Case Method. | Lecture | BBA 511.3  | Quiz & End Sem Exam |
| 29 | Learning Transfer Evaluation Model (LTEM).                        | Lecture | BBA 511.3. | Quiz & End Sem Exam |
| 30 | Models of Training Evaluation: summary                            | Lecture | BBA 511.3. | Quiz & End Sem Exam |
| 31 | Training Systems: Introductions                                   | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 32 | Action Research for better training: Introductions                | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 33 | knowledge management: Importance                                  | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 34 | career development: Introductions                                 | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 35 | Retirement benefits, Employees' service benefits: Types           | Lecture | BBA 511.4  | Quiz & End Sem Exam |
| 36 | succession planning: Introduction: steps                          | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 37 | Diversity training: Introduction and steps                        | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 38 | Orientation training: introduction and steps                      | Lecture | BBA 511.4. | Quiz & End Sem      |

|    |                                                                      |         |            |                     |
|----|----------------------------------------------------------------------|---------|------------|---------------------|
|    |                                                                      |         |            | Exam                |
| 39 | Changes in Training Needs for Modern Organizations                   | Lecture | BBA 511.5. | Quiz & End Sem Exam |
| 40 | Concept and Need for Learning Organizations, Trainer Identification) | Lecture | BBA 511.5. | Quiz & End Sem Exam |
| 41 | Training for Trainers                                                | Lecture | BBA 511.5. | Quiz & End Sem Exam |
| 42 | Leadership                                                           | Lecture | BBA 511.5. | Quiz & End Sem Exam |
| 43 | Basics of Sensitivity Training, Computer Based Training.             | Lecture | BBA 511.5. | Quiz & End Sem Exam |
| 44 | Training transfer to workplace                                       | Lecture | BBA 511.5. | Quiz & End Sem Exam |
| 45 | Executive Development: significance & nature                         | Lecture | BBA 511.6. | Quiz & End Sem Exam |
| 46 | Identifying development needs                                        | Lecture | BBA 511.6. | Quiz & End Sem Exam |
| 47 | Setting objectives. Techniques of development and advantages         | Lecture | BBA 511.6. | Quiz & End Sem Exam |
| 48 | Role of HRD in 21 <sup>st</sup> Century.                             | Lecture | BBA 511.6. | Quiz & End Sem Exam |



**tt. Course Articulation Matrix (Mapping of COs with Pos & PSOs)**

| CO                | STATEMENT                                                                                                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 511. 1</b> | Able to Understand the concept of Training and its strategy in relations to education, culture and context.                                                                                 | 1                                   | 1           | 3           | 2           | 1           | 1           | 1           | 1           | 3           | 2            | 3                                            | 2                | 1                |
| <b>BBA 511. 2</b> | Know the basic of process of training with need assessment in relations to person analysis, task analysis and organisational analysis, focus on recent on training methods with styles.     | 1                                   | 1           | 3           | 3           | 1           | 1           | 2           | 2           | 1           | 1            | 3                                            | 3                | 2                |
| <b>BBA 511. 3</b> | Able to Recognize the need for Training Evaluation and Measuring Training Effectiveness in relation to Return on Investment and Cost – Benefit Analysis with models of Training Evaluation. | 1                                   | 1           | 3           | 3           | 2           | 1           | 1           | 1           | 3           | -            | -                                            | 2                | 1                |

|                           |                                                                                                                                                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>511.<br/>4</b> | Describe the role of training system and its actions for better career development and succession planning to gain the full advantage of diversity training.                                                                                                           | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | - | 3 | 3 | - |
| <b>BBA<br/>511.<br/>5</b> | Demonstrate the applications functions of Changes in Training Needs for Modern Organizations focus on Learning Organizations by which the Training for Trainers concept by conducting a sensitivity Training, Computer Based Training, Training transfer to workplace. | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | - | 1 | 1 | - |
| <b>BBA<br/>511.<br/>6</b> | Able to understand the Executive Development significance and identify the role of HRD in 21 <sup>st</sup> century.                                                                                                                                                    | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | - | 3 | 1 | - |

## Sample question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –V) 2017-18                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |              |                                                                                   |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BBA V Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              |                                                                                   |          |           |                |          |
| Subject Name: BBA 511<br>Training and Development                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              | Time: 1.5 Hrs                                                                     |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Remembering  | Understanding                                                                     | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                                             | Q.4      | Q.5,6     |                |          |
| <p>Student will be able to</p> <p>CO1: Able to Understand the concept of Training and its strategy in relations to education, culture and context.</p> <p>CO2: Know the basic of process of training with need assessment in relations to person analysis, task analysis and organisational analysis, focus on recent on training methods with styles.</p> <p>CO3: Able to Recognize the need for Training Evaluation and Measuring Training Effectiveness in relation to Return on Investment and Cost – Benefit Analysis with models of Training Evaluation.</p> |              |                                                                                   |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Question No. | Question                                                                          |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.1          | Explain in brief the basic concept of Training and its importance and philosophy. |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.2          | What are the different training need assessment?                                  |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.3          | Write a short note on: Management development program.                            |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.4          | Describe the different classification of training and methods.                    |          |           |                | 6        |

|     |       |                                                       |   |
|-----|-------|-------------------------------------------------------|---|
| CO1 | Q.5   | Demonstrate the functions related to training styles. | 6 |
| CO2 | Q .6. | Write short note on: Training strategy                | 3 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Attainment

|                  |                        |
|------------------|------------------------|
| Session          | 2017-18                |
| Course Name      | BBA                    |
| Semester         | 5th Semester           |
| Subject Code     | BBA 511                |
| Subject Name     | TRAINING & DEVELOPMENT |
| Attainment Level | Level 3                |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2017-18**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA VI SEM                    | BBA605 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                          |
|------------------------------------------------------------------------------------------------|
| Course Handout                                                                                 |
| Course : Brand Management                                                                      |
| Course Code : BBA 605, Credits: 04,<br>Session : 2017-18 (Even Sem.), Class : BBA 6th Semester |
|                                                                                                |

**A. Introduction:** The objective of the course is to help the students understand and appreciate the theoretical concepts of brands. To generate the ability to apply the concepts in real life.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA605.1.** Building awareness for the concept of branding and brand equity and to identify the scope and significance of brand management in domain industry.

**BBA605.2.** Identifying the emerging markets and marketing challenges in the developing brand equity and brand value

**BBA605.3.** Acquire knowledge and understand the brand elements and develop product and price strategies.

**BBA605.4.** Evaluate different methods and use appropriate research approaches for building brand hierarchy and brand extension.

**BBA605.5.** Understanding the policies and procedures prevalent to audit brand and also acquiring knowledge to develop global brand strategy.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.



**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

[PSO.3]. **Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

| <b>PROGRAMME ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|--------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                      |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| VI<br>SE<br>M                        | BBA6<br>05 | -           | -           | -           | -           | -           | 3           | 2           | -           | 2       | -        | -        | -        | 3    |

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **F. Syllabus**

##### **Module I: Introduction**

Meaning and importance of brands. Brands v/s products. Challenges and opportunities of branding. Concept of Brand Equity. Brand management process. Role of CRM in building brands.

## **Module II: Brand Positioning and value**

Sources of brand equity. Brand Building. Implications of brand building. Brand positioning: Brand value. Internal branding.

## **Module III: Brand Marketing**

Criteria for choosing Brand elements. Building brand equity: Product strategy, pricing strategy. Integrated marketing communication. Brand Personality, Brand Image, Celebrity endorsements. Concept of co-branding

## **Module IV: Brand Performance and Branding strategies**

Brand value chain, Brand equity management system. Brand hierarchy. Designing branding strategy. Brand extension: Concept, Advantages and disadvantages. Evaluating opportunities of brand extension, Managing Brands over time, Branding strategy over PLC.

## **Module V: Managing Brands**

Brand Audit: Meaning, Need and Significance, Reinforcing Brands. Brands revitalization Managing brands internationally, Standardization v/s customization. Global Brand strategy.

## **Module VI: The Indian Scenario**

The Export Import Scene in India. EXIM Policy. Export Documentation, Export Procedure

### **G. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### **H. Suggested Text/Reference Books:**

Text:

- Keller Kevin Lane, Strategic Brand Management: Building, Measuring and Managing Brand Equity, Second Edition, Prentice Hall.

References:

- Jean Noel Kampferer, Kogan Page, Strategic Brand Management, Second Edition
- Understanding Brands, Cowley D.

## I. Lecture Plan

| Lecture | Topics                                                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Introduction</b> - Meaning and importance of brands.                              | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Introduction</b> - Meaning and importance of brands.                              | Group Discussion | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Introduction</b> - Brands v/s products. Challenges and opportunities of branding. | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Introduction</b> - Challenges and opportunities of branding.                      | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 5.      | <b>Introduction</b> - Concept of Brand Equity                                        | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 6.      | <b>Introduction</b> - Concept of Brand Equity.                                       | Home Assignment  | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 7.      | <b>Introduction</b> - Brand management process.                                      | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 8.      | <b>Introduction</b> - Brand management process.                                      | Case Study       | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                      |                  |          |                                 |
|-----|----------------------------------------------------------------------|------------------|----------|---------------------------------|
| 9.  | <b>Introduction</b> - Role of CRM in building brands.                | Lecture          | BBA605.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Introduction</b> - Role of CRM in building brands.                | Lecture          | BBA605.1 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Brand Positioning and value</b> - Sources of brand equity.        | Home Assignment  | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Brand Positioning and value</b> - Brand Building.                 | Lecture          | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Brand Positioning and value</b> - Implications of brand building. | Group Discussion | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Brand Positioning and value</b> - Implications of brand building  | Lecture          | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Brand Positioning and value</b> - Brand positioning:              | Lecture          | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Brand Positioning and value</b> - Brand positioning               | Lecture          | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Brand Positioning and value</b> - Brand value.                    | Group Discussion | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Brand Positioning and value</b> - Internal branding.              | Case Study       | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Brand Positioning and value</b> - Internal branding.              | Group Discussion | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                      |                  |          |                                 |
|-----|------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 20. | <b>Brand Marketing</b> - Criteria for choosing Brand elements.                                       | Lecture          | BBA605.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Brand Marketing</b> - Building brand equity: Product strategy, pricing strategy.                  | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Brand Marketing</b> - Building brand equity: Product strategy, pricing strategy.                  | Group Discussion | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Brand Marketing</b> - Integrated marketing communication.                                         | Home Assignment  | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Brand Marketing</b> - Integrated marketing communication.                                         | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Brand Marketing</b> - Brand Personality                                                           | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Brand Marketing</b> - Brand Image                                                                 | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Brand Marketing</b> - Celebrity endorsements.                                                     | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Brand Marketing</b> - Concept of co-branding                                                      | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Brand Marketing</b> - Concept of co-branding                                                      | Group Discussion | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Brand Performance and Branding strategies</b> - Brand value chain, Brand equity management system | Lecture          | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                            |                 |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 31. | <b>Brand Performance and Branding strategies</b> - Brand hierarchy.                                        | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Brand Performance and Branding strategies</b> - Designing branding strategy                             | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Brand Performance and Branding strategies</b> - Brand extension: Concept, Advantages and disadvantages. | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Brand Performance and Branding strategies</b> - Brand extension: Concept, Advantages and disadvantages. | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Brand Performance and Branding strategies</b> - Evaluating opportunities of brand extension             | Home Assignment | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Brand Performance and Branding strategies</b> - Evaluating opportunities of brand extension             | Case Study      | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 37. | <b>Brand Performance and Branding strategies</b> - Managing Brands over time                               | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 38. | <b>Brand Performance and Branding strategies</b> - Branding strategy over PLC.                             | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 39. | <b>Brand Performance and Branding strategies</b> - Branding strategy over PLC.                             | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 40. | <b>Managing Brands</b> - Brand Audit: Meaning, Need and Significance                                       | Lecture         | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                             |                    |          |                                       |
|-----|---------------------------------------------------------------------------------------------|--------------------|----------|---------------------------------------|
| 41. | <b>Managing Brands -</b><br>Reinforcing Brands.                                             | Home<br>Assignment | BBA605.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 42. | <b>Managing Brands -</b><br>Reinforcing Brands.                                             | Case Study         | BBA605.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 43. | <b>Managing Brands -</b> Brands<br>revitalization                                           | Lecture            | BBA605.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 44. | <b>Managing Brands -</b> Brands<br>revitalization                                           | Lecture            | BBA605.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 45. | <b>Managing Brands -</b><br>Managing brands<br>internationally,                             | Lecture            | BBA605.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 46. | <b>Managing Brands -</b><br>Standardization v/s<br>customization. Global Brand<br>strategy. | Lecture            | BBA605.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 47. | <b>Managing Brands -</b><br>Standardization v/s<br>customization. Global Brand<br>strategy. | Home<br>Assignment | BBA605.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 48. | <b>Managing Brands -</b> . Global<br>Brand strategy.                                        | Case Study         | BBA605.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs, PSOs)**

| CO | STATEMENT | CORRELATION WITH<br>PROGRAMME OUTCOMES | CORRELATION WITH<br>PROGRAMME SPECIFIC<br>OUTCOMES |
|----|-----------|----------------------------------------|----------------------------------------------------|
|----|-----------|----------------------------------------|----------------------------------------------------|



|                           |                                                                                                                                                    | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
| <b>BBA<br/>605.<br/>1</b> | Building awareness for the concept of branding and brand equity and to identify the scope and significance of brand management in domain industry. | 3           | 1           | 1           | -           | 3           | 2           | -           | -           | 1           | -            | -                | 1                | 2                |
| <b>BBA<br/>605.<br/>2</b> | Identifying the emerging markets and marketing challenges in the developing brand equity and brand value                                           | 2           | 2           | 1           | 3           | 1           | 3           | 3           | -           | -           | 3            | 1                | 1                | 1                |
| <b>BBA<br/>605.<br/>3</b> | Acquire knowledge and understand the brand elements and develop product and price strategies.                                                      | 3           | 3           | 1           | 3           | 3           | 1           | 2           | 1           | -           | 2            | -                | -                | 1                |
| <b>BBA<br/>605.<br/>4</b> | Evaluate different methods and use appropriate research approaches for building brand hierarchy and brand extension.                               | 3           | 1           | -           | 1           | 3           | 1           | 3           | 2           | 1           | 2            | -                | 2                | 1                |
| <b>BBA<br/>605.<br/>5</b> | Understanding the policies and procedures prevalent to audit brand and also acquiring knowledge to develop global brand strategy.                  | 3           | 2           | 3           | 3           | 3           | 2           | 3           | 3           | 1           | -            | 1                | 3                | -                |

## **Sample Question Paper**

|                                                                                                                                                                                                                                                                                                                                       |                     |                                                                      |                        |           |                       |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------|------------------------|-----------|-----------------------|--------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM – VI) 2017-18</b>                                                                                                                                                                                                                                                              |                     |                                                                      |                        |           |                       |              |
| <b>Class: BBA VI Semester</b>                                                                                                                                                                                                                                                                                                         |                     |                                                                      |                        |           |                       |              |
| <b>Subject Name: BBA605 Brand Management</b>                                                                                                                                                                                                                                                                                          |                     |                                                                      | <b>Time: 1.5 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                 | Remembering         | Understanding                                                        | Applying               | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                               | Q. 2, Q. 4          | Q. 6                                                                 | Q. 1                   | -         | Q. 5                  | Q. 3         |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Building awareness for the concept of branding and brand equity and to identify the scope and significance of brand management in domain industry.<br><br><b>CO 2:</b> Identifying the emerging markets and marketing challenges in the developing brand equity and brand value. |                     |                                                                      |                        |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                         | <b>Question No.</b> | <b>Question</b>                                                      |                        |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                           | <b>1.</b>           | <b>Define branding and state the importance of brands.</b>           |                        |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                           | <b>2.</b>           | <b>Differentiate between brands and products.</b>                    |                        |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                           | <b>3.</b>           | <b>Elaborate the process of brand management.</b>                    |                        |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                           | <b>4.</b>           | <b>What are the sources of brand equity?</b>                         |                        |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                           | <b>5.</b>           | <b>Discuss the concept of Internal Branding.</b>                     |                        |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                           | <b>6.</b>           | <b>State the importance of developing brand value in the market.</b> |                        |           |                       | <b>5</b>     |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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## Attainment

|                  |                  |
|------------------|------------------|
| Session          | 2017-18          |
| Course Name      | BBA              |
| Semester         | 6th Semester     |
| Subject Code     | BBA 605          |
| Subject Name     | BRAND MANAGEMENT |
| Attainment Level | Level 3          |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
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*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course: Retail Management**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2017-18**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **PROGRAM SPECIFIC OUTCOMES:**

After graduating in this Program, the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “- “

| <b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|----------------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                              |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| VI<br>SE                                     | BBA<br>607 | 3           | 2           | 3           | 2           | 3           | 1           | 3           | 3           | 1       | 1        | -        | 2        | 3    |

|   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|---|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## AMITY BUSINESS SCHOOL

### Course Handout

### Course: Retail Management

Course Code: BBA 607, Crédits : 04, Session : 2017-18 (Even Sem.), Class : BBA 6th Semester

**A. Introduction:** Keeping in view the growth of the retail industry, the course has been designed to familiarize students with the basics of retail industry and give them an overview about retail marketing practices.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA607.1.** Remember the concept of retailing and evaluate the change due to the influencing environment, lifestyle and technological changes.

**BBA607.2.** Identify the buying decision process in retailing and the types of buying decisions used by consumers.

**BBA607.3.** Create strategies for retail marketing and analyse the customer loyalty programmes. Identify GAPS between end user and service provider and devise strategies to close them.

**BBA607.4.** Understand the concept of merchandise management, its planning and establishing strategies of retail.

**BBA607.5.** Evaluate the concept of store management, store layout and atmospherics. Develop compensation schemes and control of store employees.

**BBA607.6.** Develop strategies to implement rural marketing and evaluate social and sustainability aspects of rural retailing in the industry.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.



#### **D. Programme Specific Outcomes:**

After graduating in this Program, the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **F. Syllabus**

### **Module I: Introduction**

Nature, scope and importance of retailing, retail competition theories, Retail management process, Influence of changing environment on retailing viz demographic changes, lifestyle changes, technology changes (e-business), Retail Environment.

### **Module II: Consumer Behaviour in Retailing**

Consumer Behaviour in retailing, Buying decision process in retailing, Types of buying decision, market segmentation for retailing, generational cohorts.

### **Module III: Retail Marketing Strategy & Customer Service**

Types of retailers, multichannel retailing, Retail strategy concept & its elements, Strategic retail planning process, Retail Pricing, Retail Promotion tool, Customer Loyalty Programme, global retailing growth strategies & international market entry strategies, Advantages through customer service, Customer evaluation of service quality, GAP model for improving service.

### **Module IV: Merchandise management**

Retail Information system & supply chain management, Concept of merchandise management. Planning Merchandise – organizing buying process, developing an assortment plan, allocating merchandise to stores meeting vendors and establishing strategic relations with them, branding strategies for retail (e.g., private labels).

### **Module V: Store management & visual merchandising**

Store layout & space planning, atmospherics, Choosing store location, visual merchandising, Recruitment, selection, Training, motivation, Compensation and Control of store employees.

### **Module VI: Rural Retailing**

Introduction to rural retailing, Relevance, Importance and the Emerging Scenario of Rural markets, Major problem areas in rural retailing, Strategies for Rural Retailing, Social and sustainability aspects of rural retailing.

## **G. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## H. Suggested Text/Reference Books:

Text:

- Levy & Weitz, Retailing Management, Fifth edition, Tata McGraw Hill,
- Kashyap Pradeep, Raut Siddhartha, The Rural Marketing Book, 2006, Biztantra.

References:

- Retailing management, Swapna Pradhan, 3rd edition Tata McGraw Hill.
- Retail Marketing Management, David Gilbert.
- Barry Berman & Joel R. Evans, Retail Management, A Strategic Approach, Ninth Edition, Pearson Education.

## I. Lecture Plan

| Lecture | Topics                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Introduction</b> - Nature, scope and importance of retailing, | Lecture          | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Introduction</b> - Nature, scope and importance of retailing, | Group Discussion | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Introduction</b> - retail competition theories,               | Lecture          | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Introduction</b> - retail competition theories,               | Lecture          | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                       |                  |          |                                 |
|-----|-------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 5.  | <b>Introduction</b> - Retail management process, Influence of changing environment on retailing       | Lecture          | BBA607.1 | Mid Term-1, Quiz & End Sem Exam |
| 6.  | <b>Introduction</b> - Retail management process, Influence of changing environment on retailing viz   | Home Assignment  | BBA607.1 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | <b>Introduction</b> - demographic changes, lifestyle changes, technology changes (e-business)         | Lecture          | BBA607.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | <b>Introduction</b> - demographic changes, lifestyle changes, technology changes (e-business)         | Case Study       | BBA607.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | <b>Introduction</b> - Retail Environment.                                                             | Lecture          | BBA607.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Consumer Behaviour in Retailing</b> - Consumer Behaviour in retailing,                             | Lecture          | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Consumer Behaviour in Retailing</b> - Buying decision process in retailing                         | Home Assignment  | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Consumer Behaviour in Retailing</b> - Buying decision process in retailing,                        | Lecture          | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Consumer Behaviour in Retailing</b> - Types of buying decision, market segmentation for retailing, | Group Discussion | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Consumer Behaviour in Retailing</b> - Types of buying decision, market segmentation for retailing, | Lecture          | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                                                                  |                  |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 15. | <b>Consumer Behaviour in Retailing</b> - generational cohorts.                                                                                                   | Lecture          | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Consumer Behaviour in Retailing</b> - generational cohorts.                                                                                                   | Lecture          | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Types of retailers, multichannel retailing.                                                            | Group Discussion | BBA607.3 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Retail strategy concept & its elements,                                                                | Case Study       | BBA607.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Strategic retail planning process, Retail Pricing, Retail Promotion tool                               | Group Discussion | BBA607.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Strategic retail planning process, Retail Pricing, Retail Promotion tool                               | Lecture          | BBA607.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Customer Loyalty Programme, global retailing growth strategies & international market entry strategies | Lecture          | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Advantages through customer service                                                                    | Group Discussion | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                                  |                  |          |                                 |
|-----|----------------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 23. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Advantages through customer service,                                   | Home Assignment  | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Customer evaluation of service quality                                 | Lecture          | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Retail Marketing Strategy &amp; Customer Service</b> - GAP model for improving service.                                       | Lecture          | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Merchandise management</b> - Retail Information system & supply chain management,                                             | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Merchandise management</b> - Concept of merchandise management.                                                               | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Merchandise management</b> - Concept of merchandise management.                                                               | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Merchandise management</b> - Planning Merchandise – organizing buying process, developing an assortment plan                  | Group Discussion | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Merchandise management</b> - Planning Merchandise – organizing buying process, developing an assortment plan                  | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Merchandise management</b> - allocating merchandise to stores meeting vendors and establishing strategic relations with them, | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                      |                 |          |                                       |
|-----|------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------------|
| 32. | <b>Merchandise management</b><br>- branding strategies for retail (e.g., private labels).            | Lecture         | BBA607.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 33. | <b>Merchandise management</b><br>- branding strategies for retail (e.g., private labels).            | Lecture         | BBA607.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 34. | <b>Store management &amp; visual merchandising</b> -<br>Store layout & space planning, atmospherics, | Lecture         | BBA607.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 35. | <b>Store management &amp; visual merchandising</b> -<br>Store layout & space planning, atmospherics, | Home Assignment | BBA607.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 36. | <b>Store management &amp; visual merchandising</b> -<br>Choosing store location                      | Case Study      | BBA607.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 37. | <b>Store management &amp; visual merchandising</b> -<br>visual merchandising                         | Lecture         | BBA607.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 38. | <b>Store management &amp; visual merchandising</b> -<br>Recruitment, selection of store employees.   | Lecture         | BBA607.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 39. | <b>Store management &amp; visual merchandising</b> -<br>Training, motivation, store employees.       | Lecture         | BBA607.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 40. | <b>Store management &amp; visual merchandising</b> -<br>Compensation and Control of store employees. | Lecture         | BBA607.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 41. | <b>Store management &amp; visual merchandising</b> -<br>Compensation and Control of store employees. | Home Assignment | BBA607.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |

|     |                                                                                           |                 |          |                                 |
|-----|-------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 42. | <b>Rural Retailing</b> - Introduction to rural retailing                                  | Case Study      | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 43. | <b>Rural Retailing</b> - Relevance, Importance and the Emerging Scenario of Rural markets | Lecture         | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 44. | <b>Rural Retailing</b> - Major problem areas in rural retailing,                          | Lecture         | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 45. | <b>Rural Retailing</b> - Major problem areas in rural retailing,                          | Lecture         | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 46. | <b>Rural Retailing</b> - Strategies for Rural Retailing,                                  | Lecture         | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 47. | <b>Rural Retailing</b> - Social and sustainability aspects of rural retailing.            | Home Assignment | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 48. | <b>Rural Retailing</b> - Social and sustainability aspects of rural retailing.            | Case Study      | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs and P)**

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAMME SPECIFIC |
|----|-----------|-------------------------------------|-------------------------------------|
|----|-----------|-------------------------------------|-------------------------------------|



|                        |                                                                                                                                                                              |             |             |             |             |             |             |             |             |             |              | OUTCOMES         |                  |                  |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|                        |                                                                                                                                                                              | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA<br/>607. 1.</b> | Remember the concept of retailing and evaluate the change due to the influencing environment, lifestyle and technological changes.                                           | 3           | 1           | 1           | -           | 3           | 2           | -           | -           | 1           | 2            | -                | 1                | 1                |
| <b>BBA<br/>607. 2</b>  | Identify the buying decision process in retailing and the types of buying decisions used by consumers.                                                                       | 2           | 2           | 1           | 3           | 1           | 3           | 3           | -           | 2           | -            | 1                | 2                | 1                |
| <b>BBA<br/>607. 3</b>  | Create strategies for retail marketing and analyse the customer loyalty programmes. Identify GAPS between end user and service provider and devise strategies to close them. | 3           | 3           | 1           | 3           | 3           | 1           | 2           | 1           | -           | 2            | -                | 3                | 1                |
| <b>BBA<br/>607. 4</b>  | Understand the concept of merchandise management, its planning and establishing strategies of retail.                                                                        | 3           | 1           | -           | 1           | 3           | 1           | 3           | 2           | 1           | 2            | -                | 1                | -                |
| <b>BBA<br/>607. 5</b>  | Evaluate the concept of store management, store layout and atmospherics. Develop compensation schemes and control of store employees.                                        | 3           | 2           | 3           | 3           | 3           | 2           | 3           | 3           | 1           | 1            | 1                | -                | 3                |

|                      |                                                                                                                                    |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>607.6</b> | Develop strategies to implement rural marketing and evaluate social and sustainability aspects of rural retailing in the industry. | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 1 | 2 | - | 2 | - |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|

### Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM – VI) 2017-18</b>                                                                                                                                                                                                                                           |              |                                                                          |                        |           |                       |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------|------------------------|-----------|-----------------------|----------|
| <b>Class: BBA VI Semester</b>                                                                                                                                                                                                                                                                                      |              |                                                                          |                        |           |                       |          |
| <b>Subject Name: BBA607 Retail Management</b>                                                                                                                                                                                                                                                                      |              |                                                                          | <b>Time: 1.5 hours</b> |           | <b>Max. Marks: 30</b> |          |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                              | Remembering  | Understanding                                                            | Applying               | Analyzing | Evaluating            | Creating |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                            | Q. 2, Q. 4   | Q. 6                                                                     | Q. 1                   | -         | Q. 5                  | Q. 3     |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Remember the concept of retailing and evaluate the change due to the influencing environment, lifestyle and technological changes.<br><br><b>CO 2:</b> Identify the buying decision process in retailing and the types of buying decisions used by consumers. |              |                                                                          |                        |           |                       |          |
| CO Map                                                                                                                                                                                                                                                                                                             | Question No. | Question                                                                 |                        |           |                       | Marks    |
| CO 1                                                                                                                                                                                                                                                                                                               | 1.           | Define retailing. State its importance and scope.                        |                        |           |                       | 5        |
| CO 1                                                                                                                                                                                                                                                                                                               | 2.           | Elaborate the factors influencing the changing environment of retailing. |                        |           |                       | 5        |
| CO 1                                                                                                                                                                                                                                                                                                               | 3.           | Write a note on Retail Environment.                                      |                        |           |                       | 5        |

|             |           |                                                                   |          |
|-------------|-----------|-------------------------------------------------------------------|----------|
| <b>CO 2</b> | <b>4.</b> | <b>What are the types of buying decisions in retail industry?</b> | <b>5</b> |
| <b>CO 2</b> | <b>5.</b> | <b>How does consumer behaviour influence retail sector?</b>       | <b>5</b> |
| <b>CO 2</b> | <b>6.</b> | <b>Write a note on generation cohorts.</b>                        | <b>5</b> |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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**AMITY UNIVERSITY**  
MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                   |
|------------------|-------------------|
| Session          | 2017-18           |
| Course Name      | BBA               |
| Semester         | 6th Semester      |
| Subject Code     | BBA 607           |
| Subject Name     | RETAIL MANAGEMENT |
| Attainment Level | Level 2           |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY**  
MADHYA PRADESH

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|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| <b>Course: CORPORATE TAX PLANNING</b>           |

### **PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2017-18**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both

local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| VI<br>SE<br>M                 | BBA<br>608 | 1           | -           | 2           | 2           | -           | 3           | 3           | -           | 3       | -        | 1        | -        | 3    |

| AMITY BUSINESS SCHOOL                                                                |
|--------------------------------------------------------------------------------------|
| Course Handout                                                                       |
| Course: CORPORATE TAX PLANNING                                                       |
| Course Code: BBA 608, Credits: 04, Session :2017-18 (Even Sem.), Class: BBA 3rd Year |

**Introduction:** To provide understanding of Direct Tax including Rules pertaining there to and application to different business situations. To understand principles underlying the Service Tax and concepts of VAT.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA608.1.** Get an overview on tax management, Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation.

**BBA608.2.** Determine the Residential Status of companies, and computing Taxable income under Business and Profession, Assessment of Retail Business and Deemed incomes.

**BBA608.3.** Learn about different Deductions allowed under business and profession

**BBA608.4.** Get an overview of International accounting and Taxation concepts.

**BBA608.5.** Get an overview of GST, Classification of goods and services with GST rates, Basic terminologies- CGST/SGST, IGST, Input Tax Credit, Transitional Provisions, Electronic Commerce etc

**BBA608.6.** Understand the Tax planning concepts relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports. Learn about Tax deductions and collection at source, Advance payment of tax.

**G. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

#### **D. Assessment Plan:**



| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **DD. Syllabus**

### **Module I: Introduction to Tax Management**

Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation.

### **Module II Income from business**

Residential Status of companies, Taxable income under Business and Profession, Computation of Profit and Gains from business & profession, Deemed business profits, Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of accounts)

### **Module III: Deductions allowed under business and profession**

Deduction Expressly allowed section 30-35, Depreciation deduction calculation, Setoff and carry forward of unabsorbed depreciation section 32(2). Determining Actual Cost<sup>43</sup>(1), Set-off and Carry Forward Losses, Bonus or commission to employees section, Interest on borrowed capital, Insurance premium 36(1(i)), Employees contribution to provident fund, Bad

debts 36, Revenue expenditure incurred by statutory corporation, Banking transaction tax, Security transaction tax, Commodity transaction tax, provision for admissibility of general deduction 37(1),

#### **Module IV: International accounting and Taxation**

Comparison of GST of Two Western Country with India. Analysis of foreign financial statement, Accounting standard: US GAAP, Indian GAAP, IAS, IFRS. Transfer Pricing – Meaning, measurement, strategic considerations Norms & Practices, tax havens, Double taxation agreement among countries, Tax implication of activities of foreign enterprise in India: Mode of entry and taxation respectively.

#### **Module V: Introduction to Goods and Services Tax (GST)**

Meaning, Scope and Significance of GST, Principles of sub summation and taxes subsumed, Classification of goods and services with GST rates, Basic terminologies- CGST/SGST, IGST, Input Tax Credit, Transitional Provisions, Electronic Commerce.

#### **Module VI: Tax Planning and Financial Management Decisions**

Tax planning relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports. Tax deductions and collection at source, Advance payment of tax.

#### **EE. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

#### **FF.Suggested Text/Reference Books:**

Text:

- Lal & Vashist, Direct Taxes, 29<sup>th</sup> Edition, Pearson

References:

- Singhania & Singhania, Income Tax, 39<sup>th</sup> Edition, Taxmann

**GG. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                                              | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|----------------|------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|-------------------------------------------------|
| 1              | Introduction to syllabus                                                                                   | Lecture                 | BBA608.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2              | Introduction to Tax Management                                                                             | Lecture                 | BBA608.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3              | Concept of tax planning,                                                                                   | Lecture                 | BBA608.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4              | Tax avoidance and tax evasions,                                                                            | Lecture                 | BBA608.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5              | Concept of Corporate taxation.                                                                             | Lecture                 | BBA608.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6              | Introduction to Income from Business & Profession                                                          | Lecture                 | BBA608.2                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7              | Residential Status of companies                                                                            | Lecture                 | BBA608.2                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8              | Taxable income under Business and Profession,                                                              | Lecture                 | BBA608.2                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9              | Computation of Profit and Gains from business profession,                                                  | Lecture                 | BBA608.2                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10             | Deemed business profits,                                                                                   | Lecture                 | BBA608.2                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11             | Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained money and | Lecture                 | BBA608.2                | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                                                                                                                                                                               |         |          |                                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
|    | other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of accounts).                                                                                                          |         |          |                                                 |
| 12 | Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of accounts | Lecture | BBA608.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of Accounts | Lecture | BBA608.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Problem Solving Session                                                                                                                                                                                                       | Lecture | BBA608.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Deductions allowed under business and profession                                                                                                                                                                              | Lecture | BBA608.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Deduction Expressly allowed section 30-35,                                                                                                                                                                                    | Lecture | BBA608.3 | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                                                     |         |          |                                 |
|----|-----------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 17 | Depreciation deduction calculation                                                                  | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination |
| 18 | Setoff and carry forward of unabsorbed depreciation section 32(2).                                  | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination |
| 19 | Determining Actual Cost43(1)                                                                        | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination |
| 20 | Set-off and Carry Forward Losses                                                                    | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination |
| 21 | Bonus or commission to employees section, Interest on borrowed capital, Insurance premium 36(1(i)), | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination |
| 22 | Employees contribution to provident fund,                                                           | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination |
| 23 | Bad debts 36, Revenue expenditure incurred by statutory corporation,                                | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination |
| 24 | Banking transaction tax, Security transaction tax,)                                                 | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination |
| 25 | Commodity transaction tax                                                                           | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination |
| 26 | provision for adminisibility of general deduction 37(1)                                             | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination |
| 27 | Problem Solving Session                                                                             | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination |
| 28 | Comparison of GST of Two Western Country with India.                                                | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 29 | Analysis of foreign financial statement,                                                            | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 30 | Accounting standard: US GAAP, Indian GAAP, IAS,                                                     | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 31 | IFRS. Transfer Pricing – Meaning, measurement,                                                      | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |

|    |                                                                                       |         |          |                                 |
|----|---------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 32 | Strategic considerations Norms & Practices,                                           | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 33 | Tax havens, Double taxation agreement among countries                                 | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 34 | Tax implication of activities of foreign enterprise in India:                         | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 35 | Mode of entry and taxation                                                            | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 36 | Problem Solving Session                                                               | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 38 | Meaning, Scope and Significance of GST,                                               | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 39 | Principles of sub summation and taxes subsumed                                        | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 40 | Classification of goods and services with GST rates,                                  | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 41 | Basic terminologies-CGST/SGST, IGST,                                                  | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 42 | Input Tax Credit, Transitional Provisions, Electronic Commerce                        | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 43 | Tax planning relating to capital structure decision                                   | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |
| 44 | Dividend policy, Inter – corporate,                                                   | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |
| 45 | Dividends and bonus shares                                                            | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |
| 46 | Tax provisions relating to free trade zones, Infrastructure sector and backward areas | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |

|    |                                                                  |         |          |                                 |
|----|------------------------------------------------------------------|---------|----------|---------------------------------|
| 47 | Tax incentives for exports.                                      | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |
| 48 | Tax deductions and collection at source, Advance payment of tax. | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |

#### HH. Course Articulation Matrix (Mapping of COs with Pos, PSOs)

| CO                 | STATEMENT                                                                                                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                    |                                                                                                                                                              | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 608. 1.</b> | Get an overview on tax management, Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation.                                              | -                                   | -           | 3           | -           | -           | 3           | 3           | -           | -           |              | -                                            | -                | 3                |
| <b>BBA 608. 2.</b> | Determine the Residential Status of companies, and computing Taxable income under Business and Profession, Assessment of Retail Business and Deemed incomes. | -                                   | -           | 3           | -           | -           | 3           | 3           | -           | -           |              | -                                            | -                | 3                |
| <b>BBA 608. 3.</b> | Learn about different Deductions allowed under business and profession                                                                                       | -                                   | 3           | -           | 3           | -           | 3           | 3           | -           | -           |              | -                                            | -                | 3                |

|                    |                                                                                                                                                                                                                                                                                                                                              |   |   |   |   |   |   |   |   |   |  |   |   |   |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|--|---|---|---|
| <b>BBA 608. 4.</b> | Get an overview of International accounting and Taxation concepts.                                                                                                                                                                                                                                                                           | - | - | 3 | - | - | 2 | 3 | - | - |  | - | - | 3 |
| <b>BBA 608. 5.</b> | Get an overview of GST, Classification of goods and services with GST rates, Basic terminologies- CGST/SGST, IGST, Input Tax Credit, Transitional Provisions, Electronic Commerce etc                                                                                                                                                        | - | - | 3 | - | - | 2 | - | - | - |  | - | - | 3 |
| <b>BBA 608. 6.</b> | Understand the Tax planning concepts relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports. Learn about Tax deductions and collection at source, Advance payment of tax. | - | - | 3 | - | - | 2 | 3 | - | - |  | - | - | 3 |

## II. Sample Question Paper

|                                                           |               |                |
|-----------------------------------------------------------|---------------|----------------|
| Amity Business School<br>I MID-SEMESTER (SEM –VI) 2017-18 |               |                |
| Class: BBA III Year                                       |               |                |
| Subject Name: Corporate Tax Planning BBA 608              | Time: 1.5 Hrs | Max. Marks: 30 |



| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding    | Applying     | Analyzing        | Evaluating   | Creating |
|------------------------------------------------|-------------|------------------|--------------|------------------|--------------|----------|
| Question Mapping                               | Q. 1, 2a, 3 | Q.1, 2a and b, 5 | Q.3, 4, 5, 6 | Q.2 b, Q 3, 5, 6 | Q 2, 5 and 6 |          |

Student will be able to -

CO1: Get an overview on tax management, Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation

CO2: Determine the Residential Status of companies, and computing Taxable income under Business and Profession, Assessment of Retail Business and Deemed incomes.

CO3: Learn about different Deductions allowed under business and profession.

| CO Map | Question No. | Question                                                                 | Marks |
|--------|--------------|--------------------------------------------------------------------------|-------|
| CO2    | Q.1          | Explain the rules for determining the residential status of companies.   | 3     |
| CO1    | Q.2a         | Explain the concept of tax planning.                                     | 3     |
|        | Q.2b         | What do you mean by tax avoidance and tax evasions? Differentiate.       | 3     |
| CO3    | Q.3          | Briefly describe the deductions allowed from sec 30-35.                  | 6     |
| CO3    | Q4           | Explain banking transaction tax and security transaction tax.            | 3     |
| CO2    | Q.5          | Differentiate between US GAAP and Indian GAAP?                           | 6     |
| CO2    | Q 6          | Describe in detail the tax implications of foreign enterprises in India. | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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**AMITY UNIVERSITY**  
MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                            |
|-------------------------|--------------------------------------------|
| <b>Session</b>          | 2017-18                                    |
| <b>Course Name</b>      | BBA                                        |
| <b>Semester</b>         | 6th Semester                               |
| <b>Subject Code</b>     | BBA 608                                    |
| <b>Subject Name</b>     | CORPORATE TAX PLANNING                     |
| <b>Attainment Level</b> | 57% of students secure more than 60% marks |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course: Banking and Financial Institutions**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2017-18**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |          |
|--------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|----------|
|                                      |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PSO<br>1 | PSO<br>2 | PSO<br>3 |
| BBA<br>VI<br>SEM                     | BBA<br>609 | 2           | -           | 1           | 3           | -           | 3           | 2           | -           | 1       | -        | 3        | 2        | -        |

| AMITY BUSINESS SCHOOL                                                                |
|--------------------------------------------------------------------------------------|
| Course Handout                                                                       |
| Course: Banking and Financial Institutions                                           |
| Course Code: BBA 609, Credits: 04, Session :2017-18 (Even Sem.), Class: BBA 3rd Year |

**Introduction:** The aim of the course is to orient the finance students to the change in the banking industry. The financial industry much like the computer industry is changing rapidly. The students will be familiarized with institutions of today and developing an understanding why they are the way they are, and why they are changing is the core aim of the course. An Indian perspective will be added but conceptually the Global frameworks will be used.

**H. Course Outcomes:** At the end of the course, students will be able to:

**BBA609.1.** Understand the concept of Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing.

**BBA609.2.** Understand the Banking System & Operations, Types of banks, about NBFCs- its types; comparison between Banks and NBFCs, International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing), Banking Operation: An overview Principles of Lending, Study of Borrowers & Project Evaluation Criteria

**BBA609.3.** Know about Banking Sector Reforms, Provisions of Banking Regulation Act, Regulatory Institutions RBI & SEBI, Basle Committee Recommendations, Asset Liability Management in Commercial Banks.

**BBA609.4.** Understand the Insurance & Pension Institutions. Learn about IRDA, Its objectives, functions, concept of Bancassurance, Role of Insurance companies in Industrial Financing, New Pension Scheme, Pension Fund Regulatory and Development Authority (PFRDA) Role and guidelines.

**BBA609.5.** Get a conceptual understanding on Financial Inclusion, Challenges in India, Scope of Financial Inclusion in banking activities & financial services, Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, Principles of microfinance- institutional structures and delivery mechanisms. Enforcement and savings

**BBA609.6.** Know about recent Trends in Banking and Banking Innovations. Marketing of banking services and Latest Banking Technology.

## **I. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **JJ. Syllabus**

### **Module I: Introduction**

Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing.

### **Module II: Banking System & Operations.**

Banking system and structure in India- Types of banks in operation and their functions, Retail and Wholesale Banking, Near Banks, Rural Banking. Cooperative Banking. Universal Banking, Payment Banks, NBFCs- its types; comparison between Banks and NBFCs; International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing) Banking Operation: An overview Principles of Lending, Study of Borrowers & Project Evaluation Criteria

### **Module III: Banking Sector Reforms**

Provisions of Banking Regulation Act, Prudential Norms - Narsimhan Committee Recommendations, Regulatory Institutions RBI & SEBI, Basle Committee Recommendations- I, II, III & IV. Asset Liability Management in Commercial Banks.

### **Module IV: Insurance & Pension Institutions**

Introduction to Insurance – Elements of Insurance Risk, Principles of Insurance, Types of Insurance – Life Insurance and General Insurance Products including unit linked plans, Re-insurance, regulatory institution: IRDA – Objective and key functions; Bancassurance- concepts, critical issues & functional aspects. Role of Insurance companies in Industrial Financing, New Pension Scheme, Pension Fund Regulatory and Development Authority (PFRDA) Role and guidelines.

### **Module V: Financial Inclusion**

Concept, Financial Inclusion in India: Challenges, Scope of Financial Inclusion in banking activities & financial services. Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, Principles of microfinance- institutional structures and delivery mechanisms. Enforcement and savings

### **Module VI: Trends in Banking**

Banking Innovations. Marketing of banking services; Latest Banking Technology - Core banking solution (CBS); RTGS, Internet banking, Personal Banking, ATMs, mobile banking; Banking Technology - ECS, debit, credit and smart cards, Securitization (SARFAECI Act, SPV, ARC)



**KK. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

**LL. Suggested Text/Reference Books:****Text:**

Khan,M. 3rd Reprint, 1998, Financial Institutions and Markets, Tata McGraw Hill Publishing Company Limited.

**References:**

Cornett and Sauunders, 1999, Fundamentals of Financial Institutions Management, 1999 McGraw Hill Publishing Company Limited.

**MM. Lecture Plan:**

| Sl. No. | Topics                                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO                            |
|---------|-------------------------------------------------------------|------------------|------------------|-------------------------------------------------|
| 1       | Introduction to syllabus                                    | Lecture          | BBA609.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2       | Money, Process of Capital Formation.                        | Lecture          | BBA609.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3       | Banking and Financial Institutions and economic development | Lecture          | BBA609.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4       | Role of Development Banks in Industrial Financing.          | Lecture          | BBA609.1         | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                    |         |          |                                                       |
|----|--------------------------------------------------------------------|---------|----------|-------------------------------------------------------|
| 5  | Case Study Discussion                                              | Lecture | BBA609.1 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 6  | Banking system and structure in India                              | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 7  | Types of banks in operation and their functions                    | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 8  | Retail and Wholesale Banking,                                      | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 9  | Near Banks, Rural Banking.                                         | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 10 | Cooperative Banking. Universal Banking                             | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 11 | Payment Banks                                                      | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 12 | NBFCs- its types;                                                  | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 13 | Comparison between Banks and NBFCs;                                | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 14 | International Banking- financing exporters and importers           | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 15 | Important ECGC Policies and guarantees governing export financing) | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 16 | Banking Operation: An overview Principles of Lending,              | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 17 | Study of Borrowers & Project Evaluation Criteria                   | Lecture | BBA609.2 | Viva/Quiz & End Sem Examination                       |
| 18 | Case Study Discussion                                              | Lecture | BBA609.2 | Viva/Quiz & End Sem Examination                       |

|    |                                                                                                   |         |          |                                 |
|----|---------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 19 | Introduction to banking sector reforms                                                            | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 20 | Provisions of Banking Regulation Act                                                              | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 21 | Prudential Norms - Narsimhan Committee Recommendations,                                           | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 22 | Regulatory Institutions RBI                                                                       | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 23 | Regulatory Institutions - SEBI,                                                                   | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 24 | Basle Committee Recommendations- I, II, III & IV. Asset Liability Management in Commercial Banks. | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 25 | Basle Committee Recommendations- I, II, III & IV.                                                 | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 26 | Asset Liability Management in Commercial Banks.                                                   | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 27 | Group Discussion                                                                                  | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 28 | Introduction to Insurance – Elements of Insurance Risk,                                           | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 29 | Principles of Insurance                                                                           | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 30 | <u>Types of Insurance</u> – Life Insurance and <u>General Insurance</u>                           | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 31 | Products including unit linked plans, Re-insurance, regulatory institution:                       | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |

|    |                                                                                                                |         |          |                                 |
|----|----------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 32 | IRDA – Objective and key functions;                                                                            | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 33 | Bancassurance- concepts, critical issues & functional aspects.                                                 | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 34 | Role of Insurance companies in Industrial Financing, New Pension Scheme,                                       | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 35 | Pension Fund Regulatory and Development Authority (PFRDA) Role and guidelines.                                 | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 36 | Group Discussion                                                                                               | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 38 | Concept of Financial Inclusion                                                                                 | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |
| 39 | Financial Inclusion in India: Challenges                                                                       | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |
| 40 | Scope of Financial Inclusion in banking activities & financial services.                                       | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |
| 41 | Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |
| 42 | Principles of microfinance- institutional structures and delivery mechanisms. Enforcement and savings          | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |
| 43 | Recent Trends in Banking                                                                                       | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |
| 44 | Banking Innovations. Marketing of banking services;                                                            | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |

|    |                                                                                                          |         |          |                                 |
|----|----------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 45 | Latest Banking Technology - Core banking solution (CBS); RTGS, Internet banking, Personal Banking, ATMs, | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |
| 46 | Mobile banking; Banking Technology - ECS, debit, credit and smart cards,                                 | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |
| 47 | Securitization (SARFAECI Act, SPV, ARC)                                                                  | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |
| 48 | Case Study Discussion                                                                                    | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |

#### OO. Course Articulation Matrix (Mapping of COs with POs & PSO)

| CO                | STATEMENT                                                                                                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 609.1.</b> | <b>BBA609.1.</b> Understand the concept of Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing. | 3                                   | -           | -           | 2           | -           | 2           | -           | 1           | -           | -            | 3                                            | 1                | 3                |

|                           |                                                                                                                                                                                                                                                                                                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>609.<br/>2</b> | Understand the Banking System & Operations, Types of banks, about NBFCs- its types; comparison between Banks and NBFCs, International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing), Banking Operation: An overview Principles of Lending, Study of Borrowers & Project Evaluation Criteria | 3 | - | 3 | - | - | 3 | - | 2 | - | 1 | 3 | - | - |
| <b>BBA<br/>609.<br/>3</b> | Know about Banking Sector Reforms, Provisions of Banking Regulation Act, Regulatory Institutions RBI & SEBI, Basle Committee Recommendations, Asset Liability Management in Commercial Banks.                                                                                                                                                                 | 3 | 3 | - | 3 | - | 3 | 3 | - | - | 1 | - | 1 | 2 |

|                           |                                                                                                                                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>609.<br/>4</b> | Understand the Insurance & Pension Institutions. Learn about IRDA, Its objectives, functions, concept of Bancassurance, Role of Insurance companies in Industrial Financing, New Pension Scheme, Pension Fund Regulatory and Development Authority (PFRDA) Role and guidelines,                                                                                           | 3 | - | 3 | 2 | - | 2 | - | - | - | 1 | 3 | - | 2 |
| <b>BBA<br/>609.<br/>5</b> | Get an conceptual understanding on Financial Inclusion, Challenges in India, Scope of Financial Inclusion in banking activities & financial services, Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, Principles of microfinance-institutional structures and delivery mechanisms. Enforcement and savings | 3 | - | - | 3 | - | 2 | 1 | 1 | 1 | - | 3 | - | 2 |
| <b>BBA<br/>609.<br/>6</b> | Know about recent Trends in Banking and Banking Innovations. Marketing of banking services and Latest Banking Technology.                                                                                                                                                                                                                                                 | 3 | - | - | 2 | - | 2 | - | 1 | - | 2 | 3 | - | 2 |

## PP.Sample Question Paper

| Amity Business School<br>MID-SEMESTER (SEM –VI) 2017-18                                                                                                                                                                                                                                                                                                                                                                                                                                               |              |                                                            |           |                  |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------|-----------|------------------|----------------|----------|
| Class: BBA III Year                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                            |           |                  |                |          |
| Subject Name: BBA 609 Banking and Financial Institution                                                                                                                                                                                                                                                                                                                                                                                                                                               |              | Time: 1.5 Hrs                                              |           |                  | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Remembering  | Understanding                                              | Applying  | Analyzing        | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q. 1, 2, 3   | Q.1, 2, 3, 5                                               | Q.4, 5, 6 | Q.2 b, Q 3, 5, 6 | Q 4            |          |
| <p>Student will be able to -</p> <p>CO1: Understand the concept of Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing.</p> <p>CO2: Understand the Banking System &amp; Operations, Types of banks, about NBFCs- its types and can compare between Banks and NBFCs, International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing</p> |              |                                                            |           |                  |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                                   |           |                  |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1          | Define Money.                                              |           |                  |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2a         | Explain the process of capital formation.                  |           |                  |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.2b         | Write a short note on role of development banks in India.  |           |                  |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.3          | Explain retail and whole sale banking and their functions. |           |                  |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.4          | Explain the criteria for project evaluation.               |           |                  |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5 a        | Write 5 functions of RBI.                                  |           |                  |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.5 b        | Briefly explain the provisions of Banking sector reform.   |           |                  |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q 6          | What is asset liability management?                        |           |                  |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| <b>Course: ADVANCE CORPORATE FINANCE</b>        |

## Attainment

|                         |                                   |
|-------------------------|-----------------------------------|
| <b>Session</b>          | 2017-18                           |
| <b>Course Name</b>      | BBA                               |
| <b>Semester</b>         | 6th Semester                      |
| <b>Subject Code</b>     | BBA 609                           |
| <b>Subject Name</b>     | BANKING and Financial Institution |
| <b>Attainment Level</b> | Level 2                           |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY**  
MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course: Compensation and Reward Management**

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2017-18**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future Leaders:** The program will develop the foundations of business ethics, and prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO1:** Understand the basic concepts of Human resources management and the role of Industrial relations and labour law with its applications at national and international levels in the individual, team, and organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands-on session compensation and reward management with current trends and its benefits.

**Note:** - Correlation levels 1, 2, and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium), and 3: Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME<br/>ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |          |
|------------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|----------|
|                                          |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PSO<br>1 | PSO<br>2 | PSO<br>3 |
| VI SEM                                   | BBA<br>613 | 3           | 1           | 1           | 3           | 1           | 2           | 2           | 1           | 1       | 1        | 3        | 1        | -        |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course: Compensation and Reward Management                                              |
| Course Code : BBA 613, Crédits : 04, Session: 2017-18( Even Sem.), Class : BBA 3rd Year |

**Introduction:** The objective of this course is to familiarize the budding managers with how course will help students to familiarize students with the dynamics of wage and salary administration and current trends in India and understand the significance of compensation and reward management for an organization and individuals. It will develop an understanding of various compensation tools and their applications and potential appraisal. Further it will develop a right perspective in them towards managing and improving performance. It aims to equip the students to focus on understanding the basic concepts, theories and functioning of compensation and reward management system on organisation and its applications.

**uu. Course Outcomes:** At the end of the course, students will be able to:

- 1. BBA 613. 1.** Able to Understand the concept of compensation management and basic elements of wages and salary administration and the Role of various parties with Legislation for compensation.
- 2. BBA 613. 2.** Know the basics of Developing Compensation Programs and Job Evaluation, with Basic wage payment systems with total Salary Structure with the help of Compensation Surveys.
- 3. BBA 613. 3.** Able to Recognize the Derivatives of Compensation with Merit pay and Performance Evaluation and Performance-based rewards with Performance Criteria Choices.

4. **BBA 613.4.** Describe the role of Incentive Plans: individual and group incentive plans and its impact on Productivity Gain sharing plans with financial incentives.

5. **BBA 613.5.** Demonstrate the application functions of Supplemented Pay benefits insurance benefits and Retirement benefits, and Employee service benefits in performance management related to creating a high-performance organization That depends on ESOPs, Flexible benefits, and Benefits Surveys. Measuring Cost-to-Company (CTC).

6. **BBA 613.6.** Able to understand the current trends in compensation and reward management.

### **Program Outcomes:**

**[PO.1]. Knowledge of Business, Management, and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain, and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyze the knowledge of principles of management to find solutions to real-world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate, and provide innovative solution frameworks to real-world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weaknesses, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive and keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communication skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both

local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**vv. Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and the role of Industrial relations and labour law with its applications at national and international levels in the individual, team, and organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands-on session compensation and reward management with current trends and its benefits.

**ww. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## **xx. Syllabus**

### **Module I: Introduction**

Overview of Compensation Management, Wage and Salary Administration – Nature, Importance, Philosophy, Objectives, Definition, Goals, Role of various parties – Employees, Employers, Unions & Government and

Consequences of pay, Legislations for compensation – PF, Gratuity, Pension, Bonus

### **Module II: Developing Compensation Programs**

Job Evaluation, Basic systems Time wage, Piece wage, Incentives, Wage payments and Total Salary Structure, Compensation Surveys, Hay Plan, Developing Competitive Compensation Programs, Developing Salary Structures

### **Module III: Derivatives of Compensation**

Pay for Performance, Merit pay and Performance Evaluation, Performance-based rewards, Performance Criteria Choices, and Performance-based Compensation Schemes, Benefits.

### **Module IV: Incentive Plans**

Incentive Plans: individual and group incentive plans, Productivity Gain sharing plans, Profit Sharing Plans, Non - Financial and Financial incentives,

### **Module V: Employee Benefits**

Employee Benefits: Supplemented Pay benefits (pay for time not worked) insurance benefits, Retirement benefits, Employees' service benefits, Introduction to ESOPs, Flexible benefits and Benefits Surveys. Measuring Cost-to-Company (CTC)

### **Module VI: Current Trends:**

Current Trends in Compensation and Reward Management.

### **Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b>     | <b>5</b> | <b>70</b> |

## Text & References:

Text:

- Garry Dressler, "Personnel / Human Resource Management", London, Prentice Hall, 1994.
- William B. Werther Jr. and Keith Davis "Human Resource Management". New Jersey: McGraw Hill. (1993)
- Milkovich & Newman, Compensation, Irwin/McGraw-Hill 8<sup>th</sup> Ed.

References:

- Frans Poets, The Art of HRD – Job Evaluation & Remuneration, Crest Publishing, Volume 7 1<sup>st</sup> Edition
- Michael Armstrong, Helen Murlis, The Art of HRD – Reward Management, Crest Publishing
- Michael Armstrong, Employee Reward, (University Press)
- P. Zingheim, The New Pay, Linking Employee & Organization Performance, Schuster, (Jossey-Bass)
- Sara Rynes, Compensation in Organization, Gerhart (Jossey BASS)
- Wendell L French, "Human Resource Management", USA, Houghton Mifflin Company, 1994.
- David D. Decenzo and Stephen P. Robbins, "Human Resource Management", New Delhi, Prentice Hall, 3<sup>rd</sup> Edn., 1988.

## yy. Lecture Plan

| Lecture | Topics                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | What is Compensation Management? definition and scope. | Lecture          | BBA 613.1.       | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of Wage and Salary Administration              | Lecture          | BBA 613.1.       | Mid Term-1, Quiz & End Sem Exam |
| 3       | Nature, Importance, Philosophy, Objectives             | Lecture          | BBA 613.1.       | Mid Term-1, Quiz & End Sem Exam |
| 4       | Definition, Goals                                      | Lecture          | BBA 613.1.       | Mid Term-1,                     |



|    |                                                   |         |            |                                             |
|----|---------------------------------------------------|---------|------------|---------------------------------------------|
|    |                                                   |         |            | Quiz &<br>End Sem<br>Exam                   |
| 5  | Role of various<br>parties                        | Lecture | BBA 613.1. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 6  | Employees,<br>Employers, Unions &<br>Government . | Lecture | BBA 613.1. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 7  | Legislations for<br>compensation                  | Lecture | BBA 613.1. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 8  | PF, Gratuity,<br>Pension, Bonus                   | Lecture | BBA 613.1. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 9  | Developing<br>Compensation<br>Programs            | Lecture | BBA 613.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 10 | Job Evaluation                                    | Lecture | BBA 613.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 11 | Basic systems<br>Time wage                        | Lecture | BBA 613.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 12 | Piece wage,<br>Incentives                         | Lecture | BBA 613.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 13 | Wage payments                                     | Lecture | BBA 613.2. | Mid<br>Term-1,                              |

|    |                                               |         |            |                                 |
|----|-----------------------------------------------|---------|------------|---------------------------------|
|    |                                               |         |            | Quiz & End Sem Exam             |
| 14 | Total Salary Structure,                       | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 15 | Compensation Surveys                          | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 16 | Hay Plan                                      | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 17 | Developing Competitive Compensation Programs. | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 18 | Developing Salary Structures                  | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 19 | Derivatives of Compensation                   | Lecture | BBA 613.3. | Mid Term-1, Quiz & End Sem Exam |
| 20 | Pay for Performance, Merit pay .              | Lecture | BBA 613.3. | Mid Term-1, Quiz & End Sem Exam |
| 21 | Incentive Plans                               | Lecture | BBA 613.4. | Quiz & End Sem Exam             |
| 22 | Individual and group incentive plans,         | Lecture | BBA 613.4. | Quiz & End Sem Exam             |
| 23 | Individual and group incentive plans.         | Lecture | BBA 613.4. | Quiz & End Sem                  |

|    |                                                                                       |         |            |                     |
|----|---------------------------------------------------------------------------------------|---------|------------|---------------------|
|    | Introduction, classifications                                                         |         |            | Exam                |
| 24 | Individual and group incentive plans: Importance                                      | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 25 | Productivity Gain sharing plans: Introduction                                         | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 26 | Productivity Gain sharing plans: classifications                                      | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 27 | Productivity Gain sharing plans: summary                                              | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 28 | Productivity Gain sharing plans :case study                                           | Lecture | BBA 613.4  | Quiz & End Sem Exam |
| 29 | Profit Sharing Plans: Introduction                                                    | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 30 | Non - Financial and Financial incentives : Introduction , classification              | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 31 | Employee Benefits: Introductions                                                      | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 32 | Supplemented Pay benefits (pay for time not worked) insurance benefits: Introductions | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 33 | Insurance benefits: Introductions                                                     | Lecture | BBA 613.5. | Quiz & End Sem Exam |

|    |                                                                 |         |            |                     |
|----|-----------------------------------------------------------------|---------|------------|---------------------|
| 34 | Retirement benefits, Employees' service benefits: Introductions | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 35 | Retirement benefits, Employees' service benefits : Types        | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 36 | Introduction to ESOPs                                           | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 37 | ESOPs: Case studies                                             | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 38 | Flexible benefits : Introduction                                | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 39 | Benefit Surveys: classification and benefits                    | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 40 | Measuring Cost- to – Company (CTC) : meaning                    | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 41 | Measuring Cost- to – Company (CTC) : different heads under CTC. | Lecture | BBA 613.6. | Quiz & End Sem Exam |
| 42 | Measuring Cost- to – Company (CTC) : Importance                 | Lecture | BBA 613.6. | Quiz & End Sem Exam |
| 43 | Current Trends in compensation                                  | Lecture | BBA 613.6. | Quiz & End Sem Exam |
| 44 | Current Trends: case study.                                     | Lecture | BBA 613.6. | Quiz & End Sem Exam |
| 45 | Current Trends in reward management                             | Lecture | BBA 613.6. | Quiz & End Sem Exam |

|    |                                             |         |            |                     |
|----|---------------------------------------------|---------|------------|---------------------|
| 46 | Current Trends in compensation: case study  | Lecture | BBA 613.6. | Quiz & End Sem Exam |
| 47 | Reward management: summary                  | Lecture | BBA 613.6. | Quiz & End Sem Exam |
| 48 | Derivatives of Compensation: Current trends | Lecture | BBA 613.6. | Quiz & End Sem Exam |

**zz. Course Articulation Matrix (Mapping of COs with POs & PSO)**

| CO                | STATEMENT                                                                                                                                                                       | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                                 | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 613.1</b>  | Able to Understand the concept of compensation management and basic elements of wages and salary administration and Role of various parties with Legislations for compensation. | 1                                   | 1           | 3           | 2           | 1           | 1           | 1           | 1           | 3           | 1            | 1                                            | 1                | -                |
| <b>BBA 613.2.</b> | Know the basic of Developing Compensation Programs and Job Evaluation, with Basic wage payment systems with total Salary Structure with help of Compensation Surveys.           | 1                                   | 1           | 3           | 3           | 1           | 1           | 2           | 2           | 1           | 1            | 2                                            | 1                | 3                |
| <b>BBA 613.3.</b> | Able to Recognize the Derivatives of Compensation with Merit                                                                                                                    | 1                                   | 1           | 3           | 3           | 2           | 1           | 1           | 1           | 3           | 1            | 1                                            | 1                | 2                |

|                    |                                                                                                                                                                                                                                                                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                    | pay and Performance Evaluation and Performance based rewards with Performance Criteria Choices.                                                                                                                                                                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 613. 4.</b> | Describe the role of Incentive Plans: individual and group incentive plans and its impact on Productivity Gain sharing plans with financial incentives.                                                                                                                                                                       | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 3 | 1 | 1 |
| <b>BBA 613. 5.</b> | Demonstrate the applications functions of Supplemented Pay benefits insurance benefits and Retirement benefits, Employees' service benefits in performance management related to creating high performance organisation Which is depends on ESOPs, Flexible benefits and Benefit Surveys. Measuring Cost- to – Company (CTC). | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | 1 | 1 | 3 | 3 |
| <b>BBA 613. 6.</b> | Able to understand the current trends in compensation and reward management.                                                                                                                                                                                                                                                  | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | 1 | 2 | - | 1 |

Sample question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –VI) 2017-18                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              |                                                                                            |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BBA III Year                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                                                            |          |           |                |          |
| Subject Name: BBA 613<br>Compensation and Reward<br>Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              | Time: 1.5 Hrs                                                                              |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Remembering  | Understanding                                                                              | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                                                      | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Able to Understand the concept of compensation management and basic elements of wages and salary administration and Role of various parties with Legislations for compensation.</p> <p>CO2: Know the basic of Developing Compensation Programs and Job Evaluation, with Basic wage payment systems with total Salary Structure with help of Compensation Surveys.</p> <p>CO3: Able to Recognize the Derivatives of Compensation with Merit pay and Performance Evaluation and Performance based rewards with Performance Criteria Choices.</p> |              |                                                                                            |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                                                                   |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1          | Explain in brief the basic elements of compensation management: importance and philosophy. |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2          | What are the different developing compensation programs?                                   |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.3          | Write a short note on: Gratuity, pension.                                                  |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.4          | Describe the role of developing competitive compensation programs.                         |          |           |                | 6        |

|     |       |                                                                               |   |
|-----|-------|-------------------------------------------------------------------------------|---|
| CO1 | Q.5   | Demonstrate the functions related to various parties related to compensation. | 6 |
| CO2 | Q .6. | Write short note on: wages and salary administration.                         | 3 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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**AMITY UNIVERSITY**  
MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                    |
|------------------|------------------------------------|
| Session          | 2017-18                            |
| Course Name      | BBA                                |
| Semester         | 6th Semester                       |
| Subject Code     | BBA 613                            |
| Subject Name     | Compensation and Reward Management |
| Attainment Level | Level 1                            |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
|                                                 |

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2017-18**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| III SEM                       | BBA<br>306 | 1   | 1   | 2   | 3   | 1   | 3   | 3   | 1   | 1   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                        |
|----------------------------------------------------------------------------------------|
|                                                                                        |
| <b>Course Handout</b>                                                                  |
| Course : Business Laws                                                                 |
| Course Code : BBA 306, Crédits : 03, Session :2017-18(Odd Sem.), Class : BBA. 2nd Year |

**aaa. Introduction:** The objective of this course is to familiarize the budding managers with the objective of the course to acquaint the students with the fundamentals of business related laws, which have an important role over smooth conduct of business with the exposure of Business Laws or we can say legal environment of business, Indian contract Act 1872 ,Indian Sale of Goods Act,1930 ,Negotiable Instruments Act,1881 ,Elements of company law and consumer protection act 1986 and torts .where students have a capacity to mobilize resources and power accordingly. It aims to equip the students to focuses on understanding the basic concepts of Business Law and its functioning and its applications that they would find how it useful to society.

**bbb. Course Outcomes:** At the end of the course, students will be able to:

- 1.BBA 306.1.** To make the student aware about the legal environment of business so that the fair level of business understanding principles can be developed.
- 2.BBA 306.2.** Getting them acquainted with the mercantile law's norms with respect to Indian contract Act. Where all aspirants learn the entry level complexities in Law.
- 3.BBA 306.3.** Acquaintance of the various term Hire Purchase -Pledge -Mortgage where they able to recognize the essential of Indian Sale of Goods Act with the rights of unpaid seller.
- 4.BBA 306.4.** Understand the role of Negotiable Instruments Act,1881 and its functions with applicability in day-to-day life.

**5.BBA 306.5.** Demonstrate the essential elements of company law with the provisions of power and liabilities of directors and its remuneration with the all provisions of winding up of company.

**6.BBA 306.6.** Acquaintance of consumer protection Act,1986 and its applicability.

**A. Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**ddd. Syllabus****Module I: Legal Environment of Business**

Importance of Law, Legal environment of business, sources of law, function of law.

**Module II: Indian Contract Act, 1872**

Nature and kinds of Contracts, Concepts related to offer, Acceptance and Consideration, Principles Governing Capacity of Parties and Free Consent, Legality of Objects, Performance and Discharge of Contract, Breach of Contract and its Remedies, Basic Elements of Law Relating to Agency, Guarantee and Pledge.

**Module III: Indian Sale of Goods Act, 1930**

Sale and Agreement to Sell, Hire Purchase – Pledge – Mortgage – Hypothecation Lease. Goods – Different types of Goods, Passing of Property in Goods, Conditions and Warranties, Doctrine of Caveat emptor, Rights of an unpaid Seller.

**Module IV: Negotiable Instruments Act, 1881**

Meaning of Negotiability and Definition of Negotiable Instruments, Features, Cheques, Bill of Exchange and Promissory Note, Holder in Due Course, Crossing of Cheques, Endorsement and Dishonour of Cheques.

### Module V: Elements of Company Law

Meaning and types of companies, Formation of a company, Memorandum and Articles of Association, Prospectus and Issue of Shares, Share Capital and Shareholders, Company Meetings and Proceedings, Powers and Liabilities of Directors, meeting, Managerial Remuneration and Winding up of Company.

### Module VI: Consumer Protection Act 1986 and Torts

Need for Consumer Protection – Meaning of Consumer – Different Redressal Forums for Consumers, Rights of Consumers, Unfair Trade Practices, and Procedure for Filing Complaints. Meaning of tort, Application of Tortious Liability in Business Situations

#### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### eee. Suggested Text/Reference Books:

##### Text:

- **Mercantile Law N.D. Kapoor.**
- **Prof (Cmde) P.K Goel, Business Law for managers Biztantra.**

##### References:

- **Dr. S.M. Shukla and Dr. O P Gupta Mercantile Law.**
- **S. S. Gulshan Excel Book Mercantile Law.**
- **Maheshwari & Maheshwari Business Law.**

#### fff. Lecture Plan

| Lecture | Topics                                      | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|---------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Legal Environment of Business: Introduction | Lecture          | <b>BBA 306.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 2       | Importance of Law                           | Lecture          | <b>BBA 306.1.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                             |         |                   |                                 |
|----|-----------------------------------------------------------------------------|---------|-------------------|---------------------------------|
| 3  | Legal environment of business                                               | Lecture | <b>BBA 306.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 4  | Sources of law                                                              | Lecture | <b>BBA 306.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 5  | Function of law                                                             | Lecture | <b>BBA 306.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6  | Indian Contract Act, 1872: Introduction                                     | Lecture | <b>BBA 306.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7  | Nature and kinds of Contracts                                               | Lecture | <b>BBA 306.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | Concepts related to offer, Acceptance                                       | Lecture | <b>BBA 306.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Consideration, Principles Governing Capacity of Parties and Free Consent    | Lecture | <b>BBA 306.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | Legality of Objects                                                         | Lecture | <b>BBA 306.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Performance and Discharge of Contract, Breach of Contract and its Remedies, | Lecture | <b>BBA 306.2.</b> | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                             |         |                   |                                 |
|----|---------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
| 12 | Basic Elements of Law Relating to Agency,                                                   | Lecture | <b>BBA 306.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Guarantee and Pledge                                                                        | Lecture | <b>BBA 306.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Indian Sale of Goods Act, 1930: Introduction                                                | Lecture | <b>BBA 306.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Sale and Agreement to Sell                                                                  | Lecture | <b>BBA 306.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Hire Purchase – Pledge – Mortgage – Hypothecation – Lease. Goods – Different types of Goods | Lecture | <b>BBA 306.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Passing of Property in Goods                                                                | Lecture | <b>BBA 306.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | Conditions and Warranties                                                                   | Lecture | <b>BBA 306.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Doctrine of Caveat emptor, Rights of an unpaid Seller                                       | Lecture | <b>BBA 306.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Negotiable Instruments Act, 1881                                                            | Lecture | <b>BBA 306.4.</b> | Quiz & End Sem Exam             |
| 21 |                                                                                             | Lecture | <b>BBA 306.4.</b> | Quiz & End Sem                  |

|    |                                                                                  |         |                   |                     |
|----|----------------------------------------------------------------------------------|---------|-------------------|---------------------|
|    | Meaning of Negotiability and Definition of Negotiable Instruments                |         |                   | Exam                |
| 22 | Features, Cheques, Bill of Exchange and Promissory Note,                         | Lecture | <b>BBA 306.4.</b> | Quiz & End Sem Exam |
| 23 | Holder in Due Course, Crossing of Cheques, Endorsement and Dishonour of Cheques. | Lecture | <b>BBA 306.4.</b> | Quiz & End Sem Exam |
| 24 | Elements of Company Law: Meaning, Types of companies                             | Lecture | <b>BBA 306.5</b>  | Quiz & End Sem Exam |
| 25 | Formation of a company, Memorandum and Articles of Association                   | Lecture | <b>BBA 306.5</b>  | Quiz & End Sem Exam |
| 26 | Issue of Shares, Share Capital and Shareholders                                  | Lecture | <b>BBA 306.5</b>  | Quiz & End Sem Exam |
| 27 | Company Meetings and Proceedings                                                 | Lecture | <b>BBA 306.5</b>  | Quiz & End Sem Exam |
| 28 | Powers and Liabilities of Directors                                              | Lecture | <b>BBA 306.5.</b> | Quiz & End Sem Exam |
| 29 | Meeting                                                                          | Lecture | <b>BBA 306.5.</b> | Quiz & End Sem Exam |
| 30 | Managerial Remuneration                                                          | Lecture | <b>BBA 306.5.</b> | Quiz & End Sem Exam |
| 31 | Winding up of Company.                                                           | Lecture | <b>BBA 306.5.</b> | Quiz & End Sem Exam |
| 32 | Consumer Protection Act 1986 and Torts:                                          | Lecture | <b>BBA 306.6.</b> | Quiz & End Sem      |

|    |                                                                            |         |                   |                     |
|----|----------------------------------------------------------------------------|---------|-------------------|---------------------|
|    | Need for Consumer Protection – Meaning of Consumer                         |         |                   | Exam                |
| 33 | Different Redressal Forums for Consumers, Rights of Consumers              | Lecture | <b>BBA 306.6.</b> | Quiz & End Sem Exam |
| 34 | Unfair Trade Practices, and Procedure for Filing Complaints.               | Lecture | <b>BBA 306.6.</b> | Quiz & End Sem Exam |
| 35 | Meaning of tort, Application of Tortious Liability in Business Situations. | Lecture | <b>BBA 306.6.</b> | Quiz & End Sem Exam |
| 36 | Application of Tortious Liability in Business Situations.                  | Lecture | <b>BBA 306.6.</b> | Quiz & End Sem Exam |

**ggg. Course Articulation Matrix (Mapping of COs with POs)**

| CO                  | STATEMENT                                                                                                                     | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |      |          |          |          |          |          |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|------|----------|----------|----------|----------|----------|
|                     |                                                                                                                               | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5 | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BB A 306 .1.</b> | To make the student aware about the legal environment of business so that the fair level of business understanding principles | <b>1</b>                            | <b>1</b> | <b>3</b> | <b>2</b> | 1    | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                                 |                                                                                                                                                             |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                                 | can be developed .                                                                                                                                          |          |          |          |          |          |          |          |          |          |          |
| <b>BB<br/>A<br/>306<br/>.2.</b> | Getting them acquainted with the mercantile law's norms with respect to Indian contract Act. Where all aspirants learn the entry level complexities in Law. | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |
| <b>BB<br/>A<br/>306<br/>.3.</b> | Acquaintance of the various term Hire Purchase - Pledge - Mortgage where they able to recognize the essential of Indian Sale of Goods Act with the          | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                     |                                                                                                                  |          |          |          |          |          |          |          |          |          |          |
|---------------------|------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                     | rights of unpaid seller.                                                                                         |          |          |          |          |          |          |          |          |          |          |
| <b>BB A 306 .4.</b> | Understand the role of Negotiable Instruments Act, 1881 and its functions with applicability in day-to-day life. | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |
| <b>BB A 306 .5.</b> | Demonstrate the essential elements of company law with the provisions of power and liabilities of                | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                                 |                                                                                  |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|----------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                                 | directors and its remuneration with the all provisions of winding up of company. |          |          |          |          |          |          |          |          |          |          |
| <b>BB<br/>A<br/>306<br/>.6.</b> | Acquaintance of consumer protection Act, 1986 and its applicability.             | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |

[Sample question Paper](#)

| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –III) 2017-18 |               |               |          |           |                |          |
|------------------------------------------------------------------------------------------------|---------------|---------------|----------|-----------|----------------|----------|
| Class: BBA III Semester                                                                        |               |               |          |           |                |          |
| Subject Name:<br>BBA 306                                                                       |               | Time: 2 Hrs   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                 | Remembering   | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                               | Q.1,2(a),2(b) | Q.3,6         | Q.4,5    |           |                |          |

| <p>Student will be able to</p> <p>CO1: To make the student aware about the legal environment of business so that the fair level of business understanding principles can be developed.</p> <p>CO2: Getting them acquainted with the mercantile law's norms with respect to Indian contract Act. Where all aspirants learn the entry level complexities in Law.</p> |              |                                                                                               |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------|-------|
| CO Map                                                                                                                                                                                                                                                                                                                                                             | Question No. | Question                                                                                      | Marks |
| CO2                                                                                                                                                                                                                                                                                                                                                                | Q.1          | Why all contracts are agreement but all agreement are not contract? Highlight the difference. | 3     |
| CO1                                                                                                                                                                                                                                                                                                                                                                | Q.2a         | Write a short on Legal environment of business.                                               | 3     |
|                                                                                                                                                                                                                                                                                                                                                                    | Q.2b         | What are the different sources of Law?                                                        | 3     |
| CO2                                                                                                                                                                                                                                                                                                                                                                | Q.3          | What are the essential elements of valid contract as per Indian Contract Act?                 | 6     |
| CO3                                                                                                                                                                                                                                                                                                                                                                | Q.4          | Define sale and agreement to sell.                                                            | 3     |
| CO3                                                                                                                                                                                                                                                                                                                                                                | Q.5          | Explain rights of unpaid seller.                                                              | 6     |
| CO2                                                                                                                                                                                                                                                                                                                                                                | Q.6.         | What do you mean by Breach of contract? Explain with examples.                                | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Attainment

|                  |                                            |
|------------------|--------------------------------------------|
| Session          | 2017-18                                    |
| Course Name      | BBA                                        |
| Semester         | 3rd Semester                               |
| Subject Code     | BBA 306                                    |
| Subject Name     | BUSINESS LAWS                              |
| Attainment Level | 33% of students secure more than 60% marks |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

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## **PROGRAMME OUTCOMES**

### **Master of Business Administration**

**2017-18**

#### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| I SEM                         | MBA101 | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 1   | 2    |  |  |  |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course :<br>MANAGEMENT PROCESS & ORGANIZATIONAL BEHAVIOR                                |
| Course Code : MBA 101, Crédits : 02, Session :2017-18 (Odd Sem.), Class : MBA. 1st Year |

**A. Introduction:** The objective of this course is to help the students gain understanding of the functions and responsibilities of the manager and to provide the student understand Human Behaviour in organizations so as to improve his managerial effectiveness. It provides a comprehensive analysis of individual and group behavior in organizations. This course will expose students to approaches and processes that can help in effectively leading and managing others in organizations.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA101.1.** Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.

**MBA101.2.** Analyze the complexities associated with management of the group behavior in the organization

**MBA101.3.** Demonstrate the applicability of analyzing the complexities in making organization decision associated with technology, culture and design of the organization.

**MBA101.4.** Demonstrate how the organizational behavior can help in managing the conflict in the organization considering power and politics to facilitate changes in the organization.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

### E. Syllabus

**Module I: Introduction and Individual Behaviour:** Introduction, Nature and structure of organization, Foundations of individual behavior-Ability, Attitudes, Job Satisfaction, Personality, Values, Perception, Motivation–Theories, leadership

**Module II: Group Behaviour:** Foundations of Group behavior -Group development; Group properties: Roles, norms, status, size and cohesiveness, Group decision making, Techniques, Work teams

**Module III: Understanding organizations:** Managing organizational culture, Technology and organizational design, Organizational decision making

**Module IV: Organizational Culture and Change Management:** Managing organizational conflict, power & politics and Organisational change.

**Case Study** - Inclusive Leadership: The Mary Barra Way  
<http://www.icmrindia.org/casestudies/catalogue/Leadership%20and%20Entrepreneurship/LDEN099.htm>

### F. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

### G. Suggested Text/Reference Books:

- Luthans, F. (2005), Organizational Behaviour, McGraw – Hill International Edition.
- Robbins, S.P, Judge TA, Sanghi S, Organizational Behaviour, Thirteenth Edition, Pearson.
- Greenberg, J. & Baron, R.A. (2005), Behaviour in Organizations, Pearson Education.
- Newstrom John W. and Davis Keith, (1993), Organizational Behaviour: Human Behaviour at Work, Tata McGraw Hill, New Delhi
- P. Subba Rao (2010), Management and Organisation and Behaviour, Himalaya Publishing House, New Delhi
- Pierce Gardner with Dunham (2011) Managing Organizational Behaviour. Cengage Learning India.
- L M Prasad, Organisational Behavior, Sultan Chand
- M Gregory & G Ricky, Organisational Behavior, Biztantra Publication

### H. Lecture Plan

| Lecture | Topics | Mode | Corresponding | Mode of |
|---------|--------|------|---------------|---------|
|---------|--------|------|---------------|---------|

|    |                                                                         | <b>of<br/>Delivery</b> | <b>CO</b> | <b>Assessing<br/>CO</b>         |
|----|-------------------------------------------------------------------------|------------------------|-----------|---------------------------------|
| 1  | Introduction, Nature and structure of organization                      | Lecture                | MBA101.1. | Mid Term-1, Quiz & End Sem Exam |
| 2  | Foundations of individual behavior-Ability, Attitudes, Job Satisfaction | Lecture                | MBA101.1  | Mid Term-1, Quiz & End Sem Exam |
| 3  | Personality, Values,                                                    | Lecture                | MBA101.1  | Mid Term-1, Quiz & End Sem Exam |
| 4  | Perception                                                              | Lecture                | MBA101.1  | Mid Term-1, Quiz & End Sem Exam |
| 5  | Motivation–Theories                                                     | Lecture                | MBA101.1  | Mid Term-1, Quiz & End Sem Exam |
| 6  | Leadership                                                              | Lecture                | MBA101.1  | Mid Term-1, Quiz & End Sem Exam |
| 7  | Group development                                                       | Lecture                | MBA101.2  | Mid Term-1, Quiz & End Sem Exam |
| 8  | Group properties: Roles, norms, status                                  | Lecture                | MBA101.2  | Mid Term-1, Quiz & End Sem Exam |
| 9  | Group properties: size and cohesiveness                                 | Lecture                | MBA101.2  | Mid Term-1, Quiz & End Sem Exam |
| 10 | Group decision making                                                   | Lecture                | MBA101.2  | Mid Term-1, Quiz & End Sem Exam |
| 11 | Group decision Techniques                                               | Lecture                | MBA101.2  | Mid Term-1, Quiz & End Sem Exam |
| 12 | Work teams                                                              | Lecture                | MBA101.2  | Mid Term-1, Quiz & End Sem Exam |
| 13 | Managing organizational culture                                         | Lecture                | MBA101.3  | Mid Term-1, Quiz & End Sem Exam |
| 14 | Managing organizational culture and technology                          | Lecture                | MBA101.3  | Mid Term-1, Quiz & End Sem Exam |
| 15 | Managing organizational Technology                                      | Lecture                | MBA101.3  | Mid Term-1, Quiz & End          |

|    |                                               |         |          |                                 |
|----|-----------------------------------------------|---------|----------|---------------------------------|
|    |                                               |         |          | Sem Exam                        |
| 16 | Managing organizational Technology and design | Lecture | MBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Organizational design                         | Lecture | MBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Organizational decision making                | Lecture | MBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Managing organizational conflict              | Lecture | MBA101.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Managing organizational conflict              | Lecture | MBA101.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Power & politics                              | Lecture | MBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Power & politics                              | Lecture | MBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Organisational change                         | Lecture | MBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Organisational change                         | Lecture | MBA101.4 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |  |
|----|-----------|-------------------------------------|--|
|----|-----------|-------------------------------------|--|



|                 |                                                                                                                                                                             | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
| <b>MBA101.1</b> | Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.                                           | 2           | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            |  |  |  |
| <b>MBA101.2</b> | Analyze the complexities associated with management of the group behavior in the organization.                                                                              | 3           | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            |  |  |  |
| <b>MBA101.3</b> | Demonstrate the applicability of analyzing the complexities in making organization decision associated with technology, culture and design of the organization.             | 2           | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            |  |  |  |
| <b>MBA101.4</b> | Demonstrate how the organizational behavior can help in managing the conflict in the organization considering power and politics to facilitate changes in the organization. | 3           | 3           | 2           | 3           | 2           | 2           | 3           | 2           | 1           | 2            |  |  |  |

Sample Question Paper

| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR<br>AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –I) 2017-18                                                                                                                                                                    |              |                                                                    |          |                |            |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------|----------|----------------|------------|----------|
| Class: MBA I Semester                                                                                                                                                                                                                                                   |              |                                                                    |          |                |            |          |
| Subject Name:<br>MBA 101<br>MANAGEMENT PROCESS &<br>ORGANIZATIONAL BEHAVIOR                                                                                                                                                                                             |              | Time: 1.5 Hrs                                                      |          | Max. Marks: 30 |            |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                          | Remembering  | Understanding                                                      | Applying | Analyzing      | Evaluating | Creating |
| Question Mapping                                                                                                                                                                                                                                                        | Q.1,4        | Q.2,3                                                              | Q.4      | Q.2,5,6        |            |          |
| Student will be able to<br>CO1: Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.<br>CO2: Analyze the complexities associated with management of the group behavior in the organization |              |                                                                    |          |                |            |          |
| CO Map                                                                                                                                                                                                                                                                  | Question No. | Question                                                           |          |                |            | Marks    |
| CO1                                                                                                                                                                                                                                                                     | Q.1          | Explain in brief Organizational Behaviour.                         |          |                |            | 3        |
| CO1                                                                                                                                                                                                                                                                     | Q.2a         | What is the nature of the organization?                            |          |                |            | 3        |
|                                                                                                                                                                                                                                                                         | Q.2b         | How ability and attitude develop the behaviour of an organization? |          |                |            | 3        |
| CO1                                                                                                                                                                                                                                                                     | Q.3          | Elaborate the types of leadership style.                           |          |                |            | 6        |
| CO2                                                                                                                                                                                                                                                                     | Q.4          | Explain the significance of group behaviour in the organization.   |          |                |            | 3        |
| CO2                                                                                                                                                                                                                                                                     | Q.5a         | Elaborate different group norms with status.                       |          |                |            | 3        |
|                                                                                                                                                                                                                                                                         | Q.5b         | Describe in brief all the group properties.                        |          |                |            | 3        |

|     |     |                                                                                 |   |
|-----|-----|---------------------------------------------------------------------------------|---|
| CO2 | Q 6 | How groups are formed in the organization? Discuss the importance of work team. | 6 |
|-----|-----|---------------------------------------------------------------------------------|---|

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2017-18

**Course Name** MBA

**Semester** 1st Semester

**Subject Code** MBA 101

**Subject Name** MANAGEMENT PROCESS & ORGANIZATIONAL BEHAVIOR

**Attainment Level** 51% of students secure more than 60% marks

## Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Master of Business Administration**

**2017-18**

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |  |  |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |
| I SEM                         | MBA 102 | 3   | 3   | 3   | 1   | 2   | 2   | 1   | 1   | 1   | 2    |  |  |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : ACCOUNTING FOR MANAGEMENT                                                      |
| Course Code : MBA 102, Crédits : 03, Session :2017-18 (Odd Sem.), Class : MBA. 1st Year |

**J. Introduction:** The objective of this course is to familiarize the prospective management aspirants with the necessary skills & techniques in finance & accounting information as a platform for decision-making. It aims to equip the students with standard concepts and tools at a master level that will serve them well towards tackling more advanced & real-life issues of accountancy, management accounting and applications that they would find useful in their disciplines.

**K. Course Outcomes:** At the end of the course, students will be able to:

**MBA102.1.** Learn the important concepts & policies of accounting with principles & the differences in accounting done globally like IFRS & GAAPS.

**MBA102.2.** Come to know the applications of double entry & preparation of final statements & able to solve the complex real-life situation of business associated to the accounting domain with building an increasingly sophisticated level of understanding.

**MBA102.3.** Able to prepare & solve problems associated to earnings statements, balance sheets, and cash flow reports etc., & interpretation of the results as well.

**MBA102.4.** Develop the skills & ability to analyse financial statements to deal more effectively with strategic options for management accounting.

**L. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams.

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### M. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code      | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT        | 15%         |
|                                | Project/Assignment/Quiz/Numerical/Presentation                                                                                                                                                                | S/V/Q /HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A         | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE        | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |           | <b>100%</b> |

#### N. Syllabus

- Module I: Accounting Basics: Introduction, Foundations, Accounting policies- Accounting principles, concepts and conventions, accounting process, IFRS, Concept

of XBRL, Branches of accounting, Recording of transactions and classification, Trial Balance & Errors, Cash book.

- Module II: Final Accounts: Preparation, Adjustments, Analysis, Depreciation Accounting, Reserves & Provisions. Form and contents of financial statements with reference to Indian Companies Act. Financial Reporting, Reporting practices.
- Module III: Financial Statement Analysis: Relation and Comparison of Accounting data and using financial statement information, Ratio Analysis, Cash flow analysis.
- Module IV: Management Accounting: Emergence of Management Accounting, Scope, Managerial perspective

#### O. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### P. Text & References:

- Bhattacharya, S.K. and Dearden, J (2006), Accounting for Management, Vikas Publishing House
- Narayanaswamy R (2005), Financial Accounting – A Managerial Perspective, Prentice Hall of India.
- Maheshwari S N and S K Maheshwari (2006), Accounting for Management, Vikas Publishing House.
- Tulsian, P.C (2006), Financial Accounting, Tata McGraw Hill.
- Banerjee, A (2005), Financial Accounting, Excel Books.
- Ghosh, T.P (2005), Fundamentals of Management Accounting, Excel Books

#### Q. Lecture Plan

| Lecture | Topics                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction                     | Lecture          | MBA102.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Foundations, Accounting policies | Lecture          | MBA102.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Accounting principles & concepts | Lecture          | MBA102.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Accounting conventions,          | Lecture          | MBA102.1         | Mid Term, Quiz                  |



|    |                                                                       |         |          |                               |
|----|-----------------------------------------------------------------------|---------|----------|-------------------------------|
|    |                                                                       |         |          | & End Sem Exam                |
| 5  | Accounting process,                                                   | Lecture | MBA102.1 | Mid Term, Quiz & End Sem Exam |
| 6  | IFRS, Concept of XBRL,                                                | Lecture | MBA102.1 | Mid Term, Quiz & End Sem Exam |
| 7  | Branches of accounting, Recording of transactions and classification, | Lecture | MBA102.1 | Mid Term, Quiz & End Sem Exam |
| 8  | Trial Balance & Errors, Cash book.                                    | Lecture | MBA102.1 | Mid Term, Quiz & End Sem Exam |
| 9  | Trial Balance & Errors, Cash book.                                    | Lecture | MBA102.1 | Mid Term, Quiz & End Sem Exam |
| 10 | Final Accounts Preparation,                                           | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 11 | Final Accounts Preparation,                                           | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 12 | Final Accounts adjustments,                                           | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 13 | Final Accounts adjustments,                                           | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 14 | Final Accounts adjustments,                                           | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 15 | Final Accounts Analysis,                                              | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 16 | Depreciation Accounting, Reserves & Provisions.                       | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 17 | Depreciation Accounting, Reserves & Provisions.                       | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 18 | Depreciation Accounting, Reserves & Provisions.                       | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 19 | Form and contents of                                                  | Lecture | MBA102.2 | Mid Term, Quiz                |

|    |                                                                                   |         |          |                               |
|----|-----------------------------------------------------------------------------------|---------|----------|-------------------------------|
|    | financial statements with reference to Indian Companies Act.                      |         |          | & End Sem Exam                |
| 20 | Form and contents of financial statements with reference to Indian Companies Act. | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 21 | Financial Reporting, Reporting practices                                          | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 22 | Relation and Comparison of Accounting data                                        | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 23 | Relation and Comparison of Accounting data                                        | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 24 | Using financial statement information                                             | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 25 | Using financial statement information                                             | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 26 | Ratio Analysis                                                                    | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 27 | Ratio Analysis                                                                    | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 28 | Ratio Analysis                                                                    | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 29 | Ratio Analysis                                                                    | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 30 | Cash flow analysis.                                                               | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 31 | Cash flow analysis.                                                               | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 32 | Cash flow analysis.                                                               | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 33 | Emergence of Management Accounting                                                | Lecture | MBA102.4 | Quiz & End Sem Exam           |
| 34 | Scope of Management                                                               | Lecture | MBA102.4 | Quiz & End                    |

|    |                        |         |          |                     |
|----|------------------------|---------|----------|---------------------|
|    | Accounting             |         |          | Sem Exam            |
| 35 | Managerial perspective | Lecture | MBA102.4 | Quiz & End Sem Exam |
| 36 | Managerial perspective | Lecture | MBA102.4 | Quiz & End Sem Exam |

**R. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |      |  |  |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|------|--|--|
|                  |                                                                                                                                        | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO10 |  |  |
| <b>MBA 102.1</b> | Learn the important concepts & policies of accounting with principles & the differences in accounting done globally like IFRS & GAAPS. | 2                                   | 3    | 1    | 1    | 1    | 3    | 1    | 2    | 2    | 2    |  |  |

|                      |                                                                                                                                                                                                                                                     |   |   |   |   |   |   |   |   |   |   |  |  |  |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
| <b>MBA<br/>102.2</b> | Come to know the applications of double entry & preparation of final statements & able to solve the complex real-life situation of business associated to the accounting domain with building an increasingly sophisticated level of understanding. | 3 | 3 | 3 | 1 | - | 2 | 1 | 3 | - | 2 |  |  |  |
| <b>MBA<br/>102.3</b> | Able to prepare & solve problems associated to earnings statement, balance sheets, and cash flow reports etc., & interpretation of the results as well.                                                                                             | 3 | 3 | 3 | - | 2 | 1 | 1 | 1 | 1 | 2 |  |  |  |

|                      |                                                                                                                                         |   |   |   |   |   |   |   |   |   |   |  |  |  |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
| <b>MBA102.<br/>4</b> | Develop the skills & ability to analyse financial statements to deal more effectively with strategic options for management accounting. |   |   |   |   |   |   |   |   |   |   |  |  |  |
|                      |                                                                                                                                         | 3 | 3 | 3 | 1 | 2 | 1 | 2 | - | 3 | 3 |  |  |  |
|                      |                                                                                                                                         |   |   |   |   |   |   |   |   |   |   |  |  |  |
|                      |                                                                                                                                         |   |   |   |   |   |   |   |   |   |   |  |  |  |

### Sample Question Paper

| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR<br>AMITY BUSINESS SCHOOL<br>MID-SEMESTER (SEM –I) 2017-18                                                                                                                                                                                                                                                                                                                                                                    |              |                                                                                               |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA I Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                 |              |                                                                                               |          |           |                |          |
| Subject Name:<br>MBA 102 ACCOUNTING FOR<br>MANAGEMENT                                                                                                                                                                                                                                                                                                                                                                                                                 |              | Time: 1.5 Hrs                                                                                 |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as per<br>Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                  | Remembering  | Understanding                                                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1,6        | Q.2a,5                                                                                        | Q. 4     | Q.2b,3    |                |          |
| <p>Student will be able to</p> <p>CO1: Learn the important concepts &amp; policies of accounting with principles &amp; the differences in accounting done globally like IFRS &amp; GAAPS.</p> <p>CO2: Come to know the applications of double entry &amp; preparation of final statements &amp; able to solve the complex real-life situation of business associated to the accounting domain with building an increasingly sophisticated level of understanding.</p> |              |                                                                                               |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                                                                      |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1          | Explain in brief the concepts and conventions.                                                |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2a         | Discuss in detail about the Branches of accounting?                                           |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.2b         | How record keeping is related to accounting?<br>Explain the steps of record keeping in brief. |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.3          | Explain the concept of Depreciation Accounting with a dummy example in detail.                |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.4          | Explain the significance Ratio Analysis in detail. What is                                    |          |           |                | 6        |

|     |      |                                                           |   |
|-----|------|-----------------------------------------------------------|---|
|     |      | the difference between quick ratio & current ratio?       |   |
| CO2 | Q.5a | Explain the emergence of Management Accounting in detail. | 3 |
| CO3 | Q.5b | Write the importance of Cash flow statement in detail?    | 3 |
| CO3 | Q 6  | Write the difference between the Reserves & Provisions?   | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2017-18

**Course Name** MBA

**Semester** 1st Semester

**Subject Code** MBA 102

**Subject Name** ACCOUNTING FOR MANAGEMENT

**Attainment Level** 49% of the students secure more than 60% marks

## Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2017-18**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |             |              |   |   |   |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|---|---|---|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |   |   |   |
| I<br>SEM                      | MBA10<br>1 |             |             |             |             |             |             |             |             |             |              | - | - | - |
|                               | MBA10<br>2 | -           | -           | -           | -           | -           | -           | -           | -           | -           | -            | - | - | - |
|                               | MBA10<br>3 | 1           | 3           | 2           | 1           | 2           | 3           | 2           | 1           | 3           | 2            | - | - | - |
|                               | MBA10<br>4 | -           | -           | -           | -           | -           | -           | -           | -           | -           | -            | - | - | - |
|                               | MBA10<br>5 | -           | -           | -           | -           | -           | -           | -           | -           | -           | -            | - | - | - |
|                               | MBA10<br>6 | -           | -           | -           | -           | -           | -           | -           | -           | -           | -            | - | - | - |
|                               | MBA10<br>7 | -           | -           | -           | -           | -           | -           | -           | -           | -           | -            | - | - | - |
|                               | MBA10<br>8 | -           | -           | -           | -           | -           | -           | -           | -           | -           | -            | - | - | - |
|                               | MBA10<br>9 | -           | -           | -           | -           | -           | -           | -           | -           | -           | -            | - | - | - |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>ECONOMIC ANALYSIS</b>                                                       |
| Course Code : MBA 103, Crédits : 03, Session :2017-18 (Odd Sem.), Class : MBA. 1st Year |

**S. Introduction:** The objective of this course is to impart the knowledge of micro economics as a subject and its importance while business. The business decisions are made scientifically on the basis of all available information. So understanding and interpreting basic economic concepts/variables for e.g. demand and supply functions, forecasting demand, productions, costs will make them aware of various operations carried in business.

**T. Course Outcomes:** At the end of the course, students will be able to:

**MBA103.1** To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations.

**MBA103.2.** To apply marginal Theory of Demand and Supply under different market conditions.

**MBA103.3** To analyse Theory of Production and Cost of different market conditions.

**MBA103.4** To integrate the concept of price and output decisions of firms under various market structure.

**U. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **V. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

|                          |                          |    |             |
|--------------------------|--------------------------|----|-------------|
| End Semester Examination | End Semester Examination | EE | 70%         |
| <b>Total</b>             |                          |    | <b>100%</b> |

## W. Syllabus

### Module I: Theory of Demand and Supply

Nature and scope of economic analysis: its relevance for managerial decision making, Demand analysis: nature of demand for a product- individual demand and market demand, demand by market segmentation. Demand function and determinants of demand.

Demand Analysis- II Marshallian, Hicksian and Revealed Preferences approaches.

Concept of elasticity of demand- income, cross, price and advertizing elasticity. Theorems on the price elasticity of demand. Applications of the concept of price elasticity of demand in business decisions.

### Module II: Theory of Production and Cost

Production analysis: Production function-neo-classical, Cobb- Douglas, Leontief. Least cost combination of inputs for a firm. Concept of an isoquant-smooth curvature and right angle. Returns to scale and returns to a factor. Expansion path of a firm. Cost Analysis: Cost relevant for management decision making. Economies of scale: Cost Function: Cost and output relationship. An Analysis of the Objectives of a Business Firm: Profit Maximization Model, Baumoul's Sales Maximization Model, Marris's Model of 'Managerial Enterprise' Williamson's Model Of 'Managerial Discretion.

### Module III: Market Structure: Price and Output Decisions

Pricing and Output decisions – Perfectly Competitive and Monopoly Market Pricing and Output Decisions- Under Monopolistically Competitive Market- Product Differentiation; Price Discriminating Monopolist; Models of Oligopolistic Market: Price Rigidity – The Kinky Demand Curve Model Interdependence - The Cournot Model, Price Leadership Models, Cartels and Collusion. Game theory and its applications

## X. Examination Scheme:

| Components           | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|----------------------|---------------|------------|------------------------------------------|-----|
| <b>Weightage (%)</b> | 15            | 5          | 10                                       | 70  |

**Y. Suggested Text/Reference Books:**

- Gupta, G.S. (2006), Managerial Economics, Tata McGraw Hill
- Peterson, H.C and Lewis, W.C. (2005), Managerial Economics, Prentice Hall of India
- R Ferguson, R., Ferguson, G.J and Rothschild, R. (1993) Business Economics, Macmillan India.
- Chandra, P. (2006), Project: Preparation, Appraisal, Implementation and Review, Tata McGraw Hill.

**Z. Lecture Plan**

| Lecture | Topics                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Nature and scope of economic analysis                        | Lecture          | MBA103.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Demand analysis                                              | Lecture          | MBA103.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Nature of demand for a product                               | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Individual demand and market demand                          | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Demand by market segmentation                                | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Demand function                                              | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Determinants of demand                                       | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Demand Analysis- II Marshallian                              | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Hicksian approaches.                                         | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Revealed Preferences approaches.                             | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Concept of elasticity of demand                              | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Income, cross, price and advertizing elasticity              | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Theorems on the price elasticity of demand                   | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Applications of the concept of price elasticity of demand in | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                              |         |          |                                 |
|----|--------------------------------------------------------------|---------|----------|---------------------------------|
|    | business decisions.                                          |         |          |                                 |
| 15 | Production analysis                                          | Lecture | MBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Production function-neo-classical                            | Lecture | MBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Cobb- Douglas, Leontief                                      | Lecture | MBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Least cost combination of inputs for a firm                  | Lecture | MBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Concept of an isoquant-smooth curvature and right angle      | Lecture | MBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Returns to scale and returns to a factor.                    | Lecture | MBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Expansion path of a firm                                     | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Cost Analysis: Cost relevant for management decision making. | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Economies of scale:                                          | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Cost Function                                                | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Cost and output relationship                                 | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | An Analysis of the Objectives of a Business Firm             | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Profit Maximization Model                                    | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Baumoul's Sales Maximization Model                           | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Marris's Model of 'Managerial Enterprise'                    | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Pricing and Output decisions                                 | Lecture | MBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Perfectly Competitive and Monopoly Market Pricing            | Lecture | MBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Product Differentiation                                      | Lecture | MBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Price Discriminating Monopolist;                             | Lecture | MBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Models of Oligopolistic Market                               | Lecture | MBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Rigidity – The Kinky Demand Curve Model Interdependence -    | Lecture | MBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | The Cournot Model                                            | Lecture | MBA103.4 | Mid Term-2, Quiz                |

|  |  |  |  |                |
|--|--|--|--|----------------|
|  |  |  |  | & End Sem Exam |
|--|--|--|--|----------------|

### AA.Course Articulation Matrix (Mapping of COs with POs)

| CO       | STATEMENT                                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|----------|-------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|----------------------------------------------|------------------|------------------|
|          |                                                                                                       | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| MBA103.1 | To understand the concepts of cost, nature of production and its relationship to Business operations. | -                                   | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  |                                              |                  |                  |
| MBA103.2 | To apply marginal Theory of Demand and Supply under different market conditions.                      | 1                                   | 3           | 3           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |                                              |                  |                  |
| MBA103.3 | To analyse Theory of Production and Cost of different market conditions.                              | -                                   | 3           | 2           | -           | 1           | 3           | 3           | 2           | 3           | 3            |  |  |                                              |                  |                  |
| MBA103.4 | To integrate the concept of price and output decisions of firms under various market structure.       | 1                                   | 3           | 2           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |                                              |                  |                  |

### Sample Question Paper

|                                                                                                      |               |                |
|------------------------------------------------------------------------------------------------------|---------------|----------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR<br>Amity Business School<br>I MID-SEMESTER (SEM –I) 2017-18 |               |                |
| Class: MBA I Semester                                                                                |               |                |
| Subject Name:<br>MBA 103 ECONOMIC ANALYSIS                                                           | Time: 1.5 Hrs | Max. Marks: 30 |

| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to

CO1 To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations.

CO2. To apply marginal Theory of Demand and Supply under different market conditions.

| CO Map | Question No. | Question                                                                    | Marks |
|--------|--------------|-----------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief on Micro Economics.                                        | 3     |
| CO2    | Q.2a         | What is the nature of Demand Analysis?                                      | 3     |
|        | Q.2b         | How concept of price elasticity of demand is applied in business decisions? | 3     |
| CO2    | Q.3          | Elaborate Demand function and determinants of demand.                       | 6     |
| CO2    | Q.4          | Explain the significance of elasticity of demand.                           | 3     |
| CO3    | Q.5a         | Elaborate different types of Production function.                           | 3     |
|        | Q.5b         | Describe in brief Profit Maximization Model.                                | 3     |
| CO4    | Q. 6         | How Cartels and Collusion are formed.                                       | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2017-18

| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |  |
|------------------------------------------|--|
| AMITY BUSINESS SCHOOL                    |  |

**Course Name** MBA

**Semester** 1st Semester

**Subject Code** MBA 103

**Subject Name** ECONOMIC ANALYSIS

**Attainment Level** 21% of students secure more than 60% marks

**Note:**

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2017-18**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[illegible]



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>MARKETING MANAGEMENT</b>                                                    |
| Course Code : MBA 104, Crédits : 03, Session :2017-18 (Odd Sem.), Class : MBA. 1st Year |

**BB. Introduction:** Marketing management course enables a student to understand the fundamentals of marketing concept and the role marketing plays in business. Students should be able to demonstrate their comprehension of marketing concepts and knowledge by applying those in their written exams, case studies discussions, presentations, and projects. The course methodology encourages students to explore for themselves the role of a marketing manager and the boundaries of marketing.

**CC. Course Outcomes:** At the end of the course, students will be able to:

**MBA104.1.** The course will sensitize participants with the knowledge of the business environment and domain knowledge of the impact of the environment on the decisions and activities of a marketer.

**MBA104.2.** It will also develop critical thinking, business analytical, problem solving and innovative solution development abilities in the participant.

**MBA104.3.** Through the course participants will also become sensitive to the social responsiveness and ethical issues that a marketer needs to adhere to. Effective communication is an area that a marketing student must be well versed with, and this would be coupled with development of leadership skills and the ability to work in teams.

**MBA104.4.** With this the broader learning outcome of this course will be to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.

**DD. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective

leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### EE. Assessment Plan:

| Component of Evaluation        | Description                          | Code | Weightage % |
|--------------------------------|--------------------------------------|------|-------------|
| Continuous Internal Evaluation | Mid Term Exam                        | CT   | 15%         |
|                                | Project/Assignment/Quiz/Presentation | P1   | 10%         |
| Attendance                     | A minimum of 75% Attendance          | A    | 5%          |

|                          |                                                                                                                                                                                   |    |             |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                                                                                                                          | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                   |    | <b>100%</b> |

## **FF. Syllabus**

### **Module I: Understanding Marketing in New Perspective**

Introduction to Marketing Management, Customer Value and Satisfaction, Customer Delight, Conceptualizing Tasks and Philosophies of Marketing Management, Value Chain, Scanning the Marketing Environment, Marketing Mix Elements, Difference between marketing and Selling, Relationship marketing, Social marketing, Strategic Planning in marketing, formulating the marketing plan, Holistic Marketing

### **Module II: Analyzing Consumers & Selecting Markets**

The factors influencing consumer behaviour. The stages in the buying process, factors effecting the buying decision, Market Segmentations, Levels of Market Segmentations, Patterns, Procedures, Requirement for Effective Segmentation, Evaluating and Selecting the Market Segments, Target Marketing, Tool for Competitive Differentiation, Developing a Positioning Strategy. Positioning for competitive advantage.

### **Module III: Managing Product & Pricing Strategies**

Classification of products and services, New Product development, stages of product development, Adoption process, Product mix decisions and line management, Length, width and depth of a line, line analysis. Packaging, Labeling, Branding and brand management, product life cycle, Stages in lifecycle and factors affecting each stage, Managing product life cycles. Product extension strategies. Pricing decisions. Setting the price, adapting the price, initiating and responding the price changes.

### **Module IV: Channels of Distribution and Marketing Communication**

Place decisions. Channel functions and flows. Channel management decisions. Channel dynamics; vertical, horizontal and multi-channel marketing systems. Market Logistics decisions. Promotion decisions. Effective Communication, Integrated Marketing

Communication, Marketing Communication Process, Promotion mix, Advertising, Personal Selling, Sales Promotion and Publicity and Public Relations, Direct Marketing.

### **Module V: Emerging Trends in Marketing**

An Introduction to Internet Marketing, Multi-Level Marketing, Green Marketing Event Marketing, Types of Events, Sponsorship, Cause Related Marketing, Marketing for Non-Profit Organizations

### **Module VI: Classroom Activities**

Case Discussions in the field of Marketing: Famous Coca Cola marketing campaigns

Link: <https://www.webpagefx.com/blog/marketing/case-study-coca-cola-marketing/>

Paytm: How they created “Seal of Trust”

Link: <https://www.whizsky.com/2015/05/case-study-paytm-how-they-created-seal-of-trust/>

Activity: Consumer Product Classifications: Marketing Challenges. Description in attached sheet

### **Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/<br>Presentation | ESE |
|---------------|---------------|------------|----------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                                 | 70  |

### **Text & References:**

- Kotler, Keller, Koshy, Jha, (2008), Marketing Management– A South Asian Perspective, Pearson India Pvt. Ltd. (13th Edition)
- SK Sarangi (2014) Marketing Management 3rd Edition, Asian Books Pvt Ltd
- S Jaychandran (2006) Marketing Management text and Cases, Excel Books
- Kurtz, (2008) Principles of Marketing, Cengage Learning, India,

### **GG. Lecture Plan**

| Lecture | Topics | Mode of Delivery | Corresponding CO | Mode of Assessing CO |
|---------|--------|------------------|------------------|----------------------|
|---------|--------|------------------|------------------|----------------------|

|    |                                                                       |                   |          |                                                             |
|----|-----------------------------------------------------------------------|-------------------|----------|-------------------------------------------------------------|
| 1  | Introduction to Marketing Management, Customer Value and Satisfaction | Lecture           | MBA104.1 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 2  | Customer Delight                                                      | Lecture           | MBA104.1 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 3  | Conceptualizing Tasks and Philosophies of Marketing Management        | Lecture           | MBA104.1 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 4  | Value Chain, Scanning the Marketing Environment                       | Lecture           | MBA104.1 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 5  | Marketing Mix Elements                                                | Group Discussion  | MBA104.1 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 6  | Difference between marketing and selling                              | Group Discussion  | MBA104.1 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 7  | Relationship marketing                                                | Home Assignment   | MBA104.1 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 8  | Social marketing                                                      | Group Discussion  | MBA104.1 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 9  | Strategic Planning in marketing,                                      | Lecture           | MBA104.2 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 10 | formulating the marketing plan, Holistic Marketing                    | Case Presentation | MBA104.2 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 11 | The factors influencing consumer behaviour                            | Tutorial          | MBA104.2 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |

|    |                                                        |                   |          |                                                             |
|----|--------------------------------------------------------|-------------------|----------|-------------------------------------------------------------|
| 12 | The stages in the buying process                       | Case Presentation | MBA104.2 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 13 | factors effecting the buying decision                  | Lecture           | MBA104.2 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 14 | Market Segmentations                                   | Lecture           | MBA104.2 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 15 | Levels of Market Segmentations, Patterns, Procedures,  | Lecture           | MBA104.2 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 16 | Rights of an unpaid seller                             | Lecture           | MBA104.2 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 17 | Evaluating and Selecting the Market Segments           | Tutorial          | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 18 | Requirement for Effective Segmentation                 | Lecture           | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 19 | Target Marketing, Tool for Competitive Differentiation | Lecture           | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 20 | Developing a Positioning Strategy                      | Lecture           | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 21 | Positioning for competitive advantage                  | Lecture           | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 22 | Classification of products and services                | Lecture           | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |



|    |                                                                                                                                     |                  |          |                                                             |
|----|-------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|-------------------------------------------------------------|
| 23 | New Product development, stages of product development                                                                              | Lecture          | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 24 | Adoption process, Product mix decisions and line management                                                                         | Group Discussion | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 25 | Length, width and depth of a line                                                                                                   | Tutorial         | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 26 | Packaging, Labeling, Branding and brand management                                                                                  | Lecture          | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 27 | line analysis., product life cycle, Stages in lifecycle and factors affecting each stage                                            | Lecture          | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 28 | Product extension strategies. Pricing decisions, Setting the price, adapting the price, initiating and responding the price changes | Lecture          | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 29 | Place decisions. Channel functions and flows. Channel management decisions.                                                         | Group Discussion | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 30 | Channel dynamics; vertical, horizontal and multi-channel marketing systems.                                                         | Tutorial         | MBA104.4 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 31 | Market Logistics decisions. Promotion decisions.                                                                                    | Lecture          | MBA104.4 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 32 | Effective Communication, Integrated Marketing Communication,                                                                        | Lecture          | MBA104.4 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 33 | Marketing Communication Process, Promotion mix, Advertising, Personal Selling                                                       | Lecture          | MBA104.4 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |

|    |                                                                                  |                   |          |                                                             |
|----|----------------------------------------------------------------------------------|-------------------|----------|-------------------------------------------------------------|
| 34 | Sales Promotion and Publicity and Public Relations, Direct Marketing.            | Lecture           | MBA104.4 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 35 | Case Discussions in the field of Marketing: Famous Coca Cola marketing campaigns | Group Discussion  | MBA104.4 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 36 | Paytm: How they created "Seal of Trust"                                          | Case Presentation | MBA104.4 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |

#### HH. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |              |  |  |  |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------------------------------------|--------------|--|--|--|
|                  |                                                                                                                                                                                           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9                                  | P<br>O<br>10 |  |  |  |
| <b>MBA 104.1</b> | The course will sensitize participants with the knowledge of the business environment and domain knowledge of the impact of the environment on the decisions and activities of a marketer | 2                                   |             | 3           | 3           |             | 3           |             | 2           |                                              |              |  |  |  |
| <b>MBA 104.2</b> | It will also develop critical thinking, business analytical, problem solving and innovative solution development abilities in the participant.                                            |                                     | 3           | 2           |             |             | 2           | 3           | 2           | 1                                            | 3            |  |  |  |
| <b>MBA 104.3</b> | Through the course participants will also become                                                                                                                                          |                                     | 3           |             | 3           |             |             | 2           |             | 3                                            |              |  |  |  |

|                  |                                                                                                                                                                                                                                                                                       |  |          |  |          |          |          |          |  |          |  |  |  |  |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------|--|----------|----------|----------|----------|--|----------|--|--|--|--|
|                  | sensitive to the social responsiveness and ethical issues that a marketer needs to adhere to. Effective communication is an area that a marketing student must be well versed with, and this would be coupled with development of leadership skills and the ability to work in teams. |  |          |  |          |          |          |          |  |          |  |  |  |  |
| <b>MBA 104.4</b> | With this the broader learning outcome of this course will be to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.                                   |  | <b>3</b> |  | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> |  | <b>3</b> |  |  |  |  |

### Sample Question Paper

| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR<br>AMITY BUSINESS SCHOOL<br>MID-SEMESTER (SEM –I) 2017-18                                                                                                                                                                                                                                                                                              |              |                                                                                                                                                                                   |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA I Semester                                                                                                                                                                                                                                                                                                                                                                           |              |                                                                                                                                                                                   |          |           |                |          |
| Subject Name:<br>MBA104 Marketing Management                                                                                                                                                                                                                                                                                                                                                    |              | Time: 1.5 Hrs                                                                                                                                                                     |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                  | Remembering  | Understanding                                                                                                                                                                     | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                | Q.1, Q 3     | Q.2, Q4                                                                                                                                                                           | Q5, Q4   | Q.6       |                |          |
| Student will be able to<br><b>CO1.</b> The course will sensitize participants with the knowledge of the business environment and domain knowledge of the impact of the environment on the decisions and activities of a marketer.<br><b>CO2.</b> It will also develop critical thinking, business analytical, problem solving and innovative solution development abilities in the participant. |              |                                                                                                                                                                                   |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                          | Question No. | Question                                                                                                                                                                          |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                             | Q.1          | Discuss the different philosophies of marketing management?                                                                                                                       |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                             | Q.2          | Analyse the different factors affecting consumer behaviour?                                                                                                                       |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                             | Q.3          | Enlist and discuss the different stages of product life cycle with an illustration.                                                                                               |          |           |                | 6        |
| CO4                                                                                                                                                                                                                                                                                                                                                                                             | Q.4          | Explain the concept of Integrated marketing communication and Direct marketing?                                                                                                   |          |           |                | 3        |
| CO5                                                                                                                                                                                                                                                                                                                                                                                             | Q.5          | Analyze the process of evaluating and selecting different marketing segments and requirement of effective segmentation?                                                           |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                             | Q.6          | In today's scenario, the internet marketing and social media marketing is the new thing. Explain and analyse the different aspects of the same with examples from the corporates. |          |           |                | 6        |
| Attainments                                                                                                                                                                                                                                                                                                                                                                                     |              | Rubric                                                                                                                                                                            |          |           |                |          |
| Level                                                                                                                                                                                                                                                                                                                                                                                           | 1            | IF 60% of students secure more than 60% marks then level 1                                                                                                                        |          |           |                |          |
| Level                                                                                                                                                                                                                                                                                                                                                                                           | 2            | IF 70% of students secure more than 60% marks then level 2                                                                                                                        |          |           |                |          |
| Level                                                                                                                                                                                                                                                                                                                                                                                           | 3            | IF 80% of students secure more than 60% marks then level 3                                                                                                                        |          |           |                |          |

# Attainment

|                         |                      |
|-------------------------|----------------------|
| <b>Session</b>          | 2017-18              |
| <b>Course Name</b>      | MBA                  |
| <b>Semester</b>         | 1st Semester         |
| <b>Subject Code</b>     | MBA 104              |
| <b>Subject Name</b>     | Marketing Management |
| <b>Attainment Level</b> | Level 2              |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

### **Master of Business Administration 2017-18**

#### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[illegible]



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : LEGAL ASPECTS OF BUSINESS                                                      |
| Course Code : MBA 107, Crédits : 03, Session :2017-18 (Odd Sem.), Class : MBA. 1st Year |

**II. Introduction:** To give insight to various Legal Aspects of Business so that the students are able to interpret the provisions of some of the important laws and apply the same in commercial and industrial enterprises. Student will learn about the various legal aspect of business to implement it in society. This course will also help out to create the social responsibility amongst them.

**JJ. Course Outcomes:** At the end of the course, students will be able to:

**MBA107.1.** Come to Know about basics of Laws governing commercial contracts and contractual relationships in business.

**MBA107.2.** Learn the rules regarding the Contract of Sale, Condition & Warranty.

**MBA107.3.** Know about the basics of Companies Act, 1956, Formation of a company, Company Meetings and Proceedings, Powers, Duties, Liabilities of Directors and Winding up of Company.

**MBA107.4.** Know the rules regarding the Partnership Act, 1932 and Limited Liability Partnership Act, 2008.

**MBA107.5.** Come to know about Intellectual Property Rights & Rules relating to Patents Act, 1970, Copyright Act, 1957 & Trade Marks Act, 1999.

**KK. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.



**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### LL. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-------------|
| Continuous Internal Evaluation | Mid Term Exam                                                                                                                                                                                                 | CT   | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P1   | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A    | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE   | 70%         |

|              |  |  |             |
|--------------|--|--|-------------|
| <b>Total</b> |  |  | <b>100%</b> |
|--------------|--|--|-------------|

### **MM. Syllabus**

#### **Module I: Indian Contract Act, 1872**

Nature and kinds of Contracts, Concepts related to offer, Acceptance and Consideration, Principles Governing Capacity of Parties and Free Consent, Legality of Objects, Performance and Discharge of Contract, Breach of Contract and its Remedies, Special contracts of Bailment and Pledge, Indemnity and Guarantee, Contract of Agency.

#### **Module II: Sale of Goods Act, 1930**

Sale and Agreement to Sell, Hire Purchase – Pledge – Mortgage – Hypothecation Lease. Goods – Different types of Goods, Passing of Property in Goods, Conditions and Warranties, Doctrine of Caveat emptor, Rights of an unpaid Seller.

#### **Module III: Company Law**

Companies Act, 1956-Meaning and types of companies, Formation of a company, Memorandum and Articles of Association, Share Capital and Shareholders, Prospectus and Issue of Shares, Buy Back of Shares, Debentures, Company Meetings and Proceedings, Powers, Duties, Liabilities of Directors and Winding up of Company.

#### **Module IV: Indian Partnership Act, 1932**

Meaning and definitions, Registration of partnerships, Types of partners, Dissolution, Limited Liability Partnership Act, 1932 – Meaning & definitions, Meaning of designated partner, Registration of LLP, Types of partners, Dissolution.

#### **Module V: Intellectual Property Laws (IPR) and**

Overview of Law & Procedure relating to Patents, Trademarks & Copyrights, Infringement.

### **NN. Examination Scheme:**

| <b>Components</b>    | <b>Mid Term Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/<br/>Presentation</b> | <b>ESE</b> |
|----------------------|----------------------|-------------------|--------------------------------------------------|------------|
| <b>Weightage (%)</b> | 15                   | 5                 | 10                                               | 70         |

### **OO. Suggested Text/Reference Books:**

- Gulshan SS (2003), Elements of Mercantile Law, Excel Books, N. Delhi.
- Kuchhal MS (2010), Business Law, Vikas Publication
- Tulsian PC, (2002), Relevance of Business Law, Tata McGraw Hills.
- Singh Avtar, (2006), Elements of Mercantile Law, S. Chand & Sons.

**PP. Lecture Plan**

| Lecture | Topics                                                                         | Mode of Delivery  | Corresponding CO | Mode of Assessing CO                                       |
|---------|--------------------------------------------------------------------------------|-------------------|------------------|------------------------------------------------------------|
| 1       | Nature and kinds of Contracts,                                                 | Lecture           | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 2       | Concepts related to offer, Acceptance and Consideration,                       | Lecture           | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 3       | Principles Governing Capacity of Parties and Free Consent, Legality of Objects | Lecture           | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 4       | Performance and Discharge of Contract,                                         | Lecture           | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 5       | Breach of Contract and its Remedies                                            | Group Discussion  | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 6       | Indemnity and Guarantee                                                        | Group Discussion  | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 7       | Special contracts of Bailment and Pledge                                       | Home Assignment   | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 8       | Contract of Agency.                                                            | Group Discussion  | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 9       | Sale and Agreement to Sell                                                     | Lecture           | MBA107.2         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 10      | Hire Purchase –<br>Pledge –<br>Mortgage –<br>Hypothecation<br>Lease            | Case Presentation | MBA107.2         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

|    |                                            |                   |          |                                                            |
|----|--------------------------------------------|-------------------|----------|------------------------------------------------------------|
| 11 | Goods – Different types of Goods           | Tutorial          | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 12 | The Price                                  | Case Presentation | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 13 | Passing of Property in Goods               | Lecture           | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 14 | Conditions and Warranties                  | Lecture           | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 15 | Doctrine of Caveat emptor                  | Lecture           | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 16 | Rights of an unpaid seller                 | Lecture           | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 17 | Meaning and types of companies             | Tutorial          | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 18 | Formation of a company                     | Lecture           | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 19 | Memorandum and Articles of Association     | Lecture           | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 20 | Share Capital and Shareholders, Prospectus | Lecture           | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 21 | Issue of Shares, Buy Back of Shares        | Lecture           | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 22 | Debentures                                 | Lecture           | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 23 | Company Meetings and Proceedings           | Lecture           | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 24 | Powers, Duties, Liabilities of Directors   | Group Discussion  | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

|    |                                                                         |                   |          |                                                            |
|----|-------------------------------------------------------------------------|-------------------|----------|------------------------------------------------------------|
| 25 | Winding up of Company.                                                  | Tutorial          | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 26 | Meaning and definitions, Registration of partnerships                   | Lecture           | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 27 | Formation of partnership kind                                           | Lecture           | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 28 | Right and duties of partner                                             | Lecture           | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 29 | Liabilities and Types of partners<br>Dissolution,                       | Group Discussion  | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 30 | Limited Liability Partnership Act-2008                                  | Tutorial          | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 31 | Designated partner                                                      | Lecture           | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 32 | Registration of LLP, Types of partners, Dissolution of partnership firm | Lecture           | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 33 | Intellectual Property Laws (IPR)- Overview of Law                       | Lecture           | MBA107.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 34 | Procedure relating to Patents,                                          | Lecture           | MBA107.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 35 | Trade mark                                                              | Group Discussion  | MBA107.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 36 | Copyrights, Infringement                                                | Case Presentation | MBA107.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

**QQ. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA107.1</b>  | Come to Know about basics of Laws governing commercial contracts and contractual relationships in business.                                                                 | <b>2</b>                            |             | <b>3</b>    | <b>3</b>    |             | <b>3</b>    |             | <b>2</b>    |             |              |                                              |                  |                  |
| <b>MBA107.2</b>  | Learn the rules regarding the Contract of Sale, Condition & Warranty                                                                                                        |                                     | <b>3</b>    | <b>2</b>    |             |             | <b>2</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>3</b>     |                                              |                  |                  |
| <b>MBA107.3</b>  | Know about the basics of Companies Act, 1956, Formation of a company, Company Meetings and Proceedings, Powers, Duties, Liabilities of Directors and Winding up of Company. |                                     | <b>3</b>    |             | <b>3</b>    |             |             | <b>2</b>    |             | <b>3</b>    |              |                                              |                  |                  |
| <b>MBA107.4</b>  | Know the rules regarding the Partnership Act, 1932 and Limited Liability Partnership Act, 2008.                                                                             |                                     | <b>3</b>    |             | <b>3</b>    | <b>3</b>    | <b>1</b>    | <b>2</b>    |             | <b>3</b>    |              |                                              |                  |                  |
| <b>MBA107.5.</b> | Come to know about Intellectual Property Rights & Rules relating to Patents Act, 1970, Copyright Act, 1957 & Trade Marks Act, 1999.                                         | <b>3</b>                            |             | <b>2</b>    | <b>3</b>    |             |             | <b>3</b>    |             |             | <b>3</b>     |                                              |                  |                  |

### Sample Question Paper

| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR<br>AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –I) 2017-18                                                                                                                                    |              |                                                                                                                                                                                                                                                                                                                                                                                                                                       |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA I Semester                                                                                                                                                                                                                   |              |                                                                                                                                                                                                                                                                                                                                                                                                                                       |          |           |                |          |
| Subject Name:<br>MBA107 LEGAL ASPECTS OF<br>BUSINESS                                                                                                                                                                                    |              | Time: 1.5 Hrs                                                                                                                                                                                                                                                                                                                                                                                                                         |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                 | Remembering  | Understanding                                                                                                                                                                                                                                                                                                                                                                                                                         | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                     | Q.1, Q.3     | Q.2, Q.4                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.5, Q.4 | Q.6       |                |          |
| Student will be able to<br><b>CO1:</b> Come to Know about basics of Laws governing commercial contracts and contractual relationships in business.<br><b>CO2:</b> Learn the rules regarding the Contract of Sale, Condition & Warranty. |              |                                                                                                                                                                                                                                                                                                                                                                                                                                       |          |           |                |          |
| CO Map                                                                                                                                                                                                                                  | Question No. | Question                                                                                                                                                                                                                                                                                                                                                                                                                              |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                     | Q.1          | Briefly describe the essentials of a valid consideration.                                                                                                                                                                                                                                                                                                                                                                             |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                     | Q.2          | Differentiate between sale and agreement to sale.                                                                                                                                                                                                                                                                                                                                                                                     |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                     | Q.3          | What is the advantage of limited liability partnership (LLP) form of business and who is 'designated partner' Also describe the detailed procedure of incorporation of LLP                                                                                                                                                                                                                                                            |          |           |                | 6        |
| CO4                                                                                                                                                                                                                                     | Q.4          | Define the major characteristics of 'Partnership form of Business'.                                                                                                                                                                                                                                                                                                                                                                   |          |           |                | 3        |
| CO5                                                                                                                                                                                                                                     | Q.5          | A patent provides an enforceable legal right to prevent others from exploiting an invention." Discuss the statement and the procedure of filing a patent                                                                                                                                                                                                                                                                              |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                     | Q 6          | <b>Case Study:</b> A took a bet of Rs. 500 with B that a certain horse would win a certain race. Under the agreement A had to deposit Rs. 100 with B. Since A had no money he approached his friend C, who advanced the sum to him on the condition that A was to return Rs. 200 if he won the bet against B, but to return nothing if he lost. A won the bet against B. Can C recover Rs. 200 from A explain in detail with section. |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                             |
|-------------------------|---------------------------------------------|
| <b>Session</b>          | 2017-18                                     |
| <b>Course Name</b>      | MBA                                         |
| <b>Semester</b>         | 1st Semester                                |
| <b>Subject Code</b>     | MBA 107                                     |
| <b>Subject Name</b>     | LEGAL ASPECTS OF BUSINESS                   |
| <b>Attainment Level</b> | 29% of students secure more than 60% marks. |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

### **Master of Business Administration 2017-18**

#### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA 201 | 2   | 3   | 1   | 3   | 2   | 3   | 3   | 2   | 2   | 2    |  |  |  |



# AMITY UNIVERSITY

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| AMITY BUSINESS SCHOOL                                                                     |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : HUMAN RESOURCE MANAGEMENT                                                        |
| Course Code : MBA 201, Crédits : 03, Session : 2017-18 (Even Sem.), Class : MBA. 1st Year |

**RR.** Introduction: This course will help students to develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices. The course focuses on Leadership & Team Work, critical thinking, problem solving and understanding of Business Environment. It will also facilitate learning of ethical issues in Business Organization.

**SS. Course Outcomes:** At the end of the course, students will be able to:

**MBA 201.1.** To develop the understanding of the concept of human resource management and to understand its relevance in organizations for meeting human resource requirements.

**MBA 201.2.** To develop necessary skill set for application of various HR functions including training, development and compensation.

**MBA 201.3.** To integrate the knowledge of HR concepts to maintain employee relations.

**MBA 201.4.** Demonstrate emerging issues in human resource management.

**TT. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**UU. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                 | Code     | Weightage % |
|--------------------------------|-------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                  | CT       | 15%         |
|                                | Mid Term 2                                                                                                  |          |             |
|                                | Project/Assignment/Quiz/Presentation                                                                        | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End | A        | 5%          |

|                          |                                                                                                   |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------|----|-------------|
|                          | Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                                          | EE | 70%         |
| <b>Total</b>             |                                                                                                   |    | <b>100%</b> |

## **VV. Syllabus**

### **Module I: Human Resource Management**

Nature and scope of HRM, HRM functions, Line and staff responsibility of HR Managers, HR as a Factor of Competitive Advantage, Human Resource Development, Changing Role of HR (Workforce diversity, Technological change, Restructuring)

### **Module II: Meeting Human Resource Requirements**

Job Analysis, Job Description, Job Specification, Strategic Human Resource Planning, Recruitment, Selection Process, Methods – Interview, Tests (Online tests, Written tests ,Psychological tests for selection), Placement and Induction.

### **Module III: Training & Developing of Employees**

Training and Development, Training need analysis, Delivery Methodology, Evaluation , Capacity Building, Understanding of Performance Management Systems, Performance

Appraisal-methods, limitations and problems, Ethics in Performance Management, Potential Appraisal.

### **Module IV: Managing Compensation**

Compensation Management-,Job evaluation, Methods of Job Evaluation, Components of Pay Structure, incentives, bonus, ESOPs , Fringe Benefit, Designing and Administration of Wage and Salary Structure.

### **Module V: Employee Relations**

Overview of Industrial Relations and Labour Laws, Industrial disputes, Retirement/ Separation (Superannuation-Voluntary Retirement Schemes- Resignation-Discharge- Dismissal-Suspension-Layoff).

## **Module VI: Emerging Trends in HRM**

Career Planning & Development, Downsizing & Outplacement, Overview of Human Resource Information System (HRIS), Human Resource Outsourcing.

**Case Studies: Some cases of real business world to supplement learning from the course.**

**Case Study** - Manpower Trimming Strategy at Wipro: Replacing Human Employees with Software Robots

<http://www.icmrindia.org/casestudies/catalogue/Human%20Resource%20and%20Organization%20Behavior/HROB176.htm>

### **WW. Examination Scheme:**

| <b>Components</b> | <b>Midterm Exam</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>Attendance</b> | <b>ESE</b> |
|-------------------|---------------------|---------------------------------------------|-------------------|------------|
| Weightage (%)     | 15                  | 10                                          | 5                 | 70         |

### **XX. Suggested Text/Reference Books:**

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6<sup>th</sup> Edn.), McGraw Hill, New Delhi
- Dessler G (2006). Human Resource Management, Pearson Education, India
- Mathis R L and Jackson J H (2006). Human Resource Management, (10<sup>th</sup> Edn.) Cengage Learning, Indian Print.
- Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition
- Pattanayak B, (2014), Human Resource Management, 4<sup>th</sup> Edition , PHI

### **YY. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b> | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b> |
|----------------|---------------|-------------------------|-------------------------|-----------------------------|
|                |               |                         |                         |                             |

|    |                                                                                                                                                                                                                                           |         |           |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 1  | Nature and scope of HRM, HRM functions, Line and staff responsibility of HR Managers, HR as a Factor of Competitive Advantage, Human Resource Development, Changing Role of HR (Workforce diversity, Technological change, Restructuring) | Lecture | MBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 2  | HRM functions, Line and staff responsibility of HR Managers                                                                                                                                                                               | Lecture | MBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | HR as a Factor of Competitive Advantage                                                                                                                                                                                                   | Lecture | MBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Human Resource Development                                                                                                                                                                                                                | Lecture | MBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Changing Role of HR (Workforce diversity, Technological change, Restructuring)                                                                                                                                                            | Lecture | MBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Job Analysis, Job Description                                                                                                                                                                                                             | Lecture | MBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Job Specification                                                                                                                                                                                                                         | Lecture | MBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Strategic Human Resource Planning                                                                                                                                                                                                         | Lecture | MBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Recruitment, Selection Process,                                                                                                                                                                                                           | Lecture | MBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Methods – Interview, Tests ( Online tests, Written tests ,Psychological tests for selection)                                                                                                                                              | Lecture | MBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Placement and Induction                                                                                                                                                                                                                   | Lecture | MBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Training and development                                                                                                                                                                                                                  | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Training need analysis                                                                                                                                                                                                                    | Lecture | MBA 201.2 | Mid Term-1,                     |

|    |                                                            |         |           |                                 |
|----|------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                            |         |           | Quiz & End Sem Exam             |
| 14 | Delivery Methodology, Evaluation                           | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Capacity Building                                          | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Understanding of Performance Management Systems            | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Performance Appraisal-methods, limitations and problems    | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Ethics in Performance Management, Potential Appraisal.     | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Compensation Management- ,Job evaluation                   | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Methods of Job Evaluation                                  | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Components of Pay Structure                                | Lecture | MBA 201.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | incentives, bonus, ESOPs , Fringe Benefit                  | Lecture | MBA 201.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Designing and Administration of Wage and Salary Structure. | Lecture | MBA 201.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Overview of Industrial Relations and Labour Laws           | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Industrial disputes                                        | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Retirement/ Separation                                     | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Superannuation-Voluntary                                   | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Retirement Schemes-                                        | Lecture | MBA 201.3 | Mid Term-2, Quiz & End          |



|    |                                                                                                                                             |         |           |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                                                                             |         |           | Sem Exam                        |
| 29 | Resignation-Discharge-Dismissal-Suspension-Layoff                                                                                           | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Career Planning & Development, Downsizing & Outplacement, Overview of Human Resource Information System (HRIS), Human Resource Outsourcing. | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Downsizing                                                                                                                                  | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Outplacement                                                                                                                                | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Overview of Human Resource Information System (HRIS)                                                                                        | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Human Resource Information System (HRIS)                                                                                                    | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Human Resource Outsourcing.                                                                                                                 | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Human Resource Outsourcing.                                                                                                                 | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |

## ZZ. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |

|                  |                                                                                                                                                                    |   |   |   |   |   |   |   |   |   |   |  |  |  |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
| <b>MBA 201.1</b> | To develop the understanding of the concept of human resource management and to understand its relevance in organizations for meeting human resource requirements. | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 |  |  |  |
| <b>MBA 201.2</b> | To develop necessary skill set for application of various HR functions including training, development and compensation.                                           | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |  |  |  |
| <b>MBA 201.3</b> | To integrate the knowledge of HR concepts to maintain employee relations.                                                                                          | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 |  |  |  |
| <b>MBA 201.4</b> | Demonstrate emerging issues in human resource management.                                                                                                          | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 2 |  |  |  |

Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                    |              |                                                                        |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –II) 2017-18                                                                                                                                                                                                                                                                                          |              |                                                                        |          |           |                |          |
| Class: MBA II Semester                                                                                                                                                                                                                                                                                                                             |              |                                                                        |          |           |                |          |
| Subject Name:<br>MBA 201 Human Resource<br>Management                                                                                                                                                                                                                                                                                              |              | Time: 1.5 Hrs                                                          |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                            | Remembering  | Understanding                                                          | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                | Q.1,4        | Q.2,3                                                                  | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: To develop the understanding of the concept of human resource management and to understand its relevance in organizations for meeting human resource requirements.</p> <p>CO2: To develop necessary skill set for application of various HR functions including training, development and compensation.</p> |              |                                                                        |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                             | Question No. | Question                                                               |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                | Q.1          | Explain in brief the scope and nature of HRM.                          |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                | Q.2a         | What are the functions of HRM?                                         |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                    | Q.2b         | Discuss the methods of interview?                                      |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                | Q.3          | Elaborate the analysis of training need.                               |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                | Q.4          | Explain the significance of job description.                           |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                | Q.5a         | Differentiate between training and development.                        |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                    | Q.5b         | Describe the changing role of HRM.                                     |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                | Q.6          | Explain the term 'performance Appraisal' and also discuss its process. |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                            |
|-------------------------|--------------------------------------------|
| <b>Session</b>          | 2017-18                                    |
| <b>Course Name</b>      | MBA                                        |
| <b>Semester</b>         | 2 <sup>nd</sup> Semester                   |
| <b>Subject Code</b>     | MBA 201                                    |
| <b>Subject Name</b>     | Human Resource Management                  |
| <b>Attainment Level</b> | 53% of students secure more than 60% marks |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## **PROGRAMME OUTCOMES**

### **Master of Business Administration**

**2017-18**

#### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA 204 | 2   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 1   | 2    |  |  |  |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                    |
|------------------------------------------------------------------------------------------|
| Course Handout                                                                           |
| Course : Business Research Methods                                                       |
| Course Code : MBA 204, Crédits : 03, Session : 2017-18 (Odd Sem.), Class : MBA. 1st Year |

**AAA. Introduction:** The course aims to provide a thorough understanding of the essential characteristics and the basic tenets of research methodology and report preparation. For this we begin by explicating the role of business environment and develop the domain knowledge of the course through critical thinking, business analysis, problem solving and honing skills for finding innovative solutions. The course will focus on quantitative and descriptive research methods and techniques that are essential for the validity and reliability of the research process. The course will identify and review the components essential for preparation of research proposals, research reports, business proposals and feasibility studies in order to develop report writing and formal presentation skills of the research projects undertaken. For the same, the course will also focus on enhancement of effective communication skills. A researcher also has to be sensitive towards their social responsiveness and the expected ethical standards of research. Through various class activities, the course will also aim at developing the abilities of working in teams and leading a team.

**BBB. Course Outcomes:** At the end of the course, students will be able to:

**MBA 204.1.** To develop the understanding of research concept and research methodology to design the research framework.

**MBA 204.2.** To develop necessary skill set for choosing the sample and collecting the data for research.

**MBA 204.3.** To integrate the knowledge of statistical test and designing the research experiment.

**MBA 204.4.** Demonstrate the art of writing the research report.

**CCC. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**DDD. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------|-------------|--------------------|
| Continuous Internal            | Mid Term 1         | CT          | 15%                |



|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Evaluation               | Mid Term 2                                                                                                                                                                                                    |          |             |
|                          | Project/Assignment/<br>Quiz/Presentation                                                                                                                                                                      | P/A/Q/PR | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

### **EEE. Syllabus**

**Module I: Research Methodology and Research Methods:** Background to research: Developing a research proposal-Research paradigms-Contribution of research to theory and practice. Presentation and defence of proposal. Objective/purpose, evaluation, significance and types of research, Research Methods vis-à-vis Methodology.

**Module II: Research Problem and Research Design:** Literature review: Identifying, accessing and managing sources of information and scholarly literature. Academic writing and referencing. Steps in literature review development. Argumentation. Qualitative Methods: Nature and type of qualitative research. Quantitative research.

**Module III: Sampling Design and Scaling Techniques:** Census and sample survey, Criteria for selecting a sampling procedure, Measurement and Scaling techniques.

**Module IV: Data Collection and Field Force:** Data collection methods: Primary and secondary sources. Data entry and screening. Coding of questionnaires.

**Module V: Statistical Inference- Test of Significance:** Types of data analysis methods. Nature of Quantitative research: Descriptive and Inferential statistics. Quantitative methods: Data and variables.

**Module VI: Design and Analysis of Experiments:** Associations: Correlation coefficient, bivariate regression. Multivariate Techniques- Reliability, validity and rigour.

**Module VII: Report Writing:** Content and Format of the Marketing Research Report quantitative and qualitative, Practical considerations: Timelines, budgets, supervision and management. Common Problems Encountered when Preparing the Marketing Research Report. Writing up qualitative research.

**FFF. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

**GGG. Suggested Text/Reference Books:**

- Cooper, Donald R and Schindler, Ramela (2000) Business Research Methods, Tata Mc Graw Hill
- Kothari C R, (1990) Research Methodology: Methods & Techniques, Vikas Publishing House Pvt. Ltd. 1978.
- Levin & Rubin (2004), Statistics for Management, 8<sup>th</sup> Ed, Prentice Hall of India
- Srivastava, Shenoy and Sharma (2002). Quantitative Techniques for Business Decisions, 4<sup>th</sup> Ed, Allied Publishers
- Dr. S. Shajahan ( 2004), Research Methods for Management 2<sup>nd</sup> Edition, Jaico Publishers
- Ranjit Kumar, (2005), Research Methodology, Pearson Education

**HHH. Lecture Plan**

| Lecture | Topics                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO   |
|---------|------------------------|------------------|------------------|------------------------|
| 1       | Background to research | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End |

|    |                                                                                                         |         |           |                                 |
|----|---------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                                         |         |           | Sem Exam                        |
| 2  | Developing a research proposal                                                                          | Lecture | MBA 204.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | Research paradigms- Contribution of research to theory and practice                                     | Lecture | MBA 204.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Research paradigms-Contribution of research to theory and practice                                      | Lecture | MBA 204.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Presentation and defence of proposal                                                                    | Lecture | MBA 204.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Presentation and defence of proposal                                                                    | Lecture | MBA 204.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Literature review: Identifying, accessing and managing sources of information and scholarly literature. | Lecture | MBA 204.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Academic writing and referencing                                                                        | Lecture | MBA 204.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Steps in literature review development                                                                  | Lecture | MBA 204.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Argumentation                                                                                           | Lecture | MBA 204.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Qualitative Methods                                                                                     | Lecture | MBA 204.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Nature and type of qualitative research. Quantitative research.                                         | Lecture | MBA 204.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Census and sample survey                                                                                | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Criteria for selecting a sampling procedure                                                             | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Criteria for selecting a sampling procedure                                                             | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                                |         |           |                                       |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------------|
| 16 | Measurement and Scaling                                                                                                                                        | Lecture | MBA 204.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 17 | Measurement and Scaling<br>techniques                                                                                                                          | Lecture | MBA 204.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 18 | Data collection methods                                                                                                                                        | Lecture | MBA 204.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 19 | Data collection methods:<br>Primary and secondary<br>sources                                                                                                   | Lecture | MBA 204.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 20 | Data entry and screening                                                                                                                                       | Lecture | MBA 204.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 21 | Data entry and screening                                                                                                                                       | Lecture | MBA 204.2 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 22 | Coding of questionnaires                                                                                                                                       | Lecture | MBA 204.2 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 23 | Coding of questionnaires                                                                                                                                       | Lecture | MBA 204.2 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 24 | Types of data analysis methods.<br>Nature of Quantitative research:<br>Descriptive and Inferential<br>statistics. Quantitative methods:<br>Data and variables. | Lecture | MBA 204.2 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 25 | Nature of Quantitative research                                                                                                                                | Lecture | MBA 204.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 26 | Descriptive and Inferential<br>statistics                                                                                                                      | Lecture | MBA 204.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 27 | Descriptive and Inferential<br>statistics                                                                                                                      | Lecture | MBA 204.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 28 | Quantitative methods:<br>Data and variables.                                                                                                                   | Lecture | MBA 204.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 29 | Associations: Correlation<br>coefficient                                                                                                                       | Lecture | MBA 204.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 30 | bivariate regression.<br>Multivariate Techniques                                                                                                               | Lecture | MBA 204.3 | Mid Term-2,                           |

|    |                                                                          |         |           |                                 |
|----|--------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                          |         |           | Quiz & End Sem Exam             |
| 31 | Reliability, validity and rigour                                         | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Content and Format of the Marketing Research Report                      | Lecture | MBA 204.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Quantitative and qualitative, Practical considerations.                  | Lecture | MBA 204.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Timelines, budgets, supervision and management                           | Lecture | MBA 204.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Common Problems Encountered when Preparing the Marketing Research Report | Lecture | MBA 204.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Writing up qualitative research.                                         | Lecture | MBA 204.4 | Mid Term-2, Quiz & End Sem Exam |

### III. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|------------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                  |                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA 204.1</b> | To develop the understanding of research concept and research methodology to design the research framework. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            |  |  |  |

|                  |                                                                                              |   |   |   |   |   |   |   |   |   |   |  |  |  |
|------------------|----------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
| <b>MBA 204.2</b> | To develop necessary skill set for choosing the sample and collecting the data for research. | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |  |  |  |
| <b>MBA 204.3</b> | To integrate the knowledge of statistical test and designing the research experiment         | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 |  |  |  |
| <b>MBA 204.4</b> | Demonstrate the art of writing the research report.                                          | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 2 |  |  |  |

## Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –II) 2017-18                                                                                                                                                                                        |              |                                                               |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA II Semester                                                                                                                                                                                                                           |              |                                                               |          |           |                |          |
| Subject Name:<br>MBA 204 Business Research<br>Methods                                                                                                                                                                                            |              | Time: 1.5 Hrs                                                 |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                          | Remembering  | Understanding                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                              | Q.1,4        | Q.2,3                                                         | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: To develop the understanding of research concept and research methodology to design the research framework.<br>CO2: To develop necessary skill set for choosing the sample and collecting the data for research. |              |                                                               |          |           |                |          |
| CO Map                                                                                                                                                                                                                                           | Question No. | Question                                                      |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                              | Q.1          | Define the term 'Research'.                                   |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                              | Q.2a         | What are the contribution of research to theory and practice? |          |           |                | 3        |
|                                                                                                                                                                                                                                                  | Q.2b         | What are the types of research?                               |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                              | Q.3          | Explain in detail the proposal of Research.                   |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                              | Q.4          | What do you mean by sample?                                   |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                              | Q.5a         | Differentiate between census and sample.                      |          |           |                | 3        |
|                                                                                                                                                                                                                                                  | Q.5b         | Discuss the types of sampling.                                |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                              | Q 6          | Elaborate the data collection methods.                        |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                            |
|-------------------------|--------------------------------------------|
| <b>Session</b>          | 2017-18                                    |
| <b>Course Name</b>      | MBA                                        |
| <b>Semester</b>         | 2 <sup>nd</sup> Semester                   |
| <b>Subject Code</b>     | MBA 204                                    |
| <b>Subject Name</b>     | Business Research Methods                  |
| <b>Attainment Level</b> | 57% of students secure more than 60% marks |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2017-18**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA205 | 1   | 3   | 2   | 1   | 2   | 3   | 2   | 1   | 3   | 2    |  |  |  |



|                                                                                                 |
|-------------------------------------------------------------------------------------------------|
| Amity Business School                                                                           |
| Course Handout                                                                                  |
| Course : Operations Management                                                                  |
| Course Code: MBA205, Crédits: 03, Session: 2017-18(Even Sem.), Class: MBA. 1 <sup>st</sup> Year |

**JJJ. Introduction:** The aim of this course is to develop understanding of the strategic and functional issues in the operational environment of any organization, of the various decisions involving the operational activities, and of the methods which enable taking the best possible alternative decision.

**KKK. Course Outcomes:** At the end of the course, students will be able to:

**MBA205.1** Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.

**MBA205.2.** Analyse and evaluate various strategic decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments

**MBA205.3** To analyse operations decisions of different types in different conditions.

**MBA205.4** To integrate the concept of controlling under various conditions.

**LLL. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**MMM. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## **NNN. Syllabus**

**Module I: Introduction:** Introduction of Operations Function and Operations Management; Input/output transformation; Operations as Competitive Advantage, Trade-offs and combinations

**Module II: Strategic Decisions:** Planning and Designing the Products/Services; Process Design and Planning; Designing the Facility Location and Layout; Selection and Management of Product Technology; Long-term and Short-term Capacity Planning.

**Module III: Operating Decisions:** Forecasting and its types, Inventory Management: Deterministic demand model–EOQ- Continuous and Periodic review Supply chain management; Operations Scheduling and Sequencing, Aggregate Planning and Master Production Scheduling and MRP Probabilistic Inventory Control Models, Materials Requirement Planning.

**Module IV: Controlling and Improvement Decision:** Productivity, Efficiency and Effectiveness; Measuring and Improving the Operations Processes; Green operations management.

## **OOO. Examination Scheme:**

| <b>Components</b>    | <b>Mid Term Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/<br/>Presentation</b> | <b>ESE</b> |
|----------------------|----------------------|-------------------|--------------------------------------------------|------------|
| <b>Weightage (%)</b> | 15                   | 5                 | 10                                               | 70         |

## **PPP. Suggested Text/Reference Books:**

- Chase, Jacob, Aquilano, Agarwal (2008), Operations Management for Competitive Advantage, Tata McGraw-Hill
- Evans & Collier (2007), Operations Management: An Integrated Goods and Service Approach, Cengage
- Heizer, Render, Jagadeesh (2009), Operations Management, Pearson Education, India
- Klassen & Manor (2007), Cases in Operations Management, Sage Publishers
- Krajewski, Ritzman, Malhotra (2007), Operations Management: Processes and Value Chains, Prentice-Hall
- Mahadevan (2007), Operations Management: Theory and Practice, Pearson Education, India
- Russell and Taylor (2009), Operations Management along the Supply Chain, Wiley

- Shroeder (2009), Operations Management: Contemporary Concepts and Cases, Tata McGraw-Hill

### QQQ. Lecture Plan

| Lecture | Topics                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction of Operations Function            | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction of Operations Management          | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Input/output transformation                    | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Input/output transformation                    | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Operations as Competitive Advantage            | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Operations as Competitive Advantage            | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Trade-offs and combinations                    | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Trade-offs and combinations                    | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Planning and Designing the Products/Services   | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Planning and Designing the Products/Services   | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Process Design and Planning                    | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Process Design and Planning                    | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Designing the Facility                         | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Designing the Facility                         | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Location and Layout                            | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Selection and Management of Product Technology | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Selection and Management of Product Technology | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 18      | Long-term and Short-term Capacity Planning.    | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 19      | Forecasting and its types                      | Lecture          |                  | Mid Term-1, Quiz                |

|    |                                                     |         |          |                                 |
|----|-----------------------------------------------------|---------|----------|---------------------------------|
|    |                                                     |         | MBA205.3 | & End Sem Exam                  |
| 20 | Inventory Management                                | Lecture | MBA205.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Deterministic demand model–EOQ                      | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Continuous and Periodic review                      | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Supply chain management                             | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Operations Scheduling and Sequencing                | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Aggregate Planning and Master Production Scheduling | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | MRP                                                 | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Probabilistic Inventory Control Models              | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Materials Requirement Planning                      | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Productivity                                        | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Efficiency                                          | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Effectiveness                                       | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Measuring the Operations Processes                  | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Improving the Operations Processes                  | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Green operations management                         | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Efficient operations management                     | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Effective operations management                     | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |

**RRR. Course Articulation Matrix (Mapping of COs with POs)**

| CO              | STATEMENT                                                                                                                                                | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                 |                                                                                                                                                          | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA205.1</b> | Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.                         | -                                   | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  |  |
| <b>MBA205.2</b> | Analyse and evaluate various strategic decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments | 1                                   | 3           | 3           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |
| <b>MBA205.3</b> | To analyse operations decisions of                                                                                                                       | -                                   | 3           | 2           | -           | 1           | 3           | 3           | 2           | 3           | 3            |  |  |  |



|                 |                                                                   |   |   |   |   |   |   |   |   |   |   |  |  |  |
|-----------------|-------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
|                 | different types in different conditions.                          |   |   |   |   |   |   |   |   |   |   |  |  |  |
| <b>MBA205.4</b> | To integrate the concept of controlling under various conditions. | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |

[Sample Question Paper](#)

| Amity Business School<br>I MID-SEMESTER (SEM –II) 2017-18                                                                                                                                                                                                                                                                                             |              |                                                                             |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA II Semester                                                                                                                                                                                                                                                                                                                                |              |                                                                             |          |           |                |          |
| Subject Name:<br>MBA 205 Operations Management                                                                                                                                                                                                                                                                                                        |              | Time: 1.5 Hrs                                                               |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                        | Remembering  | Understanding                                                               | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                      | Q.1,4        | Q.2,3                                                                       | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.</p> <p>CO2: Analyse and evaluate various strategic decisions, develop a balanced line of production &amp; scheduling and sequencing techniques in operation environments.</p> |              |                                                                             |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                                                    |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                   | Q.1          | Explain in brief on operations management.                                  |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                   | Q.2a         | What is the nature of strategic decisions?                                  |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                       | Q.2b         | How concept of production & scheduling is applied on operations decisions?  |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                   | Q.3          | Elaborate development of a balanced line of production & scheduling         |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                   | Q.4          | Explain the significance of sequencing techniques in operation environments |          |           |                | 3        |

|     |      |                                                         |   |
|-----|------|---------------------------------------------------------|---|
| CO3 | Q.5a | Elaborate operations decisions of different types.      | 3 |
|     | Q.5b | Describe different conditions for operations management | 3 |
| CO4 | Q 6  | How controlling benefits to operations management?      | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                     |                          |
|---------------------|--------------------------|
| <b>Session</b>      | 2017-18                  |
| <b>Course Name</b>  | MBA                      |
| <b>Semester</b>     | 2 <sup>nd</sup> Semester |
| <b>Subject Code</b> | MBA 205                  |
| <b>Subject Name</b> | Operations Management    |

**Attainment Level**      43% of students secure more than 60% marks

## Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY**  
MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

### **PROGRAMME OUTCOMES**

#### **Master of Business Administration**

**2017-18**

#### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA 202 | 2   | 3   | 1   | 3   | 2   | 3   | 3   | 2   | 2   | 2    |  |  |  |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## DEPARTMENT OF BUSINESS MANAGEMENT

### Course Handout

Course : Financial Management

Course Code : MBA202, Crédits : 03, Session : 2017-18 (Even Sem.), Class : MBA 1st Year

**SSS. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**TTT. Course Outcomes:** At the end of the course, students will be able to:

**MBA202.1.** Solve the problems of Financial Management and Agency Problem, Know about Finance Function, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return

**MBA202.2.** Come to know the valuation of Stocks and Bonds

**MBA202.3.** Will be able to make Financing Decisions and know about sources of finance - short term, long term, capital structure and cost of capital

**MBA202.4.** Will be able to do Capital Budgeting and Capital Investment Analysis

**MBA202.5.** Know about working capital management and know the factors influencing working capital policy

**MBA202.6.** Will be able to make Dividend Policy Decisions

**UUU. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**VVV. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## WWW. Syllabus

**Module I: Introduction:** Introduction to Financial Management: Meaning, Scope, Finance Function, Financial Goals, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return, Financial and Operating Leverage

**Module II: Valuation of stocks and Bonds:** Valuation of Stocks and Bonds

**Module III: Financing Decisions:** Sources of Finance: Short term, Long term, Capital Structure and Cost of Capital

**Module IV: Capital Budgeting/ Capital Investment Analysis:** Estimation of Cash Flows, Criteria for Capital Budgeting Decisions, Issues Involved in Capital Budgeting, Risk analysis in Capital Budgeting – An Introduction.

**Module V: Working Capital Management:** Factors Influencing Working Capital Policy, Operating Cycle Analysis, Management of Inventory, Management of Receivables, Management of Cash, Financing of Working Capital.

**Module VI: Dividend Policy Decisions:** An introduction: Different Schools of Thought on Dividend Policy.

**Assignment:** A specific company which is listed in NSE/BSE has to be allotted group of 3-5 Students. Student will analyze the whole financial structure of the company as per the movement of course by using the last five years data. This assignment will be given at the starting of module I and submission will be taken at the end.

## XXX. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/<br>Presentation | ESE |
|---------------|---------------|------------|----------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                                 | 70  |

## Text & References:

- Chandra, P. (2006), Financial Management: Theory and Practice, Tata McGraw Hill.
- Damodaran, A.(2004), Corporate Finance: Theory and Practice, Wiley & Sons.
- Van Horne, J.C. (2006), Financial Management and Policy, Prentice Hall of India.
- Brearly, R. A. and Myers, S. C. (2006), Principles of Corporate Finance, Tata McGraw Hill
- Pike, R and Neale, B. (1998), Corporate Finance and Investment: Decisions and Strategies, Prentice Hall of India
- Rustagi, R.P. (1999), Financial Management: Theory, Concepts and Problems, Galgotia Publishing Company.
- Pandey, I.M. (1999), Financial Management, Vikas Publishing House

**YYY. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                       | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|-----------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Introduction to Financial Management                | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Introduction to Financial Management                | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | Financial Management                                | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | Finance Function                                    | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | Financial Goals                                     | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 6              | Agency Problem                                      | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 7              | Relationship of Finance with Accounts and Economics | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 8              | Time Value of Money                                 | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 9              | Risk and Return                                     | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 10             | Risk and Return                                     | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 11             | Financial and Operating Leverage                    | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 12             | Financial and Operating Leverage                    | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 13             | Valuation of Stocks and Bonds                       | Lecture                 | MBA202.2                | Mid Term-1, Quiz & End Sem Exam |
| 14             | Valuation of Stocks and Bonds                       | Lecture                 | MBA202.2                | Mid Term-1, Quiz & End Sem Exam |
| 15             | Valuation of Stocks and Bonds                       | Lecture                 | MBA202.2                | Mid Term-1, Quiz & End Sem Exam |
| 16             | Valuation of Stocks and Bonds                       | Lecture                 | MBA202.2                | Mid Term-1, Quiz & End Sem Exam |
| 17             | Financing Decisions                                 | Lecture                 | MBA202.3                | Mid Term-1, Quiz & End Sem Exam |
| 18             | Short term                                          | Lecture                 | MBA202.3                | Mid Term-1, Quiz & End Sem Exam |
| 19             | Long term                                           | Lecture                 | MBA202.3                | Mid Term-1, Quiz & End Sem Exam |
| 20             | Capital Structure                                   | Lecture                 | MBA202.3                | Mid Term-1, Quiz & End Sem Exam |
| 21             | Cost of Capital                                     | Lecture                 | MBA202.3                | Mid Term-2, Quiz & End Sem Exam |



|    |                                                   |         |          |                                 |
|----|---------------------------------------------------|---------|----------|---------------------------------|
| 22 | Capital Budgeting and Capital Investment Analysis | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Estimation of Cash Flows                          | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Criteria for Capital Budgeting Decisions          | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Issues Involved in Capital Budgeting              | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Risk analysis in Capital Budgeting                | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Working Capital Management                        | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Factors Influencing Working Capital Policy        | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Operating Cycle Analysis                          | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Management of Inventory                           | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Management of Receivables                         | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Financing of Working Capital                      | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Dividend Policy Decisions                         | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Different Schools of Thought on Dividend Policy   | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Different Schools of Thought on Dividend Policy   | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Different Schools of Thought on Dividend Policy   | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |

### ZZZ. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-----------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                 |                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA202.1</b> | Solve the problems of Financial Management and Agency Problem, Know about Finance Function, Agency Problem, | <b>2</b>                            | <b>3</b>    | <b>3</b>    | <b>1</b>    | <b>2</b>    | <b>3</b>    | <b>3</b>    | <b>1</b>    | <b>2</b>    | <b>1</b>     |  |  |  |

|                  |                                                                                                                                           |          |          |          |          |          |          |          |          |          |          |  |  |  |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|--|--|--|
|                  | Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return                                                 |          |          |          |          |          |          |          |          |          |          |  |  |  |
| <b>MBA2 02.2</b> | Come to know the valuation of Stocks and Bonds                                                                                            | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> |  |  |  |
| <b>MBA2 02.3</b> | Will be able to make Financing Decisions and know about sources of finance - short term, long term, capital structure and cost of capital | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>2</b> |  |  |  |
| <b>MBA2 02.4</b> | Will be able to do Capital Budgeting and Capital Investment Analysis                                                                      | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> |  |  |  |
| <b>MBA2 02.5</b> | Know about working capital management and know the factors influencing working capital policy                                             | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>3</b> |  |  |  |
| <b>MBA2 02.6</b> | Will be able to make Dividend Policy Decisions                                                                                            | <b>2</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>2</b> |  |  |  |

Sample Question Paper

| AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –II) 2017-18                                                                                                                                                                                                                                                     |              |                                                           |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA II Semester                                                                                                                                                                                                                                                                                        |              |                                                           |          |           |                |          |
| Subject Name:<br>MBA202 Financial Management                                                                                                                                                                                                                                                                  |              | Time: 1.5 Hrs                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                | Remembering  | Understanding                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                              | Q.1,3,4      | Q.2,3                                                     | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Solve the problems of Financial Management and Agency Problem, Know about Finance Function, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return.</p> <p>CO2: Come to know the valuation of Stocks and Bonds.</p> |              |                                                           |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                        | Question No. | Question                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                           | Q.1          | Explain in brief the Financial Management concept.        |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                           | Q.2a         | What are the characteristics of Financial Management?     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                               | Q.2b         | How is Finance and Economics related to each other?       |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                           | Q.3          | Write short notes on Risk and Return.                     |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                           | Q.4          | Explain the significance of valuation of Stocks and Bonds |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                           | Q.5a         | Elaborate Stocks with example.                            |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                               | Q.5b         | Write characteristics of Stocks and Bonds.                |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                           | Q.6          | How valuation of Stocks and Bonds are done?               |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                            |
|-------------------------|--------------------------------------------|
| <b>Session</b>          | 2017-18                                    |
| <b>Course Name</b>      | MBA                                        |
| <b>Semester</b>         | 2 <sup>nd</sup> Semester                   |
| <b>Subject Code</b>     | MBA 202                                    |
| <b>Subject Name</b>     | Financial Management                       |
| <b>Attainment Level</b> | 20% of students secure more than 60% marks |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2017-18**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Programme Specific Outcomes:**

**PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions

**PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.

**PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |        |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III<br>SEM                          | MBA376 | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 3   | 3   | 2    | 3    | 3    | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                                |
|------------------------------------------------------------------------------------------------|
| <b>Amity Business School</b><br><b>DEPARTMENT OF BUSINESS MANAGEMENT</b>                       |
| <b>Course Handout</b>                                                                          |
| Course : CONSUMER BEHAVIOUR                                                                    |
| Course Code : <b>MBA 376</b> , Crédits : 03, Session :2017-18 (Odd Sem.), Class : MBA 3rd Year |

**AAAA. Introduction:** This course enables the students to know about how the markets, consumers behave under different situations. This would also provide insights on how the cultural, social, personal and psychological factors influence the consumer behavior. At the end of the course, the students will be able to develop marketing strategies that are consumer based and create and enhance customer value

**BBBB. Course Outcomes:** At the end of the course, students will be able to:

**MBA376.1.** Come to Know about diversity of consumer behaviour, Environmental factors and individual factors affecting consumers.

**MBA376.2.** Come to learn the Individual Determinants of Consumer Behaviour

**MBA376.3.** Know about the consumer buying decision process, impulse purchases and customer loyalty, cognitive dissonance, consumer complaint behaviour.

**MBA376.4.** Know the rules regarding the external determinants of consumer behaviour

Group dynamics and reference groups, opinion leadership process.

**CCCC. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.



**DDDD. Programme Specific Outcomes:**

**PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions

**PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.

**PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

**EEEE. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-------------|
| Continuous Internal Evaluation | Mid Term Exam                                                                                                                                                                                                 | CT   | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P1   | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A    | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE   | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |      | <b>100%</b> |

**FFFF. Syllabus****Module I: Introduction**

Concept, Diversity of consumer behavior, Characteristics of Indian Consumers, Consumer demographics, consumer life styles, Consumer research, Environmental factors and individual factors affecting consumers.

**Module II: Individual Determinants of Consumer Behaviour**

Consumer as an Individual:, Motivation, Needs, Goals, Personality, Self and Self Images, Perception, Imagery, Learning, Cues, Response, Reinforcement, Behavioral Learning and Cognitive Learning Theory. Attitude: Attitude Formation and Change, Shopping attitudes and behavior

**Module III: Consumer Decision Making and Post Purchase Behaviour**

Consumer Buying Decision Process, Consumer Involvement Types of consumer decision making, Consumer Decision Rules, Impulse purchases and customer loyalty, Cognitive dissonance, Consumer complaint behaviour

#### **Module IV: External determinants of Consumer Behaviour**

Group Dynamics and Reference Groups, Opinion leadership process, Diffusions of innovations, Adoption process, Consumer Innovativeness and Personality traits, Family Decision Making, Social Class, Culture, Subculture. Marketing Ethics and Consumer Behavior, Consumer Behavior in the networked era.

#### **GGGG. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/<br>Presentation | ESE |
|---------------|---------------|------------|----------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                                 | 70  |

#### **HHHH. Suggested Text/Reference Books:**

- Schiffman and Kanuk (2009), Consumer Behaviour, Prentice Hall of India
- S Ramesh Kumar(2013), Case Studies in Consumer Behaviour, Pearson
- Assel Henry (2006), Consumer Behaviour and Marketing Action, Thompson Press
- Seth & Mittal (2003), Consumer Behaviour : A Managerial Perspective, Thompson Press
- David L Loudon and Albert J. Della Bitta(2012), TaTa McGraw Hill

#### **III. Lecture Plan**

| Lecture | Topics                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO                                       |
|---------|-------------------------------------|------------------|------------------|------------------------------------------------------------|
| 1       | Diversity of consumer behavior      | Lecture          | MBA37 6.1        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 2       | Characteristics of Indian Consumers | Lecture          | MBA37 6.1        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 3       | Consumer demographics               | Lecture          | MBA37 6.1        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 4       | Consumer life styles                | Lecture          | MBA37 6.1        | Mid Term Exam, Assignment/Quiz/Presentation &              |

|    |                                                                   |                   |           |                                                            |
|----|-------------------------------------------------------------------|-------------------|-----------|------------------------------------------------------------|
|    |                                                                   |                   |           | End Sem Exam                                               |
| 5  | Consumer research                                                 | Group Discussion  | MBA37 6.1 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 6  | Environmental factors and individual factors affecting consumers. | Group Discussion  | MBA37 6.1 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 7  | Individual Determinants of Consumer Behaviour                     | Home Assignment   | MBA37 6.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 8  | Consumer as an Individual:                                        | Group Discussion  | MBA37 6.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 9  | Motivation and Needs                                              | Lecture           | MBA37 6.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 10 | Goals                                                             | Case Presentation | MBA37 6.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 11 | Personality                                                       | Tutorial          | MBA37 6.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 12 | Self and Self Images                                              | Case Presentation | MBA37 6.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 13 | Perception                                                        | Lecture           | MBA37 6.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 14 | Imagery                                                           | Lecture           | MBA37 6.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 15 | Learning                                                          | Lecture           | MBA37 6.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 16 | Cues and Response                                                 | Lecture           | MBA37 6.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

|    |                                                                                            |                  |           |                                                            |
|----|--------------------------------------------------------------------------------------------|------------------|-----------|------------------------------------------------------------|
|    |                                                                                            |                  |           | z/Presentation & End Sem Exam                              |
| 17 | Reinforcement                                                                              | Tutorial         | MBA37 6.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 18 | Behavioral Learning and Cognitive Learning Theory. Attitude: Attitude Formation and Change | Lecture          | MBA37 6.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 19 | Shopping attitudes and behavior                                                            | Lecture          | MBA37 6.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 20 | Consumer Decision Making and Post Purchase Behaviour                                       | Lecture          | MBA37 6.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 21 | Consumer buying decision process                                                           | Lecture          | MBA37 6.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 22 | Consumer Involvement Types of consumer decision making                                     | Lecture          | MBA37 6.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 23 | Consumer decision rules                                                                    | Lecture          | MBA37 6.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 24 | Impulse purchases and customer loyalty                                                     | Group Discussion | MBA37 6.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 25 | Cognitive dissonance                                                                       | Tutorial         | MBA37 6.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 26 | Consumer complaint behaviour                                                               | Lecture          | MBA37 6.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 27 | External determinants of Consumer Behaviour                                                | Lecture          | MBA37 6.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

|    |                                                    |                   |              |                                                                  |
|----|----------------------------------------------------|-------------------|--------------|------------------------------------------------------------------|
| 28 | Group Dynamics and Reference Groups                | Lecture           | MBA37<br>6.4 | Mid Term Exam,<br>Assignment/Quiz/Presentation &<br>End Sem Exam |
| 29 | Opinion leadership process                         | Group Discussion  | MBA37<br>6.4 | Mid Term Exam,<br>Assignment/Quiz/Presentation &<br>End Sem Exam |
| 30 | Diffusions of innovations                          | Tutorial          | MBA37<br>6.4 | Mid Term Exam,<br>Assignment/Quiz/Presentation &<br>End Sem Exam |
| 31 | Adoption process                                   | Lecture           | MBA37<br>6.4 | Mid Term Exam,<br>Assignment/Quiz/Presentation &<br>End Sem Exam |
| 32 | Consumer Innovativeness and Personality traits     | Lecture           | MBA37<br>6.4 | Mid Term Exam,<br>Assignment/Quiz/Presentation &<br>End Sem Exam |
| 33 | Family decision making                             | Lecture           | MBA37<br>6.4 | Mid Term Exam,<br>Assignment/Quiz/Presentation &<br>End Sem Exam |
| 34 | Social class, culture                              | Lecture           | MBA37<br>6.4 | Mid Term Exam,<br>Assignment/Quiz/Presentation &<br>End Sem Exam |
| 35 | Subculture. Marketing Ethics and Consumer Behavior | Group Discussion  | MBA37<br>6.4 | Mid Term Exam,<br>Assignment/Quiz/Presentation &<br>End Sem Exam |
| 36 | Consumer Behavior in the networked era.            | case Presentation | MBA37<br>6.4 | Mid Term Exam,<br>Assignment/Quiz/Presentation &<br>End Sem Exam |

**JJJJ. Course Articulation Matrix (Mapping of COs with POs)**

| CO              | STATEMENT                                                                                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                                                              | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA376.1</b> | Come to Know about diversity of consumer behaviour, Environmental factors and individual factors affecting consumers.                        | <b>3</b>                            | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>3</b>    | <b>3</b>    | <b>3</b>    | <b>2</b>    | <b>3</b>    | <b>1</b>     | <b>2</b>                                     | <b>2</b>         | <b>3</b>         |
| <b>MBA376.2</b> | Come to learn the Individual Determinants of Consumer Behaviour                                                                              | <b>1</b>                            | <b>3</b>    | <b>3</b>    | <b>2</b>    | <b>2</b>    | <b>2</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>3</b>     | <b>3</b>                                     | <b>2</b>         | <b>3</b>         |
| <b>MBA376.3</b> | Know about the consumer buying decision process, impulse purchases and customer loyalty, cognitive dissonance, consumer complaint behaviour. | <b>3</b>                            | <b>3</b>    | <b>2</b>    | <b>3</b>    | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>3</b>    | <b>3</b>    | <b>1</b>     | <b>2</b>                                     | <b>3</b>         | <b>2</b>         |
| <b>MBA376.4</b> | Know the rules regarding the external determinants of consumer behaviour Group dynamics and reference groups, opinion leadership process.    | <b>3</b>                            | <b>3</b>    | <b>2</b>    | <b>3</b>    | <b>3</b>    | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>3</b>    | <b>1</b>     | <b>3</b>                                     | <b>2</b>         | <b>2</b>         |

## Sample Question Paper

| Amity Business School<br>DEPARTMENT OF BUSINESS MANAGEMENT<br>I MID-SEMESTER (SEM –III) 2017-18                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |              |                                                                                                                                                                                                                                       |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA III Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |              |                                                                                                                                                                                                                                       |          |           |                |          |
| Subject Name:<br>MBA 376 CONSUMER BEHAVIOUR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              | Time: 1.5 Hrs                                                                                                                                                                                                                         |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Remembering  | Understanding                                                                                                                                                                                                                         | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.1, Q 3     | Q.2, Q4                                                                                                                                                                                                                               | Q5, Q4   | Q.6       |                |          |
| Student will be able to<br><b>CO.1.</b> Come to Know about diversity of consumer behaviour, Environmental factors and individual factors affecting consumers.<br><b>CO.2.</b> Come to learn the Individual Determinants of Consumer Behaviour<br><b>CO.3.</b> Know about the consumer buying decision process, impulse purchases and customer loyalty, cognitive dissonance, consumer complaint behaviour.<br><b>CO.4.</b> Know the rules regarding the external determinants of consumer behaviour<br>Group dynamics and reference groups, opinion leadership process. |              |                                                                                                                                                                                                                                       |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Question No. | Question                                                                                                                                                                                                                              |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.1          | What are the Various Sources for Collecting the Information in order to understand 'Consumer Behaviour' ? Explain                                                                                                                     |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.2          | Are 'Consumer Attitude' and 'Consumer Perception' the same thing ? Give a logical / reasoned answer.                                                                                                                                  |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.3          | Briefly state the various stages of the Consumer decision making process that a consumer will go through when purchasing a Laptop for the first time. What is meant by cognitive dissonance and how will it be overcome in this case. |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.4          | “The discipline of consumer behaviour is rooted in the marketing concept”. Elucidate. Discuss the need to study consumer behaviour and its interdisciplinary nature.                                                                  |          |           |                | 3        |

|     |     |                                                                                                                                            |   |
|-----|-----|--------------------------------------------------------------------------------------------------------------------------------------------|---|
| CO4 | Q.5 | Do the Business Markets Compare to the Consumer Markets ? How ? Explain.                                                                   | 6 |
| CO4 | Q 6 | What is the Relevance of Studying the concepts of 'Buying Behaviour' in the present times ? Explain its importance in terms of Management. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2017-18                  |
| <b>Course Name</b>      | MBA                      |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester |
| <b>Subject Code</b>     | MBA 376                  |
| <b>Subject Name</b>     | Consumer Behaviour       |
| <b>Attainment Level</b> | Level 3                  |

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

### **Master of Business Administration 2017-18**

#### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION<br/>MATRIX</b> |     |     |     |     |     |     |     |     |     |      |      |      |      |  |
|------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|--|
|                                          | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |  |
| III-Sem                                  | 3   | 2   | 2   | 3   | 2   | 2   | 3   | 2   | 2   | 3    | 3    | 2    | 2    |  |

| AMITY BUSINESS SCHOOL                                                                  |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : <b>INTERNATIONAL FINANCE</b>                                                  |
| Course Code : MBA 309 Crédits : 03, Session :2017-18 (Odd Sem.), Class : MBA. 2nd Year |

**Introduction:** The objective of this course is to help the students to learn about International Finance. The issues will be discussed in a way that will facilitate students to appreciate empirical issues and help identify research questions in the areas discussed. The topics discussed will also include survey of few empirical studies, evaluation of econometric techniques, and research applications in the Indian and international context.

**Course Outcomes:** At the end of the course, students will be able to:

MBA 309.1. Understanding the broader problems of international finance by understanding global business scenario.

MBA 309.2. Possessing knowledge of Foreign Exchange market, Speculation and Arbitrage in term of International Finance

MBA 309.3. Demonstrating critical thinking about Hedging tools for Management of Transaction Exposure.

MBA 309.4. Conducting in depth research using different analytical tools for generating new knowledge for International Investment Proposals and Institutions of Global Finance

MBA 309.5. Preparing Analytical reports for business decision making

**KKKK. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

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**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

#### **LLLL. Assessment Plan:**

| <b>Component</b> | <b>Description</b> | <b>Code</b> | <b>Weightage</b> |
|------------------|--------------------|-------------|------------------|
|------------------|--------------------|-------------|------------------|

| of Evaluation                  |                                                                                                                                                                                                               |          | %           |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### **MMMM. Syllabus**

##### **Module I: International Financial Environment**

Finance function in global business scenario, International Monetary System, International Capital Markets and Instruments, Balance of Payments, Recent Developments, International Corporate Finance

##### **Module II: Foreign Exchange Markets**

Spot and Forward Foreign Exchange Markets, Speculation and Arbitrage in Foreign Exchange Markets and Implications of Market Efficiency, Currency Swaps, Currency Futures and Options.

##### **Module III: Foreign Exchange Rate Determination**

Theories of Exchange Rate Determination, Fundamental International Parity Conditions – Purchasing Power and Interest Rate Parity, Forecasting Exchange Rates - Technical Forecasting, Fundamental Forecasting.

##### **Module IV: Foreign Exchange Rate Exposure and Risk Management**

Exchange rate Determinants, Transaction, Translation and Operating Exposure, Exposure from Equity and Borrowing in International Financial Markets, Hedging tools for Management of Transaction Exposure and Interest Rate Exposure, Degree of Hedge.

##### **Module V: Issues in Foreign Investments Analysis**

Examination of International Investment Proposals, Discounted Cash Flow Analysis, Tax Adjusted Present Value Approach, Political Risk Analysis, External Investment Decision – Measuring Total Returns on Foreign Investments.

##### **Module VI: Institutions of Global Finance**

World Bank, IMF, BRICS, WTO, NAFTA, G-20 or Group of Twenty.

#### **Examination Scheme:**

| Components | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|------------|--------------|--------------------------------------|------------|-----|
|------------|--------------|--------------------------------------|------------|-----|

|               |    |    |   |    |
|---------------|----|----|---|----|
| Weightage (%) | 15 | 10 | 5 | 70 |
|---------------|----|----|---|----|

#### **NNNN. Suggested Text/Reference Books:**

- Levi, M. D. (1996), International Finance, McGraw Hill International.
- Apte, P. G. (1995), International Financial Management, Tata McGraw Hill
- Errunza, V.R., Singh, D. and Srinivasan, T.S. (1994), International Business Finance, Global Business Press.
- Seth, A.K.(2000), International Financial Management, Galgotia Publishing Company.
- Hull, J. C. (1999), Introduction to Futures and Options Markets, Prentice Hall of India.
- Edwards, F. R. and Ma, C. W. (1992), Futures and Options, McGraw-Hill International.
- Kolb, R. W. (1997), Understanding Futures Markets, Prentice Hall of India.
- Rebonato, R. (1996), Interest Rate Option Models: Understanding, Analysing and Using Models for Exotic
- Interest Rate Options, John Wiley and Sons.
- Kohn, M.(1998), Financial Institutions and Markets, Tata McGraw Hill Publishing
- Articles from selected journals and magazines.
- 

#### **OOOO. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|--------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Introduction of Finance function in global business scenario | Lecture                 | MBA309.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | International Monetary System                                | Lecture                 | MBA309.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | International Capital Markets and Instruments                | Lecture                 | MBA309.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | Balance of Payments                                          | Lecture                 | MBA309.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | Recent Developments                                          | Lecture                 | MBA309.1                | Mid Term-1, Quiz & End Sem Exam |
| 6              | International Corporate Finance                              | Lecture                 | MBA309.1                | Mid Term-1, Quiz & End Sem Exam |
| 7              | Spot and Forward Foreign Exchange Markets                    | Lecture                 | MBA309.2                | Mid Term-1, Quiz & End Sem Exam |
| 8              | Speculation and Arbitrage in Foreign Exchange Markets        | Lecture                 | MBA309.2                | Mid Term-1, Quiz & End Sem Exam |
| 9              | Implications of Market Efficiency                            | Lecture                 | MBA309.2                | Mid Term-1, Quiz & End Sem Exam |
| 10             | Currency Swaps                                               | Lecture                 | MBA309.2                | Mid Term-1, Quiz & End Sem Exam |
| 11             | Currency Futures and Options                                 | Lecture                 | MBA309.2                | Mid Term-1, Quiz                |

|    |                                                                       |         |          |                                 |
|----|-----------------------------------------------------------------------|---------|----------|---------------------------------|
|    |                                                                       |         |          | & End Sem Exam                  |
| 12 | Theories of Exchange Rate Determination                               | Lecture | MBA309.3 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Fundamental International Parity Conditions                           | Lecture | MBA309.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Purchasing Power                                                      | Lecture | MBA309.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Interest Rate Parity                                                  | Lecture | MBA309.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Forecasting Exchange Rates                                            | Lecture | MBA309.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Technical Forecasting                                                 | Lecture | MBA309.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Fundamental Forecasting making                                        | Lecture | MBA309.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Exchange rate Determinants                                            | Lecture | MBA309.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Translation and Operating Exposure                                    | Lecture | MBA309.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Exposure from Equity and Borrowing in International Financial Markets | Lecture | MBA309.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Hedging tools for Management of Transaction Exposure                  | Lecture | MBA309.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Interest Rate Exposure                                                | Lecture | MBA309.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Degree of Hedge                                                       | Lecture | MBA309.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Examination of International Investment Proposals                     | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Discounted Cash Flow Analysis                                         | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Tax Adjusted Present Value Approach                                   | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Political Risk Analysis                                               | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | External Investment Decision                                          | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Measuring Total Returns on Foreign Investments                        | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | World Bank                                                            | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | IMF                                                                   | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | BRICS                                                                 | Lecture | MBA309.5 | Mid Term-2, Quiz                |



|    |                         |         |          |                                 |
|----|-------------------------|---------|----------|---------------------------------|
|    |                         |         |          | & End Sem Exam                  |
| 34 | WTO                     | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | NAFTA                   | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | G-20 or Group of Twenty | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO              | STATEMENT                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA309.1</b> | Understanding the broader problems of international finance by understanding global business scenario.      | 2                                   | 3           | -           | -           | 3           | 2           | -           | 3           | 2           | 1            | 2                                            | 2                | 3                |
| <b>MBA309.2</b> | Possessing knowledge of Foreign Exchange market, Speculation and Arbitrage in term of International Finance | 2                                   | 2           | 1           | -           | 1           | -           | -           | 2           | 2           | 1            | 3                                            | 3                | 1                |
| <b>MBA309.3</b> | Demonstrating critical thinking about Hedging tools for Management of Transaction                           | 1                                   | 2           | -           | 1           | 1           | -           | -           | 2           | 3           | 2            | 2                                            | 1                | 2                |

|                 |                                                                                                                                                                      |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                 | Exposure.                                                                                                                                                            |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>MBA309.4</b> | Conducting in depth research using different analytical tools for generating new knowledge for International Investment Proposals and Institutions of Global Finance | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>MBA309.5</b> | Preparing Analytical reports for business decision making                                                                                                            | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –3) 2017-18 |             |               |          |           |                |          |
|----------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Class: MBA III Semester                                  |             |               |          |           |                |          |
| Subject Name:<br>MBA 309 INTERNATIONAL<br>FINANCE        |             | Time: 1.5 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy  | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                      | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |                |          |

Student will be able to

CO1. Understanding the broader problems of international finance by understanding global business scenario.

CO2. Possessing knowledge of Foreign Exchange market, Speculation and Arbitrage in term of International Finance

CO3. Demonstrating critical thinking about Hedging tools for Management of Transaction Exposure.

CO4. Conducting in depth research using different analytical tools for generating new knowledge for International Investment Proposals and Institutions of Global Finance

CO5. Preparing Analytical reports for international business decision making

| CO Map | Question No. | Question                                                                     | Marks |
|--------|--------------|------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief about finance function in global business scenario.         | 3     |
| CO1    | Q.2a         | What is the nature of Speculation and Arbitrage in Foreign Exchange Markets? | 3     |
|        | Q.2b         | Explain about Speculation and Arbitrage in Foreign Exchange Markets?         | 3     |
| CO1    | Q.3          | Elaborate Currency Futures and Options.                                      | 6     |
| CO2    | Q.4          | Explain the Theories of Exchange Rate Determination                          | 3     |
| CO2    | Q.5a         | Elaborate Hedging tools for Management of Transaction Exposure.              | 3     |
|        | Q.5b         | Describe in brief Discounted Cash Flow Analysis.                             | 3     |
| CO2    | Q 6          | Explain about World Bank, IMF and BRICS.                                     | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                     |                          |
|---------------------|--------------------------|
| <b>Session</b>      | 2017-18                  |
| <b>Course Name</b>  | MBA                      |
| <b>Semester</b>     | 3 <sup>rd</sup> Semester |
| <b>Subject Code</b> | MBA 309                  |
| <b>Subject Name</b> | International Finance    |

**Attainment Level** 31% of the students secured more than 60 % marks

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2017-18**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION<br/>MATRIX</b> |     |     |     |     |     |     |     |     |     |      |      |      |      |  |
|------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|--|
|                                          | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |  |
| III-Sem                                  | 2   | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 2    | 3    | 3    | 2    |  |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>Management of Financial Services</b>                                        |
| Course Code : MBA 310, Crédits : 03, Session :2017-18 (Odd Sem.), Class : MBA. 2nd Year |

**Introduction:** At the end of this course the students will understand: Role of Financial Services in producing and maximizing value. Understanding basic Financial Services and their need. Factors determining dynamism in the Financial Services industry. Understanding the interface of regulators and managers for quantifying and dealing with critical factors affecting the Financial Services industry. This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding, Social Responsiveness and Ethics.

**Course Outcomes:** At the end of the course, students will be able to:

**MBA310.1.** Demonstrate the applicability of the concept and of functions of financial markets and intermediary institutions.

**MBA310.2.** Analyze general structure of various financial markets

**MBA310.3.** Demonstrate the applicability Debt Market and Commodity Market in the organization.

**MBA310.4.** Demonstrate an awareness of the current structure and functioning of the financial services sector.

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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### **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.



**PPPP. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**QQQQ. Syllabus**

**Module I: Capital market intermediaries:** Role of capital market intermediaries, stock brokers and sub-brokers, share transfer agents, bankers to an issue, trustees of trust deeds, registrars to an issue, merchant bankers, underwriters, portfolio managers, investment advisers, depositories and depository participants, custodians of securities, credit rating agencies, asset management companies, clearing members, trading members.

**Module II: Regulation of securities markets**

Security and Exchange Board of India( SEBI), Management of SEBI under SEBI act, 1992, Power and functions of SEBI, Trading rules and regulations, Secondary markets-Competition among stock exchanges-Regulation of asset managers, primary markets, trading and clearing and settlement

**Module III: Leasing Hire Purchase and Consumer Credit**

Development of Leasing Hire Purchase and Consumer Credit, Types of Leasing, Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies, Leasing Vs. Buying- NPV, Concept of Securitization, Reasons for unpopularity and future prospects of securitization

**Module IV: Venture Capital Financing**

International Experiences in Venture Capital Financing, Venture Capital Financing in India, Pitfalls to be Avoided, Private Equity and growth of Entrepreneurship

**Module V: Other Financial services**

Factoring Services - Features, Merits and Demerits, Cost Benefit Analysis, Forfeiting – Features, Merits and Demerits, Credit Rating: Concept of Credit Rating, Types of Credit Rating, Advantages and Disadvantages of Credit Rating, Credit Rating Agencies and Their Methodology and Process, Individual Credit Rating, Sovereign Credit Rating Practices, Indian Experience up to now, Housing Finance, Custodial Services- Central Depository

**RRRR. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

**SSSS. Suggested Text/Reference Books:**

- Khan M Y, (1999), Indian Financial System, Tata McGraw Hill
- Chandra, P.(1999), Financial Management: Theory and Practice, Tata McGraw Hill.
- Dietrich J Kimball,(1996), Financial Services & Financial Institutions, Value Creation in theory and Practice, Prentice Hall
- Pandey, I.M. (1999), Financial Management, Vikas Publishing House
- Sriram, K. (1996), Handbook of Leasing, Hire Purchase and Factoring, ICFAI.
- Bhole L M, (2000), Financial Institutions and Markets: Structure, Growth & Innovations, Tata McGraw Hill
- Regular reading of the Financial & Business Journals, Analyst, and Economist is essential.

**TTTT. Lecture Plan**

| Lecture | Topics                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Role of capital market intermediaries           | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | stock brokers and sub-brokers                   | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | share transfer agents                           | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | bankers to an issue and trustees of trust deeds | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | registrars to an issue                          | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | merchant bankers                                | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | underwriters                                    | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | portfolio managers                              | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | investment advisers                             | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | depositories and depository participants        | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | custodians of securities                        | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                   |         |          |                                 |
|----|-----------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 12 | credit rating agencies                                                            | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | asset management companies                                                        | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 14 | clearing members and trading members                                              | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Security and Exchange Board of India( SEBI)                                       | Lecture | MBA310.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Management of SEBI under SEBI act, 1992                                           | Lecture | MBA310.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Power and functions of SEBI                                                       | Lecture | MBA310.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Trading rules and regulations                                                     | Lecture | MBA310.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Secondary markets- Competition among stock exchanges-Regulation of asset managers | Lecture | MBA310.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | trading and clearing and settlement                                               | Lecture | MBA310.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Development of Leasing Hire Purchase and Consumer Credit                          | Lecture | MBA310.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Types of Leasing                                                                  | Lecture | MBA310.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Pricing Methodology and Financial Analysis                                        | Lecture | MBA310.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Taxation                                                                          | Lecture | MBA310.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Legal Framework for Leasing and Hire Purchase Companies                           | Lecture | MBA310.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Leasing Vs. Buying- NPV                                                           | Lecture | MBA310.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Concept of Securitization                                                         | Lecture | MBA310.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Reasons for unpopularity and future prospects of securitization                   | Lecture | MBA310.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | International Experiences in Venture Capital Financing                            | Lecture | MBA310.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Venture Capital Financing in India                                                | Lecture | MBA310.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Pitfalls to be Avoided                                                            | Lecture | MBA310.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Private Equity and growth of Entrepreneurship                                     | Lecture | MBA310.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                      |         |          |                                 |
|----|--------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 33 | Factoring Services - Features, Merits and Demerits                                   | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Cost Benefit Analysis                                                                | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Forfeiting – Features, Merits and Demerits                                           | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Credit Rating: Concept of Credit Rating                                              | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Types of Credit Rating, Advantages and Disadvantages of Credit Rating                | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 38 | Credit Rating Agencies and Their Methodology and Process                             | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 39 | Individual Credit Rating                                                             | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 40 | Sovereign Credit Rating Practices                                                    | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 41 | Indian Experience up to now, Housing Finance, Custodial Services- Central Depository | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |

#### A. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                                          | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA310.1</b> | Demonstrate the applicability of the concept <i>and</i> of functions of financial markets and intermediary institutions. | 2                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |

|                 |                                                                                                     |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------|-----------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA310.2</b> | Analyze general structure of various financial markets                                              | 2 | 2 | 1 | - | 1 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>MBA310.3</b> | Demonstrate the applicability Debt Market and Commodity Market in the organization.                 | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 2 | 3 | 1 | 1 |
| <b>MBA310.4</b> | Demonstrate an awareness of the current structure and functioning of the financial services sector. | 2 | 3 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

## Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                 |                    |                      |                 |                  |                       |                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------------|-----------------|------------------|-----------------------|-----------------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –III) 2017-18</p>                                                                                                                                                                                                                                  |                    |                      |                 |                  |                       |                 |
| <p style="text-align: center;">Class: MBA III Semester</p>                                                                                                                                                                                                                                                                      |                    |                      |                 |                  |                       |                 |
| <p>Subject Name:<br/>MBA 310 Management of<br/>Financial Services</p>                                                                                                                                                                                                                                                           |                    | <p>Time: 1.5 Hrs</p> |                 |                  | <p>Max. Marks: 30</p> |                 |
| <p>Levels of the<br/>questions as<br/>per Blooms<br/>Taxonomy</p>                                                                                                                                                                                                                                                               | <p>Remembering</p> | <p>Understanding</p> | <p>Applying</p> | <p>Analyzing</p> | <p>Evaluating</p>     | <p>Creating</p> |
| <p>Question<br/>Mapping</p>                                                                                                                                                                                                                                                                                                     | <p>Q.1,4</p>       | <p>Q.2,3</p>         | <p>Q.4</p>      | <p>Q.2,5,6</p>   |                       |                 |
| <p>Student will be able to</p> <p>CO1: Demonstrate the applicability of the concept and of functions of financial markets and intermediary institutions.</p> <p>CO2: Analyze general structure of various financial markets</p> <p>CO3: Demonstrate the applicability Debt Market and Commodity Market in the organization.</p> |                    |                      |                 |                  |                       |                 |

CO4: Demonstrate an awareness of the current structure and functioning of the financial services sector.

| CO Map | Question No. | Question                                                           | Marks |
|--------|--------------|--------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief about capital market intermediaries.              | 3     |
| CO1    | Q.2a         | Explain SEBI and its guidelines?                                   | 3     |
|        | Q.2b         | Explain power and functions of SEBI?                               | 3     |
| CO1    | Q.3          | Elaborate leasing and its types.                                   | 6     |
| CO2    | Q.4          | Explain Legal Framework for Leasing and Hire Purchase Companies.   | 3     |
| CO2    | Q.5a         | Elaborate Venture Capital Financing in India.                      | 3     |
|        | Q.5b         | Describe in brief credit rating.                                   | 3     |
| CO2    | Q.6          | Elaborate Credit Rating Agencies and Their Methodology and Process | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                              |
|-------------------------|----------------------------------------------|
| <b>Session</b>          | 2017-18                                      |
| <b>Course Name</b>      | MBA                                          |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester                     |
| <b>Subject Code</b>     | MBA 310                                      |
| <b>Subject Name</b>     | Management of Financial Services             |
| <b>Attainment Level</b> | 38% % of students secure more than 60% marks |

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

### **Master of Business Administration 2017-18**

#### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION<br/>MATRIX</b> |     |     |     |     |     |     |     |     |     |      |      |      |      |  |
|------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|--|
|                                          | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |  |
| III-Sem                                  | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 3   | 3   | 2    | 2    | 3    | 3    |  |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>Security Analysis &amp; Portfolio Management</b>                            |
| Course Code : MBA 311, Crédits : 03, Session :2017-18 (Odd Sem.), Class : MBA. 2nd Year |

**Introduction** This course will help students in developing Critical thinking, doing Business Analysis, Problem Solving and finding Innovative Solutions. Students can understand Business Environment and develop Domain Knowledge. Students will get clear understanding of the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges. Important theories, techniques, regulations and certain advancements in theory of investment will be covered with an aim of helping the participants make sound investment decisions both in the context of individual security and portfolio investment.

**UUUU. Course Outcomes:** At the end of the course, students will be able to:

**MBA311.1.** Demonstrate and understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management.

**MBA311.2.** Analyzing stock returns and risk framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.

**MBA311.3.** Demonstrate and learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel.

**MBA311.4.** Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models.

**MBA311.5:** Measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences

**VVVV. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock &

derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**WWWW. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**XXXX. Syllabus**

**Module I: Introduction to Security Analysis**

Introduction to security market, Role of SEBI/ OTCEI//ROC/Stock exchanges, Investors and its types: Speculators & Investors. Meaning, features and types of Investment; Concept & valuation models of equity and bonds. Introduction to security analysis, Need for investment analysis & portfolio management, Risk and Return Introduction, realized return vs. expected return. Risk & return of single security and portfolio of securities, Measurement of risk – calculation of Mean deviation, Standard Deviation, Beta value- Ex-ante and Ex-post beta, Negative beta and its significance in investment decision.

**Module II: Approaches to Security Analysis**

Fundamental analysis: Economy analysis, Industry analysis, Company analysis- financial and non-financial analysis, International events and its impact on security market. Technical analysis - Various Technical analysis tools like Moving averages, Volume Analysis, Indicators, RSI, Patten analysis, Candle sticks, Market breadth analysis, Trend analysis, Elliot wave, ROC/RSI, lagging indicators and leading

indicators analysis, reading and interpretations of technical patterns and charts, Other tools to Forecast the market and take Entry and exit decisions; Dow Theory

### Module III Portfolio analysis & related models

Introduction to portfolio management, efficient market theory, efficient portfolio and efficient frontier; Valuation by PE ratio /Book value to price value analysis, Markowitz diversification, Single Index Model, CAPM, Arbitrage pricing theory, Estimation of Portfolio beta, Separation of risks into systematic and unsystematic risk, motivation for partitioning of risk, calculation of portfolio risk and return, optimal portfolio selection.

### Module IV Portfolio Management Services

Role of Fund Manager, Portfolio management services, Churning and revision of Portfolio - Need for revision, different techniques of revision- formula plan: constant dollar value plan, constant ratio plan, variable ratio plan; Modified formula plan: Dollar cost Averaging; practical problems in portfolio revision, Portfolio re balancing and up gradation, Sharpe"performance Index, Trennor"performance Index, Jensen's performance Index. Managing equity and bond funds-Managing Mutual Funds

### Module V Trends and Practical

Practical assignment of virtual trading mechanism of stock markets on popular trading platforms

#### YYYY. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### ZZZZ. Suggested Text/Reference Books:

- Chandra, P.(4rth edition), Investment Analysis& Portfolio Management, Tata McGraw Hill
- Fischer, D.E. and Jordan, R.J. (1995), Security Analysis & Portfolio Management, Prentice Hall of India
- Bhat, Sudhindra;(2009); Security Analysis & Portfolio Management; Excel Books
- Dash, A.P.;(2009); Security Analysis & Portfolio Management; I.K. International
- Rangnatham M., Madhumalathi, R.,(2006); Security Analysis & Portfolio Management; Pearson Education
- Khatri, Dhanesh; (2010); Security Analysis & Portfolio Management; MacMillan India Ltd.
- Online trading platforms such as moneycontrol.com

#### AAAAA. Lecture Plan

| Lecture | Topics                                   | Mode of Delivery | Correspon ding CO | Mode of Assessing CO            |
|---------|------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Introduction to security market          | Lecture          | MBA311.1          | Mid Term-1, Quiz & End Sem Exam |
| 2       | Role of SEBI/ OTCEI//ROC/Stock exchanges | Lecture          | MBA311.1          | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                  |         |          |                                    |
|----|----------------------------------------------------------------------------------|---------|----------|------------------------------------|
| 3  | Investors and its types-<br>Speculators & Investors                              | Lecture | MBA311.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 4  | Meaning, features and types of<br>Investment                                     | Lecture | MBA311.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 5  | Concept & valuation models<br>of equity and bonds                                | Lecture | MBA311.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 6  | Introduction to security<br>analysis                                             | Lecture | MBA311.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 7  | Need for investment analysis &<br>portfolio management                           | Lecture | MBA311.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 8  | Risk and Return Introduction                                                     | Lecture | MBA311.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 9  | realized return vs. expected<br>return                                           | Lecture | MBA311.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 10 | Risk & return of single<br>security and portfolio of<br>securities               | Lecture | MBA311.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 11 | Measurement of risk –<br>calculation of Mean deviation                           | Lecture | MBA311.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 12 | Standard Deviation                                                               | Lecture | MBA311.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 13 | Beta value- Ex-ante and Ex-post<br>beta                                          | Lecture | MBA311.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 14 | Negative beta and its significance<br>in investment decision.                    | Lecture | MBA311.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 15 | Fundamental analysis:<br>Economy analysis, Industry<br>analysis                  | Lecture | MBA311.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 16 | Company analysis- financial and<br>non- financial analysis                       | Lecture | MBA311.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 17 | International events and its<br>impact on security market                        | Lecture | MBA311.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 18 | Technical analysis - Various<br>Technical analysis tools like<br>Moving averages | Lecture | MBA311.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 19 | Volume Analysis, Indicators                                                      | Lecture | MBA311.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 20 | RSI, Patten analysis, Candle<br>sticks, Market breadth<br>analysis               | Lecture | MBA311.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 21 | Trend analysis, Elliot wave,<br>ROC/RSI                                          | Lecture | MBA311.2 | Mid Term-2, Quiz<br>& End Sem Exam |
| 22 | lagging indicators and leading<br>indicators analysis                            | Lecture | MBA311.2 | Mid Term-2, Quiz<br>& End Sem Exam |
| 23 | Reading and interpretations<br>of technical patterns and                         | Lecture | MBA311.2 | Mid Term-2, Quiz<br>& End Sem Exam |

|    |                                                                                        |         |          |                                 |
|----|----------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | charts                                                                                 |         |          |                                 |
| 24 | Other tools to Forecast the market and take Entry and exit decisions; Dow Theory       | Lecture | MBA311.2 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Introduction to portfolio management                                                   | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | efficient market theory                                                                | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | efficient portfolio and efficient frontier                                             | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Valuation by PE ratio /Book value to price value analysis                              | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Markowitz diversification                                                              | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Single Index Model, CAPM, Arbitrage pricing theory                                     | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Estimation of Portfolio beta                                                           | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Separation of risks into systematic and unsystematic risk                              | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | motivation for partitioning of risk                                                    | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | calculation of portfolio risk and return, optimal portfolio selection.                 | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Role of Fund Manager                                                                   | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Portfolio management services                                                          | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Churning and revision of Portfolio - Need for revision                                 | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 38 | different techniques of revision                                                       | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 39 | Modified formula plan: Dollar cost Averaging; practical problems in portfolio revision | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 40 | Portfolio re balancing and up gradation, Sharpe"performance Index                      | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 41 | Trennor"performance Index, Jensen's performance Index                                  | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 42 | Managing equity and bond funds- Managing Mutual Funds                                  | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 43 | Practical assignment of virtual trading mechanism of stock                             | Lecture | MBA311.5 | Mid Term-2, Quiz & End Sem Exam |

|  |                                      |  |  |  |
|--|--------------------------------------|--|--|--|
|  | markets on popular trading platforms |  |  |  |
|--|--------------------------------------|--|--|--|

#### A. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                                                                                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                                                                                                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA311.1</b> | Demonstrate and understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management | 3                                   | 2           | -           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                                            | 2                | 3                |



|                 |                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA311.2</b> | Analyzing stock returns and risk framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.                                 | 2 | 1 | 1 | - | 2 | - | - | 2 | 3 | 2 | 3 | 2 | 2 |
| <b>MBA311.3</b> | Demonstrate and learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel. | 1 | 1 | - | 1 | 2 | - | - | 2 | 2 | 3 | 2 | 1 | 1 |
| <b>MBA311.4</b> | Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models                                                  | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>MBA311.5</b> | Measuring the risk and return of a portfolio position,                                                                                                                                    | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |



| CO Map | Question No. | Question                                                                 | Marks |
|--------|--------------|--------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Write introduction of security market and Role of SEBI.                  | 3     |
| CO1    | Q.2a         | Explain Investors and its types?                                         | 3     |
|        | Q.2b         | Explain technical analysis and explain Various Technical analysis tools? | 3     |
| CO1    | Q.3          | Elaborate about CAPM and Arbitrage pricing theory.                       | 6     |
| CO2    | Q.4          | Explain Sharpe"performance Index and Trennor"performance Index.          | 3     |
| CO2    | Q.5a         | Elaborate Churning and revision of Portfolio.                            | 3     |
|        | Q.5b         | Describe in brief Markowitz diversification.                             | 3     |
| CO2    | Q 6          | Describe negative beta and its significance in investment decision.      | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                          |
|-------------------------|------------------------------------------|
| <b>Session</b>          | 2017-18                                  |
| <b>Course Name</b>      | MBA                                      |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester                 |
| <b>Subject Code</b>     | MBA 311                                  |
| <b>Subject Name</b>     | Security Analysis & Portfolio Management |
| <b>Attainment Level</b> | Level 2                                  |

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |

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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

### **Master of Business Administration 2017-18**

#### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### Programme Specific Outcomes:

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III<br>SEM                          | MBA 312 | 3   | 2   | 2   | 2   | 2   | 2   | 3   | 2   | 1   | 2    | 3    | 2    | 2    |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : Industrial Relations & Labour Laws                                             |
| Course Code : MBA 312, Crédits : 04, Session :2017-18 (Odd Sem.), Class : MBA. 2nd Year |

**BBBBB. Introduction:** The main aim of this course is to introduce students to the theories, institutions and practices of Industrial Relations, Also the best possible integration of the employee at work and on the other hand, better business organization as regards its relations with employees. The course will develop skills of dealing with unions, negotiating collective agreements and to identify approaches to promotion of sound labour management relations.

**CCCCC. Course Outcomes:** At the end of the course, students will be able to:

**MBA 312.1.** Understand the concept of Industrial relations and discipline including collective settlement.

**MBA 312.2** study the law related to labours and industry.

**MBA 312.3** Describe the role of trade union, laws related to wages, Employee Benefits and Social Security related laws

**DDDDD. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and

social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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#### **EEEE. Programme Specific Outcomes:**

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.



**FFFFF. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                     |             | <b>100%</b>        |

**GGGGG. Syllabus:****Module I: Overview of Industrial Relations**

Introduction: Concept, objectives, functions, significance & aspects of Industrial Relations conceptual and legal framework, ILO conventions, Industrial Relations after globalization, Understanding the practical impact of workplace industrial relation strategies, Linking Industrial Relations with economic growth of a country. Managing foreign nationals in Indian organizations

**Module II: Discipline and Collective settlement**

Misconduct, Discipline and Disciplinary Procedure, Collective bargaining, negotiation skills, workers participation in management, Grievance Redressal Machinery.

**Module III: Introduction to Labour Laws and provisions of factory**

Labour Law: Origin, Objective, Need, Factories Act, 1948 : Definitions; scope & coverage, approval ,licencing & registration, Authorities under the factories Act; Health; Safety; Provisions relating to hazardous processes; Welfare; Working hours of adults; Employment of young persons; Annual leave with wages; Penalties and procedure.

**Module IV: Laws for handling Industrial Disputes and Contract Labour**

Industrial Disputes Act 1947, definitions: industrial dispute, lay-off (provisions), lock-out (provisions), closure, retrenchment (provisions), VRS, strike (provisions), unfair labour practice, procedure for settlement & authorities under the act, Code of discipline in industries, Standing orders

Maruti Suzuki India, Ltd. Violence case (2012), Honda case study of staff strike, Contract Labour (Regulation & Abolition) Act, 1970

## Module V: Trade Unions

Trade Unions: Meaning, Functions, Problems, Trade Unions Act 1926, registration of trade union, cancellation of registration & appeal, rights ,privileges, duties & liabilities of registered trade union, amalgamation & resolution of trade union, penalties.

## Module VI: Wage Related Laws

Payment of Wages Act 1936, scope & coverage, rules for payment of wages, deductions from wages, Payment of Bonus Act 1965, objective, and application of act, definition of bonus, allocable surplus, inspectors, penalties, offence

## Module VII: Employee Benefits and Social Security related laws

Payment of Gratuity Act, scope & coverage, Applicability and non- applicability of the Act; Definitions- employee, employer, continuous service; Payment of gratuity; Forfeiture of gratuity; Employer's duty to determine and pay gratuity; Recovery of gratuity; Penalties , 1972: Provident Fund Act 1952: Definitions; Schemes under the act – Employees' provident fund scheme, Employees' pension scheme, 1995, Employees' deposit linked insurance scheme, Workmen's Compensation Act 1923, scope & coverage , definitions: dependent, disablement, Rules regarding workman's compensation E.S.I.C. Act 1948, scope & coverage, Objectives and applicability of the scheme; Definitions: personal injury, factory, manufacturing process, wages, partial and permanent disablement; ESI corporation, standing committee and medical benefit council; contributions; adjudication of dispute and claims, benefits.

## Case based teaching (Case Analysis)

### Text & References:

#### HHHHH. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### IIIIII.Suggested Text/Reference Books:

- Kapoor N.D. “Hadbook of Industrial Law” Sultan chand & Sons
- P. R. N. Sinha , Indu Bala Sinha , Seema Priyadarshini Shekhar “Industrial Relations, Trade Unions, And Labour Legislation “ Pearson education India.
- C.S. Venkata Ratnam (2006), Industrial Relations, Oxford Higher Education
- Kumar H.L. (2010) Labour Laws - Everybody Should Know, Universal Law Publishing Company
- Malhotra, O.P (1985), Law of Industrial Disputes, N.M. Tripathi Pvt. Ltd.
- Malik, P.L (2008), Industrial Law-Eastern Book Company.
- Mamoria CB (1998), Dynamics of Industrial Relations, Himalaya Publishing House.
- Bagri, P.R. (2006), Law of Industrial Disputes, Kamal Law House.

**JJJJ. Lecture Plan**

| <b>Lec<br/>tur<br/>e</b> | <b>Topics</b>                                                                  | <b>Mode of<br/>Delivery</b> | <b>Correspond<br/>ing CO</b> | <b>Mode of Assessing CO</b>     |
|--------------------------|--------------------------------------------------------------------------------|-----------------------------|------------------------------|---------------------------------|
| 1                        | Introduction: Concept, objectives, functions of Industrial relations           | Lecture                     | MBA 312.1                    | Mid Term-1, Quiz & End Sem Exam |
| 2                        | significance & aspects of Industrial Relations                                 | Lecture                     | MBA 312.1                    | Mid Term-1, Quiz & End Sem Exam |
| 3                        | conceptual and legal framework                                                 | Lecture                     | MBA 312.1                    | Mid Term-1, Quiz & End Sem Exam |
| 4                        | ILO conventions, Industrial Relations after globalization                      | Lecture                     | MBA 312.1                    | Mid Term-1, Quiz & End Sem Exam |
| 5                        | Understanding the practical impact of workplace industrial relation strategies | Lecture                     | MBA 312.1                    | Mid Term-1, Quiz & End Sem Exam |
| 6                        | Linking Industrial Relations with economic growth of a country                 | Lecture                     | MBA 312.1                    | Mid Term-1, Quiz & End Sem Exam |
| 7                        | Managing foreign nationals in Indian organizations                             | Lecture                     | MBA 312.1                    | Mid Term-1, Quiz & End Sem Exam |
| 8                        | Misconduct                                                                     | Lecture                     | MBA 312.1                    | Mid Term-1, Quiz & End Sem Exam |
| 9                        | Discipline and Disciplinary Procedure                                          | Lecture                     | MBA 312.1                    | Mid Term-1, Quiz & End Sem Exam |
| 10                       | Collective bargaining                                                          | Lecture                     | MBA 312.1                    | Mid Term-1, Quiz & End Sem Exam |
| 11                       | negotiation skills                                                             | Lecture                     | MBA 312.1                    | Mid Term-1, Quiz & End Sem Exam |
| 12                       | workers participation in management                                            | Lecture                     | MBA 312.1                    | Mid Term-1, Quiz & End Sem Exam |
| 13                       | Grievance Redressal Machinery                                                  | Lecture                     | MBA 312.1                    | Mid Term-1, Quiz & End Sem Exam |

|        |                                                                                                                                                           |         |           |                                 |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 1<br>4 | Labour Law: Origin, Objective, Need, ;;; Welfare; Working hours of adults; Employment of young persons; Annual leave with wages; Penalties and procedure. | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 1<br>5 | Factories Act, 1948 : Definitions; scope & coverage                                                                                                       | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 1<br>6 | approval ,licencing & registration, Authorities under the factories Act                                                                                   | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 1<br>7 | Health; Safety                                                                                                                                            | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 1<br>8 | Provisions relating to hazardous processes                                                                                                                | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 1<br>9 | Industrial Disputes Act 1947, definitions: industrial dispute, lay-off (provisions)                                                                       | Lecture | MBA 312.2 | Mid Term-1, Quiz & End Sem Exam |
| 2<br>0 | lock-out (provisions) closure                                                                                                                             | Lecture | MBA 312.2 | Mid Term-1, Quiz & End Sem Exam |
| 2<br>1 | retrenchment (provisions), VRS                                                                                                                            | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |
| 2<br>2 | strike (provisions)                                                                                                                                       | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |
| 2<br>3 | unfair labour practice,                                                                                                                                   | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |
| 2<br>4 | procedure for settlement & authorities under the act, Code of discipline in industries                                                                    | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |
| 2<br>5 | Standing orders Maruti Suzuki India, Ltd. Violence case (2012)                                                                                            | Lecture | MBA 312.2 | Mid Term-1, Quiz & End Sem Exam |
| 2<br>6 | Honda case study of staff strike, Contract Labour (Regulation & Abolition) Act, 1970                                                                      | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |

|        |                                                                                                                                                 |         |           |                                 |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 2<br>7 | Trade Unions: Meaning, Functions                                                                                                                | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 2<br>8 | Trade Unions Act 1926                                                                                                                           | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 2<br>9 | Problems, registration of trade union                                                                                                           | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 3<br>0 | cancellation of registration & appeal                                                                                                           | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 3<br>1 | rights ,privileges, duties &liabilities of registered trade union                                                                               | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 3<br>2 | amalgamation & resolution of trade union penalties.                                                                                             | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 3<br>3 | Payment of Wages Act 1936                                                                                                                       | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 3<br>4 | scope & coverage, rules for payment of wages                                                                                                    | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 3<br>5 | deductions from wages                                                                                                                           | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 3<br>6 | Payment of Bonus Act 1965                                                                                                                       | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 3<br>7 | objective, and application of act                                                                                                               | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 3<br>8 | definition of bonus, allocable surplus                                                                                                          | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 3<br>9 | inspectors, penalties                                                                                                                           | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 4<br>0 | Offence                                                                                                                                         | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 4<br>1 | Payment of Gratuity Act, scope & coverage, Applicability and non- applicability of the Act; Definitions- employee, employer, continuous service | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 4<br>2 | Payment of gratuity; Forfeiture of gratuity; Employer's duty to determine                                                                       | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |

|        |                                                                                                                                                                                                                                                     |         |           |                                    |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|------------------------------------|
|        | and pay gratuity;<br>Recovery of gratuity                                                                                                                                                                                                           |         |           |                                    |
| 4<br>3 | Penalties , 1972:<br>Provident Fund Act<br>1952: Definitions;<br>Schemes under the<br>act – Employees’<br>provident fund<br>scheme                                                                                                                  | Lecture | MBA 312.3 | Mid Term-2, Quiz & End<br>Sem Exam |
| 4<br>4 | Employees’ pension<br>scheme, 1995,<br>Employees’ deposit<br>linked insurance<br>scheme, Workmen’s<br>Compensation Act<br>1923, scope &<br>coverage ,<br>definitions:<br>dependent,<br>disablement, Rules<br>regarding<br>workman’s<br>compensation | Lecture | MBA 312.3 | Mid Term-2, Quiz & End<br>Sem Exam |
| 4<br>5 | E.S.I.C. Act 1948,<br>scope & coverage,<br>Objectives and<br>applicability of the<br>scheme; Definitions:<br>personal injury,<br>factory,<br>manufacturing<br>process, wages,<br>partial and<br>permanent<br>disablement                            | Lecture | MBA 312.3 | Mid Term-2, Quiz & End<br>Sem Exam |
| 4<br>6 | ESI corporation,<br>standing committee                                                                                                                                                                                                              | Lecture | MBA 312.3 | Mid Term-2, Quiz & End<br>Sem Exam |
| 4<br>7 | medical benefit<br>council;<br>contributions                                                                                                                                                                                                        | Lecture | MBA 312.3 | Mid Term-2, Quiz & End<br>Sem Exam |
| 4<br>8 | adjudication of<br>dispute and claims,<br>benefits                                                                                                                                                                                                  | Lecture | MBA 312.3 | Mid Term-2, Quiz & End<br>Sem Exam |

| CO               | STATEMENT                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 312.1</b> | Understand the concept of Industrial relations and discipline including collective settlement.              | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 312.2</b> | study the law related to labours and industry.                                                              | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 312.3</b> | Describe the role of trade union, laws related to wages, Employee Benefits and Social Security related laws | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –III) 2017-18                                                                                                                              |              |                                                                                   |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA III Semester                                                                                                                                                                 |              |                                                                                   |          |           |                |          |
| Subject Name:<br>MBA 312 Industrial Relations &<br>Labour Laws                                                                                                                          |              | Time: 1.5 Hrs                                                                     |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                 | Remembering  | Understanding                                                                     | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                     | Q.1,4        | Q.2,3                                                                             | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand the concept of Industrial relations and discipline including collective settlement<br>CO2: To study the law related to labours and industry. |              |                                                                                   |          |           |                |          |
| CO Map                                                                                                                                                                                  | Question No. | Question                                                                          |          |           |                | Marks    |
| CO1                                                                                                                                                                                     | Q.1          | Explain the objectives, functions, and significance of Industrial Relations       |          |           |                | 3        |
| CO1                                                                                                                                                                                     | Q.2a         | Write a brief note on ILO conventions                                             |          |           |                | 3        |
|                                                                                                                                                                                         | Q.2b         | Describe the Industrial Relations after globalization.                            |          |           |                | 3        |
| CO1                                                                                                                                                                                     | Q.3          | Give an account on Linking Industrial Relations with economic growth of a country |          |           |                | 6        |
| CO2                                                                                                                                                                                     | Q.4          | Define the term “ Discipline” and its procedure.                                  |          |           |                | 3        |
| CO2                                                                                                                                                                                     | Q.5a         | What is the process on collective bargaining.                                     |          |           |                | 3        |
|                                                                                                                                                                                         | Q.5b         | Write a short on negotiation skills.                                              |          |           |                | 3        |
| CO2                                                                                                                                                                                     | Q 6          | Explain in detail the Grievance Redressal Machinery                               |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                    |
|-------------------------|------------------------------------|
| <b>Session</b>          | 2017-18                            |
| <b>Course Name</b>      | MBA                                |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester           |
| <b>Subject Code</b>     | MBA 312                            |
| <b>Subject Name</b>     | Industrial Relations & Labour Laws |
| <b>Attainment Level</b> | Level 2                            |

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

### **Master of Business Administration 2017-18**

#### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|                                     | MBA 316 | 3   | 3   | 1   | 2   | 3   | 3   | 3   | 2   | 1   | 2    | 3    | 2    | 3    |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>Strategic Human Resource Management</b>                                     |
| Course Code : MBA 316, Crédits : 03, Session :2017-18 (Odd Sem.), Class : MBA. 2nd Year |

**LLLLL. Introduction:** This subject provides an understanding of the strategic contribution of the Human Resource Management (HRM) function. This course will place previous studies of human resource management within a strategic dimension so as to illustrate the concept of competitive advantage applied to human resources.

**MMMMM. Course Outcomes:** At the end of the course, students will be able to:

**MBA 316.1.** Understand the concept and features of Strategy and its management.

**MBA 316.2** To study role of HRM in strategic management.

**MBA 316.3** To focus on how firms formulate, implement and evaluate corporate business strategies

**MBA 316.4** To promote skills of evaluating and implementing strategies to examine its impact on Business performance.

**MBA 316.5.** To study the scope of HR in Future.

**NNNNN. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

### **OOOOO. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-----------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be | A           | 5%                 |

|                          |                                                                                                                                       |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves |    |             |
| End Semester Examination | End Semester Examination                                                                                                              | EE | 70%         |
| <b>Total</b>             |                                                                                                                                       |    | <b>100%</b> |

### **PPPPP. Syllabus**

#### **Module I: The Concept of Strategy:**

Strategy Defined, Key Concepts of Strategy, Formulations of Strategy, Strategic Management, The Process Of Strategic Management.

#### **Module II: The Concept of Strategic HRM:**

An Investment Perspective of HRM, Strategic HRM, Aims of SHRM, Strategic HR Vs Traditional HR, Challenges in SHRM, Approaches and Models to SHRM and the Evolving Strategic Role of HR, Barriers to Strategic HR.

#### **Module III: Strategic HRM in Action:**

HR Strategy defined, Purpose, Types of HR Strategies - Recruitment & Retention strategies, training & development strategies: performance management strategies, reward & compensation strategies, retrenchment strategies; Content of HR Strategies, Formulating HR Strategy, Criteria for an Effective HR Strategy, Integrating the Business and HR Strategies; Human Resource Environment- Technology, structure; Workforce diversity; Demographic changes, Temporary & contract labour.

#### **Module IV: Impact of HRM on Business Performance:**

Human Resource Evaluation- Definition and Overview, Rationale for HR Evaluation, Measures of HRM Performance, Approaches to HR Evaluations, The Measurement Challenge in HRM.

#### **Module V: Future trends in Strategic HRM Approaches:**

The Strategic approach of HR towards Career Management, Mentoring Relationship & Work-life Integration. Matching culture with strategy, Behavioral issues in strategy implementation, Global HR strategies, Core Competence as the Root of Competitive Advantage

**Case Study** - Banning Flexible Work Options: Yahoo's New Controversial HR Policy  
<http://www.icmrindia.org/casestudies/catalogue/Human%20Resource%20and%20Organization%20Behavior/HROB162.htm>

Submit a project on Strategic Retention strategies

- The students will form small groups (2 Students)
- They will research on the latest trends in retention strategies
- They will prepare a PPT presentation & present it before class

- The group will discuss the learning from the case
- The students will be evaluated out of 10 Marks

**QQQQQ. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

**RRRRR. Suggested Text/Reference Books:**

- Agarawala Tanuja (2012) Strategic Human Resource Management, Oxford University Press.
- Armstrong Michael (2007), Strategic Human Resource Management: Strategy and Action, Kogan Page
- Mahey C and Salman G., (1996), Strategic Human Resource Management, Oxford Blackwell.
- Mello Jeffrey A., (2008), Strategic Human Resource Management, Thompson Press Publishing.
- Srinivas R. Kandula, (2012), Strategic Human Resource Development, Prentice Hall of India.

**SSSSS. Lecture Plan**

| Lecture | Topics                                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Strategy Defined, Key Concepts of Strategy                  | Lecture          | MBA 316.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Formulations of Strategy                                    | Lecture          | MBA 316.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Strategic Management                                        | Lecture          | MBA 316.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | The Process of Strategic Management                         | Lecture          | MBA 316.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | An Investment Perspective of HRM                            | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Strategic HRM, Aims of SHRM                                 | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Strategic HR Vs Traditional HR                              | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Challenges in SHRM                                          | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Approaches and Models to SHRM                               | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | the Evolving Strategic Role of HR                           | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Barriers to Strategic HR.                                   | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | HR Strategy defined, Purpose                                | Lecture          | MBA 316.3        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Types of HR Strategies - Recruitment & Retention strategies | Lecture          | MBA 316.3        | Mid Term-1, Quiz & End Sem Exam |
| 14      | training & development strategies                           | Lecture          | MBA 316.3        | Mid Term-1, Quiz & End Sem Exam |
| 15      | performance management                                      | Lecture          | MBA 316.3        | Mid Term-1,                     |



|    |                                                                                   |         |           |                                 |
|----|-----------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | strategies, reward & compensation strategies                                      |         |           | Quiz & End Sem Exam             |
| 16 | retrenchment strategies                                                           | Lecture | MBA 316.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Content of HR Strategies, Formulating HR Strategy,                                | Lecture | MBA 316.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Criteria for an Effective HR Strategy, Integrating the Business and HR Strategies | Lecture | MBA 316.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Human Resource Environment- Technology, structure                                 | Lecture | MBA 316.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Workforce diversity; Demographic changes, Temporary & contract labour             | Lecture | MBA 316.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Human Resource Evaluation- Definition and Overview                                | Lecture | MBA 316.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Rationale for HR Evaluation                                                       | Lecture | MBA 316.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Measures of HRM Performance, Approaches to HR Evaluations                         | Lecture | MBA 316.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | The Measurement Challenge in HRM                                                  | Lecture | MBA 316.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | The Strategic approach of HR towards Career Management                            | Lecture | MBA 316.5 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Mentoring Relationship                                                            | Lecture | MBA 316.5 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Work-life Integration                                                             | Lecture | MBA 316.5 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Matching culture with strategy                                                    | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Matching culture with strategy                                                    | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                      |         |           |                                 |
|----|------------------------------------------------------|---------|-----------|---------------------------------|
| 30 | Behavioral issues in strategy implementation         | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Behavioral issues in strategy implementation         | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Behavioral issues in strategy implementation         | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Global HR strategies                                 | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Global HR strategies                                 | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Core Competence as the Root of Competitive Advantage | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Core Competence as the Root of Competitive Advantage | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |

TTTTT.

**UUUUU. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                           | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|---------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                     | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 316.1</b> | Understand the concept and features of Strategy and its management. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |

[illegible]



## Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –III) 2017-18                                                                                                |              |                                                          |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA III Semester                                                                                                                                   |              |                                                          |          |           |                |          |
| Subject Name:<br>MBA 316 Strategic Human<br>Resource Management                                                                                           |              | Time: 1.5 Hrs                                            |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                   | Remembering  | Understanding                                            | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                       | Q.1,4        | Q.2,3                                                    | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand the concept and features of Strategy and its management.<br>CO2: To study role of HRM in strategic management. |              |                                                          |          |           |                |          |
| CO Map                                                                                                                                                    | Question No. | Question                                                 |          |           |                | Marks    |
| CO1                                                                                                                                                       | Q.1          | Define the Strategy and its importance.                  |          |           |                | 3        |
| CO1                                                                                                                                                       | Q.2a         | What are the three levels of the Strategy?               |          |           |                | 3        |
|                                                                                                                                                           | Q.2b         | Elaborate the various steps in formulating the strategy. |          |           |                | 3        |
| CO1                                                                                                                                                       | Q.3          | Explain in detail the process of strategic management.   |          |           |                | 6        |
| CO2                                                                                                                                                       | Q.4          | What are challenges in SHRM.                             |          |           |                | 3        |
| CO2                                                                                                                                                       | Q.5a         | Differentiate between SHRM and THRM.                     |          |           |                | 3        |
|                                                                                                                                                           | Q.5b         | Describe in brief the barriers of SHRM.                  |          |           |                | 3        |
| CO2                                                                                                                                                       | Q 6          | Explain in detail all the approaches and model to SHRM   |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                     |
|-------------------------|-------------------------------------|
| <b>Session</b>          | 2017-18                             |
| <b>Course Name</b>      | MBA                                 |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester            |
| <b>Subject Code</b>     | MBA 316                             |
| <b>Subject Name</b>     | Strategic Human Resource Management |
| <b>Attainment Level</b> | Level 3                             |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA P**

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2017-18**

### **Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III SEM                       | MBA 317 | 3   | 2   | 2   | 2   | 3   | 3   | 2   | 1   | 1   | 2    | 2    | 3    | 2    |



| AMITY BUSINESS SCHOOL                                                                 |
|---------------------------------------------------------------------------------------|
| Course Handout                                                                        |
| Course : <b>INTERNATIONAL TRADE FINANCE</b>                                           |
| Course Code : MBA 317, Crédits : 03, Session :2017-18(Odd Sem.), Class : MBA. 2ndYear |

**VVVVV. Introduction:** Understand ways in which International Trade is undertaken, settled and financed; Appreciate the need and role of various entities engaged in International Trade and Finance. Recognize the terminology used in International Trade, Finance and commercial contracts; Know how to avail finance from International Financial Markets & Institutions for trade and global business; Understand international payment systems & Regulatory compliances; Study Global Mergers & Acquisition trends.

**WWWWW. Course Outcomes:** At the end of the course, students will be able to:

MBA 317.1 To understand global trade, finance, and globalisation.

MBA 317.2 To analyse and elaborate on the need for a Global financial ecosystem.

MBA 317.3 To Identify the role of international banks.

MBA 317.4 To gain knowledge of global mergers and acquisitions, including examination of international investment proposals.

**XXXXX. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**YYYYY. Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**ZZZZZ. Assessment Plan:**

| Component of Evaluation        | Description                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                    | CT       | 15%         |
|                                | Project/Assignment/Quiz/Presentation                          | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a | A        | 5%          |

|                          |                                                                                                                   |    |             |
|--------------------------|-------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | student to be qualified for taking up the End Semester examination. The allow of 25% includes all types of leaves |    |             |
| End Semester Examination | End Semester Examination                                                                                          | EE | 70%         |
| <b>Total</b>             |                                                                                                                   |    | <b>100%</b> |

## **AAAAAA. Syllabus**

### **Module I: Globalization, Trade & Finance**

Complexities of international trade, Meaning of Int'l Trade Finance, need of various entities like exporters, importers, merchants, traders, overseas representatives, banks, borrowers, lenders, Logistics, Forwarders etc. International Commercial Terms (INCOTERMS), Protection against credit, political, economic and transit risks.

### **Module II: Global Financial Ecosystem**

World's major Financial Markets for Equity, Debt, Foreign Exchange & Commodities. International lending institutions World Bank, IMF, ADB, EBRD, Export-Import Banks, foreign Governments & agencies. Financing global trade, Buyers credit, Supplier credit, Role of credit-rating agencies, ECGC & EXIM Banks.

### **Module III: International Trade Finance & Payment Systems**

Modes of Payments in Trade, obtaining payments through Documents against Payment, Documents against Acceptance, Bills of Exchange, Letters of Credit & Stand-by Letters of Credit. Bill discounting with Banks, Factoring & Forfeiting agencies. Foreign currency cheques, drafts, telegraphic transfers (TT's) & SWIFT. Regulations to prevent fraud and money laundering. Remittances permitted by RBI for individuals & corporates.

### **Module IV: International Banking**

Role of International Banks, Correspondent Banking, Nostro/Vostro Accounts. Bid/Ask rate determination for Bills, TT's, Traveler's Cheques. Risks of OTC products & ISDA regulations. Availing pre-shipment & post-shipment finance, Fixed vs. Floating rate borrowing & External Commercial Borrowing (ECB's). Payment, settlement and clearing systems in foreign currency including SWIFT, CHIPS, CHAPS & Electronic banking. RBI Regulatory compliances, late payments & bad debts.

### **Module V: Global Mergers & Acquisition & (M&A)**

FDI & FII statistics, FDI & reverse FDI within & outside India. Examination of international investment proposals. Case studies on corporate India's acquisitions & mergers abroad.

Role of International Banks, Investment Banks, Hedge Funds, Private Equity, Pension Funds etc. ECB's, ADR's GDR's, Bonds in global A&M's.

**BBBBBB. Suggested Text/Reference Books:**

- Paul Cowdell and Derek Hyde (Feb 2003) International Trade Finance, Institute of Financial Services
- Apte, P. G. (1998), International Financial Management, Tata McGraw Hill
- Levi, M. D. (1996), International Finance, McGraw Hill International.
- UCPDC-600, International Chamber of Commerce, Paris

**CCCCC. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

**DDDDDD. Lecture Plan**

| Lecture | Topics                                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Complexities of international trade                                               | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Meaning of Int'l Trade Finance                                                    | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Need of various entities like exporters, importers.                               | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Need of various entities like merchants, traders, overseas representatives, Banks | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Borrowers, lenders, Logistics, Forwarders                                         | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | International Commercial Terms (INCOTERMS)                                        | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Protection against credit, Political, economic and transit risks.                 | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                 |         |           |                                 |
|----|-------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 8  | World's major Financial Markets for Equity                                                      | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Debt, Foreign Exchange & Commodities                                                            | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | International lending institutions World Bank, IMF, ADB, EBRD                                   | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | International lending institutions World Bank, IMF, ADB, EBRD                                   | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Export-Import Banks, Foreign Governments & agencies                                             | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Financing global trade, Buyers credit, Supplier credit                                          | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Role of credit-rating agencies, ECGC & EXIM Banks                                               | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Modes of Payments in Trade                                                                      | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Obtaining payments through Documents against Payment                                            | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Documents against Acceptance, Bills of Exchange, Letters of Credit & Stand-by Letters of Credit | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Bill discounting with Banks, Factoring & Forfeiting agencies                                    | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Foreign currency cheques, drafts, telegraphic transfers (TT's) & SWIFT                          | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Regulations to prevent fraud and money laundering                                               | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Remittances permitted by RBI                                                                    | Lecture | MBA 317.2 | Mid Term-2,                     |

|    |                                                                                                                 |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | for individuals & corporates.                                                                                   |         |           | Quiz & End Sem Exam             |
| 22 | Role of International Banks, Correspondent Banking, Nostro/Vostro Accounts                                      | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Bid/Ask rate determination for Bills, TT's, Traveler's Cheques.                                                 | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Risks of OTC products & ISDA regulations                                                                        | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Availing pre-shipment & post-shipment finance                                                                   | Lecture | MBA 317.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Fixed vs. Floating rate borrowing & External Commercial Borrowing (ECB's)                                       | Lecture | MBA 317.3 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Payment, settlement and clearing systems in foreign currency including SWIFT, CHIPS, CHAPS & Electronic banking | Lecture | MBA 317.3 | Mid Term-1, Quiz & End Sem Exam |
| 28 | RBI Regulatory compliances, late payments & bad debts.                                                          | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | FDI & FII statistics                                                                                            | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | FDI & reverse FDI within & outside India                                                                        | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Examination of international investment proposals                                                               | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Case studies on corporate India's acquisitions & mergers abroad                                                 | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Role of International Banks                                                                                     | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Investment Banks, Hedge Funds, Private Equity                                                                   | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Pension Funds etc. ECB's,                                                                                       | Lecture | MBA 317.4 | Mid Term-2,                     |

|    |                        |         |           |                                 |
|----|------------------------|---------|-----------|---------------------------------|
|    | ADR's GDR's            |         |           | Quiz & End Sem Exam             |
| 36 | Bonds in global A&M's. | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |

**EEEEEE. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 317.1</b> | To understand global trade, finance, and globalisation.                                                            | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 1           | 2           | 2            | 2                                            | 2                | 3                |
| <b>MBA 317.2</b> | To analyse and elaborate on the need for a Global financial ecosystem.                                             | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 2                | 2                |
| <b>MBA 317.3</b> | To Identify the role of international banks.                                                                       | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 1           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 317.4</b> | To gain knowledge of global mergers and acquisitions, including examination of international investment proposals. | 3                                   | 3           | 2           | 3           | 2           | 2           | 3           | 1           | 1           | 2            | 3                                            | 2                | 3                |

## Sample Question Paper

| <p style="text-align: center;">Amity Business School<br/>IMID-SEMESTER(SEM–III) 2017-18</p>                                                                                                                                                                                                                          |              |                                                                                   |          |           |              |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------|----------|-----------|--------------|----------|
| Class: MBA III Semester                                                                                                                                                                                                                                                                                              |              |                                                                                   |          |           |              |          |
| Subject Name:<br>MBA 317 International Trade Finance                                                                                                                                                                                                                                                                 |              | Time: 1.5 Hrs                                                                     |          |           | Max.Marks:30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                       | Remembering  | Understanding                                                                     | Applying | Analyzing | Evaluating   | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                     | Q.1,4        | Q.2,3                                                                             | Q.4      | Q.2,5,6   |              |          |
| <p>Student will be able to</p> <p>CO1: To understand global trade, finance, and globalisation.</p> <p>CO2: To analyse and elaborate on the need for a Global financial ecosystem.</p> <p>CO4: To gain knowledge of global mergers and acquisitions, including examination of international investment proposals.</p> |              |                                                                                   |          |           |              |          |
| CO Map                                                                                                                                                                                                                                                                                                               | Question No. | Question                                                                          |          |           |              | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                  | Q.1          | Discuss the Complexities of international trade.                                  |          |           |              | 3        |
| CO1                                                                                                                                                                                                                                                                                                                  | Q.2a         | What is Int'l Trade Finance?                                                      |          |           |              | 3        |
|                                                                                                                                                                                                                                                                                                                      | Q.2b         | Elaborate the need of various entities like exporters, importers, merchants.      |          |           |              | 3        |
| CO1                                                                                                                                                                                                                                                                                                                  | Q.3          | Explain the International Commercial Terms (INCOTERMS).                           |          |           |              | 6        |
| CO2                                                                                                                                                                                                                                                                                                                  | Q.4          | What are ECGC & EXIM Banks.                                                       |          |           |              | 3        |
| CO2                                                                                                                                                                                                                                                                                                                  | Q.5a         | Differentiate between Buyers credit, Supplier credit.                             |          |           |              | 3        |
|                                                                                                                                                                                                                                                                                                                      | Q.5b         | Describe in brief the Regulations to prevent fraud and money laundering.          |          |           |              | 3        |
| CO4                                                                                                                                                                                                                                                                                                                  | Q6           | India's acquisitions & mergers abroad. Explain your answer with suitable example. |          |           |              | 6        |

| Attainments |   | Rubric                                                    |
|-------------|---|-----------------------------------------------------------|
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MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                             |
|-------------------------|-----------------------------|
| <b>Session</b>          | 2017-18                     |
| <b>Course Name</b>      | MBA                         |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester    |
| <b>Subject Code</b>     | MBA 317                     |
| <b>Subject Name</b>     | International Trade Finance |
| <b>Attainment Level</b> | Level 3                     |

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2017-18**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III SEM                             | MBA 365 | 3   | 3   | 1   | 2   | 3   | 3   | 3   | 2   | 1   | 2    | 3    | 2    | 3    |

| AMITY BUSINESS SCHOOL                                                                |
|--------------------------------------------------------------------------------------|
| Course Handout                                                                       |
| Course: International Trade Procedures and Documentation                             |
| Course Code: MBA 365, Credits: 03, Session :2017-18 (Odd Sem.), Class: MBA. 2nd Year |

**Introduction** This subject provides an understanding and learning of the importance, procedural & documentation aspects of export-import of goods and services; impart knowledge of governments, departments, international institutions involved; teach an export manager to develop a systematic methodology to handle exports; understand the relevance and importance of various government policy measures for export as well as import.

**FFFFF. Course Outcomes:** At the end of the course, students will be able to:

**MBA 365.1** Understand the export documentation framework.

**MBA 365.2** Study about the processing of product for export order and legal implications.

**MBA 365.3** Know the Export and Import Documents.

**MBA 365.4** Acquaint with customs clearances and regulation compliance.

**MBA 365.5.** Analyse EXIM Policy Framework and banking norms for export.

**GGGGG. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **HHHHHH. Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

#### **IIIIII. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-----------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be | A           | 5%                 |

|                          |                                                                                                                                       |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves |    |             |
| End Semester Examination | End Semester Examination                                                                                                              | EE | 70%         |
| <b>Total</b>             |                                                                                                                                       |    | <b>100%</b> |

#### **JJJJJ. Syllabus**

##### **Module I: Introduction**

Export documentation Framework – the need, entities & documents as per requirement of (a) the contract (b) Govt. of India (c) Importing country d) for claiming export assistance.

##### **Module II: Documents for processing export order and legal implications**

Processing of Product enquiry/quotation, Purchase/Export Order, Letter of intent, Payment Terms, International Transport Modes, INCOTERMS, advising & scrutiny of a Letter of Credit (L/C), seeking L/C amendments, International Chamber of Commerce's UCPDC articles.

##### **Module III: Export/Import Documents**

How to make Commercial, Financial, Transport, Title, Official, Insurance, Export assistance Documents & Certificates for Exports. Ensuring error-free export documentation as per L/C. How to open L/C, apply for license and make Customs/ Sales Tax documents for imports.

##### **Module IV: Central Excise, Sales Tax & Customs Clearances**

Clearance of Export & Import Cargo, Role of Clearing and Forwarding Agents, Shipment of Export Cargo, Excise, Sales Tax & Customs Department regulation compliance.

##### **Module V: EXIM Policy Framework**

EPCG Scheme, Duty Exemption Pass Book Scheme, Export Oriented Units, Export houses, Trading houses, Export Processing Zones, Special Economic Zone, Negotiation of Export Bills, Bank realization, late payment follow-up. Bank, RBI, DGFT, Customs & FEMA regulatory compliances.

#### **KKKKKK. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### **LLLLLL. Suggested Text/Reference Books:**

- Nabhi (2011-12)1999, How to Export, Nabhi Publications
- RBI Mumbai, Export Procedures and Documentation
- Handbook of Exim Procedures and Documentation – Govt. of India Publication Division
- Handbook of DGFT Publications – Ministry of Commerce, Govt. of India.

### **m. Lecture Plan**

| Lecture | Topics                                                                                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Export documentation Framework– the need                                                                             | Lecture          | MBA 365.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Export documentation Framework – entities & documents as per requirement of (a) the contract                         | Lecture          | MBA 365.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Export documentation Framework – entities & documents as per requirement of (b) Govt. of India (c) Importing country | Lecture          | MBA 365.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Export documentation Framework – entities & documents as per requirement of (d) for claiming export assistance.      | Lecture          | MBA 365.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Processing of Product enquiry/quotation                                                                              | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Purchase/Export Order                                                                                                | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Letter of intent                                                                                                     | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Payment Terms, International Transport Modes                                                                         | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | INCOTERMS                                                                                                            | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Advising & scrutiny of a Letter of Credit (L/C), seeking L/C amendments,                                             | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | International Chamber of Commerce's UCPDC articles.                                                                  | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | How to make Commercial, Financial, Transport                                                                         | Lecture          | MBA 365.3        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Title, Official, Insurance                                                                                           | Lecture          | MBA 365.3        | Mid Term-1, Quiz & End          |



|    |                                                               |         |           |                                 |
|----|---------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                               |         |           | Sem Exam                        |
| 14 | Export assistance Documents & Certificates for Exports        | Lecture | MBA 365.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Ensuring error-free export documentation as per L/C           | Lecture | MBA 365.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | How to open L/C                                               | Lecture | MBA 365.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Apply for license and make Customs documents                  | Lecture | MBA 365.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Sales Tax documents for imports.                              | Lecture | MBA 365.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Clearance of Export & Import Cargo                            | Lecture | MBA 365.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Role of Clearing and Forwarding Agents                        | Lecture | MBA 365.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Shipment of Export Cargo                                      | Lecture | MBA 365.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Excise, Sales Tax & Customs Department regulation compliance. | Lecture | MBA 365.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Excise, Sales Tax & Customs Department regulation compliance. | Lecture | MBA 365.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Excise, Sales Tax & Customs Department regulation compliance. | Lecture | MBA 365.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | EPCG Scheme                                                   | Lecture | MBA 365.5 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Duty Exemption Pass Book Scheme                               | Lecture | MBA 365.5 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Export Oriented Units                                         | Lecture | MBA 365.5 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Export houses                                                 | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |

|    |                                       |         |           |                                 |
|----|---------------------------------------|---------|-----------|---------------------------------|
| 29 | Trading houses                        | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Export Processing Zones               | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Special Economic Zone                 | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Negotiation of Export Bills           | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Bank realization                      | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Late payment follow-up                | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Bank, RBI, DGFT                       | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Customs & FEMA regulatory compliances | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |

**m. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|--------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 365.1</b> | Understand the export documentation framework.                                 | 2                                   | 3           | 2           | 1           | 1           | 2           | 1           | 2           | 1           | 3            | 3                                            | 2                | 2                |
| <b>MBA 365.2</b> | Study about the processing of product for export order and legal implications. | 3                                   | 3           | 2           | 1           | 1           | 2           | 1           | 1           | 1           | 3            | 3                                            | 2                | 2                |

|                   |                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|-------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 365.3</b>  | Know the Export and Import Documents.                       | 2 | 3 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 3 | 3 | 1 | 2 |
| <b>MBA 365.4</b>  | Acquaint with customs clearances and regulation compliance. | 3 | 3 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 3 | 2 | 2 | 1 |
| <b>MBA 365.5.</b> | Analyse EXIM Policy Framework and banking norms for export. | 1 | 1 |   |   | 1 | 1 |   |   |   | 3 | 3 | 2 | 1 |

[Sample Question Paper](#)

| Amity Business School<br>MID-SEMESTER (SEM –III) 2017-18                                                                                                              |              |                                                                                                                                           |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA III Semester                                                                                                                                               |              |                                                                                                                                           |          |           |                |          |
| Subject Name:<br>MBA 365 International Trade Procedures and Documentation                                                                                             |              | Time: 1.5 Hrs.                                                                                                                            |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                        | Remembering  | Understanding                                                                                                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                      | Q.1,4        | Q.3                                                                                                                                       | Q.4,6    | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand the export documentation framework.<br>CO2: Study about the processing of product for export order and legal implications. |              |                                                                                                                                           |          |           |                |          |
| CO Map                                                                                                                                                                | Question No. | Question                                                                                                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                   | Q.1          | What is Export documentation Framework?                                                                                                   |          |           |                | 3        |
| CO1                                                                                                                                                                   | Q.2a         | Why Export documentation Framework needed?                                                                                                |          |           |                | 3        |
|                                                                                                                                                                       | Q.2b         | What are the Export documentation Framework entities & documents as per requirement of the contract?                                      |          |           |                | 3        |
| CO1                                                                                                                                                                   | Q.3          | Explain in detail the Export documentation Framework entities & documents as per requirement of the Govt. of India and Importing country. |          |           |                | 6        |
| CO2                                                                                                                                                                   | Q.4          | What is Purchase/Export Order?                                                                                                            |          |           |                | 3        |

|     |      |                                                                                    |   |
|-----|------|------------------------------------------------------------------------------------|---|
| CO2 | Q.5a | Define Letter of intent.                                                           | 3 |
|     | Q.5b | Describe in brief 'INCOTERMS'.                                                     | 3 |
| CO2 | Q.6  | What is Letter of Credit (L/C)? Explain advising & scrutiny of a Letter of Credit. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



## Attainment

|                         |                                                  |
|-------------------------|--------------------------------------------------|
| <b>Session</b>          | 2017-18                                          |
| <b>Course Name</b>      | MBA                                              |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester                         |
| <b>Subject Code</b>     | MBA 365                                          |
| <b>Subject Name</b>     | International Trade Procedures and Documentation |
| <b>Attainment Level</b> | Level 3                                          |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2017-18**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III SEM                             | MBA 366 | 2   | 3   | 2   | 2   | 3   | 2   | 3   | 2   | 2   | 2    | 3    | 2    | 3    |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : Foreign Exchange Management                                                    |
| Course Code : MBA 366, Credits : 03, Session :2017-18 (Odd Sem.), Class : MBA. 2nd Year |

**A. Introduction:** This subject provides an understanding of the basics & trading mechanics of Indian & International FX Markets, negotiating the FX rates and linkages of money markets. The course also provides an insight for interest rates, speculation & arbitrage trading strategies and regulatory compliances while dealing in foreign market.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA 366.1** Understand the concept of foreign exchange and its importance in global business.

**MBA 366.2** Get knowledge about foreign exchange markets & regulatory compliances.

**MBA 366.3** Comprehend exchange rate determination and cross-currency calculations.

**MBA 366.4** Analyze trading strategies for hedging, speculation & arbitrage.

**MBA 366.5.** Acquainted with FX Risk Management by using Currency Derivatives.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and



social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weightage</b> |
|--------------------------------|--------------------|-------------|------------------|
|--------------------------------|--------------------|-------------|------------------|

|                                |                                                                                                                                                                                     |          | %           |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT       | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                     |          | <b>100%</b> |

#### F. Syllabus

##### **Module I : Foreign Exchange in Global Business**

Importance of FX in International Business & Financial Markets; Volume, Participants, Risk from currency, volatility and experiences of MNC's in cross border transactions.

##### **Module II: Foreign Exchange Markets & Regulatory Compliances**

Spot and Forward Markets, Trading Terminologies & Mechanism, Currency Convertibility, Major/Minor currencies. ISO Currency codes, linkages to other Global Markets & Events, Using benchmark rates LIBOR/MIBOR. Reserve Bank of India's remittance guidelines for individuals & Corporates.

##### **Module III: Foreign Exchange Rate Determination**

Exchange Rate Determination, Cross-currency calculations, Interest Rate & Purchasing Power Parity, Negotiating FX rates for inflow/outflow for different international transactions, Exchange Arithmetic.

##### **Module IV: Foreign Exchange Rate Exposure & Trading Strategies**

Transaction, Translation and Operating Exposure. FX Trading Strategies for Hedging, Speculation & Arbitrage.

##### **Module V: Foreign Exchange Risk Management using Derivatives**

Concept of Hedging, Hedging strategies of Corporates, FX Risk Management using Currency Derivatives like Forwards, Futures, Options & Swaps.

#### G. Examination Scheme:

| Components | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|------------|--------------|--------------------------------------|------------|-----|
|------------|--------------|--------------------------------------|------------|-----|

|               |    |    |   |    |
|---------------|----|----|---|----|
| Weightage (%) | 15 | 10 | 5 | 70 |
|---------------|----|----|---|----|

#### **H. Suggested Text/Reference Books:**

- Apte P.G. (1998), International Financial Management, Tata McGraw-Hill Publication
- Thummuluri Siddaiah (2010), International Financial Management, Pearson Education
- Levi, M.D. (1996), International Finance, McGraw Hill International
- Errunza, V.R., Singh, D. and Srinivasan, T.S. (1994), International Business Finance, Global Business Press
- Hull, J.C. (1999), Introduction to Futures and Options Markets, Prentice Hall of India
- Edwards, F.R and Ma C.W. (1992), Futures and Options, McGraw-Hill International.
- Kolb, R.W. (1997), Understanding Futures Markets, Prentice Hall of India
- Rebonato, R. (1996), Interest Rate Option Models: Understanding, Analysing and Using Models for Exotic Interest Rate Options, John Wiley and Sons
- Kohn, M (1998) Financial Institutions and Markets, Tata McGraw Hill Publishing

## I. Lecture Plan

| Lecture | Topics                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Importance of FX in International Business & Financial Markets   | Lecture          | MBA 366.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Foreign exchange- Volume, Participants                           | Lecture          | MBA 366.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Risk from currency                                               | Lecture          | MBA 366.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Volatility and experiences of MNC's in cross border transactions | Lecture          | MBA 366.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Spot and Forward Markets                                         | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Trading Terminologies & Mechanism                                | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Currency Convertibility                                          | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Major/Minor currencies                                           | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | ISO Currency codes                                               | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Linkages to other Global Markets & Events                        | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Using benchmark rates LIBOR/MIBOR.                               | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Reserve Bank of India's remittance guidelines for individuals    | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Reserve Bank of India's remittance guidelines for Corporates     | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 14      | Exchange Rate Determination                                      | Lecture          | MBA 366.3        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                        |         |           |                                       |
|----|----------------------------------------------------------------------------------------|---------|-----------|---------------------------------------|
| 15 | Cross-currency calculations                                                            | Lecture | MBA 366.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 16 | Interest Rate & Purchasing<br>Power Parity                                             | Lecture | MBA 366.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 17 | Interest Rate & Purchasing<br>Power Parity                                             | Lecture | MBA 366.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 18 | Negotiating FX rates for<br>inflow/outflow for different<br>international transactions | Lecture | MBA 366.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 19 | Negotiating FX rates for<br>inflow/outflow for different<br>international transactions | Lecture | MBA 366.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 20 | Exchange Arithmetic                                                                    | Lecture | MBA 366.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 21 | Exchange Arithmetic                                                                    | Lecture | MBA 366.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 22 | Foreign Exchange Rate<br>Exposure & Trading Strategies                                 | Lecture | MBA 366.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 23 | Foreign Exchange Rate Exposure<br>& Trading Strategies                                 | Lecture | MBA 366.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 24 | Transaction                                                                            | Lecture | MBA 366.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 25 | Translation and Operating<br>Exposure                                                  | Lecture | MBA 366.4 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 26 | Translation and Operating<br>Exposure                                                  | Lecture | MBA 366.4 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 27 | FX Trading Strategies for<br>Hedging                                                   | Lecture | MBA 366.4 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 28 | FX Trading Strategies for<br>Hedging                                                   | Lecture | MBA 366.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 29 | Speculation & Arbitrage                                                                | Lecture | MBA 366.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 30 | Speculation & Arbitrage                                                                | Lecture | MBA 366.4 | Mid Term-2,                           |

|    |                                                                      |         |           |                                 |
|----|----------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                      |         |           | Quiz & End Sem Exam             |
| 31 | Concept of Hedging                                                   | Lecture | MBA 366.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Hedging strategies of Corporates                                     | Lecture | MBA 366.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Hedging strategies of Corporates                                     | Lecture | MBA 366.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Derivatives                                                          | Lecture | MBA 366.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | FX Risk Management using Currency Derivatives like Forwards, Futures | Lecture | MBA 366.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | FX Risk Management using Currency Derivatives like Options & Swaps.  | Lecture | MBA 366.5 | Mid Term-2, Quiz & End Sem Exam |

#### J. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                         | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-----------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                   | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 366.1</b> | Understand the concept of foreign exchange and its importance in global business. | 2                                   | 3           | 2           | 1           | 2           | 2           | 1           | 2           | 2           | 3            | 2                                            | 3                | 2                |
| <b>MBA 366.2</b> | Get knowledge about foreign exchange markets & regulatory compliances.            | 2                                   | 3           | 2           | 2           | 2           | 2           | 2           | 2           | 2           | 3            | 3                                            | 3                | 2                |

|                   |                                                                         |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|-------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 366.3</b>  | Comprehend exchange rate determination and cross currency calculations. | 2 | 3 | 2 | 1 | 2 | 2 | 1 | 2 | 2 | 3 | 2 | 3 | 2 |
| <b>MBA 366.4</b>  | Analyze trading strategies for hedging, speculation & arbitrage.        | 2 | 3 | 2 | 1 | 2 | 2 | 1 | 2 | 1 | 3 | 2 | 3 | 2 |
| <b>MBA 366.5.</b> | Acquainted with FX Risk Management by using Currency Derivatives.       | 1 | 3 | 1 |   | 1 | 2 |   | 1 | 1 | 3 | 1 | 3 | 2 |

[Sample Question Paper](#)

| Amity Business School<br>MID-SEMESTER (SEM –III) 2017-18                                                                                                                                         |              |                                                                             |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA III Semester                                                                                                                                                                          |              |                                                                             |          |           |                |          |
| Subject Name:<br>MBA 366 Foreign Exchange Management                                                                                                                                             |              | Time: 1.5 Hrs                                                               |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                   | Remembering  | Understanding                                                               | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                 | Q.1,4        | Q.2,3                                                                       | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand the concept of foreign exchange and its importance in global business.<br>CO2: Get knowledge about foreign exchange markets & regulatory compliances. |              |                                                                             |          |           |                |          |
| CO Map                                                                                                                                                                                           | Question No. | Question                                                                    |          |           |                | Marks    |
| CO1                                                                                                                                                                                              | Q.1          | Define the foreign exchange management.                                     |          |           |                | 3        |
| CO1                                                                                                                                                                                              | Q.2a         | What is the importance of FX in International Business & Financial Markets? |          |           |                | 3        |
|                                                                                                                                                                                                  | Q.2b         | What do you understand by risk from currency? Explain with example.         |          |           |                | 3        |
| CO1                                                                                                                                                                                              | Q.3          | Explain volatility and experiences of MNC's in cross border transactions.   |          |           |                | 6        |



|     |      |                                                                                           |   |
|-----|------|-------------------------------------------------------------------------------------------|---|
| CO2 | Q.4  | Define spot and forward markets.                                                          | 3 |
| CO2 | Q.5a | Write about any three trading Terminologies.                                              | 3 |
|     | Q.5b | Explain Major/Minor currencies with example.                                              | 3 |
| CO2 | Q 6  | Discuss the Reserve Bank of India's remittance guidelines for individuals and corporates. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                            |
|-------------------------|--------------------------------------------|
| <b>Session</b>          | 2017-18                                    |
| <b>Course Name</b>      | MBA                                        |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester                   |
| <b>Subject Code</b>     | MBA 366                                    |
| <b>Subject Name</b>     | Foreign Exchange Management                |
| <b>Attainment Level</b> | 50% of students secure more than 60% marks |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



| AMITY BUSINESS SCHOOL                                                                     |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : Managerial Counselling                                                           |
| Course Code : MBA 415, Crédits : 03, Session : 2017-18 (Even Sem.), Class : MBA. 2nd Year |

**Introduction:** The course aims to provide concept and essence of teams in organizational context. The course has both theoretical aspects and practical exercises to impart learning related to team issues and management.

**Course Outcomes:** At the end of the course, students will be able to:

**MBA 415.1.** Understand the concept of team and teamwork.

**MBA 415.2** understand the dynamics of team development and management.

**MBA 415.3** Build leadership in team and empower the teamwork.

**MBA 415.4** Resolve organizational issue through teamwork.

**MMMMMM. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**NNNNNN. Program Specific Outcomes:**

PSO1: - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

**OOOOOO. Assessment Plan:**

| Component of Evaluation        | Description                          | Code     | Weightage % |
|--------------------------------|--------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                           | CT       | 15%         |
|                                | Project/Assignment/Quiz/Presentation | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75%                     | A        | 5%          |

|                          |                                                                                                                                                                    |    |             |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves |    |             |
| End Semester Examination | End Semester Examination                                                                                                                                           | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                    |    | <b>100%</b> |

## **PPPPPP. Syllabus**

### **Module I Introduction to Team**

Concept of team, Common types of teams, Self-managed teams - origins, benefits and challenges. Concept of virtual team, Challenges in managing virtual teams. Teamwork and rewarding the teamwork, Team building, Reasons for team building, Barriers to team building, Team dynamics, Team Identity.

### **Module II Team Development & Management**

Strategies for team building, Designing the team – internal external dynamics, Team development model, Team management. Stages in team management – selection, bonding, development, optimizing performance, assessment. Team member roles & behaviors, features of norms.

### **Module III Team Leadership & Empowerment**

Building leadership in team, characteristics of team empowerment, factors influencing team effectiveness, Common characteristics of high performing teams, approaches for fostering team creativity – nominal group technique, traditional brainstorming and electronic brainstorming, creating smart teams.

### **Module IV Resolving organizational issues through team exercises**

Team building exercises on – Discovering the interpersonal orientation through FIRO-B, Experiential learning methodologies-T- group sensitivity training, encounter groups, appreciative enquiry, Discovering facets of interpersonal trust through Johari Model, communication skills, problem solving, decision making, planning, change management, team morale, collaboration, adaptability and trust.

**QQQQQQ. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

**RRRRRR. Suggested Text/Reference Books:**

- Leigh L. Thompson (2009) Making the Team
- Carol A Beatty & Brenda Scott (2004) Smart Teams
- Uday Kumar Haldar (2010) Leadership and Team Building
- Kevin Pritchard & John Eliot (2012) Help the Helper: Building a Culture of Extreme Teamwork
- James Cain and Barry Jolliff (2010) Teamwork and Teamplay
- Daniel Levi (2010); Group Dynamics for Teams

**SSSSSS. Lecture Plan**

| Lecture | Topics                                                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Concept of team                                                            | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Common types of teams                                                      | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Self-managed teams - origins, benefits and challenges.                     | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Concept of virtual team,                                                   | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Challenges in managing virtual teams. Teamwork and rewarding the teamwork, | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Team building, Reasons                                                     | Lecture          | MBA 415.1        | Mid Term-1,                     |

|    |                                                                                                  |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | for team building,                                                                               |         |           | Quiz & End Sem Exam             |
| 7  | Barriers to team building, Team dynamics, Team Identity                                          | Lecture | MBA 415.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Strategies for team building                                                                     | Lecture | MBA 415.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Designing the team – internal external dynamics                                                  | Lecture | MBA 415.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Team development model                                                                           | Lecture | MBA 415.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Team -management                                                                                 | Lecture | MBA 415.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Stages in team management – selection, bonding, development, optimizing performance, assessment. | Lecture | MBA 415.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Team member roles & behaviors.                                                                   | Lecture | MBA 415.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Features of norms                                                                                | Lecture | MBA 415.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Building leadership in team                                                                      | Lecture | MBA 415.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Characteristics of team empowerment                                                              | Lecture | MBA 415.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Factors influencing team effectiveness                                                           | Lecture | MBA 415.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Common characteristics of high performing teams                                                  | Lecture | MBA 415.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Approaches for fostering team creativity – nominal group technique                               | Lecture | MBA 415.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Traditional brainstorming                                                                        | Lecture | MBA 415.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Electronic brainstorming                                                                         | Lecture | MBA 415.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Creating smart teams.                                                                            | Lecture | MBA 415.3 | Mid Term-2, Quiz & End Sem      |

|    |                                                                                       |         |           |                                 |
|----|---------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                       |         |           | Exam                            |
| 23 | Team building exercises on – Discovering the interpersonal orientation through FIRO-B | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Team building exercises on – Discovering the interpersonal orientation through FIRO-B | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Experiential learning methodologies                                                   | Lecture | MBA 415.4 | Mid Term-1, Quiz & End Sem Exam |
| 26 | T- group sensitivity training,                                                        | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Encounter groups                                                                      | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Appreciative enquiry                                                                  | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Discovering facets of interpersonal trust through Johari Model                        | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Communication skills                                                                  | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Problem solving                                                                       | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Decision making                                                                       | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Planning                                                                              | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Change management                                                                     | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Team -morale                                                                          | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Collaboration, adaptability and trust.                                                | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |

**TTTTT. Course Articulation Matrix (Mapping of COs with POs)**



| CO               |                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 415.1</b> | Understand the concept of team and teamwork.                | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 415.2</b> | Understand the dynamics of team development and management. | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 415.3</b> | Build leadership in team and empower the teamwork.          | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |
| <b>MBA 415.4</b> | Resolve organizational issue through teamwork.              | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |

Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2017-18                                                                                        |              |                                                     |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA IV Semester                                                                                                                           |              |                                                     |          |           |                |          |
| Subject Name: Managerial<br>Counselling                                                                                                          |              | Time: 01:30 Hrs                                     |          |           | Max. Marks: 30 |          |
| MBA 415                                                                                                                                          |              |                                                     |          |           |                |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                          | Remembering  | Understanding                                       | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                              | Q.1,4        | Q.2,3                                               | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand the concept of team and teamwork.<br>CO2: understand the dynamics of team development and management. |              |                                                     |          |           |                |          |
| CO Map                                                                                                                                           | Question No. | Question                                            |          |           |                | Marks    |
| CO1                                                                                                                                              | Q.1          | Describe the team and its importance.               |          |           |                | 3        |
| CO1                                                                                                                                              | Q.2a         | Write a short note on self -managed team.           |          |           |                | 3        |
|                                                                                                                                                  | Q.2b         | What are the team dynamics?                         |          |           |                | 3        |
| CO1                                                                                                                                              | Q.3          | Explain in detail the types of teams with examples. |          |           |                | 6        |
| CO2                                                                                                                                              | Q.4          | Give an account on team building.                   |          |           |                | 3        |
| CO2                                                                                                                                              | Q.5a         | Define the external dynamics to form team.          |          |           |                | 3        |
|                                                                                                                                                  | Q.5b         | Elaborate binding in team.                          |          |           |                | 3        |
| CO2                                                                                                                                              | Q 6          | Explain the stages in team building.                |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY**  
MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

# Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2017-18                  |
| <b>Course Name</b>      | MBA                      |
| <b>Semester</b>         | 4 <sup>th</sup> Semester |
| <b>Subject Code</b>     | MBA 415                  |
| <b>Subject Name</b>     | Managerial Counselling   |
| <b>Attainment Level</b> | Level 3                  |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                     |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : Global Human Resource Management                                                 |
| Course Code : MBA 413, Crédits : 03, Session : 2017-18 (Even Sem.), Class : MBA. 2nd Year |

**Introduction:** The main objective of this course is to inculcate deep understanding of International Human Resources and to explore the dynamics of global business development. It also aims at preparing students about examining significant business opportunities and maximization of returns with understanding of cross cultural management, as primary causes of failure in multinational ventures stem from lack of understanding of the essential differences in managing human Resources, at all levels in foreign environment.

**Course Outcomes:** At the end of the course, students will be able to:

**MBA 413.1.** Understand the evolution of internationalization of business and the role of human resource management for international context.

**MBA 413.2** Develop the organization structure to manage international staffing and development

**MBA 413.3** Formulate performance management and compensation management strategies to implement in the international context.

**MBA 413.4** Critically analyse cross cultural issue and perspectives for international boundaries.

**MBA 413.5** Demonstrate the mapping of different cultures for maintain international relations.

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Program Specific Outcomes:**

PSO1: - Understand the basic concepts of Human resources management and its

applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

**Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                     |             | <b>100%</b>        |

**Syllabus**

**Module I: Internationalization**

Evolution of International business, Stages of internationalization, Modes of entering International business Relationship between International Strategy and SIHRM- International Human Resource Management – Major Economies and their HRM practices, Models of international HRM, Legal issues in global workforce management

**Module II: Organisation Structure, International Staffing and Development**

Challenges in global labour market, Organisation Structure and HRM, Global Human Resource Planning, Issues in supply of International Human Resources, Recruitment and Selection, Training and

development for expatriates; Training and development for international staff; Adjusting to the New Culture

### **Module III: Performance Management and Compensation Management in International Context**

Multinational performance appraisal – Criteria and process, appraisal of expatriate, third and host country employees, issues in international performance management; International control mechanism; Complexities. Objectives of International Compensation Management, Component and Structure of International Compensation package, Approaches to International Compensation Management, social security systems across countries, emerging issues

### **Module IV: Understanding Cross Culture: Issues & Perspectives**

Understanding Culture, Context for international perfect management, framework for performance management, Determinants of Cultural Identity, Frameworks for Mapping the Culture, Geert Hofstede, cross-cultural issues, North America, South America, some key pointers, Northern Europe, Value based management in Nordic countries, China – the sleeping giant awakes, Japan – a culture of enfolding relationship, South East Asia regional diversity, Studies of National Culture

### **Module V: Industrial Relations and Other Issues in IHRM**

Understanding Culture, Introduction, Key Concepts, Determinants of Cultural Identity, Frameworks for Mapping the Culture, Geert Hofstede, Clyde Cluckhohn, TE Hall Studies of National Culture, A framework for international industrial relations; Employees participation – Practices in various countries; Managing Workforce diversity, HRM in cross border mergers and acquisitions Adjusting to the New Culture, Competencies for Global Manager, Molester Navigation, Joint ventures, alliances and SMEs; IHRM trends- Complexities, challenges, and choices in future.

### **Examination Scheme:**

| <b>Components</b> | <b>Midterm Exam</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>Attendance</b> | <b>ESE</b> |
|-------------------|---------------------|---------------------------------------------|-------------------|------------|
| Weightage (%)     | 15                  | 10                                          | 5                 | 70         |

### **Suggested Text/Reference Books:**

- Aswathappa K, Dash Sadhna (2008), International Human Resource Management Text & Cases, Tata McGraw Hill

- Dowling P. J., International human resources management, Cengage EMEA
- Bhatia S.K. (2005), International Human Resource Management, Deep & Deep Publications
- Evans Paul, Vladimir Pucik, Jean-Louis Barsoux (2010), The Global Challenge – Frameworks for International Human Resource Management, Mc Graw Hill
- Rao PL, International Human Resource Management (2008), Excel Books

## Lecture Plan

| Lecture | Topics                                                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Evolution of International business                                                               | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Stages of internationalization                                                                    | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Modes of entering International business<br>Relationship between International Strategy and SIHRM | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | International Human Resource Management – Major Economies and their HRM practices                 | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Models of international HRM                                                                       | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Legal issues in global workforce management                                                       | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Challenges in global labour market                                                                | Lecture          | MBA 413.2        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Organisation Structure and HRM                                                                    | Lecture          | MBA 413.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Global Human Resource Planning                                                                    | Lecture          | MBA 413.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Issues in supply of International Human Resources                                                 | Lecture          | MBA 413.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Recruitment and                                                                                   | Lecture          | MBA 413.2        | Mid Term-1,                     |



|    |                                                                                                                    |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Selection, Training and development for expatriates                                                                |         |           | Quiz & End Sem Exam             |
| 12 | Training and development for international staff; Adjusting to the New Culture                                     | Lecture | MBA 413.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Multinational performance appraisal – Criteria and process, ,;Complexities., ,                                     | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | appraisal of expatriate, third and host country employees                                                          | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | issues in international performance management; International control mechanism                                    | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Objectives of International Compensation Management, Component and Structure of International Compensation package | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Approaches to International Compensation Management                                                                | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | social security systems across countries, emerging issues                                                          | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Understanding Culture,Context for international perfect management                                                 | Lecture | MBA 413.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | framework for performance management                                                                               | Lecture | MBA 413.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Determinants of Cultural Identity, Frameworks for Mapping the Culture                                              | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Geert Hofstede                                                                                                     | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | cross-cultural issues, North America, South America, some key pointers                                             | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Northern Europe, Value based management in Nordic countries                                                        | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | China – the sleeping giant awakes                                                                                  | Lecture | MBA 413.4 | Mid Term-1, Quiz & End Sem      |

|    |                                                                                             |         |           |                                 |
|----|---------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                             |         |           | Exam                            |
| 26 | Japan – a culture of enfolding relationship                                                 | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | South-East Asia regional diversity                                                          | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Studies of National Culture                                                                 | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Understanding Culture, Introduction                                                         | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Key Concepts, Determinants of Cultural Identity                                             | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Frameworks for Mapping the Culture, Geert Hofstede, Clyde Cluckhohn, TE Hall                | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Studies of National Culture, A framework for international industrial relations             | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Employees participation – Practices in various countries; Managing Workforce diversity      | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | HRM in cross border mergers and acquisitions<br>Adjusting to the New Culture                | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Competencies for Global Manager, Molester<br>Navigation, Joint ventures, alliances and SMEs | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | IHRM trends-Complexities, challenges, and choices in future.                                | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |

**Course Articulation Matrix (Mapping of COs with POs)**

| CO               |                                                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                   | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 413.1</b> | Understand the evolution of internationalization of business and the role of human resource management for international context. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 413.2</b> | Develop the organization structure to manage international staffing and development                                               | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 413.3</b> | Formulate performance management and compensation management strategies to implement in the international context.                | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |
| <b>MBA 413.4</b> | Critically analyse cross cultural issue and perspectives for international boundaries                                             | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |

|                  |                                                                                     |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|-------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 413.5</b> | Demonstrate the mapping of different cultures for maintain international relations. | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |
|------------------|-------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2017-18                                                                                                                                                                                                                    |              |                                                                             |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA IV Semester                                                                                                                                                                                                                                                       |              |                                                                             |          |           |                |          |
| Subject Name: Global Human Resource Management MBA 413                                                                                                                                                                                                                       |              | Time: 01:30 Hrs                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                               | Remembering  | Understanding                                                               | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                             | Q.1,4        | Q.2,3                                                                       | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Understand the evolution of internationalization of business and the role of human resource management for international context.</p> <p>CO2: Develop the organization structure to manage international staffing and development</p> |              |                                                                             |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                       | Question No. | Question                                                                    |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                          | Q.1          | Elaborate the stages of internationalization                                |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                          | Q.2a         | Write a brief note on International strategy                                |          |           |                | 3        |
|                                                                                                                                                                                                                                                                              | Q.2b         | Describe the role of SIHRM.                                                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                          | Q.3          | Explain the models of international HRM.                                    |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                          | Q.4          | Give an account on organization structure for international business.       |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                          | Q.5a         | What is the global human resource planning.                                 |          |           |                | 3        |
|                                                                                                                                                                                                                                                                              | Q.5b         | Write a short on recruitment for expatriate.                                |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                          | Q.6          | Explain in detail all the issues in supply of International Human Resources |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY**

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

# Attainment

|                         |                                         |
|-------------------------|-----------------------------------------|
| <b>Session</b>          | 2017-18                                 |
| <b>Course Name</b>      | MBA                                     |
| <b>Semester</b>         | 4 <sup>th</sup> Semester                |
| <b>Subject Code</b>     | MBA 413                                 |
| <b>Subject Name</b>     | Global Human Resource Management        |
| <b>Attainment Level</b> | 57% students secure more than 60% marks |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Amity Business School                                                                               |
|-----------------------------------------------------------------------------------------------------|
| Course Handout                                                                                      |
| Course : FOREIGN TRADE POLICY                                                                       |
| Course Code : MBA416, Crédits : 03, Session : 2017-18 (Even Sem.), Class : MBA 2 <sup>nd</sup> Year |

**Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**Course Outcomes:** At the end of the course, students will be able to:

**MBA416.1.** Come to know the World Trade, World's leading economies, Complexities & Barriers to free trade, World's Top Trading Nations, Emerging markets, Free Trade Areas, Customs Union & Economic integration

**MBA416.2.** Know about the overview of India's Foreign Trade Policy, India's Economic Indicators, Export/Import data & major trading partner countries, How to start an Export/Import business? Import Export Code (IEC), Registration cum Membership Certificate (RCMC) with appropriate Export Promotion Council (EPC)

**MBA416.3.** Come to know about the India's Export Policy, Fiscal, Financial, Special Schemes & General incentives provided to exporters, Duty Exemption Pass Book Scheme, Special Economic Zones, Export-oriented Units, Software Technology Parks and Free Trade Zones.

**MBA416.4.** Know about India's Import Policy, Tariff structure and Customs Duties, Basic Duty, Additional Customs Duty, Education Cess, Anti-Dumping duty, Safeguard duty etc.

**MBA416.5.** Know about Trade Policy of Leading Trade Economies vis-a-vis Indian Trade Policy

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.



**Program Specific Outcomes:**

1. An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.
2. Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.
3. An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## **Syllabus**

### **Module I: World Trade & Economic integration**

Why Trade, Link between Trade & Economic growth, World's leading economies, Complexities & Barriers to free trade, World's Top Trading Nations, Emerging markets. Free Trade Areas, Customs Union, Common Markets, Economic Unions; Regional Economic Blocks- EU, NAFTA, MERCOSUR, SAARC, SAFTA, APEC, ASEAN, ECOWAS, GCC, OPEC. Global integration, WTO, IMF, World Bank. Harmonized Commodity Description & Coding System, ISO Currency codes.

### **Module II: Overview of India's Foreign Trade Policy**

The Foreign Trade (Development & Regulation) Act, Objectives of India's Trade Policy 2009-2014, Post 1991 India's Trade Liberalization, India's Economic Indicators, Export/Import data & major Trading partner countries. How to start an Export/Import business, Import Export Code (IEC), Registration cum Membership Certificate (RCMC) with appropriate Export Promotion Council (EPC). Commercial, Financial, Transport, Title, Govt., Insurance, Export Assistance Documents & Certificates used in Exports. Licenses & Customs documents for imports.

### **Module III: India's Export Policy**

Fiscal, Financial, Special Schemes & General incentives provided to exporters. Status holders, Focus Market Scheme, Free Trade Zones, Deemed Exports, Duty Drawback, Export Promotion Capital Goods Scheme, Advance License, Standard input-output norms, Duty Exemption Pass Book Scheme, Special Economic Zones, Export-oriented Units, Software Technology Parks, Free Trade Zones.

### **Module IV: India's Import Policy**

Tariff structure and Customs Duties, Basic Duty, Additional Customs Duty, Education Cess, Anti-Dumping duty, Safeguard duty etc. Bill of Entry, Bonded Warehouses, Import of Restricted goods, second-hand goods, under Lease Finance, Replacement goods, samples, goods for Exhibitions, Fire Arms, Prototypes, Office equipment, Tourism Industry, Individuals & NRI's

### **Module V: Trade Policy of Leading Trade Economies vis-a-vis Indian Trade Policy**

Indo European Union, US & China Trade Policy. Expansion of trade to Latin America, Africa & Asia.

**Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

**Text & References:**

- R.K. Jain (2010), Foreign Trade Policy and Handbook of Procedures (2009- 2014) (Vol 1), Jain Book Depot
- Nabhi (2011-12)(1999), How to Export, Nabhi Publications

**Web Sources:**

<https://www.huddle.com/blog/team-building-activities/>  
[https://www.mindtools.com/pages/article/newTMM\\_52.htm](https://www.mindtools.com/pages/article/newTMM_52.htm)  
<https://www.thebalance.com › Your Career › Human Resources › Team Building>

**Lecture Plan**

| Lecture | Topics                                                                | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction- FOREIGN TRADE POLICY                                    | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction- FOREIGN TRADE POLICY                                    | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Link between Trade & Economic growth                                  | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | World's leading economies                                             | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Complexities & Barriers to free trade                                 | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | World's Top Trading Nations                                           | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Free Trade Areas, Customs Union, Common Markets                       | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Economic Unions; Regional Economic Blocks- EU, NAFTA, MERCOSUR, SAARC | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | SAFTA, APEC, ASEAN,                                                   | Lecture          | MBA416.1         | Mid Term-1, Quiz                |

|    |                                                                                                                          |         |          |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | ECOWAS, GCC, OPEC                                                                                                        |         |          | & End Sem Exam                  |
| 10 | Global integration, WTO, IMF                                                                                             | Lecture | MBA416.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | World Bank. Harmonized Commodity Description & Coding System, ISO Currency codes                                         | Lecture | MBA416.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | The Foreign Trade (Development & Regulation) Act, Objectives of India's Trade Policy 2009-2014                           | Lecture | MBA416.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Post 1991 India's Trade Liberalization, India's Economic Indicators                                                      | Lecture | MBA416.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Export/Import data & major Trading partner countries, How to start an Export/Import business?                            | Lecture | MBA416.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Import Export Code (IEC), Registration cum Membership Certificate (RCMC) with appropriate Export Promotion Council (EPC) | Lecture | MBA416.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Commercial, Financial, Transport, Title, Govt., Insurance, Export Assistance Documents & Certificates used in Exports    | Lecture | MBA416.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Licenses & Customs documents for imports                                                                                 | Lecture | MBA416.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Fiscal, Financial, Special Schemes & General incentives provided to exporters                                            | Lecture | MBA416.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Status holders, Focus Market Scheme, Free Trade Zones                                                                    | Lecture | MBA416.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Deemed Exports, Duty Drawback, Export Promotion Capital Goods Scheme                                                     | Lecture | MBA416.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Advance License, Standard input-output norms, Duty Exemption Pass Book                                                   | Lecture | MBA416.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                |         |          |                                 |
|----|--------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Scheme                                                                         |         |          |                                 |
| 22 | Special Economic Zones, Export-oriented Units                                  | Lecture | MBA416.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Software Technology Parks, Free Trade Zones                                    | Lecture | MBA416.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Introduction- India's Import Policy                                            | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Introduction- India's Import Policy                                            | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Tariff structure and Customs Duties                                            | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Basic Duty, Additional Customs Duty                                            | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Education Cess, Anti-Dumping duty                                              | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Bill of Entry, Bonded Warehouses                                               | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Import of Restricted goods                                                     | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Second-hand goods, under Lease Finance                                         | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Replacement goods, samples, goods for Exhibitions                              | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Fire Arms, Prototypes, Office equipment, Tourism Industry, Individuals & NRI's | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Trade Policy of Leading Trade Economies vis-a-vis Indian Trade Policy          | Lecture | MBA416.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Indo European Union, US & China Trade Policy                                   | Lecture | MBA416.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Expansion of trade to Latin America, Africa & Asia                             | Lecture | MBA416.5 | Mid Term-2, Quiz & End Sem Exam |

### Course Articulation Matrix (Mapping of COs with POs)

| CO               |                                                                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 416.1</b> | Understand the evolution of internationalization of business and the role of foreign trade.                        | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 416.2</b> | Develop the organizational requirements for global trade.                                                          | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 416.3</b> | Formulate performance management and compensation management strategies to implement in the international context. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |
| <b>MBA 416.4</b> | Critically analyse cross cultural issue and perspectives for foreign trade                                         | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |

|           |                                                          |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------|----------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|           | policies.                                                |   |   |   |   |   |   |   |   |   |   |   |   |   |
| MBA 416.5 | Demonstrate the mapping of foreign trade policy factors. | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |

### Sample Question Paper

| AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –IV) 2017-18                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              |                                                     |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA IV Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |              |                                                     |          |           |                |          |
| Subject Name:<br>MBA416 FOREIGN TRADE POLICY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |              | Time: 01:30 Hrs                                     |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Remembering  | Understanding                                       | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1,3,4      | Q.2,3                                               | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Come to know the World Trade, World's leading economies, Complexities &amp; Barriers to free trade, World's Top Trading Nations, Emerging markets, Free Trade Areas, Customs Union &amp; Economic integration</p> <p>CO2: Know about the overview of India's Foreign Trade Policy, India's Economic Indicators, Export/Import data &amp; major trading partner countries, How to start an Export/Import business? Import Export Code (IEC), Registration cum Membership Certificate (RCMC) with appropriate Export Promotion Council (EPC)</p> |              |                                                     |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                            |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1          | Explain in brief the India's Foreign Trade Policy   |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2a         | What is the Link between Trade & Economic growth?   |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.2b         | What are the Complexities & Barriers to free trade? |          |           |                | 3        |

|     |      |                                                           |   |
|-----|------|-----------------------------------------------------------|---|
| CO1 | Q.3  | Write short notes on WTO and IMF                          | 6 |
| CO2 | Q.4  | Explain the Description & Coding System                   | 3 |
| CO2 | Q.5a | Discuss the Objectives of India's Trade Policy 2009-2014. | 3 |
|     | Q.5b | What is The Foreign Trade (Development & Regulation) Act? | 3 |
| CO2 | Q 6  | Discuss the Licenses & Customs documents for imports.     | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2017-18                  |
| <b>Course Name</b>      | MBA                      |
| <b>Semester</b>         | 4 <sup>th</sup> Semester |
| <b>Subject Code</b>     | MBA 416                  |
| <b>Subject Name</b>     | Foreign Trade Policy     |
| <b>Attainment Level</b> | Level 1                  |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| Amity Business School                                                                               |
|-----------------------------------------------------------------------------------------------------|
| Course Handout                                                                                      |
| Course : INTERNATIONAL SUPPLY CHAIN MANAGEMENT                                                      |
| Course Code : MBA417, Crédits : 03, Session : 2017-18 (Even Sem.), Class : MBA 2 <sup>nd</sup> Year |

**Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**Course Outcomes:** At the end of the course, students will be able to:

**MBA417.1.** Able to understand the concept & importance of Supply Chain Management

**MBA417.2.** Clear understanding of Strategic Issues in Supply Chain Management

**MBA417.3.** Will be able to understand the concept and scope of International Logistic System

**MBA417.4.** Will learn the General Structure of shipping industry

**MBA417.5.** Will be able to manage the Supply Chain Performance

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

PSO1: Will develop an understanding of the various components of an integrated supply chain management suited to global markets.

PSO2: Will learn the basic concept of integrated supply chain management and its practical application in global supply chain management.

PSO3: Understanding of the micro aspects of global distribution and logistics

**Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**Syllabus****INTERNATIONAL SUPPLY CHAIN MANAGEMENT****Course Code: MBA 417****Credit****Units: 03****Course Objective:**

Developing an understanding of the various components of an integrated supply chain management suited to global markets; Teaching criticality of an efficient supply chain with “zero defects” in the WTO border-less world ; Understanding the micro aspects of global distribution and logistics ; imparting knowledge of Multi-modal Transport operators , ocean & air transportation in world trade.

**Course Contents**

Module I: Global Supply Chain – Overview

Introduction & Importance of Supply Chain Management, Developing Supply Chain as a Competitive Tool for Customer Satisfaction and Corporate Profitability, Channel Structure, Supplier Network Development, Outsourcing., Supply Chain Logistics Operations.

#### **Module II: Strategic Issues in Supply Chain Management**

Value chain and value delivery system, Concept of multi-modal transportation and infrastructure needs; Transportation Choices and Third Party Logistics, Fourth Party Logistics Distribution Channel Design, Strategic Alliances, Communication Flow of Supply Chain, Documentation needs and liabilities; Inter-functional coordination, Inter-corporate cooperation, Outsourcing in Supply Chain; Vendor Management & Development, Strategic Lead Time Management, Warehousing

#### **Module III: International Logistic System**

Concept, Objectives & Scope, The System Elements, International Transportation Issues, Warehousing, Inventory Management, Packaging and Unitization Issues, Communication and Control, Centralized and Decentralized Logistic Management, Third Party Logistics (3PL), Multimodal Transport Operator (M.T.O.)

#### **Module IV: Air & Ocean Transport and Chartering**

The General Structure of shipping industry, Characteristics of Shipping Industry, Liner and Tramp Operations and Significance, World Seaborne Trade and World Shipping, Composition of World Seaborne Trade, Problems of Developing Countries, Liner Freightage Practice, Principles – Freight Structure, Voyage Charter, Time Charter, Barboat Charter. Indian Shipping, Growth and Perspective, Problems of Shipping Industry, Shipping Policy, International Air Transport System, Air Transport and PDM Approach to Export Distribution, International Set – up for Air Transport, Air Freight Rates, India's Export – Import Trade by Air, Problems and Prospects, Law Relating to Carriage of Goods

#### **Module V: Managing the Supply Chain Performance**

SCM and Information Technology, IT Enabled Supply Chain Management, Inter-firm Integration: Implementation Issues, Application of ERP, JIT, Optimization of Supply Chain, Retailing Management, Waste Elimination and Lean Thinking in Supply Chain; Supply chain performance measurement systems; Supply Chain Balanced Score Card.

#### **Examination Scheme:**

| Components    | CPA | TP | Q/S | A | ME | EE |
|---------------|-----|----|-----|---|----|----|
| Weightage (%) | 5   | 5  | 5   | 5 | 10 | 70 |

#### **Text & References:**

- Bowersox, Closs and Cooper (2008), Supply Chain Logistics Management, Tata McGraw-Hill
- Chopra, Meindl and Kalra (2008), Supply Chain Management: Strategy, Planning, and Operation, Pearson Education

- Rangaraj, Raghuram and Srinivasan (2009), Supply Chain Management for Competitive Advantage: Concepts and Cases, Tata McGraw-Hill
- Ray (2010). Supply Chain Management for Retail, Tata McGraw-Hill
- Shah (2009), Supply Chain Management: Text and Cases, Pearson Education
- Simchi-Levi, et al (2008), Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies, Tata McGraw-Hill
- Wisner, Leong and Tan (2005), Principles of Supply Chain Management, Cengage

#### Lecture Plan:

| Lecture | Topics                                                                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction & Importance of Supply Chain Management                                                | Lecture          | MBA417.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Developing Supply Chain as a Competitive Tool for Customer Satisfaction and Corporate Profitability | Lecture          | MBA417.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Channel Structure, Supplier Network Development                                                     | Lecture          | MBA417.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Outsourcing, Supply Chain Logistics Operations.                                                     | Lecture          | MBA417.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Value chain and value delivery system                                                               | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Concept of multi-modal transportation and infrastructure needs;                                     | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Transportation Choices and Third Party Logistics                                                    | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Fourth Party Logistics Distribution Channel Design                                                  | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Strategic Alliances                                                                                 | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Communication Flow of Supply Chain, Documentation needs and liabilities;                            | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Inter-functional coordination, Inter-corporate cooperation                                          | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Outsourcing in Supply Chain; Vendor                                                                 | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                   |         |          |                                 |
|----|-----------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Management & Development                                                          |         |          |                                 |
| 13 | Strategic Lead Time Management, Warehousing                                       | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Strategic Lead Time Management, Warehousing                                       | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Strategic Lead Time Management, Warehousing                                       | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Strategic Lead Time Management, Warehousing                                       | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Strategic Lead Time Management, Warehousing                                       | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | International Logistic System- Concept, Objectives & Scope                        | Lecture | MBA417.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | The System Elements, International Transportation Issues                          | Lecture | MBA417.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Warehousing, Inventory Management, Packaging and Unitization Issues,              | Lecture | MBA417.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Communication and Control, Centralized and Decentralized Logistic Management      | Lecture | MBA417.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Third Party Logistics (3PL), Multimodal Transport Operator (M.T.O.)               | Lecture | MBA417.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Third Party Logistics (3PL), Multimodal Transport Operator (M.T.O.)               | Lecture | MBA417.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | The General Structure of shipping industry, Characteristics of Shipping Industry  | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Characteristics of Shipping Industry, Liner and Tramp Operations and Significance | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | World Seaborne Trade and World Shipping,                                          | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                        |         |          |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Composition of World Seaborne Trade, Problems of Developing Countries                                                                  |         |          |                                 |
| 27 | Liner Freight Practice, Principles – Freight Structure, Voyage Charter, Time Charter, Barboat Charter.                                 | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Indian Shipping, Growth and Perspective, Problems of Shipping Industry                                                                 | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Shipping Policy, International Air Transport System, Air Transport and PDM Approach to Export Distribution                             | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | International Set – up for Air Transport                                                                                               | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Air Freight Rates, India's Export – Import Trade by Air, Problems and Prospects, Law Relating to Carriage of Goods                     | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Air Freight Rates, India's Export – Import Trade by Air, Problems and Prospects, Law Relating to Carriage of Goods                     | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Air Freight Rates, India's Export – Import Trade by Air, Problems and Prospects, Law Relating to Carriage of Goods                     | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | SCM and Information Technology                                                                                                         | Lecture | MBA417.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | IT Enabled Supply Chain Management, Inter-firm Integration: Implementation Issues, Application of ERP                                  | Lecture | MBA417.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | JIT, Optimization of Supply Chain, Retailing Management, Waste Elimination and Lean Thinking in Supply Chain; Supply chain performance | Lecture | MBA417.5 | Mid Term-2, Quiz & End Sem Exam |



|  |                                                             |  |  |  |
|--|-------------------------------------------------------------|--|--|--|
|  | measurement systems;<br>Supply Chain Balanced<br>Score Card |  |  |  |
|--|-------------------------------------------------------------|--|--|--|

### Course Articulation Matrix (Mapping of COs with POs)

| CO               |                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|--------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                      | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 417.1</b> | Understand the concept of International supply management                            | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 417.2</b> | Organizational logistical requirements.                                              | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 417.3</b> | Supply Chain Components.                                                             | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |
| <b>MBA 417.4</b> | Critically analyse cross cultural issue and perspectives for foreign trade policies. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 417.5</b> | Demonstrate the logistical drivers.                                                  | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |

### Sample Question Paper

| AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –IV) 2017-18                                                                                                                               |              |                                                                                                                          |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA IV Semester                                                                                                                                                                  |              |                                                                                                                          |          |           |                |          |
| Subject Name:<br>MBA417 INTERNATIONAL SUPPLY<br>CHAIN MANAGEMENT                                                                                                                        |              | Time: 01:30 Hrs                                                                                                          |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                 | Remembering  | Understanding                                                                                                            | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                     | Q.1,3,4      | Q.2,3                                                                                                                    | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Able to understand the concept & importance of Supply<br>Chain Management<br>CO2: Clear understanding of Strategic Issues in Supply Chain<br>Management |              |                                                                                                                          |          |           |                |          |
| CO Map                                                                                                                                                                                  | Question No. | Question                                                                                                                 |          |           |                | Marks    |
| CO1                                                                                                                                                                                     | Q.1          | Explain in brief the meaning and concept of Supply Chain Management                                                      |          |           |                | 3        |
| CO1                                                                                                                                                                                     | Q.2a         | Why it is important to develop Supply Chain as a Competitive Tool for Customer Satisfaction and Corporate Profitability? |          |           |                | 3        |
|                                                                                                                                                                                         | Q.2b         | What do you understand by Value chain and value delivery system?                                                         |          |           |                | 3        |
| CO1                                                                                                                                                                                     | Q.3          | Write short note on Vendor Management & Development                                                                      |          |           |                | 6        |
| CO2                                                                                                                                                                                     | Q.4          | Explain the Outsourcing in Supply Chain; Vendor Management & Development                                                 |          |           |                | 3        |
| CO2                                                                                                                                                                                     | Q.5a         | Discuss the concept of multi-modal transportation                                                                        |          |           |                | 3        |
|                                                                                                                                                                                         | Q.5b         | What is Third Party Logistics?                                                                                           |          |           |                | 3        |
| CO2                                                                                                                                                                                     | Q 6          | Discuss the Supply Chain Logistics Operations.                                                                           |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                       |
|-------------------------|---------------------------------------|
| <b>Session</b>          | 2017-18                               |
| <b>Course Name</b>      | MBA                                   |
| <b>Semester</b>         | 4 <sup>th</sup> Semester              |
| <b>Subject Code</b>     | MBA 417                               |
| <b>Subject Name</b>     | International Supply Chain Management |
| <b>Attainment Level</b> | Level 3                               |

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                               |
|-----------------------------------------------------------------------------------------------------|
| Course Handout                                                                                      |
| Course : GLOBAL OUTSOURCING: ISSUES AND PERSPECTIVES                                                |
| Course Code : MBA419, Crédits : 03, Session : 2017-18 (Even Sem.), Class : MBA 2 <sup>nd</sup> Year |

**Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**Course Outcomes:** At the end of the course, students will be able to:

**MBA419.1.** Will learn historical and economic perspectives on Global Outsourcing

**MBA419.2.** Will understand Sourcing Models

**MBA419.3.** Will know about different types of global outsourcing services

**MBA419.4.** Will gain knowledge about India's BPO's & IT Services Outsourcing

**MBA419.5.** Will be able to develop an outsourcing strategy for Future Challenges

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Program Specific Outcomes:**

1. An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.
2. Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

3. An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

#### Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### Syllabus

### GLOBAL OUTSOURCING: ISSUES AND PERSPECTIVES

**Course Code: MBA 419**

**Credit Units: 03**

#### Learning Outcome:

Knowing how to make sound decisions about global sourcing strategy; Analyse the Past, Present & Future Landscape of Global Services Outsourcing, with particular focus on BPO's & IT services outsourcing; Study how to develop Strategy & Managerial Competence in Global Sourcing using real world examples from Managerial Practice; help identify challenges of Global Sourcing as well as costs, risks, rewards, and strategies involved in making sourcing decisions.

## **Course Contents:**

### **Module I: Historical and economic perspectives on Global Outsourcing**

Origin of Globalization of Service Delivery ; Outsourcing- what & why, concept & scope of outsourcing activities ; Significance & challenges/barriers in outsourcing, Sourcing terminologies;

### **Module II: Sourcing Models**

Sourcing Models; Insource vs. Outsource, Domestic vs Global; On-shore, near-shore & off-shore – why, when & how? Benefits & trade-offs. Types of outsourcing in various sectors – Manufacturing, Auto, Financial, Accounting, Insurance, Healthcare, HR, Media, Design, Retail, Entertainment, Legal etc.

### **Module III: Sourcing different services from different geographies**

Types of global outsourcing services (IT, BPO, Infrastructure), the vendor landscape (local/multinational, niche players/generalists), Legal Issues: Contracts, Taxes, IP, Privacy, Compliance, Critical success factors in managing outsourcing relationships, Managing distributed work teams: overcoming distance, time, and culture.

### **Module IV: India's BPO's & IT Services Outsourcing experience**

Outsourcing into India. India- A SWOT analysis ; India as a preferred destination ; Size, statistics & experiences of the Indian BPO & IT service providers

### **Module V: Developing an outsourcing strategy for Future Challenges**

Implementing Outsourcing: Guidelines for choosing outsourcing partners, Contracting, Change Management, and Governance, Managing Globally Distributed Teams across Time, Space, and Culture.

**Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

**Text & References:**

- Alphesh Patel & Hemendra Aran (2005), Outsourcing Success: The Business Imperative, TMI-ND
- Oshri, Kotlarsky, and Willcocks, (2009), The Handbook of Global Outsourcing and Offshoring
- Sarika Kulkarni, (2006), Business Process Outsourcing, Jaico Publishing House, Mumbai

**Lecture Plan:**

| Lecture | Topics                                                                    | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Origin of Globalization of Service Delivery                               | Lecture          | MBA419.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Outsourcing- what & why, concept & scope of outsourcing activities        | Lecture          | MBA419.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Significance & challenges/barriers in outsourcing, Sourcing terminologies | Lecture          | MBA419.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Significance & challenges/barriers in outsourcing, Sourcing terminologies | Lecture          | MBA419.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Sourcing Models; Insource vs. Outsource                                   | Lecture          | MBA419.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Sourcing Models; Insource vs. Outsource                                   | Lecture          | MBA419.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Domestic vs Global; On-shore                                              | Lecture          | MBA419.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | near-shore & off-shore –                                                  | Lecture          | MBA419.2         | Mid Term-1, Quiz                |



|    |                                                                                                                                                                     |         |          |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | why, when & how?                                                                                                                                                    |         |          | & End Sem Exam                  |
| 9  | Benefits & trade-offs                                                                                                                                               | Lecture | MBA419.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Benefits & trade-offs                                                                                                                                               | Lecture | MBA419.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Types of outsourcing in various sectors –<br>Manufacturing, Auto, Financial, Accounting, Insurance, Healthcare, HR, Media, Design, Retail, Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Types of outsourcing in various sectors –<br>Manufacturing, Auto, Financial, Accounting, Insurance, Healthcare, HR, Media, Design, Retail, Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Types of outsourcing in various sectors –<br>Manufacturing, Auto, Financial, Accounting, Insurance, Healthcare, HR, Media, Design, Retail, Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Types of outsourcing in various sectors –<br>Manufacturing, Auto, Financial, Accounting, Insurance, Healthcare, HR, Media, Design, Retail, Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Types of outsourcing in various sectors –<br>Manufacturing, Auto, Financial, Accounting, Insurance, Healthcare, HR, Media, Design, Retail, Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Types of outsourcing in various sectors –<br>Manufacturing, Auto, Financial, Accounting, Insurance, Healthcare, HR, Media, Design, Retail,                          | Lecture | MBA419.2 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                                  |         |          |                                 |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Entertainment, Legal etc                                                                                                                                         |         |          |                                 |
| 17 | Types of outsourcing in various sectors – Manufacturing, Auto, Financial, Accounting, Insurance, Healthcare, HR, Media, Design, Retail, Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Types of global outsourcing services (IT, BPO, Infrastructure)                                                                                                   | Lecture | MBA419.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Types of global outsourcing services (IT, BPO, Infrastructure)                                                                                                   | Lecture | MBA419.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | the vendor landscape (local/multinational, niche players/generalists)                                                                                            | Lecture | MBA419.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Legal Issues: Contracts, Taxes, IP, Privacy, Compliance                                                                                                          | Lecture | MBA419.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Critical success factors in managing outsourcing relationships                                                                                                   | Lecture | MBA419.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Managing distributed work teams: overcoming distance, time, and culture                                                                                          | Lecture | MBA419.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Outsourcing into India. India- A SWOT analysis                                                                                                                   | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Outsourcing into India. India- A SWOT analysis                                                                                                                   | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Outsourcing into India. India- A SWOT analysis                                                                                                                   | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | India as a preferred destination ; Size, statistics & experiences of the Indian BPO                                                                              | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | India as a preferred destination ; Size, statistics & experiences of the Indian BPO                                                                              | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | India as a preferred destination ; Size, statistics & experiences of the Indian BPO                                                                              | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | IT service providers                                                                                                                                             | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                     |         |          |                                 |
|----|---------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 31 | IT service providers                                                                                                | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | IT service providers                                                                                                | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | IT service providers                                                                                                | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Implementing Outsourcing: Guidelines for choosing outsourcing partners                                              | Lecture | MBA419.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Implementing Outsourcing: Guidelines for choosing outsourcing partners                                              | Lecture | MBA419.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Contracting, Change Management, and Governance, Managing Globally Distributed Teams across Time, Space, and Culture | Lecture | MBA419.5 | Mid Term-2, Quiz & End Sem Exam |

### Course Articulation Matrix (Mapping of COs with POs)

| CO               |                                                               | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|---------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                               | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 419.1</b> | Understand the evolution of Globalization of Service Delivery | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 419.2</b> | To discuss the Critical success                               | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |

|           |                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------|-------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|           | factors in managing outsourcing relationships                                 |   |   |   |   |   |   |   |   |   |   |   |   |   |
| MBA 419.3 | How to Implementing Outsourcing: Guidelines for choosing outsourcing partners | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |
| MBA 419.4 | Outsourcing into India. India- A SWOT analysis                                | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 2 |
| MBA 419.5 | Demonstrate the outsourcing components.                                       | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |

Sample Question Paper

| AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –IV) 2017-18                                                                                     |              |                                             |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA IV Semester                                                                                                                        |              |                                             |          |           |                |          |
| Subject Name:<br>MBA419 GLOBAL OUTSOURCING:<br>ISSUES AND PERSPECTIVES                                                                        |              | Time: 01: 30Hrs                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                | Remembering  | Understanding                               | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                              | Q.1,3,4      | Q.2,3                                       | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Will learn historical and economic perspectives on Global Outsourcing<br>CO2: Will understand Sourcing Models |              |                                             |          |           |                |          |
| CO Map                                                                                                                                        | Question No. | Question                                    |          |           |                | Marks    |
| CO1                                                                                                                                           | Q.1          | Explain in brief the meaning and concept of |          |           |                | 3        |

|     |      |                                                                      |   |
|-----|------|----------------------------------------------------------------------|---|
|     |      | Globalization of Service Delivery                                    |   |
| CO1 | Q.2a | Explain the Significance & challenges in outsourcing                 | 3 |
|     | Q.2b | What do you understand by Sourcing terminologies?                    | 3 |
| CO1 | Q.3  | Write short note on Sourcing Models; Insource vs. Outsource          | 6 |
| CO2 | Q.4  | Explain the Benefits & trade-offs                                    | 3 |
| CO2 | Q.5a | Discuss the Types of outsourcing in manufacturing sectors            | 3 |
|     | Q.5b | What is Domestic vs Global; On-shore                                 | 3 |
| CO2 | Q 6  | Discuss the Types of outsourcing in Insurance and Healthcare sectors | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                             |
|-------------------------|---------------------------------------------|
| <b>Session</b>          | 2017-18                                     |
| <b>Course Name</b>      | MBA                                         |
| <b>Semester</b>         | 4 <sup>th</sup> Semester                    |
| <b>Subject Code</b>     | MBA 419                                     |
| <b>Subject Name</b>     | Global Outsourcing: Issues and Perspectives |
| <b>Attainment Level</b> | Level 3                                     |

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                                      |
|------------------------------------------------------------------------------------------------------|
| Amity Business School                                                                                |
| Course Handout                                                                                       |
| Course : Advertising & Sales Promotion                                                               |
| Course Code : MBA 475, Crédits : 03, Session : 2017-18 (Even Sem.), Class : MBA 2 <sup>nd</sup> Year |

**Introduction:** This course provides students an opportunity to gain an understanding of advertising and other marketing communications practices thereby making them marketers with effective communication skills. The course emphasizes on developing students' abilities to use Advertising as a tool to Create Awareness, Position the Product, and make an impact in the Consumers' Minds with the knowledge of the business environment supported by the domain knowledge of mass and personal communication. This comprehensive course also familiarizes students' with Media Planning and creativity in advertising through critical thinking, business analysis, problem solving and innovative solution development abilities.

**Course Outcomes:** *At the end of the course, students will be able to:*

**MBA475.1.** Understand the concept of advertising and evaluate the concept of integrated communication

**MBA475.2.** Identify the objectives and importance of advertising as a promotional tool.

**MBA475.3.** Remember the approaches of advertising campaign planning and develop ethics in advertising.

**MBA475.4.** Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market.

**MBA475.5.** Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.

**MBA475.6.** Create sales promotion strategies and identify the latest trends and practices in the industry.

### **Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Program Specific Outcomes:**

1. **PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions



2. **PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.

3. **PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

**UUUUUU. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **Syllabus**

### **Module I: Introduction to IMC**

Enhancing Brand Equity through IMC. Role of advertisement and promotions in segmentation, targeting and positioning. The communication process and consumer behaviour. Elements of mass communication and personal communications.

### **Module II: Managing Mass Communications:**

Concept and definition of advertisement – setting advertisement objectives, Packaging, Point-of-purchase communication and signage. . Traditional vs modern media. Online and mobile advertising.

Social media for advertising and promotion. Surrogate Advertising – Special case of India with banned products.

### **Module III: Advertising Planning & Strategy: Media and Effectiveness**

Advertising Department: Objectives and functions, The DAGMAR Approach to Setting Objectives, Advertising Campaign, Budgeting Methods. Advertising message: message objectives, recall, attitude, emotions and feelings Message tactics. Endorsers and message appeal in advertising. Creative aspects of advertising: copy writing, advertising artwork, copy in conventional media and cyberspace.

### **Module IV: Media Planning**

Media Planning, Scheduling, & Buying; Print, Broadcast & Interactive Online Media, Analysis and Measuring Advertising/Ad-message Effectiveness,

### **Module V: Managing Mass Communications:**

Rationale for Sale Promotion, Types of Sales Promotion - Consumer and Trade Promotions - Sales Promotion Strategies and Practices – Sampling, couponing, premiums and other promotions, Relationship between Sales promotion and advertising, Cross Promotions, Event Marketing - Sponsorship, Public Relations,

### **Module VI: Managing Personal Communications:**

Direct and interactive marketing, Word-of-mouth, and Personal selling, Direct Marketing, Word-of-mouth influence,

### **Examination Scheme:**

| <b>Components</b>    | <b>Mid Term Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/<br/>Presentation</b> | <b>ESE</b> |
|----------------------|----------------------|-------------------|--------------------------------------------------|------------|
| <b>Weightage (%)</b> | 15                   | 5                 | 10                                               | 70         |

### ***Suggested Text/Reference Books:***

- Integrated Marketing Communications – Kenneth Blown & Donald Bach. PHI. 2002.
- Belch, George E & Belch, Michael A. (2009). Advertising and Promotion. McGraw-Hill Irwin. 9th edition.

- Wells W.D, Burnett J, & Moriarty S. (2009), Advertising Principles and Practice, Pearson Higher Education
- Batra R, Myers G.J., Aaker D (2003), Advertising Management, Pearson Education.

### Lecture Plan

| Lecture | Topics                                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction of organizations                                                    | Lecture          | MBA475.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Enhancing Brand Equity through IMC                                               | Lecture          | MBA475.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Role of advertisement and promotions in segmentation, targeting and positioning. | Lecture          | MBA475.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | the communication process and consumer behaviour                                 | Lecture          | MBA475.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Elements of mass communication and personal communications.                      | Lecture          | MBA475.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Managing Mass Communications:                                                    | Lecture          | MBA475.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Concept and definition of advertisement – setting advertisement objectives       | Lecture          | MBA475.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Packaging, Point-of-purchase communication and signage                           | Lecture          | MBA475.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Traditional vs modern media.                                                     | Lecture          | MBA475.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Online and mobile advertising.                                                   | Lecture          | MBA475.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Social media for advertising and promotion                                       | Lecture          | MBA475.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Surrogate Advertising – Special case of India with banned products.              | Lecture          | MBA475.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Advertising Planning & Strategy: Media and Effectiveness                         | Lecture          | MBA475.3         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                            |         |          |                                    |
|----|------------------------------------------------------------------------------------------------------------|---------|----------|------------------------------------|
| 14 | Advertising Department:<br>Objectives and functions                                                        | Lecture | MBA475.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 15 | The DAGMAR Approach to<br>Setting Objectives,<br>Advertising Campaign,<br>Budgeting Methods.               | Lecture | MBA475.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 16 | Advertising message:<br>message objectives, recall,<br>attitude, emotions and<br>feelings Message tactics. | Lecture | MBA475.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 17 | Media Planning                                                                                             | Lecture | MBA475.4 | Mid Term-1, Quiz<br>& End Sem Exam |
| 18 | Scheduling, & Buying; Print,                                                                               | Lecture | MBA475.4 | Mid Term-1, Quiz<br>& End Sem Exam |
| 19 | Broadcast & Interactive<br>Online Media                                                                    | Lecture | MBA475.4 | Mid Term-1, Quiz<br>& End Sem Exam |
| 20 | Analysis and Measuring<br>Advertising/Ad-message<br>Effectiveness,                                         | Lecture | MBA475.4 | Mid Term-1, Quiz<br>& End Sem Exam |
| 21 | Managing Mass<br>Communications:                                                                           | Lecture | MBA475.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 22 | Rationale for Sale Promotion,                                                                              | Lecture | MBA475.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 23 | Types of Sales Promotion -<br>Consumer and Trade<br>Promotions                                             | Lecture | MBA475.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 24 | Sales Promotion Strategies<br>and Practices                                                                | Lecture | MBA475.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 25 | Sampling, couponing,<br>premiums and other<br>promotions                                                   | Lecture | MBA475.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 26 | Relationship between Sales<br>promotion and advertising,                                                   | Lecture | MBA475.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 27 | Cross Promotions, Event<br>Marketing                                                                       | Lecture | MBA475.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 28 | Sponsorship, Public Relations                                                                              | Lecture | MBA475.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 29 | Managing Personal<br>Communications:                                                                       | Lecture | MBA475.6 | Mid Term-2, Quiz<br>& End Sem Exam |
| 30 | Direct and interactive<br>marketing                                                                        | Lecture | MBA475.6 | Mid Term-2, Quiz<br>& End Sem Exam |
| 31 | Direct and interactive<br>marketing                                                                        | Lecture | MBA475.6 | Mid Term-2, Quiz<br>& End Sem Exam |
| 32 | Word-of-mouth                                                                                              | Lecture | MBA475.6 | Mid Term-2, Quiz<br>& End Sem Exam |
| 33 | Personal selling,                                                                                          | Lecture | MBA475.6 | Mid Term-2, Quiz                   |

|    |                          |         |          |                                 |
|----|--------------------------|---------|----------|---------------------------------|
|    |                          |         |          | & End Sem Exam                  |
| 34 | Direct Marketing,        | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Word-of-mouth influence, | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Personal selling,        | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |

#### Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|--------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|----------------------------------------------|------------------|------------------|
|                 |                                                                                            | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA475.1</b> | Understand the concept of advertising and evaluate the concept of integrated communication | -                                   | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  | 2                                            | 3                | 1                |
| <b>MBA475.2</b> | Identify the objectives and importance of advertising as a promotional tool.               | 1                                   | 3           | 3           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  | 1                                            | 2                | 1                |
| <b>MBA475.3</b> | Remember the approaches of advertising campaign                                            | -                                   | 3           | 2           | -           | 1           | 3           | 3           | 2           | 3           | 3            |  |  | 1                                            | 1                | 2                |

|                 |                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |  |  |   |   |   |  |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|---|---|---|--|
|                 | planning and develop ethics in advertising.                                                                                           |   |   |   |   |   |   |   |   |   |   |  |  |   |   |   |  |
| <b>MBA475.4</b> | Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market. | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  | 3 | 2 | 3 |  |
| <b>MBA475.5</b> | Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.                                | 1 | 2 | 2 | 2 | 3 | 3 | 1 | 1 | 3 | 2 |  |  | 1 | 2 | 2 |  |
| <b>MBA475.6</b> | Create sales promotion strategies and identify the latest trends and practices in the industry.                                       | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  | 1 | 1 | 2 |  |

[Sample Question Paper](#)

|                                                                          |                    |                        |                 |                  |                       |                 |
|--------------------------------------------------------------------------|--------------------|------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –IV) 2017-18</b>  |                    |                        |                 |                  |                       |                 |
| <b>Class: MBA IV Semester</b>                                            |                    |                        |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>MBA 475 Advertising &amp; Sales Promotion</b> |                    | <b>Time: 01:30 Hrs</b> |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                    | <b>Remembering</b> | <b>Understanding</b>   | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |

|                                                                                                                                                        |              |                                                                   |        |   |      |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------|--------|---|------|-------|
| Question Mapping                                                                                                                                       | Q. 2, Q. 4   | Q. 6                                                              | Q. 1 - | - | Q. 5 | Q. 3  |
| Student will be able to                                                                                                                                |              |                                                                   |        |   |      |       |
| <b>MBA475.1.</b> Understand the concept of advertising and evaluate the concept of integrated communication                                            |              |                                                                   |        |   |      |       |
| <b>MBA475.2.</b> Identify the objectives and importance of advertising as a promotional tool.                                                          |              |                                                                   |        |   |      |       |
| <b>MBA475.3.</b> Remember the approaches of advertising campaign planning and develop ethics in advertising.                                           |              |                                                                   |        |   |      |       |
| <b>MBA475.4.</b> Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market. |              |                                                                   |        |   |      |       |
| <b>MBA475.5.</b> Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.                                |              |                                                                   |        |   |      |       |
| <b>MBA475.6.</b> Create sales promotion strategies and identify the latest trends and practices in the industry.                                       |              |                                                                   |        |   |      |       |
| CO Map                                                                                                                                                 | Question No. | Question                                                          |        |   |      | Marks |
| CO1                                                                                                                                                    | Q.1          | Elaborate the role of marketing mix in advertising.               |        |   |      | 5     |
| CO2                                                                                                                                                    | Q.2a         | Differentiate between Publicity, Personal Selling and advertising |        |   |      | 5     |
| CO2                                                                                                                                                    | Q.3          | Define integrated marketing communications.                       |        |   |      | 5     |
| CO2                                                                                                                                                    | Q.4          | Give the SWOT analysis of advertising as a promotional tool.      |        |   |      | 5     |
| CO3                                                                                                                                                    | Q.5a         | How does the prevailing market influence advertising? Elaborate.  |        |   |      | 5     |
| CO4                                                                                                                                                    | Q 6          | Describe the types of advertisements.                             |        |   |      | 5     |
| Attainments                                                                                                                                            |              | Rubric                                                            |        |   |      |       |
| Level                                                                                                                                                  | 1            | IF 60% of students secure more than 60% marks then level 1        |        |   |      |       |
| Level                                                                                                                                                  | 2            | IF 70% of students secure more than 60% marks then level 2        |        |   |      |       |
| Level                                                                                                                                                  | 3            | IF 80% of students secure more than 60% marks then level 3        |        |   |      |       |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                     |                               |
|---------------------|-------------------------------|
| <b>Session</b>      | 2017-18                       |
| <b>Course Name</b>  | MBA                           |
| <b>Semester</b>     | 4 <sup>th</sup> Semester      |
| <b>Subject Code</b> | MBA 475                       |
| <b>Subject Name</b> | Advertising & Sales Promotion |

|                         |         |
|-------------------------|---------|
| <b>Attainment Level</b> | Level 3 |
|-------------------------|---------|

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## AMITY BUSINESS SCHOOL

### Course Handout

Course : Elementary Business Mathematics

Course Code : BBM 101, Crédits : 03, Session :2018- 19 (Odd Sem.), Class : B Com (Hons) 1st Year

### PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2018-2019**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| I SEM                            | BBM<br>101 | 1   | " " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " "   |



# AMITY UNIVERSITY

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|                                                                                        |
|----------------------------------------------------------------------------------------|
|                                                                                        |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                               |
| AMITY BUSINESS SCHOOL                                                                  |
|                                                                                        |
| Course Handout                                                                         |
| Course : Elementary Business Mathematics                                               |
| Course Code : BBM 101, Credits: 03, Session :2018-19 (Odd Sem.), Class : BCOM 1st Year |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBM 101.1** Understand set theory and functions in Business and Economics Limits.

**BBM 101.2** Analyse Basic Counting Principle, Permutation and Combinations

**BBM 101.3** Apply Simple, Compound Interest and Annuities

**BBM 101.4** Evaluate Matrices, Determinants and Numerical Problems

**A. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**A. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |
|                                |                                                                                                                                                                                                               |             |                    |

## B. Syllabus

### Module I: Set Theory & Functions

Theory of Sets: Meaning; Elements; Types of sets, Subsets; Super sets & Power sets;

Operation on sets, Venn diagrams, Cardinal no of a set and Applications of set theory; Concept of inclusion-exclusion principle with simple example, Finite, Countable or Infinite sets; Cartesian product of sets. Real number systems, Constant and variable, functions, types of functions, Some useful functions in Business and Economics limits and continuity of a function of one variable.

### Module II: Techniques of counting and Number System

Basic counting principle, Factorial Notation; Binomial coefficient; Permutations and Combination; Permutation with restriction; Circular Permutation and Combination with restriction. Series and Sequence- A.P. and G.P.

### Module III: Simple, Compound Interest and Annuities

Simple Interest, Compound interest (Nominal and effective rate of interest), Concept of present value and amount of sum, Concept of discount, Types of annuities, present value and amount of an annuity, including the case of continuous compounding.

### Module IV: Matrices & Determinants

Matrices; concepts and types; properties; Addition; Multiplication; Transpose and inverse of matrix; Algebra of matrices; Ad joint of a matrix; Determinants; Properties of determinants; Solution of simultaneous Linear Equations; Business applications of matrices; Solution using inverse of the coefficient matrix; Numerical Problems.

#### A. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### Text & References:

*Text:*

- Singh J K & Singh Y P (2010), Business Mathematics, Second Edition, Brijwasi Book Distributors and Publishers

*References:*

- Gupta S P, Statistical Methods, S. Chand & Co.
- Raghavachari M, Mathematics for Management, Tata Mc. Graw Hill
- Piskunov N, Differential & Integral Calculus, Moscow MIR Publishers
- Sancheti & Kapoor, Business Mathematics, Sultan Chand & Sons

- J. K. Sharma Business mathematics- Theory and Applications, Ane Books India.

## Lecture Plan

| Lecture | Topics                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|--------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Theory of sets                                               | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Types of Sets                                                | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Subsets; Super sets & Power sets                             | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Operation on sets                                            | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Venn diagrams                                                | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | Cardinal no of a set and Applications of set theory          | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Concept of inclusion-exclusion principle with simple example | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 10      | Finite, Countable or Infinite sets                           | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 11      | Cartesian product of sets                                    | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 12      | Real number                                                  | Lecture          | BBM 101.1        | Mid Term-                        |

|    |                                                                                                      |         |           |                                  |
|----|------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | systems                                                                                              |         |           | 1, Quiz & End Sem. Exam          |
| 13 | Constant and variable                                                                                | Lecture | BBM 101.1 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Functions, types of functions                                                                        | Lecture | BBM 101.1 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Some useful functions in Business and Economics limits and continuity of a function of one variable. | Lecture | BBM 101.1 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Basic counting principle                                                                             | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Factorial notation                                                                                   | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Binomial coefficient                                                                                 | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Permutations and Combination                                                                         | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 20 | Permutation with restriction                                                                         | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 21 | Circular permutation and Combination with restriction                                                | Lecture | BBM 101.2 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Series and sequence-A.P.                                                                             | Lecture | BBM 101.2 | Mid Term-2, Quiz &               |

|    |                                                            |         |           |                                  |
|----|------------------------------------------------------------|---------|-----------|----------------------------------|
|    | and G.P                                                    |         |           | End Sem.<br>Exam                 |
| 23 | Simple Interest                                            | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Compound interest (Nominal and effective rate of interest  | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Concept of present value and amount of sum                 | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Concept of discount                                        | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Types of annuities, present value and amount of an annuity | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | case of continuous compounding                             | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Matrices; concepts ,types and properties                   | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Addition; Multiplication; Transpose and inverse of matrix  | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Algebra of matrices; Adjoint of a matrix                   | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Determinants; Properties of determinants                   | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Solution of                                                | Lecture | BBM 101.4 | Mid Term-                        |



|    |                                                  |         |           |                                  |
|----|--------------------------------------------------|---------|-----------|----------------------------------|
|    | simultaneous Linear Equations                    |         |           | 2, Quiz & End Sem. Exam          |
| 34 | Business applications of matrices                | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Solution using inverse of the coefficient matrix | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Numerical Problems                               | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                                            | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|-----------|----------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|           |                                                                      | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BBM 101.1 | Understand set theory and functions in Business and Economics Limits | “ - “                               | “ - “       | “ - “       | “ - “       | “ - “       | 2           | “ - “       | “ - “       | 2           | “ - “        |  |  |
| BBM 101.2 | Analyse Basic Counting Principle, Permutation and Combinations       | 3                                   | 3           | 3           | 3           | 3           | 2           | “ - “       | “ - “       | 1           | “ - “        |  |  |
| BBM 101.3 | Apply Simple, Compound Interest and Annuities                        | 3                                   | 3           | 3           | 3           | 3           | 2           | “ - “       | “ - “       | 1           | “ - “        |  |  |
| BBM 101.4 | Evaluate Matrices, Determinants and Numerical Problems               | “ - “                               | “ - “       | 2           | “ - “       | “ - “       | 2           | “ - “       | “ - “       | 1           | “ - “        |  |  |

| Amity Business School<br>I MID-SEMESTER (SEM –I) 2018-19                                                                                                                     |              |                                                                             |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honors) I Semester                                                                                                                                             |              |                                                                             |          |           |                |          |
| Subject Name:<br>BBM 101 ELEMENTARY BUSINESS<br>MATHEMATICS                                                                                                                  |              | Time: 1.5 Hours                                                             |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                      | Remembering  | Understanding                                                               | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                          | Q.1,4        | Q.2,3                                                                       | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand set theory and functions in Business and Economics Limits.<br>CO2: Analyze Basic Counting Principle, Permutation and Combinations |              |                                                                             |          |           |                |          |
| CO Map                                                                                                                                                                       | Question No. | Question                                                                    |          |           |                | Marks    |
| CO1                                                                                                                                                                          | Q.1          | Explain in brief the rational for studying elementary business mathematics. |          |           |                | 3        |
| CO1                                                                                                                                                                          | Q.2a         | Explain types of Set                                                        |          |           |                | 3        |
|                                                                                                                                                                              | Q.2b         | Explain real number system                                                  |          |           |                | 3        |
| CO2                                                                                                                                                                          | Q.3          | Discuss finite set                                                          |          |           |                | 6        |
| CO2                                                                                                                                                                          | Q.4          | What is binomial coefficient                                                |          |           |                | 3        |
| CO2                                                                                                                                                                          | Q.5a         | Explain factorial notation                                                  |          |           |                | 3        |
|                                                                                                                                                                              | Q.5b         | Differentiate between permutation and combination                           |          |           |                | 3        |
| CO2                                                                                                                                                                          | Q.6          | Explain series and sequence                                                 |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

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## Attainment

|                  |                                 |
|------------------|---------------------------------|
| Session          | 2018-19                         |
| Course Name      | B. Com (Hons)                   |
| Semester         | 1st Semester                    |
| Subject Code     | BBM101                          |
| Subject Name     | Elementary Business Mathematics |
| Attainment Level | Level 3                         |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

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|                                            |
|--------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR   |
| AMITY BUSINESS SCHOOL                      |
| Course: Business Organization & Management |

## PROGRAMME OUTCOMES

**Bachelor of Commerce (H)**

**2018-2019**

### Programme Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

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**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| I SEM                               | BCH<br>101 | 3   | 1   | 3   | 1   | 3   | 1   | 3   | 2   | 3   | 2    |



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|                                                                                         |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                         |
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>Course Handout</b>                                                                   |
| Course: Business Organization & Management                                              |
| Course Code : BCH101, Crédits : 04, Session :2018-19 (Odd Sem.), Class : BCOM. 1st Year |

## **A. Introduction:**

This course aims to provide students with an understanding of the principles and practices of organization and management. This course enables students to understand the fundamental management theories and their evolution, identify the elements of the organizational environments, manage resources and develop the ability to make sound decision within an organization.

## **B. Course Outcomes:** At the end of the course, students will be able to:

- 1.BCH101.1.** Able to understand the concept of organization - sole proprietors, Partnership, Joint-Hindu family, Joint stock Company and Co-operative organizations.
- 2.BCH101.2.** Know the basic functions of Organisation and functional areas of management and understand the social responsibility of management and Ethics.
- 3.BCH101.3.** Able to recognize the essential features of planning, process and types of plans
- 4.BCH101.4.** Describe the role of organizing and staffing in India, departmentation, Committees and Span of Control - MBO and MBE

5.**BCH101.5.** Demonstrate the leadership styles Motivation theories (Maslow's, Herzberg, mcgregors X & Y theory), Ouchi's Theory etc.

6.**BCH101.6.** Able to understand the concept of controlling, Balance score card, Economic value added, Market value added.

7.**BCH101.7.** Evaluating the concept of Change Management, Knowledge Management and Learning organization.

### **C. Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**E. Syllabus**

**Module I**

Introduction to business, Business firms - Forms of organization - sole proprietors, Partnership, Joint-Hindu family, Joint stock Company, Co-operative organizations - Public Enterprises, BPO, E-commerce and M-commerce. Entrepreneurship – Concept & Nature



## **Module II: Management**

Introduction - Meaning, nature and characteristics of Management - Scope and functional areas of management - Social responsibility of management and Ethics.

Organizational Structure & Functions (Production, Marketing, Human resource development and finance functions)

## **Module III: Planning**

Nature importance and purpose of planning - Planning process, Objectives - Types of plans (Meaning only) - Decision-making – importance & steps.

## **Module IV: Organizing & Staffing**

Nature and purpose of organization, Principles of organization - Types of organization - Departmentation, Committees - Centralization Vs decentralization of authority and responsibility - Span of Control - MBO and MBE( Meaning only) - Nature and importance of staffing - Process of selection & recruitment(in brief) – retaining (training and compensation).

## **Module V: Directing**

Meaning and nature of directing - Leadership styles - Motivation theories (Maslow's, Herzberg, mcgregors X & Y theory), Ouchi's Theory- Communication meaning and importance, barriers to communication, types of communication - Coordination meaning and importance.

Case Discussion (GE)

## **Module VI: Controlling**

Meaning and steps in controlling - Essentials of a sound control system - Methods of establishing control(in brief) – Balance score card, Economic value added, Market value added.

## **Module VII: Management in perspective**

Change Management, Knowledge Management, Learning organization, Managing Diversity, Corporate Governance.

### ***F. Examination Scheme:***

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### **G. Suggested Text/Reference Books:**

- Koontz & O'Donnell, Management.
- Drucker, Peter: Management Tasks, Responsibilities and Practices
- Basu, "Business Organisation and management", Tata Mcgraw Hill, New Delhi
- M.C. Shukla: Business Organisation & Management, S. Chand

- Rustum & Davan, Principles and practice of Management.
- Jagadish Prakash: Business Organisation & Management
- Newman, H. William Summer, Etc.: The process of Management

#### H. Lecture Plan

| Lecture | Topics                                                                                                    | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Introduction to business                                                                                  | Lecture          | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Business firms - Forms of organization                                                                    | Lecture          | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | sole proprietors, Partnership, Joint-Hindu family, Joint stock Company, Co-operative organizations        | Lecture          | <b>BCH101.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>sole proprietors, Partnership, Joint-Hindu family, Joint stock Company, Co-operative organizations</i> | Lecture          | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | Public Enterprises, BPO, E-commerce and M-commerce.                                                       | Lecture          | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | Public Enterprises, BPO, E-commerce and M-commerce.                                                       | Lecture          | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 7       | Entrepreneurship – Concept &                                                                              | Lecture          | <b>BCH101.1.</b>  | Mid Term-1,                     |

|    |                                                                  |         |                  |                                 |
|----|------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | Nature                                                           |         |                  | Quiz & End Sem Exam             |
| 8  | Introduction - Meaning, nature and characteristics of Management | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Introduction - Meaning, nature and characteristics of Management | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | Scope and functional areas of management                         | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | - Social responsibility of management and Ethics.                | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Organizational Structure & Functions                             | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | (Production, Marketing,                                          | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Human resource development and finance functions)                | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Nature importance and purpose of planning                        | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Nature importance and purpose of                                 | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz &              |

|    |                                                                                                     |         |                  |                                 |
|----|-----------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | planning                                                                                            |         |                  | End Sem Exam                    |
| 17 | - Planning process, Objectives -                                                                    | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | Types of plans (Meaning only) -                                                                     | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Decision-making – importance & steps.                                                               | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Decision-making – importance & steps.                                                               | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Nature and purpose of organization,                                                                 | Lecture | <b>BCH101.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Principles of organization -<br>Types of organization -                                             | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Departmentation, Committees -<br>Centralization Vs decentralization of authority and responsibility | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | - Span of Control<br>- MBO and MBE( Meaning only) -<br>Nature and importance of staffing            | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Process of selection &                                                                              | Lecture | <b>BCH101.4.</b> | Mid Term-2,                     |

|    |                                                                  |         |                  |                                 |
|----|------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | recruitment(in brief)                                            |         |                  | Quiz & End Sem Exam             |
| 26 | retaining (training and compensation).                           | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | retaining (training and compensation).                           | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | retaining (training and compensation).                           | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Meaning and nature of directing                                  | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Leadership styles                                                | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Motivation theories (Maslow's, Herzberg, mcgregors X & Y theory) | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Ouchi's Theory-Communication meaning and importance              | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | barriers to communication                                        | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | types of communication                                           | Lecture | <b>BCH101.5.</b> | Mid Term-2,                     |

|    |                                           |         |                  |                                 |
|----|-------------------------------------------|---------|------------------|---------------------------------|
|    |                                           |         |                  | Quiz & End Sem Exam             |
| 35 | Coordination meaning and importance       | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | Meaning and steps in controlling          | Lecture | <b>BCH101.6.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | Essentials of a sound control system      | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 38 | Methods of establishing control(in brief) | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 39 | Balance score card,                       | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 40 | Balance score card                        | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 41 | Economic value added,                     | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 42 | Market value added.                       | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 43 | Change Management                         | Lecture | <b>BCH101.7.</b> | Quiz & End Sem Exam             |
| 44 | Knowledge Management,                     | Lecture | <b>BCH101.7.</b> | Quiz & End Sem Exam             |
| 45 | Learning organization                     | Lecture | <b>BCH101.7.</b> | Quiz & End Sem Exam             |
| 46 | Managing Diversity                        | Lecture | <b>BCH101.7.</b> | Quiz & End Sem Exam             |

|    |                       |         |                  |                     |
|----|-----------------------|---------|------------------|---------------------|
| 47 | Corporate Governance. | Lecture | <b>BCH101.7.</b> | Quiz & End Sem Exam |
| 48 | Corporate Governance. | Lecture | <b>BCH101.7.</b> | Quiz & End Sem Exam |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                              | STATE<br>MENT                                                                                                                                            | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                                 |                                                                                                                                                          | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BC<br/>H1<br/>01.<br/>1.</b> | Able to understand the concept of organization - sole proprietors, Partnership, Joint-Hindu family, Joint stock Company and Co-operative organizations . | <b>3</b>                            | <b>2</b>    | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>     |

|                                 |                                                                                                                                                  |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>H1<br/>01.<br/>2.</b> | Know the basic functioning of Organisation and functional areas of management and understand the social responsibility of management and Ethics. | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>H1<br/>01.<br/>3.</b> | Able to recognize the essential features of planning, processes and types of plans                                                               | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |
| <b>BC<br/>H1<br/>01.<br/>4.</b> | Describe the role of organizing                                                                                                                  | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |



|                     |                                                                                                                          |          |          |          |          |          |          |          |          |          |          |
|---------------------|--------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                     | and staffing in India, departmentation, Committees and Span of Control - MBO and MBE                                     |          |          |          |          |          |          |          |          |          |          |
| <b>BC H1 01. 5.</b> | Demonstrate the leadership styles Motivation theories (Maslow's, Herzberg, McGregor's X & Y theory), Ouchi's Theory etc. | <b>3</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |
| <b>BC H1 01. 6.</b> | Able to understand the concept of                                                                                        | <b>2</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> |

|                                 |                                                                                                                                                  |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                                 | control<br>ling,<br>Balanc<br>e score<br>card,<br>Econo<br>mic<br>value<br>added,<br>Marke<br>t value<br>added.                                  |          |          |          |          |          |          |          |          |          |          |
| <b>BC<br/>H1<br/>01.<br/>7.</b> | Evalua<br>ting<br>the<br>concep<br>t of<br>Chang<br>e<br>Manag<br>ement,<br>Knowl<br>edge<br>Manag<br>ement,<br>Learn<br>ing<br>organi<br>zation | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> |

### Sample question Paper

|                                                                                                                                                          |              |                                                      |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –I) 2018-19                                                             |              |                                                      |          |           |                |          |
| Class: B.Com.(H) I Semester                                                                                                                              |              |                                                      |          |           |                |          |
| Subject Name:<br>BCH 101 Business Organization & Management                                                                                              |              | Time: 1.5 Hrs                                        |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                           | Remembering  | Understanding                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                         | Q.1,4        | Q.2,3                                                | Q.4      | Q.2,5,6   | Q 6            |          |
| Student will be able to<br>CO1: List the broad perceptive of cloud architecture and model.<br>CO2: Apply different cloud programming models as per need. |              |                                                      |          |           |                |          |
| CO Map                                                                                                                                                   | Question No. | Question                                             |          |           |                | Marks    |
| CO1                                                                                                                                                      | Q.1          | Explain in brief the functions of business firms.    |          |           |                | 3        |
| CO1                                                                                                                                                      | Q.2a         | What are the essential features of span of control?  |          |           |                | 3        |
|                                                                                                                                                          | Q.2b         | Write a short note on Entrepreneurship.              |          |           |                | 3        |
| CO1                                                                                                                                                      | Q.3          | State the significance of communication in business  |          |           |                | 6        |
| CO2                                                                                                                                                      | Q.4          | Explain organizing and staffing in an organization.  |          |           |                | 3        |
| CO2                                                                                                                                                      | Q.5a         | Elaborate different theories of motivation.          |          |           |                | 3        |
|                                                                                                                                                          | Q.5b         | Write short note on barriers of communication.       |          |           |                | 3        |
| CO2                                                                                                                                                      | Q 6          | Evaluating the concept of Change Management in India |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                    |
|------------------|------------------------------------|
| Session          | 2018-19                            |
| Course Name      | B. Com (Hons)                      |
| Semester         | 1st Semester                       |
| Subject Code     | BCH101                             |
| Subject Name     | Business Organization & Management |
| Attainment Level | Level 3                            |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                 |
|-------------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR        |
| AMITY BUSINESS SCHOOL                           |
| Course : Basic Concepts of Financial Accounting |

## PROGRAMME OUTCOMES

**Bachelor of Commerce (H)**

**2018-2019**

### Programme Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |         |          |
|-------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|---------|----------|
|                                     |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO<br>9 | PO<br>10 |
| I SEM                               | BCH<br>102 | 2   | 1   | 2   | 1   | 1   | 1   | 1   | 1   | 2       | 1        |



# AMITY UNIVERSITY

MADHYA PRADESH

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|                                                                                         |
|-----------------------------------------------------------------------------------------|
|                                                                                         |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                         |
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>Course Handout</b>                                                                   |
| Course: Basic Concepts of Financial Accounting                                          |
| Course Code : BCH102, Crédits : 04, Session: 2018-19 (Odd Sem.), Class : BCOM. 1st Year |

## A. Introduction:

To develop a conceptual understanding of the fundamentals of a financial accounting system that processes transactions and other events through a book-keeping mechanism to prepare financial statements, and also to impart skills in accounting for recording various kinds of business transactions.

**B. Course Outcomes:** At the end of the course, students will be able to:

- 1.BCH102.1.** Able to understand the concept of financial accounting which includes Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book.
- 2.BCH102.2.** Know the basics about Final accounts, Balance Sheet, Trading and Profit & Loss Account, Financial Adjustments.
- 3.BCH102.3.** Able to recognize the essential of Depreciation & Inventory Valuation methods
- 4.BCH102.4.** Describe the role of Bank Reconciliation Statement & Bills of Exchange.
- 5.BCH102.5.** Demonstrate the role of branch accounting and ascertainment of profit by debtors method and stock and debtors method.

### C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.



**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**E. Syllabus****Module I: Introduction**

Financial Accounting Concepts, importance and scope, Financial Accounting Standards: Transition from IAS to IFRS, Branches of Accounting, Accounting Equation, Single entry vs Double entry system of accounting. Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book.

**Module II: Final Accounts**

Concept of capital, Revenue and deferred revenue expenditure, Opening entries, Closing entries, Adjustment entries, Final accounts, Balance Sheet, Trading and Profit & Loss Account, Financial Adjustments

**Module III: Depreciation & Inventory Valuation**

Depreciation accounting and its methods, Inventory valuation and its methods.

**Module IV: Bank Reconciliation Statement & Bills of Exchange**

Bank reconciliation statement, Accounting for bills of exchange - bills receivable and payable,

acceptance, endorsement, discounting, dishonour and renewal of bills, accommodation bills.

### Module V: Branch Accounting

Inland Branches: Dependent branches only and ascertainment of profit by debtors method and stock and debtors method.

**Assignment for the students:** Students will Prepare Vouchers, Recording Transactions, Preparing Reports, Cash Book, Bank Book, Ledger Accounts, Trail Balance, Profit And Loss Account And Balance Sheet withheld of any popular Accounting Software.

#### Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### F. Suggested Text/Reference Books:

- Dr. S.N. Maheswari, Financial Accounting
- BS Raman, Financial Accounting
- Grewal and Gupta, Advanced Accounting
- Radhaswamy and R.L. Gupta, Advanced Accounting
- S.Kr. Paul, Advanced Accounting
- P.C. Tulasian, Pearson Editions, Introduction to Accounting
- Jain & Narang, Financial Accounting
- Sehgal, A and Sehgal, D “Advanced Accounting”, Part – 1, Taxmann Applied services, New Delhi

#### G. Lecture Plan

| Lecture | Topics                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------|------------------|------------------|---------------------------------|
| 1       | Financial Accounting Concepts | Lecture          | BCH102.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Financial Accounting Concepts | Lecture          | BCH102.1.        | Mid Term-1, Quiz & End Sem      |

|   |                                                                                                 |         |                  |                                 |
|---|-------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|   |                                                                                                 |         |                  | Exam                            |
| 3 | Financial Accounting Concepts                                                                   | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 4 | Importance and scope, Financial Accounting Standards: Transition from IAS to IFRS               | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 5 | Importance and scope, Financial Accounting Standards: Transition from IAS to IFRS               | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6 | Importance and scope, Financial Accounting Standards: Transition from IAS to IFRS.              | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7 | Branches of Accounting, Accounting Equation, Single entry vs Double entry system of accounting. | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8 | Branches of Accounting, Accounting Equation, Single entry vs Double entry system of accounting. | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9 | Branches of Accounting, Accounting Equation, Single entry vs Double entry system of accounting. | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 10 | Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book. | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book. | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Concept of capital                                                                                                             | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Concept of capital                                                                                                             | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Revenue and deferred revenue expenditure                                                                                       | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Revenue and deferred revenue expenditure                                                                                       | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Opening entries, Closing entries                                                                                               | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Opening entries, Closing entries                                                                                               | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz &              |

|    |                                         |         |                  |                                 |
|----|-----------------------------------------|---------|------------------|---------------------------------|
|    |                                         |         |                  | End Sem Exam                    |
| 18 | Adjustment entries                      | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Adjustment entries, balance sheet       | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Financial Adjustments, Final accounts   | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Depreciation                            | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Depreciation                            | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Inventory Valuation                     | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Inventory Valuation                     | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Depreciation accounting and its methods | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Depreciation accounting and its methods | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem      |

|    |                                      |         |                  |                                 |
|----|--------------------------------------|---------|------------------|---------------------------------|
|    |                                      |         |                  | Exam                            |
| 27 | Inventory valuation and its methods. | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Bank reconciliation statement        | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Bank reconciliation statement        | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Accounting for bills of exchange     | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Accounting for bills of exchange     | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | bills receivable and payable         | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | bills receivable and payable         | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | endorsement, discounting             | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | endorsement, discounting             | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                           |         |                  |                                 |
|----|-------------------------------------------|---------|------------------|---------------------------------|
| 36 | dishonour and renewal of bills            | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | accommodation bills                       | Lecture | <b>BCH102.4.</b> | Quiz & End Sem Exam             |
| 38 | Inland Branches: Dependent branches only  | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 39 | Inland Branches: Dependent branches only  | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 40 | ascertainment of profit by debtors        | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 41 | ascertainment of profit by debtors method | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 42 | method and stock and debtors method       | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 43 | method and stock and Debtors method       | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 44 | Stock method                              | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 45 | Stock method                              | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 46 | Debtors Method                            | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 47 | Debtors Method                            | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 48 | Debtors Method                            | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |

#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO                  | STATEMENT                                                                                                                                                | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                     |                                                                                                                                                          | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BC H1 02. 1.</b> | Able to understand the concept of financial accounting which includes Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and | <b>3</b>                            | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> |



|                                 |                                                                                                                                                        |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                                 | their<br>rectif<br>icatio<br>n,<br>Cash<br>Book<br>&<br>Bank<br>Book.                                                                                  |          |          |          |          |          |          |          |          |          |          |
| <b>BC<br/>H1<br/>02.<br/>2.</b> | Know the<br>basics<br>about<br>Final<br>accounts,<br>Balance<br>Sheet,<br>Trading<br>and Profit<br>& Loss<br>Account,<br>Financial<br>Adjustme<br>nts. | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>H1<br/>02.<br/>3.</b> | Able<br>to<br>recog<br>nize<br>the<br>essen<br>tial of<br>Depr<br>eciati<br>on &                                                                       | <b>2</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> |

|                                 |                                                                                                                                                                                     |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                                 | Inven<br>tory<br>Valua<br>tion<br>meth<br>ods                                                                                                                                       |          |          |          |          |          |          |          |          |          |          |
| <b>BC<br/>H1<br/>02.<br/>4.</b> | Descr<br>ibe<br>the<br>role<br>of<br>Bank<br>Reco<br>ncilia<br>tion<br>State<br>ment<br>&<br>Bills<br>of<br>Exch<br>ange.                                                           | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |
| <b>BC<br/>H1<br/>02.<br/>5.</b> | Dem<br>onstr<br>ate<br>the<br>role<br>of<br>branc<br>h<br>acco<br>untin<br>g and<br>ascer<br>tain<br>ment<br>of<br>profit<br>by<br>debt<br>ors<br>meth<br>od<br>and<br>stock<br>and | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> |

|  |                            |  |  |  |  |  |  |  |  |  |  |
|--|----------------------------|--|--|--|--|--|--|--|--|--|--|
|  | debt<br>ors<br>meth<br>od. |  |  |  |  |  |  |  |  |  |  |
|--|----------------------------|--|--|--|--|--|--|--|--|--|--|

### Sample question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                    |              |                                                               |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>Department of Management studies<br/>I MID-SEMESTER (SEM –I) 2018-19</p>                                                                                                                                                                                                                                                                                  |              |                                                               |          |           |                |          |
| Class: B.Com.(H) I Semester                                                                                                                                                                                                                                                                                                                                                                                        |              |                                                               |          |           |                |          |
| Subject Name:<br>BCH 102 Basic Concepts of<br>Financial Accounting                                                                                                                                                                                                                                                                                                                                                 |              | Time: 1.5 Hrs                                                 |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                            | Remembering  | Understanding                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                | Q.1,4        | Q.2,3                                                         | Q.4      | Q.2,5     | Q.6            |          |
| <p>Student will be able to</p> <p>1.<b>BCH102.1.</b> Able to understand the concept of financial accounting which includes Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book &amp; Bank Book.</p> <p>2.<b>BCH102.2.</b> Know the basics about Final accounts, Balance Sheet, Trading and Profit &amp; Loss Account, and Financial Adjustments.</p> |              |                                                               |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                             | Question No. | Question                                                      |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                | Q.1          | Explain single entry and double entry system of accounting.   |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                | Q.2a         | What are the essential features of trial balance?             |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.2b         | Write a short note on final accounts.                         |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                | Q.3          | State the significance of inventory valuation and its methods |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                | Q.4          | Explain accommodation bills in accounting.                    |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.5a         | Elaborate bills receivable and bills payable in financial     |          |           |                | 3        |

|     |      |                                                    |   |
|-----|------|----------------------------------------------------|---|
| CO2 |      | accounting.                                        |   |
|     | Q.5b | Write short note on bank reconciliation statement. | 3 |
| CO2 | Q 6  | Evaluating the concept of cash book and bank book  | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                 |
|------------------|-------------------------------------------------|
| Session          | 2018-19                                         |
| Course Name      | B. Com (Hons)                                   |
| Semester         | 1st Semester                                    |
| Subject Code     | BCH102                                          |
| Subject Name     | Basic Concepts of Financial Accounting          |
| Attainment Level | 42% of the students secured more than 60% marks |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                 |
|-------------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR        |
| AMITY BUSINESS SCHOOL                           |
| Course: Microeconomic Theory & Applications – I |

## PROGRAMME OUTCOMES

Bachelor of Commerce

2018-2019

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| I<br>SEM                            | BCH103 | 2   | 2   | 2   | -   | 1   | -   | 3   | -   | 2   | -    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| DEPARTMENT OF BUSINESS MANAGEMENT                                                        |
|------------------------------------------------------------------------------------------|
| Course Handout                                                                           |
| Course : Microeconomic Theory & Applications – I                                         |
| Course Code : BCH103, Crédits : 03, Session :2018-19 (Odd Sem.), Class : B.Com. 1st Year |

**A. Introduction:** The objective of this paper is to make the student to understand how the business organizations work by applying economic principles in their business management. The course will attempt to relate theory to practice and try to instill in students the ability to apply basic microeconomic concepts to the understanding of everyday phenomena.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH109.1.** Develop an understanding of Economic principles and theories. Further the student will have a understanding of consumer behaviour regarding choice of products and prices etc.

**BCH109.2.** To identify key phases and concepts of policy making framework in India. Students will understand the scope and objective of economics and practical use of various economic principles

**BCH109.3.** The students will be able understand how the business organizations work by applying economic principles in their business management.

**C. Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the



SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## Syllabus

### Module I: Consumer Behaviour

Consumer sovereignty-limitations. Approaches to the study of consumer behaviour-cardinal approach-the law of equi-marginal utility, ordinal approach – indifference curve analysis and its properties. Consumer equilibrium, Price effect, income effect and substitution effects. Engel curve. Consumer surplus – meaning-analysis limitations.

### Module II: Microeconomics and Demand Analysis

Nature and scope of economics; Difference between micro and macroeconomics, Nature of economic problem. Basic postulates, Role of price mechanism. Theory of Demand and Analysis: Demand- demand determinants – law of demand-characteristics exceptions - Elasticity of demand – price elasticity – types – determining factors- change in demand and elasticity of demand-business applications of price elasticity- concepts of income and cross elasticity of demand. Measurement of price elasticity of demand by total outlay method.

### Module III: Theory of Production and Cost

Concept of Production Function- Law of variable proportions and stages of production. Isoquants, marginal rate of technical substitution, Return to scale.  
Revenue curves- Average revenue and marginal revenue curve, and elasticity of demand.  
Cost curve in short and long run, average and marginal cost curve and its relationship.

### Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- I.C. Dhingra, Principles of Microeconomics- Sultan Chand & Sons
- H.L. Ahuja- Microeconomics
- Baumol, W.J. Economic Theory and Operations Analysis, Prentice Hall of India, New Delhi.
- Bach, G.L, Economics, Prentice Hall of India, New Delhi.
- Gould, J.P. and Edward P.L, Microeconomic Theory, Richard, Irwin. Homewood.
- Koutsoyiannis, A, Modern Microeconomics, Macmillan.
- Lipsey, R.G. and K.A. Chrystal, Principles of Economics, Oxford University Press, Oxford.

**E. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                     | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|-------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Consumer sovereignty- limitations.                                | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Approaches to the study of consumer behaviour                     | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | cardinal approach                                                 | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | the law of equi-marginal utility                                  | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | ordinal approach – indifference curve analysis and its properties | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 6              | ordinal approach – indifference curve analysis and its properties | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 7              | Consumer equilibrium                                              | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 8              | Price effect, income effect and substitution effects              | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                         |         |          |                                             |
|----|-----------------------------------------------------------------------------------------|---------|----------|---------------------------------------------|
| 9  | Engel curve                                                                             | Lecture | BCH103.1 | Mid Term-1,<br>Quiz & End<br>Sem Exam       |
| 10 | Consumer<br>surplus –<br>meaning-<br>analysis<br>limitations                            | Lecture | BCH103.1 | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 11 | Nature and<br>scope of<br>economics                                                     | Lecture | BCH103.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 12 | Difference<br>between micro<br>and<br>macroeconomics                                    | Lecture | BCH103.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 13 | Nature of<br>economic<br>problem                                                        | Lecture | BCH103.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 14 | Basic postulates,<br>Role of price<br>mechanism                                         | Lecture | BCH103.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 15 | Theory of<br>Demand and<br>Analysis                                                     | Lecture | BCH103.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 16 | Demand-<br>demand<br>determinants –<br>law of demand-<br>characteristics,<br>exceptions | Lecture | BCH103.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 17 | Elasticity of<br>demand – price<br>elasticity                                           | Lecture | BCH103.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 18 | types –<br>determining                                                                  | Lecture | BCH103.2 | Mid<br>Term-1,                              |

|    |                                                                  |         |          |                                 |
|----|------------------------------------------------------------------|---------|----------|---------------------------------|
|    | factors- change in demand                                        |         |          | Quiz & End Sem Exam             |
| 19 | elasticity of demand- business applications of price elasticity  | Lecture | BCH103.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | concepts of income and cross elasticity of demand                | Lecture | BCH103.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | concepts of income and cross elasticity of demand                | Lecture | BCH103.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Measurement of price elasticity of demand by total outlay method | Lecture | BCH103.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Measurement of price elasticity of demand by total outlay method | Lecture | BCH103.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Concept of Production Function                                   | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Law of variable proportions and stages of production             | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Law of variable proportions and stages of production             | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Isoquants                                                        | Lecture | BCH103.3 | Mid Term-2, Quiz &              |

|    |                                                            |         |          |                                 |
|----|------------------------------------------------------------|---------|----------|---------------------------------|
|    |                                                            |         |          | End Sem Exam                    |
| 28 | marginal rate of technical substitution                    | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Return to scale.                                           | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Revenue curves- Average revenue and marginal revenue curve | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Revenue curves- Average revenue and marginal revenue curve | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | elasticity of demand                                       | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Cost curve in short and long run                           | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Cost curve in short and long run                           | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | average and marginal cost curve and its relationship       | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 36 | average and marginal cost curve and its relationship       | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |

**F. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                                                                                               | CORRELATION WITH<br>PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                  |                                                                                                                                                                                         | P<br>O<br>1                            | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BCH103.1.</b> | Develop an understanding of Economic principles and theories. Further the student will have a understanding of consumer behaviour regarding choice of products and prices etc.          | <b>2</b>                               | <b>2</b>    | 2           | -           | <b>1</b>    | -           | 3           | -           | 2           | 1            |
| <b>BCH103.2.</b> | To identify key phases and concepts of policy making framework in India. Students will understand the scope and objective of economics and practical use of various economic principles | <b>2</b>                               | <b>3</b>    | 2           | -           | <b>1</b>    | -           | 3           | -           | 2           | <b>2</b>     |
| <b>BCH103.3.</b> | The students will be able understand how the business                                                                                                                                   | <b>2</b>                               | <b>2</b>    | 2           | -           | <b>1</b>    | -           | 3           | -           | 2           | <b>2</b>     |

|  |                                                                                  |  |  |  |  |  |  |  |  |  |  |  |
|--|----------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|
|  | organizations work by applying economic principles in their business management. |  |  |  |  |  |  |  |  |  |  |  |
|--|----------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|

### Sample Question Paper

| Amity Business School<br>DEMOCRACY AND GOVERNANCE IN INDIA<br>I MID-SEMESTER (SEM –I) 2018-19                                                                                                                                                                                                                                                                                      |              |                                                                |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.Com (H) Semester                                                                                                                                                                                                                                                                                                                                                          |              |                                                                |          |           |                |          |
| Subject Name:<br>BCH 103 MICROECONOMIC<br>THEORY AND APPLICATIONS - I                                                                                                                                                                                                                                                                                                              |              | Time: 1.5 Hrs                                                  |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                     | Remembering  | Understanding                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                          | Q.4      | Q.2,5,6   |                |          |
| CO1: Develop an understanding of Economic principles and theories. Further the student will have an understanding of consumer behavior regarding choice of products and prices etc.<br>Co2 To identify key phases and concepts of policy making framework in India. Students will understand the scope and objective of economics and practical use of various economic principles |              |                                                                |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                             | Question No. | Question                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                | Q.1          | Explain the law of equi-marginal utility                       |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                | Q.2a         | Explain indifference curve analysis                            |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                    | Q.2b         | What do you understand by Consumer equilibrium?                |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                | Q.3          | Explain Engel curve with example                               |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                | Q.4          | What is law of demand? Discuss various determinants of demand. |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                | Q.5a         | Discuss the difference between micro and macroeconomics        |          |           |                | 3        |



|     |      |                                                                                 |   |
|-----|------|---------------------------------------------------------------------------------|---|
|     | Q.5b | Discuss various exceptions of law of demands.                                   | 3 |
| CO2 | Q 6  | How will you measure price elasticity of demand by total outlay method? Explain | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                 |
|------------------|-------------------------------------------------|
| Session          | 2018-19                                         |
| Course Name      | B. Com (Hons)                                   |
| Semester         | 1st Semester                                    |
| Subject Code     | BCH103                                          |
| Subject Name     | Microeconomic Theory and Applications - I       |
| Attainment Level | 48% of the students secured more than 60% marks |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                          |
|------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |
| AMITY BUSINESS SCHOOL                    |
| Course : Financial Accounting-II         |

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2018-2019**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| II SEM                           | BCH 201 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                          |  |
|------------------------------------------------------------------------------------------|--|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                 |  |
| AMITY BUSINESS SCHOOL                                                                    |  |
| Course Handout                                                                           |  |
| Course : FINANCIAL ACCOUNTING-II                                                         |  |
| Course Code : BCH 201, Credits : 04, Session :2018-19 (EVEN Sem.), Class : BCOM 1st Year |  |

**Introduction:** To develop conceptual understanding of the fundamentals of financial accounting system which processes transactions and other events through a book-keeping mechanism to prepare financial statements, and also to impart skills in accounting for recording various kinds of business transactions.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH 201.1** Student will be able to make joint -venture and consignor account.

**BCH 201.2** Student will be able to manage negotiable instruments i.e., bill of exchange.

**BCH 201.3** Students will be able to prepare partnership accounts.

**A. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative

problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                       | Code     | Weightage % |
|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                        | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                            | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. | A        | 5%          |

|                          |                                                                             |    |             |
|--------------------------|-----------------------------------------------------------------------------|----|-------------|
|                          | The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                    | EE | 70%         |
| <b>Total</b>             |                                                                             |    | <b>100%</b> |
|                          |                                                                             |    |             |

## B. Syllabus

### Module I

#### Consignment and Joint Venture Accounts:

- (i) **Consignments:** Features, Accounting treatment in the books of the consignor and consignee.
- (ii) **Joint Ventures:** Accounting procedures: Joint Bank Account, Records Maintained by Co-venturer of (a) all transactions (b) only his own transactions. (Memorandum joint venture account).

### Module II

Accounting for bills of exchange - bills receivable and payable, acceptance, endorsement, discounting, dishonour and renewal of bills, accommodation bills.

### Module III

#### Partnership

Admission of a partner: Partnership deed, goodwill valuation and treatment. Sacrificing ratio. Retirement and death of a partner: gaining ratio, goodwill treatment. Dissolution of partnership: revaluation of assets and liabilities. Legal Position, Accounting for simple dissolution, Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company).

#### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

#### Text & References:

- Dr. S.N. Maheswari, Financial Accounting
- BS Raman, Financial Accounting
- Grewal and Gupta, Advanced Accounting
- Radhaswamy and R.L. Gupta, Advanced Accounting

- S.Kr. Paul, Advanced Accounting
- P.C. Tulasian, Pearson Editions, Introduction to Accounting
- Jain & Narang, Financial Accounting
- Sehgal, A and Sehgal, D “Advanced Accounting”, Part – 1, Taxmann Applied services, New Delhi

### Lecture Plan

| Lecture | Topics                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|-------------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Consignments: Features                                            | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Consignments: Features                                            | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Consignments: Features                                            | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Consignments: Features                                            | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Consignments: Features                                            | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Accounting treatment in the books of the consignor and consignee. | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Accounting treatment in the books of the consignor and consignee. | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | Accounting treatment in the books of the consignor and consignee. | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Accounting treatment in the books of the consignor and consignee. | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |



|    |                                                                                                             |         |           |                                            |
|----|-------------------------------------------------------------------------------------------------------------|---------|-----------|--------------------------------------------|
| 10 | Joint Ventures:<br>Accounting<br>procedures                                                                 | Lecture | BCH.201.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 11 | Joint Ventures:<br>Accounting<br>procedures                                                                 | Lecture | BCH.201.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 12 | Joint Ventures:<br>Accounting<br>procedures                                                                 | Lecture | BCH.201.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 12 | Joint Ventures:<br>Accounting<br>procedures                                                                 | Lecture | BCH.201.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 13 | Joint Bank<br>Account                                                                                       | Lecture | BCH.201.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 14 | Joint Bank<br>Account                                                                                       | Lecture | BCH.201.1 | Mid Term-1,<br>Quiz & End<br>Sem. Exam     |
| 15 | Joint Bank<br>Account                                                                                       | Lecture | BCH.201.1 | Mid Term-1,<br>Quiz & End<br>Sem. Exam     |
| 16 | Records<br>Maintained by<br>Co- venturer of (a) all<br>transactions (b) only<br>his own transactions.       | Lecture | BCH.201.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 17 | Records<br>Maintained by<br>Co- venturer of (a) all<br>transactions (b) only<br>his own transactions.       | Lecture | BCH.201.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 18 | Records<br>Maintained by<br>Co- venturer of<br>(a) all<br>transactions (b)<br>only his<br>own transactions. | Lecture | BCH.201.1 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 19 | Records<br>Maintained by<br>Co- venturer of                                                                 | Lecture | BCH.201.1 | Mid Term-<br>2, Quiz &<br>End Sem.         |

|    |                                                                 |         |           |                                  |
|----|-----------------------------------------------------------------|---------|-----------|----------------------------------|
|    | (a) all transactions (b) only his own transactions.             |         |           | Exam                             |
| 20 | (Memorandum joint venture account).                             | Lecture | BCH.201.1 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | (Memorandum joint venture account).                             | Lecture | BCH.201.1 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | (Memorandum joint venture account).                             | Lecture | BCH.201.1 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Accounting for bills of exchange - bills receivable and payable | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Accounting for bills of exchange - bills receivable and payable | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Accounting for bills of exchange - bills receivable and payable | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | acceptance, endorsement, discounting                            | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | acceptance, endorsement, discounting                            | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | dishonour and renewal of bills, accommodation bills.            | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | dishonour and renewal of bills, accommodation bills.            | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                                                      |         |           |                                  |
|----|----------------------------------------------------------------------|---------|-----------|----------------------------------|
| 30 | dishonour and renewal of bills, accommodation bills.                 | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Partnership Admission of a partner: partnership deed                 | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Partnership Admission of a partner: partnership deed                 | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Partnership Admission of a partner: partnership deed                 | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | goodwill valuation and treatment.                                    | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | goodwill valuation and treatment.                                    | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Sacrificing ratio                                                    | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 37 | Sacrificing ratio                                                    | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 38 | Retirement and death of a partner: gaining ratio, goodwill treatment | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 39 | Retirement and death of a partner: gaining ratio, goodwill treatment | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 40 | Retirement and                                                       | Lecture | BCH.201.3 | Mid Term-                        |

|    |                                                                                                                                                           |         |           |                                  |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | death of a partner: gaining ratio, goodwill treatment                                                                                                     |         |           | 2, Quiz & End Sem. Exam          |
| 41 | Dissolution of partnership: revaluation of assets and liabilities. Legal Position, Accounting for simple dissolution                                      | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 42 | Dissolution of partnership: revaluation of assets and liabilities. Legal Position, Accounting for simple dissolution                                      | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 43 | Dissolution of partnership: revaluation of assets and liabilities. Legal Position, Accounting for simple dissolution                                      | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 44 | Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company). | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 45 | Applications of rule in case of Garner Vs. Murray in case                                                                                                 | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                                                                                                                                           |         |           |                                  |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company).                                                           |         |           |                                  |
| 46 | Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company). | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 47 | Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company). | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 48 | Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company). | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |

### A. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |
|-----------|----------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|
|           |                                                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |
| BCH 201.1 | Understand the accounting procedure and will be able to do accounting treatment.                               | 1                                   | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |  |
| BCH 201.2 | Understand the usage of bill of exchange and learn about bills payable and receivables.                        | 3                                   | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 1           | 1            |  |
| BCH 201.3 | Prepare partnership deed, will be able to maintain all entries and learn till dissolution of partnership deed. | 3                                   | 3           | 3           | 3           | 3           | 2           | 2           | 1           | 1           | 1            |  |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –III) 2018-19 |             |                 |          |           |                |          |
|------------------------------------------------------------|-------------|-----------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) II Semester                         |             |                 |          |           |                |          |
| Subject Name: Financial Accounting-II                      |             | Time: 1.5 Hours |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy             | Remembering | Understanding   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                           | Q.1,4       | Q.2,3           | Q.4      | Q.2,5,6   |                |          |

Student will be able to  
 BCH 201.1 Student will be able to make joint -venture and consignor account.  
 BCH 201.2 Student will be able to manage negotiable instruments i.e., bill of exchange.

| CO Map | Question No. | Question                                                        | Marks |
|--------|--------------|-----------------------------------------------------------------|-------|
| CO1    | Q.1          | Who is consignor? Define its role.                              | 3     |
| CO1    | Q.2a         | Who is consignee?                                               | 3     |
|        | Q.2b         | Explain the accounting treatment in the books of the consignor. | 3     |
| CO2    | Q.3          | What is Joint Venture? Define its accounting procedure.         | 6     |
| CO2    | Q.4          | Explain accounting procedures of Joint Ventures                 | 3     |
| CO2    | Q.5a         | Differentiate between bills receivable and payable.             | 3     |
|        | Q.5b         | Explain renewal of bills                                        | 3     |
| CO2    | Q 6          | Describe accommodation bills.                                   | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                 |
|------------------|-------------------------------------------------|
| Session          | 2018-19                                         |
| Course Name      | B. Com (Hons)                                   |
| Semester         | 2nd Semester                                    |
| Subject Code     | BCH201                                          |
| Subject Name     | Financial Accounting-II                         |
| Attainment Level | 34% of the students secured more than 60% marks |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course : MICROECONOMIC THEORY AND APPLICATIONS - II**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce**

**2018-2019**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| II SEM                           | BCH 201 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                       |
|---------------------------------------------------------------------------------------|
|                                                                                       |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                       |
| <b>AMITY BUSINESS SCHOOL</b>                                                          |
| <b>Course Handout</b>                                                                 |
| Course: MICROECONOMIC THEORY AND APPLICATIONS - II                                    |
| Course Code: BCH 202, Credits: 03, Session :2018-19 (EVEN Sem.), Class: BCOM 1st Year |

**Introduction:** To develop conceptual understanding of the fundamentals of microeconomic theory and applications - system which processes transactions and other events through a book-keeping mechanism to prepare financial statements, and also to impart skills in accounting for recording various kinds of business transactions.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH 202.1** Students will be able to understand the foundation for applied studies in economics, business, or public policy.

**BCH 202.2** Investigate the economic behaviour of individuals, firms and institutions and communicate this in oral and written forms.

**BCH 202.3** Describe economic concepts and their application to contemporary microeconomic issues.

**A. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the

SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**A. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

|                          |                          |    |             |
|--------------------------|--------------------------|----|-------------|
| End Semester Examination | End Semester Examination | EE | 70%         |
| <b>Total</b>             |                          |    | <b>100%</b> |
|                          |                          |    |             |

## B. Syllabus

### Course Objective:

The objective of this paper is to make the student to understand how the business organizations work by applying economic principles in their business management. The course will attempt to relate theory to practice and try to instill in students the ability to apply basic microeconomic concepts to the understanding of everyday phenomena.

### Module I: Market Structures

Market Structures and business decisions; Objectives of Business firm. A) Perfect Competition: Profit Maximization and equilibrium of firm and industry; Short - run and long - run supply curves; Price and output determination. Practical Applications. B) Monopoly: Determination of price under monopoly; Equilibrium of a firm; Comparison between perfect competition and monopoly; Multi Plant monopoly, Price Discrimination; Practical applications. C) Monopolistic Competition: Meaning and characteristics; Price and output Determination under monopolistic competition; Excess capacity under monopolistic competition. D) Oligopoly: Characteristic, indeterminate pricing and output; Classical models of Oligopoly; price leadership; Collusive oligopoly; kinked demand curve.

### Module II: Factor Pricing - I

Marginal productivity theory and demand for factors; Nature of supply of factor inputs; Determination of wage rates under perfect Competition and monopoly; Exploitation of labor, Rent - concept; Ricardian and Modern theories of rent; Quasi-rent, Functional Distribution of Income.

### Module III: Factor Pricing - II

Interests - concept and theories of interest - Loanable Fund Theory, Liquidity Preference Theory, Profit - natural, concepts, and theories of Profit - Innovation Theory, Dynamic Theory, Risk Theory and Uncertainty Bearing Theory.

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

**Text & References:**

- I.C. Dhingra, Principles of Microeconomics- Sultan Chand & Sons
- H.L. Ahuja- Microeconomics
- Baumol, W.J. Economic Theory and Operations Analysis, Prentice Hall of India, New Delhi.
- Bach, G.L, Economics, Prentice Hall of India, New Delhi.
- Gould, J.P. and Edward P.L, Microeconomic Theory, Richard, Irwin. Homewood.
- Koutsoyiannis, A, Modern Microeconomics, Macmillan.
- Lipsey, R.G. and K.A. Chrystal, Principles of Economics, Oxford University Press, Oxford.

**Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                 | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>       |
|----------------|-------------------------------------------------------------------------------|-------------------------|-------------------------|-----------------------------------|
| 1              | Market Structures and business decisions                                      | Lecture                 | BCH.202.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 2              | Objectives of Business firm                                                   | Lecture                 | BCH.202.1               | Mid Term-1, Quiz & End Sem. .Exam |
| 3              | Perfect Competition: Profit Maximization and equilibrium of firm and industry | Lecture                 | BCH.202.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 4              | Perfect Competition: Profit Maximization and equilibrium of firm and industry | Lecture                 | BCH.202.1               | Mid Term-1, Quiz & End Sem. Exam  |

|    |                                                        |         |           |                                  |
|----|--------------------------------------------------------|---------|-----------|----------------------------------|
| 5  | Short - run and long - run supply curves               | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 6  | Price and output determination. Practical Applications | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 7  | Price and output determination. Practical Applications | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Monopoly: Determination of price under monopoly        | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Equilibrium of a firm                                  | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Comparison between perfect competition and monopoly    | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Multi Plant monopoly                                   | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Price Discrimination; Practical applications           | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Price Discrimination; Practical applications           | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Monopolistic                                           | Lecture | BCH.202.1 | Mid                              |

|    |                                                                              |         |           |                                              |
|----|------------------------------------------------------------------------------|---------|-----------|----------------------------------------------|
|    | Competition:<br>Meaning and<br>characteristics                               |         |           | Term-1,<br>Quiz &<br>End Sem.<br>Exam        |
| 14 | Price and<br>output<br>Determination<br>under<br>monopolistic<br>competition | Lecture | BCH.202.1 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 15 | Excess capacity<br>under<br>monopolistic<br>competition                      | Lecture | BCH.202.1 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 16 | Oligopoly:<br>Characteristic                                                 | Lecture | BCH.202.1 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 17 | indeterminate<br>pricing and<br>output                                       | Lecture | BCH.202.1 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 18 | Classical<br>models of<br>Oligopoly                                          | Lecture | BCH.202.1 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 19 | price<br>leadership                                                          | Lecture | BCH.202.1 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 20 | Collusive<br>oligopoly                                                       | Lecture | BCH.202.1 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 21 | kinked demand<br>curve.                                                      | Lecture | BCH.202.1 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 22 | Marginal                                                                     | Lecture | BCH.202.2 | Mid                                          |



|    |                                                                     |         |           |                                  |
|----|---------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | productivity theory and demand for factors;                         |         |           | Term-2, Quiz & End Sem. Exam     |
| 23 | Nature of supply of factor inputs;                                  | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Determination of wage rates under perfect Competition and monopoly; | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Exploitation of labor, Rent - concept;                              | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Ricardian and Modern theories of rent; Quasi-rent                   | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Functional Distribution of Income.                                  | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | Interests - concept and theories of interest -                      | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Loanable Fund Theory,                                               | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Liquidity Preference Theory,                                        | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Profit - natural, concepts, and                                     | Lecture | BCH.202.3 | Mid Term-2,                      |

|    |                                                                        |         |           |                                  |
|----|------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | theories of Profit - Innovation Theory,                                |         |           | Quiz & End Sem. Exam             |
| 32 | Profit - natural, concepts, and theories of Profit - Innovation Theory | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Profit - natural, concepts, and theories of Profit - Innovation Theory | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Dynamic Theory, Risk Theory and Uncertainty Bearing Theory             | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Dynamic Theory, Risk Theory and Uncertainty Bearing Theory             | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Dynamic Theory, Risk Theory and Uncertainty Bearing Theory             | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|-----------|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|           |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BCH 202.1 |           | 1                                   | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |  |  |

|           |  |   |   |   |   |   |   |   |   |   |   |  |  |
|-----------|--|---|---|---|---|---|---|---|---|---|---|--|--|
| BCH 202.2 |  | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 1 |  |  |
| BCH 202.3 |  | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 1 | 1 | 1 |  |  |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –II) 2018-19                                                                                                                                                                                                                                          |              |                                                                           |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) II Semester                                                                                                                                                                                                                                                                 |              |                                                                           |          |           |                |          |
| Subject Name: Microeconomic Theory and Applications - II                                                                                                                                                                                                                                           |              | Time: 1.5 Hours                                                           |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                     | Remembering  | Understanding                                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                                     | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO.1: Students will be able to understand the foundation for applied studies in economics, business, or public policy.</p> <p>CO.2: Investigate the economic behaviour of individuals, firms and institutions and communicate this in oral and written forms</p> |              |                                                                           |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                             | Question No. | Question                                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                | Q.1          | Explain various Market Structures.                                        |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                | Q.2a         | How objectives of Business firm affect the business decisions?            |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                    | Q.2b         | Which market structure suits to the real market conditions in e-business? |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                | Q.3          | Explain Monopolistic Competition. Define Meaning and characteristics      |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                | Q.4          | What is perfect competition? Explain its meaning and characteristics?     |          |           |                | 3        |

|     |      |                                                                               |   |
|-----|------|-------------------------------------------------------------------------------|---|
| CO2 | Q.5a | How to measure Marginal productivity. Explain marginal productivity theory. ? | 3 |
|     | Q.5b | What are the determination of wage rates under perfect Competition?           | 3 |
| CO2 | Q 6  | Which factors determine the demand of FMCG products explain with example?     | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                 |
|------------------|-------------------------------------------------|
| Session          | 2018-19                                         |
| Course Name      | B. Com (Hons)                                   |
| Semester         | 2nd Semester                                    |
| Subject Code     | BCH202                                          |
| Subject Name     | Microeconomic Theory and Applications - II      |
| Attainment Level | 40% of the students secured more than 60% marks |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## AMITY BUSINESS SCHOOL

### Course Handout

Course : PSYCHOLOGY AND ETHICS

Course Code : BCH 207, Crédits : 03, Session :2018-19 (Even Sem.), Class : B Com (Hons) 1st Year

### PROGRAMME OUTCOMES

#### Bachelor of Commerce

2018-2019

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| II SEM                           | BCH 207 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



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| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                        |
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>Course Handout</b>                                                                  |
| Course: PSYCHOLOGY AND ETHICS                                                          |
| Course Code : BCH 207, Credits: 03, Session:2018-19 (EVEN Sem.), Class : BCOM 1st Year |

**Introduction:** The objective of the course is to impart basic knowledge that a common person comes across in these various business dealings and, make him aware of the relevant case laws

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH 207.1** To enable students to understand the nature and characteristics of psychology.

**BCH 207.2** To enable the student identify the variables involved in human process so as to infer their role in running business organization

**BCH 207.3** To understand the needs of humans as an individual and a member of an organization.

**BCH 207.4** To sensitize them to proper ideals and norms within which they should perform their roles.

**BCH 207.5** To empower them to cultivate professional norms and ethics.

**A. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**A. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                     | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                             | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                 | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the | A           | 5%                 |

|                          |                                                                                                          |    |             |
|--------------------------|----------------------------------------------------------------------------------------------------------|----|-------------|
|                          | End Semester examination.<br>The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                                                 | EE | 70%         |
| <b>Total</b>             |                                                                                                          |    | <b>100%</b> |
|                          |                                                                                                          |    |             |

## **B. Syllabus**

### **Course Objective:**

To enable students to understand the nature and characteristics of psychology.

To enable the student identify the variables involved in human process so as to infer their role in running business organization

To understand the needs of humans as an individual and a member of an organization.

To sensitize them to proper ideals and norms within which they should perform their roles.

To empower them to cultivate professional norms and ethics.

### **Course Contents:**

#### **Module I: Concept of Psychology**

Meaning and definition of Psychology, Branches of Psychology with special references to Industrial Psychology, Psychological Principles of Learning.

#### **Module II: Motivation**

Concept of Motivation- Types of Motivation: (i) Intrinsic & (ii) Extrinsic. Techniques of Motivation.

#### **Module III: Personality**

Meaning and Definition, Determinants of Personality, Types of Personality

#### **Module IV: Group Dynamics**

Meaning and types of Group, Characteristics of Human Groups, Sociometry and Grouping

#### **Module V: Ethics**

Ethics in business; Corporate Code of Ethics a) Environment b) Accountability c) Responsibility. Corporate Social Responsibility-Arguments for and against.

Strategic Planning & Corporate Social Responsibility.

Cases of corruption, Corporate Scandals, Whistle Blowing, Insider Trading, Discrimination, Advertising, Consumer Rights etc.

**Examination Scheme:**

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

**Text & References:**

- Peters, R.S: Authority, Responsibility and Education, London, Allen and Unwin.
- UNESCO: Economics & Social aspects of Educational Planning, Paris.
- Aggarwal, J.C.: Essentials of Educational Psychology, Vikas Publishing House Pvt. Ltd., New Delhi.
- Mathur S.S.: Educational Psychology, Agra, Vinod Pustak Mandir.
- Hillgard Eranest R, Atkinson Richard C & Atinksion Rita L: Introduction to Psychology, Oxford & IBH Publishing Co. Pvt. Ltd.
- Best Internet Source for Ethics, <http://www.josephsoninstitute.org/jilinks.htm>
- Desjarding, Joseph, An Introduction to Business Ethics, McGraw-Hill.

## Lecture Plan

| Lecture | Topics                                                                   | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|--------------------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Meaning and definition of Psychology                                     | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Branches of Psychology with special references to Industrial Psychology, | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Branches of Psychology with special references to Industrial Psychology, | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Psychological Principles of Learning.                                    | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Psychological Principles of Learning.                                    | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Concept of Motivation                                                    | Lecture          | BCH 207.2        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Types of Motivation: (i) Intrinsic & (ii) Extrinsic.                     | Lecture          | BCH 207.2        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | Types of Motivation: (i) Intrinsic & (ii) Extrinsic.                     | Lecture          | BCH 207.2        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Types of Motivation: (i) Intrinsic & (ii) Extrinsic.                     | Lecture          | BCH 207.2        | Mid Term-1, Quiz & End Sem. Exam |
| 10      | Techniques of Motivation.                                                | Lecture          | BCH 207.2        | Mid Term-1,                      |

|    |                                             |         |           |                                              |
|----|---------------------------------------------|---------|-----------|----------------------------------------------|
|    |                                             |         |           | Quiz &<br>End Sem.<br>Exam                   |
| 11 | Techniques of<br>Motivation.                | Lecture | BCH 207.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 12 | Meaning and<br>Definition of<br>Personality | Lecture | BCH 207.3 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 12 | Meaning and<br>Definition of<br>Personality | Lecture | BCH 207.3 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 13 | Determinants<br>of Personality,             | Lecture | BCH 207.3 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 14 | Determinants of<br>Personality,             | Lecture | BCH 207.3 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 15 | Types of<br>Personality                     | Lecture | BCH 207.3 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 16 | Types of<br>Personality                     | Lecture | BCH 207.3 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 17 | Meaning and<br>types of<br>Group,           | Lecture | BCH 207.4 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 18 | Meaning and<br>types of<br>Group,           | Lecture | BCH 207.4 | Mid<br>Term-2,<br>Quiz &                     |

|    |                                                                                                                 |         |           |                                              |
|----|-----------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------------------|
|    |                                                                                                                 |         |           | End Sem.<br>Exam                             |
| 19 | Characteristics<br>of Human<br>Groups,                                                                          | Lecture | BCH 207.4 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 20 | Characteristics<br>of Human<br>Groups,                                                                          | Lecture | BCH 207.4 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 21 | Sociometry<br>and Grouping                                                                                      | Lecture | BCH 207.4 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 22 | Sociometry and<br>Grouping                                                                                      | Lecture | BCH 207.4 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 23 | Ethics in business;<br>Corporate Code of<br>Ethics a)<br>Environment b)<br>Accountability c)<br>Responsibility. | Lecture | BCH 207.5 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 24 | Ethics in business;<br>Corporate Code of<br>Ethics a)<br>Environment b)<br>Accountability c)<br>Responsibility. | Lecture | BCH 207.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 25 | Ethics in business;<br>Corporate Code of<br>Ethics a)<br>Environment b)<br>Accountability c)<br>Responsibility. | Lecture | BCH 207.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 26 | Corporate Social<br>Responsibility-<br>Arguments for and<br>against.                                            | Lecture | BCH 207.3 | Mid Term-2,<br>Quiz & End<br>Sem. Exam       |
| 27 | Corporate<br>Social                                                                                             | Lecture | BCH 207.3 | Mid Term-2,<br>Quiz & End                    |

|    |                                                                                    |         |           |                                  |
|----|------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Responsibility-Arguments for and against.                                          |         |           | Sem. Exam                        |
| 28 | Corporate Social Responsibility-Arguments for and against.                         | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Strategic Planning & Corporate Social Responsibility.                              | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Strategic Planning & Corporate Social Responsibility.                              | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Strategic Planning & Corporate Social Responsibility.                              | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Cases of corruption, Corporate Scandals                                            | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Cases of corruption, Corporate Scandals,                                           | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Whistle Blowing, Insider Trading, Discrimination, Advertising, Consumer Rights etc | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Whistle Blowing, Insider Trading, Discrimination, Advertising, Consumer Rights etc | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Whistle Blowing, Insider Trading, Discrimination, Advertising, Consumer Rights etc | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |

#### A. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|-----------|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|           |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BCH 207.1 |           | 1                                   | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |  |  |
| BCH 207.2 |           | 3                                   | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 1           | 1            |  |  |
| BCH 207.3 |           | 3                                   | 3           | 3           | 3           | 3           | 2           | 2           | 1           | 1           | 1            |  |  |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –II) 2018-19                                                                                                                                                                                                    |              |                                                        |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) II Semester                                                                                                                                                                                                                           |              |                                                        |          |           |                |          |
| Subject Name:<br>BCH 207 Psychology and Ethics                                                                                                                                                                                                               |              | Time: 1.5 Hours                                        |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                               | Remembering  | Understanding                                          | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                             | Q.1,4        | Q.2,3                                                  | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 To enable students to understand the nature and characteristics of psychology.<br>CO2:.2 To enable the student identify the variables involved in human process so as to infer their role in running business organization |              |                                                        |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                       | Question No. | Question                                               |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                          | Q.1          | Explain meaning and definition of Psychology           |          |           |                | 3        |
|                                                                                                                                                                                                                                                              | Q.2a         | What are the Branches of Psychology explain in detail? |          |           |                | 3        |



|     |      |                                                                                      |   |
|-----|------|--------------------------------------------------------------------------------------|---|
| CO1 | Q.2b | Explain the Branches of Psychology with special references to Industrial Psychology. | 3 |
| CO2 | Q.3  | Explain types of Motivation.                                                         | 6 |
| CO2 | Q.4  | Explain the importance of motivation in organizational structure.                    | 3 |
| CO2 | Q.5a | Explain the role of extrinsic technique of motivation.                               | 3 |
|     | Q.5b | Explain various techniques of motivation                                             | 3 |
| CO2 | Q.6  | Why motivation is important? Explain it with example                                 | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                       |
|------------------|-----------------------|
| Session          | 2018-19               |
| Course Name      | B. Com (Hons)         |
| Semester         | 2nd Semester          |
| Subject Code     | BCH207                |
| Subject Name     | Psychology and Ethics |
| Attainment Level | Level 1               |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                          |
|------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |
| AMITY BUSINESS SCHOOL                    |
| Course : BUSINESS AND ECONOMIC LAWS - II |

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2018-2019**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| II SEM                           | BCH 225 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                          |
|------------------------------------------------------------------------------------------|
|                                                                                          |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                          |
| <b>AMITY BUSINESS SCHOOL</b>                                                             |
| <b>Course Handout</b>                                                                    |
| Course : BUSINESS AND ECONOMIC LAWS - II                                                 |
| Course Code : BCL 225, Credits : 03, Session :2018-19 (EVEN Sem.), Class : BCOM 1st Year |

**Introduction:** The objective of the course is to impart basic knowledge that a common person comes across in this various business dealings and, make him aware of the relevant case laws

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCL 225.1** Students will be able to understand the general legal framework, and of specific legal areas relating to business.

**BCL 225.2** Describe and explain how companies are managed, administered and regulated and identify the essential elements of the legal system including the main sources of law.

**BCL 225.3** Students will be able to Recognize the legal implications relating to companies in difficulty or in crisis.

**A. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**A. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |
|                                |                                                                                                                                                                                                               |             |                    |

## B. Syllabus

### Course Objective:

The objective of the course is to impart basic knowledge that a common person comes across in this various business dealings and, make him aware of the relevant case laws

### Course Contents:

#### Module I: Indian Partnership Act

Definition and nature of partnership - Rights and duties of partner - Types of partners - Incoming and outgoing and minor as a partner - Dissolution of partnership - Registration of firm, Limited Liability Partnership Act'2008- Meaning & definitions, Meaning of designated partners, Registration of LLP, Types of partners, Dissolution.

#### Module II: Consumer Protection Act. [COPRA] 1986

Back ground – definitions of 1) Consumer 2) Consumer Dispute 3) Complaint 4) Deficiency 5) Service Consumer Protection Council – Consumer Redressal Agencies – District Forum, State Commission and National Commission.

#### Module III: Foreign Exchange Management Act 1999

Objectives, Scope and salient features – offences under the Act.

### Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Tulsian - Business Law, Tata mcgraw Hill, New Delhi.
- Aswathappa. K & Ramachandra – Business Law, HPH, Mumbai.
- Kapoor N.D. - Business Law, Sultan Chand & Co.
- Bare Acts.
- Nabhi - Business Law, Indian Law House, Mumbai.
- Garg, Sareen, Sharma & Chawla - Business Law.
- M.C. Kuchhal, Business Law.

## Lecture Plan

| Lecture | Topics                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|----------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Indian Partnership Act                       | Lecture          | BCL 225.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Definition and nature of partnership         | Lecture          | BCL 225.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Rights and duties of partner                 | Lecture          | BCL 225.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Types of Partner                             | Lecture          | BCL 225.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Short - run and long - run supply curves     | Lecture          | BCL 225.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Incoming and outgoing and minor as a partner | Lecture          | BCL 225.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Dissolution of partnership                   | Lecture          | BCL 225.1        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | Registration of firm,                        | Lecture          | BCL 225.1        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Limited Liability Partnership                | Lecture          | BCL 225.1        | Mid Term-1, Quiz &               |



|    |                                                                     |         |           |                                  |
|----|---------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Act'2008                                                            |         |           | End Sem.<br>Exam                 |
| 10 | Comparison between perfect competition and monopoly                 | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Meaning & definitions, Meaning of designated partners, Dissolution. | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Meaning of designated partners, Dissolution.                        | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Meaning of designated partners, Dissolution                         | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Types of partners,                                                  | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Consumer Protection Act. [COPRA] 1986                               | Lecture | BCL 225.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Back ground – definitions of 1) Consumer                            | Lecture | BCL 225.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Oligopoly: Characteristic                                           | Lecture | BCL 225.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | 2) Consumer Dispute                                                 | Lecture | BCL 225.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | 3) Complaint                                                        | Lecture | BCL 225.2 | Mid                              |

|    |                                                                                                                         |         |           |                                              |
|----|-------------------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------------------|
|    |                                                                                                                         |         |           | Term-2,<br>Quiz &<br>End Sem.<br>Exam        |
| 19 | 4) Deficiency                                                                                                           | Lecture | BCL 225.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 20 | 5) Service                                                                                                              | Lecture | BCL 225.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 21 | Consumer<br>Protection<br>Council                                                                                       | Lecture | BCL 225.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 22 | Consumer<br>Redressal Agencies                                                                                          | Lecture | BCL 225.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 23 | District Forum                                                                                                          | Lecture | BCL 225.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 24 | State Commission<br>and National<br>Commission.                                                                         | Lecture | BCL 225.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 25 | State Commission<br>and National<br>Commission                                                                          | Lecture | BCL 225.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 26 | Foreign Exchange<br>Management Act<br>1999<br>Objectives, Scope<br>and salient features<br>– offences under<br>the Act. | Lecture | BCL 225.3 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 27 | Foreign<br>Exchange                                                                                                     | Lecture | BCL 225.3 | Mid<br>Term-2,                               |

|    |                                                                  |         |           |                                  |
|----|------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Management Act 1999                                              |         |           | Quiz & End Sem. Exam             |
| 28 | Objectives, Scope and salient features – offences under the Act. | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Foreign Exchange Management Act 1999                             | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Objectives, Scope and salient features – offences under the Act. | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Foreign Exchange Management Act 1999                             | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Foreign Exchange Management Act 1999                             | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Objectives, Scope and salient features – offences under the Act. | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Foreign Exchange Management Act 1999                             | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Objectives, Scope and salient features – offences under the Act. | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Foreign Exchange Management Act 1999                             | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO           | STATEMENT | CORRELATION WITH<br>PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|--------------|-----------|----------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|              |           | P<br>O<br>1                            | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BCH<br>202.1 |           | 1                                      | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |  |  |
| BCL<br>225.2 |           | 3                                      | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 1           | 1            |  |  |
| BCL<br>225.3 |           | 3                                      | 3           | 3           | 3           | 3           | 2           | 2           | 1           | 1           | 1            |  |  |

# Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –II) 2018-19                                                                                                                                                                                                                                                                        |              |                                                                |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honors) II Semester                                                                                                                                                                                                                                                                                                |              |                                                                |          |           |                |          |
| Subject Name:<br>BCL225 Business and Economic<br>Laws - II                                                                                                                                                                                                                                                                       |              | Time: 1.5 Hours                                                |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as per<br>Blooms<br>Taxonomy                                                                                                                                                                                                                                                                          | Remembering  | Understanding                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                              | Q.1,4        | Q.2,3                                                          | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Students will be able to understand the general legal framework, and of specific legal areas relating to business.<br>CO2: Describe and explain how companies are managed, administered and regulated and identify the essential elements of the legal system including the main sources of law. |              |                                                                |          |           |                |          |
| CO<br>Map                                                                                                                                                                                                                                                                                                                        | Question No. | Question                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                              | Q.1          | Write definition and nature of partnership                     |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                              | Q.2a         | What are the rights and duties of partner?                     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                  | Q.2b         | Explain types of partners and their role in managing business. |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                              | Q.3          | Explain Incoming and outgoing and minor as a partner           |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                              | Q.4          | Define Consumer and Consumer Dispute                           |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                              | Q.5a         | Explain structure of Service Consumer Protection Council       |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                  | Q.5b         | Explain the role of Service Consumer Protection Council        |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                              | Q 6          | Explain Consumer Redressal Agencies                            |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                 |
|------------------|---------------------------------|
| Session          | 2018-19                         |
| Course Name      | B. Com (Hons)                   |
| Semester         | 2nd Semester                    |
| Subject Code     | BCL225                          |
| Subject Name     | Business and Economic Laws - II |
| Attainment Level | Level 1                         |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BCH III<br>SEM                | BCH30<br>1 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |





# AMITY UNIVERSITY

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*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                          |
|------------------------------------------------------------------------------------------|
|                                                                                          |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                          |
| <b>AMITY BUSINESS SCHOOL</b>                                                             |
| <b>Course Handout</b>                                                                    |
| Course : Corporate Accounting                                                            |
| Course Code : BCH301, Crédits : 04, Session :2018-19 (Odd Sem.), Class : BCOM. IInd Year |

## A. Introduction:

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH301.1.** Able to understand the concept of Accounting standards and its relevance and significance.

**BCH301.2.** Know the basic functions of Accounting for share capital transactions and understand the statutory requirements, disclosure in balance sheet; rights issue.

**BCH301.3.** Able to recognize the essential features of debentures and conversion of debentures into shares.

**BCH301.4.** Describe the role of underwriter and SEBI guidelines for Underwriting.

**BCH301.5.** Evaluating the concept of Accounting treatment for amalgamation; absorption and reconstruction of companies.

## C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will

provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

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**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

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**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes: NA**

#### **E. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## F. Syllabus

### Module I

Statutory records to be maintained by a company, Accounting standards - relevance and significance; national and international accounting standards.

### Module II

Accounting for share capital transactions - issue of shares at par, at premium and at discount; forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares - statutory requirements, disclosure in balance sheet; rights issue.

### Module III

Issue of debentures - accounting treatment and procedures; redemption of debentures; conversion of debentures into shares.

### Module IV

Underwriting of shares -Meaning – Terms used in underwriting – underwriter – marked application – unmarked application – partial underwriting, profits prior to incorporation; treatment of preliminary expenses.– calculation of underwriting commission – Preparation of statement showing allocation of gross liability and net liability. SEBI guidelines for Underwriting.

## Module V

Accounting treatment for amalgamation, absorption and reconstruction of companies; internal and external reconstruction.

**Assignment for the students:** Students will Prepare Vouchers, Recording Transactions, Preparing Reports withheld of any popular Accounting Software.

### G. Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### H. Suggested Text/Reference Books:

- S.N. Maheswari, Financial Accounting
- Narayanaswamy, Financial Accounting
- SP Iyengar, Advanced Accountancy
- RL Gupta, Advanced Accountancy
- Jain and Narang, Corporate Accounting
- Tulsian, Advanced Accounting

### I. Lecture Plan

| Lecture | Topics                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Statutory records to be maintained by a company | Lecture          | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 2       | Statutory records to be maintained by a company | Lecture          | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 3       | Statutory records to be maintained by a company | Lecture          | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                          |         |                  |                                 |
|----|----------------------------------------------------------|---------|------------------|---------------------------------|
| 4  | <i>Accounting standards - relevance and significance</i> | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 5  | Accounting standards - relevance and significance        | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6  | Accounting standards - relevance and significance        | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7  | national and international accounting standards.         | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | national and international accounting standards.         | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | national and international accounting standards.         | Lecture | <b>BCH301.1</b>  | Mid Term-1, Quiz & End Sem Exam |
| 10 | national and international accounting standards.         | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Accounting for share capital transactions                | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Accounting for share capital transactions                | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | issue of shares at                                       | Lecture | <b>BCH301.2.</b> | Mid                             |

|    |                                                                                                      |         |                  |                                 |
|----|------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | par, at premium and at discount                                                                      |         |                  | Term-1, Quiz & End Sem Exam     |
| 14 | issue of shares at par, at premium and at discount                                                   | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | issue of shares at par, at premium and at discount                                                   | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | forfeiture and re-issue of shares; buy-back of shares                                                | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | forfeiture and re-issue of shares; buy-back of shares                                                | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | forfeiture and re-issue of shares; buy-back of shares                                                | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | redemption of preference shares - statutory requirements, disclosure in balance sheet; rights issue. | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | redemption of preference shares - statutory requirements, disclosure in balance sheet; rights issue. | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Issue of debentures                                                                                  | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz &              |

|    |                                       |         |                  |                                 |
|----|---------------------------------------|---------|------------------|---------------------------------|
|    |                                       |         |                  | End Sem Exam                    |
| 22 | Issue of debentures                   | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Issue of debentures                   | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | accounting treatment and procedures;  | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | accounting treatment and procedures;  | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | accounting treatment and procedures;  | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | conversion of debentures into shares. | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | conversion of debentures into shares. | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | redemption of debentures              | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | redemption of debentures              | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem      |

|    |                                                                                                   |         |                  |                                 |
|----|---------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                                   |         |                  | Exam                            |
| 31 | Underwriting of shares -Meaning – Terms used in underwriting – underwriter                        | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Underwriting of shares -Meaning – Terms used in underwriting – underwriter                        | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | Underwriting of shares -Meaning – Terms used in underwriting – underwriter                        | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | Underwriting of shares -Meaning – Terms used in underwriting – underwriter                        | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | Underwriting of shares -Meaning – Terms used in underwriting – underwriter                        | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | marked application – unmarked application – partial underwriting, profits prior to incorporation; | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | marked application – unmarked application – partial underwriting, profits prior to incorporation; | Lecture | <b>BCH301.4.</b> | Quiz & End Sem Exam             |
| 38 | treatment of preliminary expenses.– calculation of                                                | Lecture | <b>BCH301.4.</b> | Quiz & End Sem Exam             |



|    |                                                                                   |         |                  |                     |
|----|-----------------------------------------------------------------------------------|---------|------------------|---------------------|
|    | underwriting commission                                                           |         |                  |                     |
| 39 | treatment of preliminary expenses.– calculation of underwriting commission        | Lecture | <b>BCH301.4.</b> | Quiz & End Sem Exam |
| 40 | Preparation of statement showing allocation of gross liability and net liability. | Lecture | <b>BCH301.4.</b> | Quiz & End Sem Exam |
| 41 | SEBI guidelines for Underwriting.                                                 | Lecture | <b>BCH301.4.</b> | Quiz & End Sem Exam |
| 42 | SEBI guidelines for Underwriting.                                                 | Lecture | <b>BCH301.4.</b> | Quiz & End Sem Exam |
| 43 | Accounting treatment for amalgamation                                             | Lecture | <b>BCH301.5.</b> | Quiz & End Sem Exam |
| 44 | Accounting treatment for amalgamation                                             | Lecture | <b>BCH301.5.</b> | Quiz & End Sem Exam |
| 45 | absorption and reconstruction of companies                                        | Lecture | <b>BCH301.5.</b> | Quiz & End Sem Exam |
| 46 | absorption and reconstruction of companies                                        | Lecture | <b>BCH301.5.</b> | Quiz & End Sem Exam |
| 47 | internal and external reconstruction.                                             | Lecture | <b>BCH301.5.</b> | Quiz & End Sem Exam |
| 48 | internal and external reconstruction.                                             | Lecture | <b>BCH301.5.</b> | Quiz & End Sem Exam |

#### J. Course Articulation Matrix (Mapping of COs with POs)

[illegible]

[illegible]

|                    |                                                                                                              |          |          |          |          |          |          |          |          |          |          |
|--------------------|--------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BCH301.4.</b>   | Describe the role of underwriter and SEBI guidelines for Underwriting.                                       | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> |
| <b>BC H3 01.5.</b> | Evaluating the concept of Accounting treatment for amalgamation; absorption and reconstruction of companies. | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> |

**Sample Question Paper**

|                                                                                                                                     |             |               |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>Department of Management studies<br/>I MID-SEMESTER (SEM –III) 2018-19</p> |             |               |          |           |                |          |
| Class: B.Com.(H) III Semester                                                                                                       |             |               |          |           |                |          |
| Subject Name: BCH 301 Corporate Accounting-I                                                                                        |             | Time: 1.5 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                      | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                    | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   | Q 6            |          |

| Student will be able to<br>CO1: List the broad perspective of corporate accounting.<br>CO2: Apply buyback and balance sheet models as per need. |              |                                                              |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------|-------|
| CO Map                                                                                                                                          | Question No. | Question                                                     | Marks |
| CO1                                                                                                                                             | Q.1          | Explain in brief the functions of accounting.                | 3     |
| CO1                                                                                                                                             | Q.2a         | What are the essential features of shares?                   | 3     |
|                                                                                                                                                 | Q.2b         | Write a short note on debentures.                            | 3     |
| CO1                                                                                                                                             | Q.3          | State the significance of international accounting standards | 6     |
| CO2                                                                                                                                             | Q.4          | Explain disclosure in balance sheet.                         | 3     |
| CO2                                                                                                                                             | Q.5a         | Elaborate accounting for share capital transactions.         | 3     |
|                                                                                                                                                 | Q.5b         | Write short note on buyback of shares.                       | 3     |
| CO2                                                                                                                                             | Q.6          | Evaluating the concept of forfeiture and reissue in India    | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
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## Attainment

|                  |                        |
|------------------|------------------------|
| Session          | 2018-19                |
| Course Name      | B. Com (Hons)          |
| Semester         | 3rd Semester           |
| Subject Code     | BCH301                 |
| Subject Name     | Corporate Accounting-I |
| Attainment Level | Level 3                |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BCH III<br>SEM                | BCH30<br>2 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |





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|                                                                                        |
|----------------------------------------------------------------------------------------|
|                                                                                        |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                        |
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>Course Handout</b>                                                                  |
| Course : Cost Accounting -1                                                            |
| Course Code : BCH302, Crédits : 04, Session: 2018-19 (Odd Sem.), Class : BCOM. II Year |

## A. Introduction:

To get an expert knowledge in the area of cost management and cost control to enable effective management decisions.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH302.1.** Able to understand the concept of cost accounting and Cost Module – Cost Center – Elements of Cost – Preparation of cost sheet

**BCH302.2.** Know the basics about material costing techniques of Inventory control – Setting of stock levels – EOQ- ABC Analysis– Methods of pricing materials issues – LIFO – FIFO.

**BCH302.3.** Able to recognize the essential of labour costing and causes and effect of labour turnover.

## C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                     | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                             | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                 |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% | S/V/Q/HA    | 10%                |

|                          |                                                        |    |             |
|--------------------------|--------------------------------------------------------|----|-------------|
|                          | includes all types of leaves including medical leaves. |    |             |
| Attendance               | End Semester Examination                               | A  | 5%          |
| End Semester Examination |                                                        | EE | 70%         |
| <b>Total</b>             |                                                        |    | <b>100%</b> |

## E. Syllabus

### Module I: Cost Accounting

Introduction – Meaning of Cost, costing and Cost Accounting – Comparison between Financial Accounts and Cost Accounts – Application of Cost Accounting – Designing and installing a Cost Accounting system – Cost concepts and Classification of Costs – Cost Module – Cost Center – Elements of Cost – Preparation of cost sheet – Tenders and Quotations – Problems.

### Module II: Material Costing

Classification of materials – Material Control – Purchasing procedure – store keeping – techniques of Inventory control – Setting of stock levels – EOQ- ABC Analysis– Methods of pricing materials issues – LIFO – FIFO – Weighted Average Method – Simple Average Method – Problems.

### Module III: Labour Costing

Control of labour cost – Labour Turn Turnover – Causes and effects of labour turnover – Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking – Idle time, causes and treatment – Overtime – Methods of Wage Payment, Time rate and Piece Rate – Incentive Schemes – Halsey Premium Plan – Rowan Bonus Plan – Taylor’s and Merrick’s differential piece rate systems – Problems.

**Assignment for the students:** Students will Prepare LIFO- FIFO- EQO through any popular Software.

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## F. Suggested Text/Reference Books:

- N.K. Prasad: Cost Accounting
- Nigam & Sharma: Cost Accounting
- Khanna Pandey & Ahuja: Practical Costing
- M.L. Agarwal: Cost Accounting
- Jain & Narang: Cost Accounting

- S.P. Iyengar: Cost Accounting
- S.N. Maheshwari: Cost Accounting
- Horngren: Cost Accounting: A Managerial Emphasis
- M. N. Arora: Cost Accounting
- Dutta: Cost Accounting

#### G. Lecture Plan

| Lecture | Topics                                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction - Meaning of Cost, costing and Cost Accounting | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction - Meaning of Cost, costing and Cost Accounting | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 3       | Introduction - Meaning of Cost, costing and Cost Accounting | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | Comparison between Financial Accounts                       | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 5       | Comparison between Financial Accounts                       | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6       | Cost Accounts - Application of Cost Accounting              | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7       | Cost Accounts - Application of Cost Accounting              | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 8  | Designing and installing a Cost Accounting system<br>- Cost concepts and Classification of Costs                               | Lecture | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Designing and installing a Cost Accounting system<br>- Cost concepts and Classification of Costs                               | Lecture | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | Designing and installing a Cost Accounting system - Cost concepts and Classification of Costs                                  | Lecture | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book. | Lecture | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Cost Center - Elements of Cost - Preparation of cost sheet - Tenders and Quotations - Problems.                                | Lecture | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Classification of materials - Material Control - Purchasing procedure                                                          | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Classification of materials - Material Control - Purchasing procedure                                                          | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Classification of materials - Material Control - Purchasing procedure                                                          | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Store keeping - techniques of Inventory control - Setting of stock levels - EOQ- ABC Analysis                                  | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                              |         |                  |                                             |
|----|--------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
| 17 | store keeping -<br>techniques of<br>Inventory control -<br>Setting of stock<br>levels - EOQ- ABC<br>Analysis | Lecture | <b>BCH302.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 18 | store keeping -<br>techniques of<br>Inventory control -<br>Setting of stock<br>levels - EOQ- ABC<br>Analysis | Lecture | <b>BCH302.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 19 | Methods of pricing<br>materials issues -<br>LIFO - FIFO                                                      | Lecture | <b>BCH302.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 20 | Methods of pricing<br>materials issues -<br>LIFO - FIFO                                                      | Lecture | <b>BCH302.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 21 | Methods of pricing<br>materials issues - LIFO -<br>FIFO                                                      | Lecture | <b>BCH302.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 22 | Weighted Average<br>Method - Simple<br>Average Method -<br>Problems                                          | Lecture | <b>BCH102.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 23 | Weighted Average<br>Method - Simple<br>Average Method -<br>Problems                                          | Lecture | <b>BCH302.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 24 | Weighted Average<br>Method - Simple<br>Average Method -<br>Problems                                          | Lecture | <b>BCH302.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 25 | Control of labour<br>cost - Labour Turn<br>Turnover - Causes<br>and effects of<br>labour turnover            | Lecture | <b>BCH302.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 26 | Control of labour                                                                                            | Lecture | <b>BCH302.3.</b> | Mid                                         |

|    |                                                                                                                  |         |                  |                                             |
|----|------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
|    | cost - Labour Turn<br>Turnover - Causes<br>and effects of<br>labour turnover                                     |         |                  | Term-2,<br>Quiz &<br>End Sem<br>Exam        |
| 27 | Control of labour cost -<br>Labour Turn Turnover -<br>Causes and effects of<br>labour turnover                   | Lecture | <b>BCH302.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 28 | Meaning of Time<br>and Motion Study,<br>Merit Rating, Job<br>Analysis, Time<br>keeping and Time<br>booking       | Lecture | <b>BCH302.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 29 | Meaning of Time<br>and Motion Study,<br>Merit Rating, Job<br>Analysis, Time<br>keeping and Time<br>booking       | Lecture | <b>BCH302.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 30 | Meaning of Time and<br>Motion Study, Merit<br>Rating, Job Analysis,<br>Time keeping and Time<br>booking          | Lecture | <b>BCH302.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 31 | Idle time, causes<br>and treatment -<br>Overtime -<br>Methods of Wage<br>Payment, Time<br>rate and Piece<br>Rate | Lecture | <b>BCH302.3.</b> | Quiz &<br>End Sem<br>Exam                   |
| 32 | Idle time, causes<br>and treatment -<br>Overtime -<br>Methods of Wage<br>Payment, Time<br>rate and Piece<br>Rate | Lecture | <b>BCH302.3.</b> | Quiz &<br>End Sem<br>Exam                   |
| 33 | Incentive Schemes<br>- Halsey Premium<br>Plan - Rowan Bonus<br>Plan                                              | Lecture | <b>BCH302.3.</b> | Quiz &<br>End Sem<br>Exam                   |
| 34 | Incentive Schemes<br>- Halsey Premium<br>Plan - Rowan Bonus<br>Plan                                              | Lecture | <b>BCH302.3.</b> | Quiz &<br>End Sem<br>Exam                   |
| 35 | Taylor's and<br>Merrick's<br>differential piece<br>rate systems -<br>Problems.                                   | Lecture | <b>BCH302.3.</b> | Quiz &<br>End Sem<br>Exam                   |
| 36 | Taylor's and                                                                                                     | Lecture | <b>BCH302.3.</b> | Quiz &                                      |

|  |                                                       |  |  |              |
|--|-------------------------------------------------------|--|--|--------------|
|  | Merrick's differential piece rate systems - Problems. |  |  | End Sem Exam |
|--|-------------------------------------------------------|--|--|--------------|

#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO                  | STATEMENT                                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                     |                                                                                                                                | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BC H3 02. 1.</b> | Able to understand the concept of cost accounting and Cost Module – Cost Center – Elements of Cost – Preparation of cost sheet | <b>1</b>                            | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> |



|                                 |                                                                                                                                                                          |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>H3<br/>02.<br/>2.</b> | Know the basics about material costing techniques of Inventory control – Setting of stock levels – EOQ-ABC Analysis – Methods of pricing materials issues – LIFO – FIFO. | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BCH302.<br/>3.</b>           | Able to recognize the essential of labour costing and causes and effect of labour turnover.                                                                              | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> |

### Sample question Paper

|                                                                                                                                                        |              |                                                            |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –III) 2018-19                                                         |              |                                                            |          |           |                |          |
| Class: B.Com.(H) III Semester                                                                                                                          |              |                                                            |          |           |                |          |
| Subject Name:<br>BCH 302 Cost Accounting -I                                                                                                            |              | Time: 1.5 Hrs                                              |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                         | Remembering  | Understanding                                              | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                       | Q.1,4        | Q.2,3                                                      | Q.4      | Q.2,5     | Q.6            |          |
| Student will be able to<br>CO1: Understand costing and cost accounting and its application.<br>CO2: Apply techniques of inventory control in business. |              |                                                            |          |           |                |          |
| CO Map                                                                                                                                                 | Question No. | Question                                                   |          |           |                | Marks    |
| CO1                                                                                                                                                    | Q.1          | Explain cost concepts and classification of costs.         |          |           |                | 3        |
| CO1                                                                                                                                                    | Q.2a         | What are the essential features of tenders and quotations? |          |           |                | 3        |
|                                                                                                                                                        | Q.2b         | Write a short note on financial accounts.                  |          |           |                | 3        |
| CO1                                                                                                                                                    | Q.3          | State the problems of quotations in business.              |          |           |                | 6        |
| CO2                                                                                                                                                    | Q.4          | Explain LIFO and FIFO methods.                             |          |           |                | 3        |
| CO2                                                                                                                                                    | Q.5a         | Elaborate Economic Order Quantity.                         |          |           |                | 3        |
|                                                                                                                                                        | Q.5b         | Write short note on ABC analysis                           |          |           |                | 3        |
| CO2                                                                                                                                                    | Q 6          | Evaluating the techniques of inventory control.            |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                        |
|------------------|------------------------|
| Session          | 2018-19                |
| Course Name      | B. Com (Hons)          |
| Semester         | 3rd Semester           |
| Subject Code     | BCH302                 |
| Subject Name     | Corporate Accounting-I |
| Attainment Level | Level 2                |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BCH III<br>SEM                | BCH30<br>3 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



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MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                        |
|----------------------------------------------------------------------------------------|
|                                                                                        |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                        |
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>Course Handout</b>                                                                  |
| Course: <b>MICROECONOMIC THEORY AND APPLICATIONS – III</b>                             |
| Course Code : BCH303, Crédits : 03, Session :2018-19 (Odd Sem.), Class : BCOM. II Year |

## A. Introduction:

The objective of the course is to acquaint the student with various market structures within which a firm operates. The Course also deals with long –term decision-making and market efficiency.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH303.1.** Develop an understanding of the applications of managerial economics

**BCH303.2.** Interpret regression analysis and discuss why it's employed in decision-making

**BCH303.3.** Able to understand perfect competition situations of the real market.

## C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and

social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                            | Code     | Weightage % |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                             | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                 |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% | S/V/Q/HA | 10%         |

|                          |                                                        |    |             |
|--------------------------|--------------------------------------------------------|----|-------------|
|                          | includes all types of leaves including medical leaves. |    |             |
| Attendance               | End Semester Examination                               | A  | 5%          |
| End Semester Examination |                                                        | EE | 70%         |
| <b>Total</b>             |                                                        |    | <b>100%</b> |

## E. Syllabus

### Module I: Monopoly Market Structure

Kinds of monopoly, Monopolist's decision and equilibrium. Shifts in demand curve and the absence of the supply curve. Measurement of monopoly power and the rule of thumb for pricing. Horizontal and vertical integration of firms. Comparison of pure competition and monopoly. The social costs of monopoly power. Price discrimination, Peak-load pricing.

### Module II: Monopolistic Competition and Oligopoly

Monopolistic competition price and output decision-equilibrium. Monopolistic Competition and economic efficiency, Oligopoly and Interdependence – Cournot's duopoly model, Kinked demand model. Prisoner's dilemma, collusive oligopoly – price-leadership model – dominant firm, cartels, sales maximization, Pricing Public Utilities.

### Module III: Perfect Competition

Assumptions, Price and Output decision. Equilibrium of the firm and the industry in the short run and long runs, including industry's long run supply, Producer Surplus. Demand-supply analysis. Stability Analysis- Walrasian and Marshallian.

### F. Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### G. Suggested Text/Reference Books:

- Baunol, William J., "Economic Theory and Operations Analysis", Prentice-Hall of India Pvt. Ltd., New Delhi.
- H.L. Ahuja, Microeconomics



- Browning E.K., & J.M. Browning, "Microeconomic Theory and Applications", Kalyani Publishers, New Delhi.
- Gould, J.,P., & E.P Lazer, "Microeconomics Theory", All India Traveller Bookseller, New Delhi
- Lipsey, R.G., and K.A Chrystal, "Principles of Economics", Oxford University Press.
- Maddala G.S., and E.Miller, "Microeconomics: Theory and Applications" McGraw-Hall International.
- Salvatore, D., "Schaum's Outline of Theory and Problems of Microeconomics Theory", McGraw-Hill, International Edition.

#### H. Lecture Plan

| Lecture | Topics                                                      | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|-------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Kinds of monopoly                                           | Lecture          | <b>BCH303.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Monopolist's decision and equilibrium.                      | Lecture          | <b>BCH303.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | Monopolist's decision and equilibrium.                      | Lecture          | <b>BCH303.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | Shifts in demand curve and the absence of the supply curve. | Lecture          | <b>BCH303.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | Shifts in demand curve and the absence of the supply curve. | Lecture          | <b>BCH303.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | Measurement of monopoly power and                           | Lecture          | <b>BCH303.1.</b>  | Mid Term-1,                     |

|    |                                                                 |         |                  |                                 |
|----|-----------------------------------------------------------------|---------|------------------|---------------------------------|
|    | the rule of thumb for pricing.                                  |         |                  | Quiz & End Sem Exam             |
| 7  | Horizontal and vertical integration of firms.                   | Lecture | <b>BCH303.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | Comparison of pure competition and monopoly.                    | Lecture | <b>BCH303.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | The social costs of monopoly power.                             | Lecture | <b>BCH303.1</b>  | Mid Term-1, Quiz & End Sem Exam |
| 10 | Price discrimination, Peak-load pricing.                        | Lecture | <b>BCH303.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Monopolistic competition price and output decision-equilibrium. | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Monopolistic Competition and economic efficiency                | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Monopolistic Competition and economic efficiency                | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Oligopoly and Interdependence – Cournot's duopoly model         | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Oligopoly and Interdependence – Cournot's                       | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz &              |

|    |                                              |         |                  |                                 |
|----|----------------------------------------------|---------|------------------|---------------------------------|
|    | duopoly model                                |         |                  | End Sem Exam                    |
| 16 | Kinked demand model. Prisoner's dilemma      | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Kinked demand model. Prisoner's dilemma      | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | collusive oligopoly – price-leadership model | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | collusive oligopoly – price-leadership model | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | dominant firm, cartels, sales maximization   | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | dominant firm, cartels, sales maximization.  | Lecture | <b>BCH303.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Pricing Public Utilities                     | Lecture | <b>BCH303.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Assumptions, Price and Output decision.      | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Assumptions, Price and Output decision.      | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem      |

|    |                                                                                          |         |                  |                                 |
|----|------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                          |         |                  | Exam                            |
| 25 | Equilibrium of the firm                                                                  | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Equilibrium of the firm;                                                                 | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | <b>the industry in the short run and long runs, including industry's long run supply</b> | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | the industry in the short run and long runs, including industry's long run supply        | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | the industry in the short run and long runs, including industry's long run supply        | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Producer Surplus. Demand-supply analysis.                                                | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | <b>Producer Surplus. Demand-supply analysis.</b>                                         | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Producer Surplus. Demand-supply analysis.                                                | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | Stability Analysis- Walrasian and Marshallian.                                           | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz &              |



|                                 |                                                                       |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|-----------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>H3<br/>03.<br/>3.</b> | Able to understand perfect competition situations of the real market. | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> |
|---------------------------------|-----------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|

**Sample question Paper**

|                                                                                                                                                                                             |                     |                                                                   |                 |                  |                       |                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>Department of Management studies</b><br><b>I MID-SEMESTER (SEM –III) 2018-19</b>                                                                         |                     |                                                                   |                 |                  |                       |                 |
| <b>Class: B.Com.(H) III Semester</b>                                                                                                                                                        |                     |                                                                   |                 |                  |                       |                 |
| <b>Subject Name: BCH303</b><br><b>Microeconomic Theory and Applications – III</b>                                                                                                           |                     | <b>Time: 2 Hrs</b>                                                |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                       | <b>Remembering</b>  | <b>Understanding</b>                                              | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                     | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                      | <b>Q.4</b>      | <b>Q.2,5,6</b>   | <b>Q 6</b>            |                 |
| Student will be able to<br>C01: Develop an understanding of the applications of managerial economics<br>C02: Interpret regression analysis and discuss why it's employed in decision-making |                     |                                                                   |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                               | <b>Question No.</b> | <b>Question</b>                                                   |                 |                  |                       | <b>Marks</b>    |
| <b>CO1</b>                                                                                                                                                                                  | <b>Q.1</b>          | Explain in brief the functions of economics in decision making.   |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                  | <b>Q.2a</b>         | Write the essential features of price determination               |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                             | <b>Q.2b</b>         | Write a short note on monopoly and oligopoly                      |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                  | <b>Q.3</b>          | State the significance of managerial economics in decision making |                 |                  |                       | <b>6</b>        |
| <b>CO2</b>                                                                                                                                                                                  | <b>Q.4</b>          | Explain kinked demand curve                                       |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                             | <b>Q.5a</b>         | Elaborate price leadership                                        |                 |                  |                       | <b>3</b>        |

|     |      |                                                         |   |
|-----|------|---------------------------------------------------------|---|
| CO2 | Q.5b | Write short note on monopolistic competition            | 3 |
| CO2 | Q 6  | Evaluate Stability Analysis- Walrasian and Marshallian. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                             |
|------------------|---------------------------------------------|
| Session          | 2018-19                                     |
| Course Name      | B. Com (Hons)                               |
| Semester         | 3rd Semester                                |
| Subject Code     | BCH303                                      |
| Subject Name     | Microeconomic Theory and Applications – III |
| Attainment Level | Level 1                                     |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P010 |
| BCH III<br>SEM                | BCH30<br>7 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



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|                                                                                        |
|----------------------------------------------------------------------------------------|
|                                                                                        |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                        |
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>Course Handout</b>                                                                  |
| Course : E - Commerce                                                                  |
| Course Code : BCH307, Crédits : 04, Session :2018-19 (Odd Sem.), Class : BCOM. II Year |

**A. Introduction:** In the changed business environment of today, it has become imperative for businesses to understand, appreciate and learn to create their presence in cyber space. This course focuses on exposing the students to the world of e-commerce, the opportunities, and the threats and teaches them the strategies of making businesses viable and successful.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH307.1.** To focus on the three major driving forces that permeate all aspects of e-commerce: business development and strategy, technological innovations, and social and legal issues and impacts

**BCH307.2.** Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences.

**BCH307.3.** To know the concept of e-commerce and its (r)evolution. Understand current Internet business models and strategies

**BCH307.4.** Able to Explain and develop solutions for implementing an e-commerce web presence. Discuss major ethical and legal issues surrounding e-commerce

**BCH307.5.** To understand implement, in simulation or authentically, an e-commerce presence. Create a marketing and promotional plan for an e-commerce presence.

**C. Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will

provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**E. Syllabus****Module I: E-Commerce Concept**

Meaning, definition, concept, features, function of E-Commerce, E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce, limitations of E-Commerce, precaution for secure E-Commerce, proxy services. Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI, Application areas for EDI, Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control. Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce

**Module II: Types of E-Commerce Applications of B2C**

Consumers' shopping procedure on the internet; Online travel tourism services; Benefits and Impact of e-commerce on travel industry; Online stock trading and its benefits; Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards

E-Auction Applications in B2C- E-Banking, E-Trading. - Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement,

Just in time delivery. Consumer to consumer and peer to peer business model Introduction and basic concepts.

### **Module III: E-Marketing Applications in B2B**

Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets Architectural models of b2b; Characteristics of the supplier-oriented marketplace, Buyer-oriented marketplace, and Intermediary-oriented marketplace; Benefits of b2b on procurement reengineering; Marketing issue in E-Marketing, Promoting your E-Business. Direct marketing, one to one marketing.

### **Module IV: E-Finance Applications in Governance,**

E-government; E-governance – applications of the internet; Concept of government-to-business, business-to-government and citizen-to-government; E-governance models;

Areas of E-Financing, E-Banking, traditional v/s E-Banking, operations in E-Banking. E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading.

### **Module V: E-Payment Emerging Business Models**

Retail model; Media model; advisory model, Made-to-order manufacturing model; Do-it-yourself model; Information service model; Emerging hybrid models; Emerging models in India.

Transactions through Internet, Requirements of E-Payment system, Post paid payment system- Credit card solutions, cyber cash Internet cheques. Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards.

#### ***F. Examination Scheme:***

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **G. Suggested Text/Reference Books:**

- Computer Today, S. Bansundara

- E-Commerce: The Cutting Edge of Business, Kamblesh Bajaj and Debjani Nag, McGraw Hill
- E-Commerce, S. Jaiswal

#### H. Lecture Plan

| Lecture | Topics                                                                                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Meaning, definition, concept, features, function of E-Commerce,                                                                   | Lecture          | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 2       | E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce,                                             | Lecture          | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 3       | limitations of E-Commerce, precaution for secure E-Commerce, proxy services.                                                      | Lecture          | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI,</i>                         | Lecture          | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 5       | Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control | Lecture          | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6       | Action plan for Implementing EDI, Factors influencing the choice of EDI,                                                          | Lecture          | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                     |         |                  |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | Software Concept of Electronic Signature,                                                                                           |         |                  |                                 |
| 7  | Access Control. Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce               | Lecture | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce                               | Lecture | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce                               | Lecture | <b>BCH307.1</b>  | Mid Term-1, Quiz & End Sem Exam |
| 10 | Consumers' shopping procedure on the internet; Online travel tourism services;                                                      | Lecture | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Benefits and Impact of e-commerce on travel industry; Online stock trading and its benefits;                                        | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit. | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Online banking                                                                                                                      | Lecture | <b>BCH307.2.</b> | Mid                             |



|    |                                                                                                                                                    |         |                  |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | and its benefits;<br>Online financial services and their future; Instant Paid payment system- Debit card, direct debit.                            |         |                  | Term-1, Quiz & End Sem Exam     |
| 14 | Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit.                | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit.                | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit.                | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards<br>E-Auction<br>Applications in B2C- E-Banking,                 | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | E-Trading. - Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement, | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                                                                                                                                      |         |                  |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 19 | E-Trading. -<br>Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement, Just in time delivery. Consumer to consumer and peer to peer business model<br>Introduction and basic concepts | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Just in time delivery. Consumer to consumer and peer to peer business model<br>Introduction and basic concepts<br>Redemption of preference shares - statutory requirements, disclosure in balance sheet; rights issue.                                               | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets<br>Architectural models of b2b;                                                                                                                                                                | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Characteristics of the supplier-oriented marketplace,                                                                                                                                                                                                                | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Buyer-oriented marketplace, and Intermediary-oriented marketplace;                                                                                                                                                                                                   | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Benefits of b2b on procurement                                                                                                                                                                                                                                       | Lecture | <b>BCH307.3.</b> | Mid Term-2,                     |

|    |                                                                                                                                                 |         |                  |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | reengineering;                                                                                                                                  |         |                  | Quiz & End Sem Exam             |
| 25 | Marketing issue in E-Marketing, Promoting your E-Business. Direct marketing, one to one marketing.                                              | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Marketing issue in E-Marketing, Promoting your E-Business. Direct marketing, one to one marketing.                                              | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Marketing issue in E-Marketing, Promoting your E-Business. Direct marketing, one to one marketing.                                              | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | E-government; E-governance – applications of the internet; Concept of government-to-business, business-to-government and citizen-to-government; | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | E-governance models; Areas of E-Financing, E-Banking, traditional v/s E-Banking, operations in E-Banking.                                       | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading,                                            | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                        |         |                  |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | operational aspects of E-Trading.                                                                                                      |         |                  |                                 |
| 31 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading. | Lecture | <b>BCH307.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading. | Lecture | <b>BCH307.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading. | Lecture | <b>BCH307.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading. | Lecture | <b>BCH307.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-                                           | Lecture | <b>BCH307.4.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                                                                                 |         |                  |                                             |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
|    | trading,<br>operational<br>aspects of E-<br>Trading.                                                                                                                                            |         |                  |                                             |
| 36 | Do-it-yourself model;<br>Information service<br>model; Emerging<br>hybrid models;<br>Emerging models in<br>India.<br>Transactions through<br>Internet,<br>Requirements of E-<br>Payment system, | Lecture | <b>BCH307.4.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 37 | Do-it-yourself<br>model;<br>Information<br>service model;<br>Emerging hybrid<br>models; Emerging<br>models in India.                                                                            | Lecture | <b>BCH307.4.</b> | Quiz &<br>End Sem<br>Exam                   |
| 38 | Transactions<br>through Internet,<br>Requirements of<br>E-Payment<br>system,                                                                                                                    | Lecture | <b>BCH307.4.</b> | Quiz &<br>End Sem<br>Exam                   |
| 39 | Post paid<br>payment system-<br>Credit card<br>solutions, cyber<br>cash Internet<br>cheques.                                                                                                    | Lecture | <b>BCH307.4.</b> | Quiz &<br>End Sem<br>Exam                   |
| 40 | Preparation of<br>statement<br>showing<br>allocation of<br>gross liability and<br>net liability.                                                                                                | Lecture | <b>BCH307.4.</b> | Quiz &<br>End Sem<br>Exam                   |
| 41 | Preparation of<br>statement<br>showing<br>allocation of<br>gross liability and<br>net liability.                                                                                                | Lecture | <b>BCH307.4.</b> | Quiz &<br>End Sem<br>Exam                   |
| 42 | Preparation of                                                                                                                                                                                  | Lecture | <b>BCH307.4.</b> | Quiz &                                      |

|    |                                                                                                                                            |         |                  |                     |
|----|--------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------|
|    | statement showing allocation of gross liability and net liability.                                                                         |         |                  | End Sem Exam        |
| 43 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |
| 44 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |
| 45 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |
| 46 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |
| 47 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |







[illegible]

|  |                                                             |  |  |  |  |  |  |  |  |  |  |
|--|-------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|
|  | onal<br>plan for<br>an e-<br>comme<br>rce<br>presenc<br>e.. |  |  |  |  |  |  |  |  |  |  |
|--|-------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|

### **Sample Question Paper**

|                                                                                                                                                                                                                                                                                                                                                              |                     |                                                                         |                 |                  |                       |                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>Department of Management studies</b><br><b>I MID-SEMESTER (SEM –III) 2018-19</b>                                                                                                                                                                                                                                          |                     |                                                                         |                 |                  |                       |                 |
| <b>Class: B.Com.(H) III Semester</b>                                                                                                                                                                                                                                                                                                                         |                     |                                                                         |                 |                  |                       |                 |
| <b>Subject Name: BCH 307 E-Commerce</b>                                                                                                                                                                                                                                                                                                                      |                     | <b>Time: 2 Hrs</b>                                                      |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                                        | <b>Remembering</b>  | <b>Understanding</b>                                                    | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                                                      | Q.1,4               | Q.2,3                                                                   | Q.4             | Q.2,5,6          | Q 6                   |                 |
| <p>Student will be able to</p> <p>CO1: To focuses on the three major driving forces that permeate all aspects of e-commerce: business development and strategy, technological innovations, and social and legal issues and impacts</p> <p>CO2: Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences.</p> |                     |                                                                         |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                | <b>Question No.</b> | <b>Question</b>                                                         |                 |                  |                       | <b>Marks</b>    |
| CO1                                                                                                                                                                                                                                                                                                                                                          | Q.1                 | Explain in brief the functions of ecommerce.                            |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                                                                                                                                          | Q.2a                | What are the essential features of digital marketing?                   |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                                                                                                              | Q.2b                | Write a short note on SEO.                                              |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                                                                                                                                          | Q.3                 | State the significance of digital marketing in present scenario.        |                 |                  |                       | 6               |
| CO2                                                                                                                                                                                                                                                                                                                                                          | Q.4                 | Explain functions of W.W.W.                                             |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                                                                                                          | Q.5a                | Elaborate B to B, B to C and C to C.                                    |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                                                                                                              | Q.5b                | Write short note on development of e-commerce in India.                 |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                                                                                                          | Q 6                 | Evaluating the role of digital marketing in development of the economy. |                 |                  |                       | 6               |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |               |
|------------------|---------------|
| Session          | 2018-19       |
| Course Name      | B. Com (Hons) |
| Semester         | 3rd Semester  |
| Subject Code     | BCH307        |
| Subject Name     | E-Commerce    |
| Attainment Level | Level 3       |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BCL III<br>SEM                | BCL<br>325 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                           |
|-------------------------------------------------------------------------------------------------|
| Course Handout                                                                                  |
| Course : Corporate Laws-I                                                                       |
| Course Code : BCL 325, Crédits : 03, Session :2018-19 (Odd Sem.), Class : B Com (Hons) 2nd Year |
|                                                                                                 |

## PROGRAMME OUTCOMES

### Bachelor of Commerce

2021-2022

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| III SEM                          | BCL 325 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                          |
|------------------------------------------------------------------------------------------|
|                                                                                          |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                          |
| <b>AMITY BUSINESS SCHOOL</b>                                                             |
| <b>Course Handout</b>                                                                    |
| Course : Corporate Laws I                                                                |
| Course Code : BCL 325 , Credits : 03, Session :2018-19 (Odd Sem.), Class : BCOM 2nd Year |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCL 325.1** Understand Corporate Laws and its importance.

**BCL 325.2** Analyse Promotion and incorporation of Companies

**BCL 325.3** Apply Memorandum of Association, Articles of Association and Prospectus

**BCL 325.4** Evaluate functions, duties and rights of Directors of a Company .

**A. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

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**A. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |

|              |  |  |             |
|--------------|--|--|-------------|
| <b>Total</b> |  |  | <b>100%</b> |
|              |  |  |             |

## **B. Syllabus**

### **Module I: Introduction**

Administration of Company Law [including National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT), Brief history of company law, Definition and characteristics & Types of companies, Lifting of Corporate Veil, Exemption and privileges to private companies.

### **Module II: Promotion and Incorporation**

Promotion & incorporation of companies, duties and liabilities of promoters, on-line registration of a company

### **Module III: MoA, AoA and Prospectus**

Memorandum of Association and its alteration, articles of association and its alteration, Prospectus, Shelf prospectus, Red herring prospectus, Borrowing Power, Mortgages & charges

### **Module IV: Directors of Company**

Directors- Classification of directors, additional, alternate and adhoc director; women directors, independent director, small shareholders' director; director identity number (DIN); appointment, powers & legal position, removal, duties and rights

### **Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

**Text & References:**

- M.C. Shukla & Gulshan: Principles of Company Law.
- N.D. Kapoor: Company Law and Secretarial Practice.
- M.C. Bhandari: Guide to Company Law Procedures.
- Tuteja: Company Administration and Meetings.
- S.C. Kuchehal: Company Law and Secretarial Practice.
- Dr. P.N. Reddy and H.R. Appanaiah: Essentials of Company Law and Secretarial Practice, Himalaya Publishers.

**Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                       | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>       |
|----------------|-------------------------------------|-------------------------|-------------------------|-----------------------------------|
| 1              | Administration of Company laws      | Lecture                 | BCL.325.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 2              | National Company Law Tribunal       | Lecture                 | BCL.325.1               | Mid Term-1, Quiz & End Sem. .Exam |
| 3              | Appellate Tribunal                  | Lecture                 | BCL.325.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 4              | Brief History of Company Laws       | Lecture                 | BCL.325.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 5              | Definition of Companies             | Lecture                 | BCL.325.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 6              | Characteristics of Companies        | Lecture                 | BCL.325.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 7              | Types of companies                  | Lecture                 | BCL.325.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 8              | Lifting of Corporate Veil           | Lecture                 | BCL.325.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 9              | Exemption and Privileges to Private | Lecture                 | BCL.325.1               | Mid Term-1, Quiz & End Sem.       |

|    |                                         |         |           |                                  |
|----|-----------------------------------------|---------|-----------|----------------------------------|
|    | Companies                               |         |           | Exam                             |
| 10 | Promotion of Companies                  | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Incorporation of Companies              | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Duties of Promoters                     | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Liabilities of Promoters                | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | On Line Registration of a Company       | Lecture | BCL.325.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | On Line Registration of a Company       | Lecture | BCL.325.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Memorandum of Association               | Lecture | BCL.325.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Alteration of Memorandum of Association | Lecture | BCL.325.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Articles of Association                 | Lecture | BCL.325.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Alteration of Articles of Association   | Lecture | BCL.325.2 | Mid Term-2, Quiz & End Sem. Exam |
| 19 | Prospectus                              | Lecture | BCL.325.2 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Self Prospectus                         | Lecture | BCL.325.3 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Red Herring Prospectus                  | Lecture | BCL.325.3 | Mid Term-2, Quiz & End Sem. Exam |

|    |                              |         |           |                                  |
|----|------------------------------|---------|-----------|----------------------------------|
| 22 | Borrowing Power              | Lecture | BCL.325.3 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Mortgages and Charges        | Lecture | BCL.325.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Mortgages and Charges        | Lecture | BCL.325.3 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Directors                    | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Classification of Directors  | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Classification of Directors  | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | <i>Additional Director</i>   | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Alternate Director           | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Ad hoc director              | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Women Director               | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Independent Director         | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | small shareholders' director | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Director Identity Number     | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Appointment,                 | Lecture | BCL 325.4 | Mid Term-                        |

|    |                            |         |           |                                  |
|----|----------------------------|---------|-----------|----------------------------------|
|    | powers & legal position    |         |           | 2, Quiz & End Sem. Exam          |
| 36 | Removal, duties and rights | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                                               |             |             |             |             |             |             |             |             |             |              |
|-----------|-------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|           |                                                                         | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| BCL 325.1 | Understand Corporate Laws and its importance                            | 1           | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |
| BCL 325.2 | Analyse Promotion and incorporation of Companies                        | 3           | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 1           | 1            |
| BCL 325.3 | Apply Memorandum of Association, Articles of Association and Prospectus | 3           | 3           | 3           | 3           | 3           | 2           | 2           | 1           | 1           | 1            |
| BCL 325.4 | Evaluate functions ,duties and rights of Directors of a Company         | 2           | 2           | 2           | 1           | 1           | 2           | 1           | 2           | 1           | 1            |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –I) 2018-19                                                                               |              |                                                                |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) III Semester                                                                                                    |              |                                                                |          |           |                |          |
| Subject Name:<br>BCL 325CORPORATE LAWS I                                                                                               |              | Time: 2 Hours                                                  |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                         | Remembering  | Understanding                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                       | Q.1,4        | Q.2,3                                                          | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand Corporate Laws and its importance.<br>CO2: Analyse Promotion and incorporation of Companies |              |                                                                |          |           |                |          |
| CO Map                                                                                                                                 | Question No. | Question                                                       |          |           |                | Marks    |
| CO1                                                                                                                                    | Q.1          | Explain in brief the rational for studying Corporate Laws.     |          |           |                | 3        |
| CO1                                                                                                                                    | Q.2a         | Explain types of Corporate Laws                                |          |           |                | 3        |
|                                                                                                                                        | Q.2b         | Explain features of Corporate Laws                             |          |           |                | 3        |
| CO2                                                                                                                                    | Q.3          | Discuss Promotion of a Company                                 |          |           |                | 6        |
| CO2                                                                                                                                    | Q.4          | What is incorporation of a Company                             |          |           |                | 3        |
| CO2                                                                                                                                    | Q.5a         | Explain on line registration of a company                      |          |           |                | 3        |
|                                                                                                                                        | Q.5b         | Differentiate between promotion and incorporation of a company |          |           |                | 3        |
| CO2                                                                                                                                    | Q 6          | Explain duties and liabilities of promoters                    |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
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MADHYA PRADESH

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## Attainment

|                  |                  |
|------------------|------------------|
| Session          | 2018-19          |
| Course Name      | B. Com (Hons)    |
| Semester         | 3rd Semester     |
| Subject Code     | BCL325           |
| Subject Name     | Corporate Laws-I |
| Attainment Level | Level 2          |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce**

**2018-2019**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

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**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in

social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

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| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| III SEM                          | BCL 326 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



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|                                                                                          |
|------------------------------------------------------------------------------------------|
|                                                                                          |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                          |
| <b>AMITY BUSINESS SCHOOL</b>                                                             |
| <b>Course Handout</b>                                                                    |
| Course : Income Tax Law and Practice I                                                   |
| Course Code : BCL 326 , Credits : 03, Session :2018-19 (Odd Sem.), Class : BCOM 2nd Year |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCL 326.1** Understand Income Tax Laws and its importance.
- BCL 326.2** Analyse exemptions on different categories and sources of income
- BCL 326.3** Apply Income on Salaries and other components associated with salaries.
- BCL 326.4** Evaluate income from house properties and exempted income from house properties .

**A. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students

understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**A. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |
|                                |                                                                                                                                                                                                               |             |                    |

## B. Syllabus

### Module I

Brief History of Income Tax, Legal Framework, Canons of Taxation – Finance Bill – Scheme of Income Tax. Definition: Assessee, Person, assessment year, previous year, income, Gross Total Income, Total Income, Agricultural Income (including integration of Agricultural Income with Non-Agriculture Income).

Revenue and Capital (a) Receipts (b) Expenditure (c) Loss.

### Module II

Residential Status and Incidence of Tax.

Exempted Incomes U/S 10 (Restricted to Individual Assesseees) : fully exempted and partly exempted incomes - including problems on House Rent Allowance, Leave Encashment, Commutation of Pension, Death-cum-Retirement benefits, Gratuity, compensation received on termination of the service.

### Module III

Income from Salary – Features of Salary Income – Basic Salary – Allowance, Perquisites section 89(1) – Tax Rebate U/S 89(1) & Deductions under 80(c) – Problems.

### Module IV

Income From House Property - Basis of Charge – Deemed Owners – Exempted Incomes from House Property – Composite Rent - Annual Value – Determination of Annual Value – Treatment of Unrealized Rent – Loss due to Vacancy – Deductions from Annual Value – Problems on Income from House Property.

### SKILL DEVELOPMENT

1. Form No.26 AS, 49A (PAN) and 49B.
2. Filling of Income Tax Returns.
3. List of enclosures to be made along with IT returns (with reference to salary & H.P).
4. Preparation of Form 16.
5. Computation of Income Tax and the Slab Rates.
6. Computation of Gratuity

### Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
- B.B. Lal: Direct Taxes, Konark Publisher (P) Ltd.
- Bhagwathi Prasad: Direct Taxes – Law and Practice, Wishwa Prakashana.
- Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
- Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.

- Gaur & Narang: Income Tax.

### Lecture Plan

| Lecture | Topics                                                                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO              |
|---------|------------------------------------------------------------------------------------------------|------------------|------------------|-----------------------------------|
| 1       | Brief History of Income Tax                                                                    | Lecture          | BCL.326.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 2       | Legal Frame work                                                                               | Lecture          | BCL.326.1        | Mid Term-1, Quiz & End Sem. .Exam |
| 3       | Cannons of Taxation                                                                            | Lecture          | BCL.326.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 4       | Finance Bill                                                                                   | Lecture          | BCL.326.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 5       | Scheme of Income Tax                                                                           | Lecture          | BCL.326.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 6       | Definition: Assessee, Person                                                                   | Lecture          | BCL.326.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 7       | Assessment year, previous year                                                                 | Lecture          | BCL.326.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 8       | Gross Total Income, Total Income                                                               | Lecture          | BCL.326.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 9       | Agricultural Income (including integration of Agricultural Income with Non- Agriculture Income | Lecture          | BCL.326.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 10      | Revenue and Capital<br>(a) Receipts (b)                                                        | Lecture          | BCL.326.1        | Mid Term-1, Quiz & End Sem.       |

|    |                                                               |         |           |                                  |
|----|---------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Expenditure Loss. (c)                                         |         |           | Exam                             |
| 11 | Residential Status and Incidence of Tax                       | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Exempted Incomes U/S 10 (Restricted to Individual Assesseees) | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Fully exempted and partly exempted incomes                    | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Problems on House Rent Allowance                              | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Leave Encashment                                              | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Commutation of Pension                                        | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Death-cum-Retirement benefits                                 | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Gratuity,                                                     | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Compensation received on termination of the service           | Lecture | BCL.326.2 | Mid Term-2, Quiz & End Sem. Exam |
| 19 | Income from Salary                                            | Lecture | BCL.326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Income from Salary                                            | Lecture | BCL.326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Features of Salary Income                                     | Lecture | BCL.326.3 | Mid Term-2, Quiz & End Sem. Exam |



|    |                            |         |           |                                  |
|----|----------------------------|---------|-----------|----------------------------------|
|    |                            |         |           | Exam                             |
| 22 | Features of Salary Income  | Lecture | BCL.326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Basic Salary               | Lecture | BCL.326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Allowances                 | Lecture | BCL.326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Allowances                 | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Perquisites Section 89(1)  | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Perquisites Section 89(1)  | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | Tax Rebate U/S 89(1)       | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Tax Rebate U/S 89(1)       | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Deductions under 80(c)     | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Deductions under 80(c)     | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Problems                   | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Problems                   | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Income From House Property | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                      |         |           |                                  |
|----|--------------------------------------|---------|-----------|----------------------------------|
| 35 | Income From House Property           | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Basis of Charge                      | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 37 | Deemed Owners                        | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 38 | Deemed Owners                        | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 39 | Exempted Incomes from House Property | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 40 | Exempted Incomes from House Property | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 41 | Composite Rent                       | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 42 | Annual Value                         | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 43 | Determination of Annual Value        | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 44 | Determination of Annual Value        | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 45 | Treatment of Unrealized Rent         | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 46 | Loss due to Vacancy                  | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 47 | Deductions from Annual Value         | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 48 | Problems on                          | Lecture | BCL 326.4 | Mid Term-                        |

|  |                            |  |  |                         |
|--|----------------------------|--|--|-------------------------|
|  | Income from House Property |  |  | 2, Quiz & End Sem. Exam |
|--|----------------------------|--|--|-------------------------|

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                                                         | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
|-----------|-----------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|           |                                                                                   |             |             |             |             |             |             |             |             |             |              |
| BCL 326.1 | Understand Income Tax Laws and its importance                                     | 1           | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |
| BCL 326.2 | Analyse exemptions on different categories and sources of income                  | 3           | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 1           | 1            |
| BCL 326.3 | Apply Income on Salaries and other components associated with salaries.           | 3           | 3           | 3           | 3           | 3           | 2           | 2           | 1           | 1           | 1            |
| BCL 326.4 | Evaluate income from house properties and exempted income from house properties . | 2           | 2           | 2           | 1           | 1           | 2           | 1           | 2           | 1           | 1            |

**Sample Question Paper**

| Amity Business School<br>I MID-SEMESTER (SEM –III) 2018-19 |             |               |          |           |                |          |
|------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Class: B Com (Honors) III Semester                         |             |               |          |           |                |          |
| Subject Name:<br>BCL 326 Income Tax Law and Practice-I     |             | Time: 2 Hours |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy             | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |

| Question Mapping                                                                                                                                        | Q.1,4        | Q.2,3                                                  | Q.4 | Q.2,5,6 |       |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------|-----|---------|-------|--|
| Student will be able to<br>CO1: Understand Income Tax Laws and its importance.<br>CO2: Analyse exemptions on different categories and sources of income |              |                                                        |     |         |       |  |
| CO Map                                                                                                                                                  | Question No. | Question                                               |     |         | Marks |  |
| CO1                                                                                                                                                     | Q.1          | Explain in brief the rational for studying income tax. |     |         | 3     |  |
| CO1                                                                                                                                                     | Q.2a         | Explain types of income                                |     |         | 3     |  |
|                                                                                                                                                         | Q.2b         | Explain income                                         |     |         | 3     |  |
| CO2                                                                                                                                                     | Q.3          | Discuss exemptions from income tax                     |     |         | 6     |  |
| CO2                                                                                                                                                     | Q.4          | What is house rent allowance ?                         |     |         | 3     |  |
| CO2                                                                                                                                                     | Q.5a         | Explain Leave Encashment                               |     |         | 3     |  |
|                                                                                                                                                         | Q.5b         | Differentiate between pension and gratuity .           |     |         | 3     |  |
| CO2                                                                                                                                                     | Q 6          | Explain commutation of pension                         |     |         | 6     |  |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                |
|------------------|------------------------------------------------|
| Session          | 2018-19                                        |
| Course Name      | B. Com (Hons)                                  |
| Semester         | 3rd Semester                                   |
| Subject Code     | BCL326                                         |
| Subject Name     | Income Tax Law and Practice-I                  |
| Attainment Level | 55% of the students secure more than 60% marks |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**  
**Bachelor of Commerce (H)**  
**2018-2019**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

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**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                           | BCH 401 | 3   | 1   | 2   | 1   | 2   | 2   | 2   | 2   | 2   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                          |
|------------------------------------------------------------------------------------------|
|                                                                                          |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                          |
| <b>AMITY BUSINESS SCHOOL</b>                                                             |
| <b>Course Handout</b>                                                                    |
| <b>Course : CORPORATE ACCOUNTING - II</b>                                                |
| Course Code : BCH401, Crédits : 04, Session :2018-19 (Even Sem.), Class : BCOM. 2nd Year |

## A. Introduction:

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

## B. Course Outcomes: At the end of the course, students will be able to:

- 1.BCH401.1.** Able to understand the concept of Companies as per Company law requirements, payment of dividend and and payment of interest out of capital.
- 2.BCH401.2.** Know the basic functions of Holding and subsidiary companies, accounting treatment and disclosures; consolidation of accounts
- 3.BCH401.3.** Able to recognize the essential features of goodwill, shares and Dividend
- 4.BCH401.4.** Describe about the Final accounts of banking companies, insurance companies and electricity companies.
- 5.BCH401.5.** Evaluating the concept of Liquidation, treatment of uncalled Capital – liability of contributors.

## C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.



**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics; prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                      | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                              | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                  |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the | S/V/Q/HA    | 10%                |

|                          |                                                                                                          |    |             |
|--------------------------|----------------------------------------------------------------------------------------------------------|----|-------------|
|                          | End Semester examination.<br>The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| Attendance               | End Semester Examination                                                                                 | A  | 5%          |
| End Semester Examination |                                                                                                          | EE | 70%         |
| <b>Total</b>             |                                                                                                          |    | <b>100%</b> |

## E. Syllabus

### Module I

Preparation and presentation of final accounts of joint stock companies as per company law requirements; provisions and reserves; determination of managerial remuneration; appropriation out of profits; transfer of profits to reserves; payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund; bonus shares and payment of interest out of capital.

### Module II:

Holding and subsidiary companies -accounting treatment and disclosures; consolidation of accounts.

### Module III: Valuation of goodwill and shares

Good will - Meaning – Definition – Elements of goodwill – Types of Goodwill – Purchased Goodwill – Nonpurchased or inherent Goodwill – Valuation of Non-purchased Goodwill – Average Profit Method – Super Profit Method – Capitalization of Average Profit Method – Capitalization of Super Profit Method – annuity method Shares - Meaning – need for valuation – factors affecting valuation – methods of valuation – Asset Backing or Intrinsic Value Method –Yield Valuation Method – Dividend Yield –Fair Value method – value of right shares – valuation of preference shares.

### Module IV:

Final accounts of banking companies, insurance companies and electricity companies.

## Module V: Liquidation

Voluntary Liquidation – Preparation of Liquidator's Statement of affairs – order of payment - Calculation of commission on Assets Realized – payment to unsecured creditors – payment to Unsecured creditors other than preferential creditors – calculation of pro rata- treatment of uncalled Capital – liability of contributors.

### F. Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### G. Suggested Text/Reference Books:

- S.N. Maheswari, Financial Accounting
- Narayanaswamy, Financial Accounting
- SP Iyengar, Advanced Accountancy
- RL Gupta, Advanced Accountancy
- Jain and Narang, Corporate Accounting
- Tulsian, Advanced Accounting

### H. Lecture Plan

| Lecture | Topics                                                                                                   | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Preparation and presentation of final accounts of joint stock companies as per company law requirements; | Lecture          | BCH401.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | provisions and reserves; appropriation out of profits;                                                   | Lecture          | BCH401.1.        | Mid Term-1, Quiz & End Sem Exam |
| 3       | determination of managerial remuneration; transfer of profits to reserves                                | Lecture          | BCH401.1..       | Mid Term-1, Quiz & End Sem      |

|    |                                                                                                   |         |                  |                                 |
|----|---------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                                   |         |                  | Exam                            |
| 4  | <i>payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund</i> | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 5  | payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund        | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6  | payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund        | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7  | payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund        | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | bonus shares and payment of interest out of capital                                               | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | bonus shares and payment of interest out of capital                                               | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | bonus shares and payment of interest out of capital.                                              | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Bonus shares and payment of interest out of capital.                                              | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | bonus shares and payment of interest out of capital.                                              | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                      |         |                  |                                 |
|----|------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 13 | Holding and subsidiary companies                                                                     | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Holding and subsidiary companies                                                                     | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Holding and subsidiary companies<br>Holding and subsidiary companies                                 | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Holding and subsidiary companies                                                                     | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | accounting treatment and disclosures;                                                                | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | accounting treatment and disclosures;                                                                | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Consolidation accounts. of                                                                           | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Consolidation accounts. of                                                                           | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Valuation of goodwill and shares<br>Good will -<br>Meaning -<br>Definition -<br>Elements of goodwill | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                         |         |                  |                                 |
|----|---------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 22 | Valuation of goodwill and shares<br>Good will - Meaning - Definition - Elements of goodwill             | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Valuation of goodwill and shares<br>Good will - Meaning - Definition - Elements of goodwill             | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Types of Goodwill - Purchased Goodwill - Nonpurchased or inherent Goodwill                              | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Types of Goodwill - Purchased Goodwill - Nonpurchased or inherent Goodwill                              | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Valuation of Non-purchased Goodwill - Average Profit Method - Super Profit Method                       | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Capitalization of Average Profit Method - Capitalization of Super Profit Method - annuity method Shares | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Capitalization of Average Profit Method - Capitalization of Super Profit Method - annuity method Shares | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Capitalization of Average Profit Method - Capitalization of Super Profit Method - annuity method Shares | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Meaning - need for valuation - factors affecting valuation                                              | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem      |

|    |                                                                                        |         |                  |                                 |
|----|----------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                        |         |                  | Exam                            |
| 31 | Meaning - need for valuation - factors affecting valuation                             | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Meaning - need for valuation - factors affecting valuation                             | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | methods of valuation – Asset Backing or Intrinsic Value Method –Yield Valuation Method | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | methods of valuation – Asset Backing or Intrinsic Value Method –Yield Valuation Method | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | Dividend Yield –Fair Value method                                                      | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | value of right shares – valuation of preference shares.                                | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | value of right shares – valuation of preference shares.                                | Lecture | <b>BCH401.3.</b> | Quiz & End Sem Exam             |
| 38 | value of right shares – valuation of preference shares.                                | Lecture | <b>BCH401.3.</b> | Quiz & End Sem Exam             |
| 39 | Final accounts of banking companies, insurance companies and electricity companies.    | Lecture | <b>BCH401.4.</b> | Quiz & End Sem Exam             |
| 40 | Final accounts of banking companies, insurance companies and electricity companies.    | Lecture | <b>BCH401.4.</b> | Quiz & End Sem Exam             |
| 41 | Final accounts of banking companies,                                                   | Lecture | <b>BCH401.4.</b> | Quiz &                          |

|    |                                                                                                                                                       |         |                  |                     |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------|
|    | insurance companies and electricity companies.                                                                                                        |         |                  | End Sem Exam        |
| 42 | Final accounts of banking companies, insurance companies and electricity companies.                                                                   | Lecture | <b>BCH401.4.</b> | Quiz & End Sem Exam |
| 43 | Final accounts of banking companies, insurance companies and electricity companies.                                                                   | Lecture | <b>BCH401.4.</b> | Quiz & End Sem Exam |
| 44 | Voluntary Liquidation - Preparation of Liquidator's Statement of affairs - order of payment                                                           | Lecture | <b>BCH401.5.</b> | Quiz & End Sem Exam |
| 45 | Calculation of commission on Assets Realized - payment to unsecured creditors                                                                         | Lecture | <b>BCH101.5.</b> | Quiz & End Sem Exam |
| 46 | payment to Unsecured creditors other than preferential creditors - calculation of pro rata-treatment of uncalled Capital - liability of contributors. | Lecture | <b>BCH401.5.</b> | Quiz & End Sem Exam |
| 47 | payment to Unsecured creditors other than preferential creditors - calculation of pro rata-treatment of uncalled Capital - liability of contributors. | Lecture | <b>BCH401.5.</b> | Quiz & End Sem Exam |
| 48 | payment to Unsecured creditors other than preferential creditors - calculation of pro rata-treatment of uncalled Capital - liability of contributors. | Lecture | <b>BCH401.5.</b> | Quiz & End Sem Exam |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |       |
|----|-----------|-------------------------------------|------|------|------|------|------|------|------|------|-------|
|    |           | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 |



|                                 |                                                                                                                               |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>H4<br/>01.<br/>1.</b> | Able to understand the concept of Companies as per Company law                                                                | <b>3</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>H4<br/>01.<br/>2.</b> | Know the basic functions of Holding and subsidiary companies, accounting treatment and disclosures; consolidation of accounts | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>H4<br/>01.</b>        | Able to recognize the                                                                                                         | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |

|                     |                                                                                                        |          |          |          |          |          |          |          |          |          |          |
|---------------------|--------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>3.</b>           | essential features of goodwill, shares and Dividend                                                    |          |          |          |          |          |          |          |          |          |          |
| <b>BC H4 01. 4.</b> | Describe about the Final accounts of banking companies, insurance companies and electricity companies. | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |
| <b>BC H4 01. 5.</b> | Evaluating the concept of Liquidation, treatment of uncalled Capital – liability of contributors.      | <b>3</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |

### Sample Question Paper

|                                                                                                                                                        |                     |                                                                  |                 |                  |                       |                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>Department of Management studies</b><br><b>I MID-SEMESTER (SEM –IV) 2018-19</b>                                     |                     |                                                                  |                 |                  |                       |                 |
| <b>Class: B.Com.(H) IV Semester</b>                                                                                                                    |                     |                                                                  |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>BCH 401 Corporate Accounting-II</b>                                                                                         |                     | <b>Time: 1.5 Hrs</b>                                             |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                  | <b>Remembering</b>  | <b>Understanding</b>                                             | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                     | <b>Q.4</b>      | <b>Q.2,5,6</b>   | <b>Q 6</b>            |                 |
| Student will be able to<br>CO1: List the broad perceptive of Corporate Accounting.<br>CO2: Apply different concepts of final accounts and Liquidation. |                     |                                                                  |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                          | <b>Question No.</b> | <b>Question</b>                                                  |                 |                  |                       | <b>Marks</b>    |
| CO1                                                                                                                                                    | Q.1                 | Understand the concept of Companies                              |                 |                  |                       | 3               |
| CO1                                                                                                                                                    | Q.2a                | What are the basic functions of Holding and subsidiary companies |                 |                  |                       | 3               |
|                                                                                                                                                        | Q.2b                | Write a short note on consolidation of accounts.                 |                 |                  |                       | 3               |
| CO1                                                                                                                                                    | Q.3                 | State the significance of goodwill                               |                 |                  |                       | 6               |
| CO2                                                                                                                                                    | Q.4                 | Explain the features of Dividend.                                |                 |                  |                       | 3               |
| CO2                                                                                                                                                    | Q.5a                | Elaborate different accounting.                                  |                 |                  |                       | 3               |
|                                                                                                                                                        | Q.5b                | Write short note on final accounts in banking.                   |                 |                  |                       | 3               |
| CO2                                                                                                                                                    | Q 6                 | Evaluating the concept of corporate accounting in India          |                 |                  |                       | 6               |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                          |
|------------------|--------------------------|
| Session          | 2018-19                  |
| Course Name      | B. Com (Hons)            |
| Semester         | 4 <sup>th</sup> Semester |
| Subject Code     | BCH401                   |
| Subject Name     | Corporate Accounting-II  |
| Attainment Level | Level 1                  |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2018-2019**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                              | BCH<br>402 | 3   | 1   | 3   | 1   | 1   | 1   | 2   | 2   | 3   | 1    |



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*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                          |
|------------------------------------------------------------------------------------------|
|                                                                                          |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                          |
| <b>AMITY BUSINESS SCHOOL</b>                                                             |
| <b>Course Handout</b>                                                                    |
| <b>Course : COST ACCOUNTING – II</b>                                                     |
| Course Code : BCH402, Crédits : 03, Session :2018-19 (Even Sem.), Class : BCOM. 2nd Year |

## A. Introduction:

To get an expert knowledge in the area of cost management and cost control to enable effective management decisions.

**B. Course Outcomes:** At the end of the course, students will be able to:

**1.BCH402.1.** Able to understand the concept of overhead costing, Procedure for accounting and control of overheads

**2.BCH402.2.** Know the basic functions of Job Costing – Batch Costing – Contract Costing and Service costing.

**3.BCH402.3.** Able to recognize the essential features of Marginal costing and Break-Even Analysis

## C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                              |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | S/V/Q/HA    | 10%                |



|                          |                           |    |             |
|--------------------------|---------------------------|----|-------------|
|                          | including medical leaves. |    |             |
| Attendance               | End Semester Examination  | A  | 5%          |
| End Semester Examination |                           | EE | 70%         |
| <b>Total</b>             |                           |    | <b>100%</b> |

## E. Syllabus

### Module I: Overhead Costing

Definition – Classification of overheads – Procedure for accounting and control of overheads – Allocation of overheads – Apportionment of Service department costs to production departments – Repeated Distribution method – Simultaneous equation method – absorption of OH's – Methods of Absorption – Percentage of direct material cost – Direct Labour Cost – Prime Cost, Direct Labour hour rate and Machine Hour Rate – Problems.

### Module II: Costing Methods

Costing Methods Introduction - Job Costing – Batch Costing – Contract Costing- Process Costing – principles – distinction between Process and Job – Preparation of process accounts – treatment of normal loss – abnormal loss – abnormal gain – Joint and By-products. Service costing.

### Module III: Marginal costing and Break-Even Analysis

Concept of Marginal Costs and Marginal Costing; Assumptions of Marginal Costing; Marginal Costing vs Absorption Costing; Advantages and Limitations of Marginal Costing; Break Even Analysis: Break-Even Point, Margin of safety, Angle of Incidence.

## F. Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## G. Suggested Text/Reference Books:

- N.K. Prasad: Cost Accounting
- Nigam & Sharma: Cost Accounting
- Khanna Pandey & Ahuja: Practical Costing
- M.L. Agarwal: Cost Accounting

- Jain & Narang: Cost Accounting
- S.P. Iyengar: Cost Accounting
- S.N. Maheshwari: Cost Accounting
- Horngren: Cost Accounting: A Managerial Emphasis
- M. N. Arora: Cost Accounting
- Dutta: Cost Accounting

#### H. Lecture Plan

| Lecture | Topics                                                                                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Definition – Classification of overheads – Procedure for accounting and control of overheads                                 | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Definition – Classification of overheads – Procedure for accounting and control of overheads                                 | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Definition – Classification of overheads – Procedure for accounting and control of overheads                                 | Lecture          | BCH402.1..       | Mid Term-1, Quiz & End Sem Exam |
| 4       | Definition – Classification of overheads – Procedure for accounting and control of overheads                                 | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Allocation of overheads – Apportionment of Service department costs to production departments – Repeated Distribution method | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Allocation of overheads – Apportionment of Service department costs to production departments – Repeated Distribution method | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Allocation of overheads – Apportionment of Service                                                                           | Lecture          | BCH402.1.        | Mid Term-1,                     |

|    |                                                                                                                              |         |                  |                                 |
|----|------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | department costs to production departments – Repeated Distribution method                                                    |         |                  | Quiz & End Sem Exam             |
| 8  | Allocation of overheads – Apportionment of Service department costs to production departments – Repeated Distribution method | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Simultaneous equation method – absorption of OH's – Methods of Absorption – Percentage of direct material cost               | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | Simultaneous equation method – absorption of OH's – Methods of Absorption – Percentage of direct material cost               | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Direct Labour Cost – Prime Cost, Direct Labour hour rate and Machine Hour Rate – Problems.                                   | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Direct Labour Cost – Prime Cost, Direct Labour hour rate and Machine Hour Rate – Problems.                                   | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Costing Methods Introduction - Job Costing – Batch Costing – Contract Costing- Process Costing                               | Lecture | <b>BCH402.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Costing Methods Introduction - Job Costing – Batch Costing – Contract Costing- Process Costing                               | Lecture | <b>BCH402.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Costing Methods Introduction - Job Costing – Batch Costing                                                                   | Lecture | <b>BCH402.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Contract Costing- Process Costing                                                                                            | Lecture | <b>BCH402.2.</b> | Mid Term-1, Quiz & End Sem      |

|    |                                                                                                                                        |         |                  |                                             |
|----|----------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
|    |                                                                                                                                        |         |                  | Exam                                        |
| 17 | Contract Costing-<br>Process Costing                                                                                                   | Lecture | <b>BCH402.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 18 | - Job Costing – Batch                                                                                                                  | Lecture | <b>BCH402.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 19 | - Job Costing – Batch<br>Costing –                                                                                                     | Lecture | <b>BCH402.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 20 | Costing Methods<br>Introduction - Contract<br>Costing- Process Costing                                                                 | Lecture | <b>BCH402.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 21 | principles –<br>distinction between<br>Process and Job –<br>Preparation of<br>process accounts                                         | Lecture | <b>BCH402.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 22 | principles –<br>distinction between<br>Process and Job –<br>Preparation of<br>process accounts                                         | Lecture | <b>BCH402.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 23 | treatment of normal loss –<br>abnormal loss – abnormal<br>gain – Joint and By-<br>products. Service costing.                           | Lecture | <b>BCH402.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 24 | treatment of normal loss –<br>abnormal loss – abnormal<br>gain – Joint and By-<br>products. Service costing.                           | Lecture | <b>BCH402.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 25 | Concept of Marginal<br>Costs and Marginal<br>Costing: Assumptions<br>of Marginal Costing;<br>Marginal Costing vs<br>Absorption Costing | Lecture | <b>BCH402.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 26 | Concept of Marginal<br>Costs and Marginal<br>Costing: Assumptions                                                                      | Lecture | <b>BCH402.3.</b> | Mid<br>Term-2,<br>Quiz &                    |

|    |                                                                                                                                        |         |                  |                                             |
|----|----------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
|    | of Marginal Costing;<br>Marginal Costing vs<br>Absorption Costing                                                                      |         |                  | End Sem<br>Exam                             |
| 27 | Concept of Marginal<br>Costs and Marginal<br>Costing: Assumptions<br>of Marginal Costing;<br>Marginal Costing vs<br>Absorption Costing | Lecture | <b>BCH402.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 28 | Concept of Marginal<br>Costs and Marginal<br>Costing: Assumptions<br>of Marginal Costing;<br>Marginal Costing vs<br>Absorption Costing | Lecture | <b>BCH402.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 29 | Advantages and<br>Limitations of<br>Marginal Costing;<br>Break Even Analysis                                                           | Lecture | <b>BCH402.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 30 | Advantages and<br>Limitations of<br>Marginal Costing;<br>Break Even Analysis                                                           | Lecture | <b>BCH402.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 31 | Advantages and<br>Limitations of<br>Marginal Costing;<br>Break Even Analysis                                                           | Lecture | <b>BCH402.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 32 | Break-Even Point, Margin<br>of safety, Angle of<br>Incidence.                                                                          | Lecture | <b>BCH402.3.</b> | Quiz &<br>End Sem<br>Exam                   |
| 33 | Break-Even Point, Margin<br>of safety, Angle of<br>Incidence.                                                                          | Lecture | <b>BCH402.3.</b> | Quiz &<br>End Sem<br>Exam                   |
| 34 | Break-Even Point, Margin<br>of safety, Angle of<br>Incidence.                                                                          | Lecture | <b>BCH402.3.</b> | Quiz &<br>End Sem<br>Exam                   |
| 35 | Break-Even Point, Margin<br>of safety, Angle of<br>Incidence.                                                                          | Lecture | <b>BCH402.3.</b> | Quiz &<br>End Sem<br>Exam                   |
| 36 | Break-Even Point, Margin<br>of safety, Angle of<br>Incidence.                                                                          | Lecture | <b>BCH402.3.</b> | Quiz &<br>End Sem<br>Exam                   |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                              | STATEMENT                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|---------------------------------|--------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                                 |                                                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BC<br/>H4<br/>02.<br/>1.</b> | Able to understand the concept of overhead costing, Procedure for accounting and control of overheads. | <b>3</b>                            | <b>2</b>    | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>     |
| <b>BC<br/>H4<br/>02.<br/>2.</b> | Know the basic functions of Job Costing – Batch Costing – Contract Costing and Service costing.        | <b>3</b>                            | <b>1</b>    | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>2</b>    | <b>2</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>     |
| <b>BC<br/>H4<br/>02.</b>        | Able to reco                                                                                           | <b>1</b>                            | <b>1</b>    | <b>3</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>3</b>    | <b>2</b>     |

[illegible]

## Sample Question Paper

|                                                                                                                                                |             |               |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>Department of Management studies<br/>I MID-SEMESTER (SEM –IV) 2018-19</p>             |             |               |          |           |                |          |
| <p style="text-align: center;">Class: B.Com.(H) IV Semester</p>                                                                                |             |               |          |           |                |          |
| Subject Name:<br>BCH 402 Cost Accounting-II                                                                                                    |             | Time: 2 Hrs   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                 | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,6     | Q 5, 6         |          |
| <p>Student will be able to</p> <p>CO1: List the broad perceptive of Overhead costing.</p> <p>CO2: Apply different types of costing method.</p> |             |               |          |           |                |          |

| CO Map | Question No. | Question                                                         | Marks |
|--------|--------------|------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief about allocation of overheads.                  | 3     |
| CO1    | Q.2a         | What are the essential features of repeated distribution method? | 3     |
|        | Q.2b         | Write a short note on direct labour cost.                        | 3     |
| CO1    | Q.3          | State the significance of preparation of process accounts.       | 6     |
| CO2    | Q.4          | Explain Batch costing.                                           | 3     |
| CO2    | Q.5a         | Elaborate different types of losses in costing.                  | 3     |
|        | Q.5b         | Write short note on treatment of normal loss.                    | 3     |
| CO2    | Q 6          | Evaluating the concept of service costing in India               | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                          |
|------------------|--------------------------|
| Session          | 2018-19                  |
| Course Name      | B. Com (Hons)            |
| Semester         | 4 <sup>th</sup> Semester |
| Subject Code     | BCH402                   |
| Subject Name     | Cost Accounting-II       |
| Attainment Level | Level 3                  |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2018-2019**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                        | BCH 403 | 3   | 1   | 3   | 1   | 3   | 1   | 3   | 2   | 3   | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

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|                                                                                          |
|------------------------------------------------------------------------------------------|
|                                                                                          |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                          |
| <b>AMITY BUSINESS SCHOOL</b>                                                             |
| <b>Course Handout</b>                                                                    |
| Course: MICROECONOMIC THEORY AND APPLICATIONS – IV                                       |
| Course Code : BCH403, Crédits : 03, Session: 2018-19 (Even Sem.), Class : BCOM. 2nd Year |

## A. Introduction:

The objective of the course is to acquaint the student with various market structures within which a firm operates. The Course also deals with long –term decision-making and market efficiency.

**B. Course Outcomes:** At the end of the course, students will be able to:

- 1.BCH403.1.** Able to understand Market for factor inputs.
- 2.BCH403.2.** Know the basic functions of Inter-temporal Analysis and Choice under Uncertainty.
- 3.BCH403.3.** Able to recognize the essential features of General Equilibrium and Welfare Economics

## C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                            | Code     | Weightage % |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                             | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                 |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% | S/V/Q/HA | 10%         |

|                          |                                                        |    |             |
|--------------------------|--------------------------------------------------------|----|-------------|
|                          | includes all types of leaves including medical leaves. |    |             |
| Attendance               | End Semester Examination                               | A  | 5%          |
| End Semester Examination |                                                        | EE | 70%         |
| <b>Total</b>             |                                                        |    | <b>100%</b> |

## E. Syllabus

### Module I: Market for factor Inputs

Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets. Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions. Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency.

### Module II: Inter-temporal Analysis and Choice under Uncertainty

Intertemporal choice – stocks versus flows, present discounted values, capital investment decisions, investment decisions by consumers, determination of interest rates. Risk, preferences towards risk, reducing risk.

### Module- III General Equilibrium and Welfare Economics

Partial and general equilibrium -2x2x2 model of general equilibrium- New Welfare Economics- Compensation criteria of Hicks, Kaldor. -Arrow's impossibility theorem -Sen's theory of welfare -Rawls' welfare concept -Easterlin Paradox

### F. Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### G. Suggested Text/Reference Books:

- Baunol, William J., "Economic Theory and Operations Analysis", Prentice-Hall of India Pvt. Ltd., New Delhi.
- H.L. Ahuja, Microeconomics
- Browning E.K., & J.M. Browning, "Microeconomic Theory and Applications", Kalyani Publishers, New Delhi.
- Gould, J.,P., & E.P Lazer, "Microeconomics Theory", All India Traveller Bookseller, New Delhi

- Lipsey, R.G., and K.A Chrystal, "Principles of Economics", Oxford University Press.
- Maddala G.S., and E.Miller, "Microeconomics: Theory and Applications" McGraw-Hall International.
- Salvatore, D., "Schaum's Outline of Theory and Problems of Microeconomics Theory", McGraw-Hill, International Edition.

## H. Lecture Plan

| Lecture | Topics                                                                                                                                         | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets | Lecture          | <b>BCH403.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets | Lecture          | <b>BCH403.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets | Lecture          | <b>BCH403.1..</b> | Mid Term-1, Quiz & End Sem Exam |

|   |                                                                                                                                                |         |                  |                                 |
|---|------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 4 | Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 5 | Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions.                | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6 | Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions..               | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7 | Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions.                | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8 | Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions..               | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9 | Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency.                          | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                                                       |         |                  |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 10 | Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency. | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency. | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency. | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Intertemporal choice – stocks versus flows, present discounted values, capital investment decisions                   | Lecture | <b>BCH403.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Intertemporal choice – stocks versus flows, present discounted values, capital investment decisions                   | Lecture | <b>BCH403.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Intertemporal choice – stocks versus flows, present discounted values, capital investment decisions                   | Lecture | <b>BCH403.2.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                      |         |                  |                                 |
|----|----------------------------------------------------------------------|---------|------------------|---------------------------------|
| 16 | Risk, preferences towards risk, reducing risk.                       | Lecture | <b>BCH403.2.</b> |                                 |
| 17 | Risk, preferences towards risk, reducing risk.                       | Lecture | <b>BCH403.2.</b> |                                 |
| 18 | Risk, preferences towards risk, reducing risk.                       |         | <b>BCH403.2.</b> |                                 |
| 19 | Risk, preferences towards risk, reducing risk.                       |         | <b>BCH403.2.</b> |                                 |
| 20 | Intertemporal choice – stocks versus flows,                          | Lecture | <b>BCH403.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | present discounted values, capital investment decisions              | Lecture | <b>BCH403.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | present discounted values, capital investment decisions              | Lecture | <b>BCH403.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | present discounted values, capital investment decisions              | Lecture | <b>BCH403.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | present discounted values, capital investment decisions              | Lecture | <b>BCH403.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Partial and general equilibrium - 2x2x2 model of general equilibrium | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Partial and general equilibrium -                                    | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz &              |

|    |                                                                                                      |         |                  |                                 |
|----|------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | 2x2x2 model of general equilibrium                                                                   |         |                  | End Sem Exam                    |
| 27 | Partial and general equilibrium - 2x2x2 model of general equilibrium                                 | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Partial and general equilibrium - 2x2x2 model of general equilibrium                                 | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | New Welfare Economics- Compensation criteria of Hicks, Kaldor                                        | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | New Welfare Economics- Compensation criteria of Hicks, Kaldor                                        | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | New Welfare Economics- Compensation criteria of Hicks, Kaldor                                        | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | New Welfare Economics- Compensation criteria of Hicks, Kaldor                                        | Lecture | <b>BCH403.3.</b> | Quiz & End Sem Exam             |
| 33 | Arrow's impossibility theorem -Sen's theory of welfare<br>-Rawls' welfare concept -Easterlin Paradox | Lecture | <b>BCH403.3.</b> | Quiz & End Sem Exam             |
| 34 | Arrow's impossibility theorem -Sen's theory of welfare                                               | Lecture | <b>BCH403.3.</b> | Quiz & End Sem Exam             |

|    |                                                                                                      |         |                  |                     |
|----|------------------------------------------------------------------------------------------------------|---------|------------------|---------------------|
|    | -Rawls' welfare concept -Easterlin Paradox                                                           |         |                  |                     |
| 35 | Arrow's impossibility theorem -Sen's theory of welfare<br>-Rawls' welfare concept -Easterlin Paradox | Lecture | <b>BCH403.3.</b> | Quiz & End Sem Exam |
| 36 | Arrow's impossibility theorem -Sen's theory of welfare<br>-Rawls' welfare concept -Easterlin Paradox | Lecture | <b>BCH403.3.</b> | Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                   | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|------------------|---------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  |                                             | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BCH403.1.</b> | Able to understand Market for factor inputs | <b>3</b>                            | <b>2</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                                 |                                                                                           |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|-------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>H4<br/>03.<br/>2.</b> | Know the basic functions of Inter-temporal Analysis and Choice under Uncertainty .        | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>H4<br/>03.<br/>3.</b> | Able to recognize the essential features of General Equilibrium and Welfare are Economics | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |

**Sample Question Paper**

|                                                                                                                                    |             |               |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>Department of Management studies<br/>I MID-SEMESTER (SEM –IV) 2018-19</p> |             |               |          |           |                |          |
| Class: B.Com.(H) IV Semester                                                                                                       |             |               |          |           |                |          |
| Subject Name:<br>BCH 403 Microeconomic Theory and Applications – IV                                                                |             | Time: 1.5 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                     | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                   | Q.1,4       | Q.2,3         | Q.4      | Q.5,6     | Q 6            |          |

Student will be able to  
 CO1: List the broad perceptive of Government intervention in factor market.  
 CO2: Apply different Inter-temporal Analysis and Choice under Uncertainty.

| CO Map | Question No. | Question                                             | Marks |
|--------|--------------|------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief the functions of monopolistic.      | 3     |
| CO1    | Q.2a         | What are the essential features of trade unions?     | 3     |
|        | Q.2b         | Write a short note on role of trade unions.          | 3     |
| CO1    | Q.3          | State the significance of risk in business           | 6     |
| CO2    | Q.4          | Explain capital investment decisions.                | 3     |
| CO2    | Q.5a         | Elaborate determinants of interest rates.            | 3     |
|        | Q.5b         | Write short note on reducing risk.                   | 3     |
| CO2    | Q 6          | Evaluating the concept of present discounted values. | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                            |
|------------------|--------------------------------------------|
| Session          | 2018-19                                    |
| Course Name      | B. Com (Hons)                              |
| Semester         | 4 <sup>th</sup> Semester                   |
| Subject Code     | BCH403                                     |
| Subject Name     | Microeconomic Theory and Applications – IV |
| Attainment Level | Level 2                                    |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
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# AMITY UNIVERSITY

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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (H)**

**2018-2019**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

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1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                        | BCH 407 | 3   | 1   | 2   | 1   | 1   | 2   | 1   | 1   | 2   | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                          |
|------------------------------------------------------------------------------------------|
|                                                                                          |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                          |
| <b>AMITY BUSINESS SCHOOL</b>                                                             |
| <b>Course Handout</b>                                                                    |
| <b>Course : AUDITING</b>                                                                 |
| Course Code : BCH407, Crédits : 03, Session :2018-19 (Even Sem.), Class : BCOM. 2nd Year |

## A. Introduction:

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

**B. Course Outcomes:** At the end of the course, students will be able to:

- 1.**BCH407.1.** Able to understand the concept of auditing.
- 2.**BCH407.2.** Know the basic functions of internal check and control.
- 3.**BCH407.3.** Describe the role of auditors.
- 4.**BCH407.4.** Evaluating the concept of audit report.

## C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End                            |                                                                                                                                                                                                               | EE          | 70%                |

|                      |  |  |             |
|----------------------|--|--|-------------|
| Semester Examination |  |  |             |
| <b>Total</b>         |  |  | <b>100%</b> |

## E. Syllabus

### Module I: Introduction to Auditing

Introduction to auditing Introduction – meaning - definition – difference between accountancy and auditing – types of audit –statutory audit, Internal audit, Cost audit, Tax audit and Management audit, advantages of auditing – preparation before commencement of new audit Special areas in Audit/ other thrust areas in audit- Social audit, Environment audit. Efficiency audit

### Module II: Internal Check and Control

Internal check Meaning and objects of internal check – internal control-meaning definition-fundamental Principles-internal check as regards wages, cash sales, cash purchases - Internal control in Computerized Environment, ICQ- Concept and Preparation, Internal check in a departmental stores-internal audit – meaning-importance – advantage and disadvantages.

### Module III: Verification and Valuation

Verification and valuation of assets and liabilities: Meaning and objectives – position of an auditor as regards to the valuation of assets – verification and valuation of different items – assets –fixed assets -goodwill – stock in trade – investments – liabilities – capital – debentures – bills payable sundry creditors – contingent liabilities –

### Module IV: Audit Report

Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form. Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975.

## F. Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## G. Suggested Text/Reference Books:

- TR Sharma, Auditing.
- BN Tandon, Practical Auditing.
- MS Ramaswamy, Principles and Practice of Auditing.
- Dinakar Pagare, Practice of Auditing.

- Kamal Gupta, Practical Auditing.
- P N Reddy & Appannaiah, Auditing.
- Shekar, Auditing.
- Pradeep Kumar, Auditing.

#### H. Lecture Plan

| Lecture | Topics                                                                                                     | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Introduction to auditing Introduction – meaning - definition – difference between accountancy and auditing | Lecture          | <b>BCH407.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction to auditing Introduction – meaning - definition – difference between accountancy and auditing | Lecture          | <b>BCH407.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | types of audit –statutory audit, Internal audit, Cost audit,                                               | Lecture          | <b>BCH407.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | types of audit – statutory audit, Internal audit, Cost audit,                                              | Lecture          | <b>BCH407.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | Tax audit and Management audit, advantages of auditing – preparation before commencement of new audit      | Lecture          | <b>BCH407.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | Special areas in Audit/ other thrust areas in audit- Social audit, Environment audit. Efficiency audit     | Lecture          | <b>BCH407.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 7       | Internal check Meaning and objects of internal check – internal control- meaning definition-               | Lecture          | <b>BCH407.2.</b>  | Mid Term-1, Quiz & End Sem      |

|    |                                                                                                                      |         |                  |                                 |
|----|----------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | fundamental Principles                                                                                               |         |                  | Exam                            |
| 8  | Internal check<br>Meaning and objects of internal check – internal control-meaning definition-fundamental Principles | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Internal check Meaning and objects of internal check – internal control-meaning definition-fundamental Principles    | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | internal check as regards wages, cash sales, cash purchases - Internal control in Computerized Environment           | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | internal check as regards wages, cash sales, cash purchases - Internal control in Computerized Environment           | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | ICQ- Concept and Preparation, Internal check in a departmental stores.                                               | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | ICQ- Concept and Preparation, Internal check in a departmental stores.                                               | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | ICQ- Concept and Preparation, Internal check in a departmental stores.                                               | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | internal audit – meaning-importance – advantage and disadvantages                                                    | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | internal audit – meaning-importance – advantage and disadvantages                                                    | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem      |

|    |                                                                                                                                             |         |                  |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                                                                             |         |                  | Exam                            |
| 17 | internal audit – meaning-importance – advantage and disadvantages                                                                           | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | internal audit – meaning-importance – advantage and disadvantages                                                                           | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Verification and valuation of assets and liabilities: Meaning and objectives - position of an auditor as regards to the valuation of assets | Lecture | <b>BCH407.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Verification and valuation of assets and liabilities: Meaning and objectives - position of an auditor as regards to the valuation of assets | Lecture | <b>BCH407.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | verification and valuation of different items - assets -fixed assets -goodwill                                                              | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | verification and valuation of different items - assets -fixed assets -goodwill                                                              | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | stock in trade – investments – liabilities – capital – debentures                                                                           | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | stock in trade – investments – liabilities – capital – debentures                                                                           | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 25 | bills payable sundry creditors – contingent liabilities                                                                        | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | bills payable sundry creditors – contingent liabilities                                                                        | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975. | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam             |
| 33 | Preparation of clean and qualified audit report with special reference to manufacturing and other                              | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam             |



|    |                                                                                                                                |         |                  |                     |
|----|--------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------|
|    | Companies Audit Report 1975.                                                                                                   |         |                  |                     |
| 34 | Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975. | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam |
| 35 | Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975. | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam |
| 36 | Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975. | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                   | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|------------------|---------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  |                                             | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BCH407.1.</b> | Able to understand the concept of auditing. | <b>2</b>                            | <b>2</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                                 |                                                                              |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>H4<br/>07.<br/>2.</b> | Know<br>the basic<br>functions<br>of<br>internal<br>check<br>and<br>control. | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>H4<br/>07.<br/>3.</b> | Des<br>crib<br>e the<br>role<br>of<br>audi<br>tors.                          | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |
| <b>BC<br/>H4<br/>07.<br/>4.</b> | Eval<br>uati<br>ng the<br>conc<br>ept<br>of<br>audi<br>t<br>repo<br>rt.      | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> |

### Sample question Paper

|                                                                                                                    |                     |                                                              |                 |                  |                       |                 |
|--------------------------------------------------------------------------------------------------------------------|---------------------|--------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>Department of Management studies</b><br><b>I MID-SEMESTER (SEM –IV) 2018-19</b> |                     |                                                              |                 |                  |                       |                 |
| <b>Class: B.Com.(H) IV Semester</b>                                                                                |                     |                                                              |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>BCH 407 Auditing</b>                                                                    |                     | <b>Time: 1.5 Hrs</b>                                         |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                              | <b>Remembering</b>  | <b>Understanding</b>                                         | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                            | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                 | <b>Q.4</b>      | <b>Q.5</b>       | <b>Q. 6</b>           |                 |
| Student will be able to<br>CO1: List the broad perceptive of auditing.<br>CO2: Apply usage of audit report.        |                     |                                                              |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                      | <b>Question No.</b> | <b>Question</b>                                              |                 |                  |                       | <b>Marks</b>    |
| CO1                                                                                                                | Q.1                 | Explain in brief the functions of auditing.                  |                 |                  |                       | 3               |
| CO1                                                                                                                | Q.2a                | What are the essential features of internal check & control? |                 |                  |                       | 3               |
|                                                                                                                    | Q.2b                | Write a short note on environment auditing.                  |                 |                  |                       | 3               |
| CO1                                                                                                                | Q.3                 | State the significance of cost auditing in business          |                 |                  |                       | 6               |
| CO2                                                                                                                | Q.4                 | Explain difference between accountancy and auditing.         |                 |                  |                       | 3               |
| CO2                                                                                                                | Q.5a                | Elaborate special areas in audit.                            |                 |                  |                       | 3               |
|                                                                                                                    | Q.5b                | Write short note on internal control.                        |                 |                  |                       | 3               |
| CO2                                                                                                                | Q 6                 | Evaluating the concept of auditing.                          |                 |                  |                       | 6               |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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## Attainment

|                  |                          |
|------------------|--------------------------|
| Session          | 2018-19                  |
| Course Name      | B. Com (Hons)            |
| Semester         | 4 <sup>th</sup> Semester |
| Subject Code     | BCH407                   |
| Subject Name     | Auditing                 |
| Attainment Level | Level 1                  |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

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*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2018-2019**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well-developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                              | BCL 425 | 3   | 1   | 3   | 1   | 3   | 1   | 3   | 2   | 3   | 2    |



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|                                                                                         |
|-----------------------------------------------------------------------------------------|
|                                                                                         |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                         |
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>Course Handout</b>                                                                   |
| <b>Course: CORPORATE LAWS – II</b>                                                      |
| Course Code : BCL425, Crédits : 03, Session :2018-19(Even Sem.), Class : BCOM. 2nd Year |

## A. Introduction:

To develop an understanding of the regulation of registered companies and to provide thorough understanding of the various provisions of the Indian Company Law

**B. Course Outcomes:** At the end of the course, students will be able to:

- 1.BCL425.1.** Able to understand the concept of Company Meetings-kinds, Conduction of a valid meeting.
- 2.BCL425.2.** Know about the Dividends and Rules regarding unpaid or unclaimed dividend.
- 3.BCL425.3.** Able to recognize the essential features of auditing, Auditors' power planning, process and types of plans
- 4.BCH425.4.** Evaluate the role of official Liquidator and implementation of Corporate Governance.

## C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

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**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

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**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                     | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                             | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                 |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% | S/V/Q/HA    | 10%                |



|                          |                                                        |    |             |
|--------------------------|--------------------------------------------------------|----|-------------|
|                          | includes all types of leaves including medical leaves. |    |             |
| Attendance               | End Semester Examination                               | A  | 5%          |
| End Semester Examination |                                                        | EE | 70%         |
| <b>Total</b>             |                                                        |    | <b>100%</b> |

## E. Syllabus

### Module I: Company Meetings

Company Meetings-kinds, Conduction of a valid meeting, quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting.

### Module II: Dividends

Dividends - Dividend to Equity & Preference shareholders, Rules regarding dividends, Declaration of Dividend out of Reserves, Rules regarding unpaid or unclaimed dividend

### Module III: Auditing

Audit of Limited Companies-Company Auditor-appointment, powers, duties & liabilities, auditor's report.

### Module IV: Winding up of Company & Corporate Governance

Types of winding up, Grounds for winding up by court, Appointment, Duties & Powers of official Liquidator, Manner of voluntary winding up, Consequences & types of voluntary winding up, role and importance of corporate governance.

## F. Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## G. Suggested Text/Reference Books:

- M.C. Shukla & Gulshan: Principles of Company Law.
- N.D. Kapoor: Company Law and Secretarial Practice.
- M.C. Bhandari: Guide to Company Law Procedures.
- Tuteja: Company Administration and Meetings.
- S.C. Kuchehal: Company Law and Secretarial Practice.
- Dr. P.N. Reddy and H.R. Appanaiah: Essentials of Company Law and Secretarial Practice, Himalaya Publishers.

## H. Lecture Plan

| Lecture | Topics                                                                                                 | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Company Meetings-kinds, Conduction of a valid meeting                                                  | Lecture          | <b>BCL425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Company Meetings-kinds, Conduction of a valid meeting                                                  | Lecture          | <b>BCL425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | Company Meetings-kinds, Conduction of a valid meeting                                                  | Lecture          | <b>BCH425.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Company Meetings-kinds, Conduction of a valid meeting</i>                                           | Lecture          | <b>BCL425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | Company Meetings-kinds, Conduction of a valid meeting                                                  | Lecture          | <b>BCL425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting. | Lecture          | <b>BCH425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 7       | quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting. | Lecture          | <b>BCH425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 8       | quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting. | Lecture          | <b>BCH425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                        |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 9  | quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting. | Lecture | <b>BCH425.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | Dividends - Dividend to Equity & Preference shareholders                                               | Lecture | <b>BCH425.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Dividends - Dividend to Equity & Preference shareholders                                               | Lecture | <b>BCH425.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Dividends - Dividend to Equity & Preference shareholders                                               | Lecture | <b>BCH425.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Dividends - Dividend to Equity & Preference shareholders                                               | Lecture | <b>BCH425.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Rules regarding dividends, Declaration of Dividend out of Reserves                                     | Lecture | <b>BCH425.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Rules regarding dividends, Declaration of Dividend out of Reserves                                     |         | <b>BCH425.2.</b> |                                 |
| 16 | Rules regarding dividends, Declaration of Dividend out of Reserves                                     |         | <b>BCH425.2.</b> |                                 |
| 17 | Rules regarding unpaid or unclaimed dividend                                                           |         | <b>BCH425.2.</b> |                                 |
| 18 | Rules regarding unpaid or unclaimed dividend                                                           |         | <b>BCH425.2.</b> |                                 |
| 19 | Audit of Limited Companies                                                                             | Lecture | <b>BCH425.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Audit of Limited Companies                                                                             | Lecture | <b>BCH425.3.</b> | Mid Term-1,                     |

|    |                                                                               |         |                  |                                             |
|----|-------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
|    |                                                                               |         |                  | Quiz &<br>End Sem<br>Exam                   |
| 21 | Audit of Limited<br>Companies                                                 | Lecture | <b>BCH425.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 22 | Company Auditor-<br>appointment,<br>powers                                    | Lecture | <b>BCH425.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 23 | Company Auditor-<br>appointment, powers                                       | Lecture | <b>BCH425.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 24 | Company Auditor-<br>appointment,<br>powers                                    | Lecture | <b>BCH425.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 25 | duties & liabilities,<br>auditor's report                                     | Lecture | <b>BCH425.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 26 | duties & liabilities,<br>auditor's report                                     | Lecture | <b>BCH425.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 27 | duties & liabilities,<br>auditor's report                                     | Lecture | <b>BCH425.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 28 | Types of winding<br>up, Grounds for<br>winding up by<br>court,<br>Appointment | Lecture | <b>BCH425.4.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 29 | Types of winding<br>up, Grounds for<br>winding up by<br>court,                | Lecture | <b>BCH425.4.</b> | Mid<br>Term-2,<br>Quiz &                    |

|    |                                                                         |         |                  |                                 |
|----|-------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | Appointment                                                             |         |                  | End Sem Exam                    |
| 30 | Types of winding up, Grounds for winding up by court, Appointment       | Lecture | <b>BCH425.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Duties & Powers of official Liquidator , Manner of voluntary winding up | Lecture | <b>BCH425.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Duties & Powers of official Liquidator , Manner of voluntary winding up | Lecture | <b>BCH425.4.</b> | Quiz & End Sem Exam             |
| 33 | Duties & Powers of official Liquidator , Manner of voluntary winding up | Lecture | <b>BCH425.4.</b> | Quiz & End Sem Exam             |
| 34 | Consequences & types of voluntary winding up                            | Lecture | <b>BCH425.4.</b> | Quiz & End Sem Exam             |
| 35 | role and importance of corporate governance.                            | Lecture | <b>BCH425.4.</b> | Quiz & End Sem Exam             |
| 36 | role and importance of corporate governance.                            | Lecture | <b>BCH425.4.</b> | Quiz & End Sem Exam             |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                  | STATEMENT                             | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|---------------------|---------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                     |                                       | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BC L4 25. 1.</b> | Able to understand the concept of Com | <b>3</b>                            | <b>2</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                                 |                                                                                                                                                                                      |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                                 | pany<br>Meeti<br>ngs-<br>kinds<br>,<br>Cond<br>uctio<br>n of a<br>valid<br>meeti<br>ng.                                                                                              |          |          |          |          |          |          |          |          |          |          |
| <b>BC<br/>L4<br/>25.<br/>2.</b> | Know<br>about the<br>Dividends<br>and Rules<br>regarding<br>unpaid or<br>unclaimed<br>dividend.                                                                                      | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>L4<br/>25.<br/>3.</b> | Able<br>to<br>recog<br>nize<br>the<br>essen<br>tial<br>featur<br>es of<br>auditi<br>ng,<br>Audit<br>ors'<br>powe<br>r<br>plann<br>ing,<br>proce<br>ss<br>and<br>types<br>of<br>plans | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |

|                     |                                                                                       |          |          |          |          |          |          |          |          |          |          |
|---------------------|---------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC L4 25. 4.</b> | Evaluate the role of official Liquidator and implementation of Corporate Governance . | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |
|---------------------|---------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|

**Sample question Paper**

|                                                                                                                                                                 |              |                                                    |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –IV) 2018-19                                                                   |              |                                                    |          |           |                |          |
| Class: B.Com.(H) I Semester                                                                                                                                     |              |                                                    |          |           |                |          |
| Subject Name:<br>BCL 425 Corporate Laws - II                                                                                                                    |              | Time: 1.5 Hrs                                      |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                  | Remembering  | Understanding                                      | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                | Q.1,4        | Q.2,3                                              | Q.4      | Q.5       | Q 6            |          |
| Student will be able to<br>CO1: List the broad perceptive of Corporate Laws.<br>CO2: Apply different Rules regarding dividends on equity and preference shares. |              |                                                    |          |           |                |          |
| CO Map                                                                                                                                                          | Question No. | Question                                           |          |           |                | Marks    |
| CO1                                                                                                                                                             | Q.1          | Explain in brief the functions of Company meetings |          |           |                | 3        |
| CO1                                                                                                                                                             | Q.2a         | What are the essential features of e-voting?       |          |           |                | 3        |
|                                                                                                                                                                 | Q.2b         | Write a short note on Postal ballots.              |          |           |                | 3        |

|     |      |                                                                             |   |
|-----|------|-----------------------------------------------------------------------------|---|
| CO1 | Q.3  | State the significance of postal ballot, meeting through video conferencing | 6 |
| CO2 | Q.4  | Explain quorum voting.                                                      | 3 |
| CO2 | Q.5a | Elaborate different theories of minutes.                                    | 3 |
|     | Q.5b | Write a short note on Dividends.                                            | 3 |
| CO2 | Q 6  | Evaluating the concept of Dividend to Equity & Preference shareholders.     | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                          |
|------------------|--------------------------|
| Session          | 2018-19                  |
| Course Name      | B. Com (Hons)            |
| Semester         | 4 <sup>th</sup> Semester |
| Subject Code     | BCL425                   |
| Subject Name     | Corporate Laws – II      |
| Attainment Level | Level 1                  |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2018-2019**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                              | BCL 426 | 3   | 1   | 1   | 1   | 2   | 2   | 1   | 2   | 2   | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |
|-----------------------------------------------------------------------------------------|
|                                                                                         |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                         |
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>Course Handout</b>                                                                   |
| <b>Course : INCOME TAX LAW AND PRACTICE – II</b>                                        |
| Course Code : BCL426, Crédits : 04, Session :2018-19(Even Sem.), Class : BCOM. 2nd Year |

## A. Introduction:

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

## B. Course Outcomes: At the end of the course, students will be able to:

- 1.**BCL426.1.** Able to understand the concept of Profits & Gains of Business & Profession.
- 2.**BCL426.2.** Know the basic functions of Income from Capital Gains
- 3.**BCL426.3.** Able to recognize the essential sources and features of Income from other sources
- 4.**BCL426.4.** Able to understand the concept of advance payment of Tax.
- 5.**BCL426.5.** Evaluating the concept of Goods and Services Tax (GST)

## C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                     | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                             | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                 |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% | S/V/Q/HA    | 10%                |

|                          |                                                        |    |             |
|--------------------------|--------------------------------------------------------|----|-------------|
|                          | includes all types of leaves including medical leaves. |    |             |
| Attendance               | End Semester Examination                               | A  | 5%          |
| End Semester Examination |                                                        | EE | 70%         |
| <b>Total</b>             |                                                        |    | <b>100%</b> |

## E. Syllabus

### Module I: Profits & Gains of Business & Profession

Profits & Gains of Business & Profession - Introduction, Basic Principles, Basic Principles, Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems.

### Module II: Income from Capital Gains

Income from Capital Gains- Introduction, Meaning & types of capital assets, Computation of Capital Gains, Exemptions, Problems.

### Module III: Income from other sources

Income from other sources including receipt without consideration, winnings from lotteries, cross word puzzles ,horse races and card games etc, computation of interest on securities and dividend and permissible deductions from income from other sources .  
Permissible deductions from gross total income,(Under section 80C to 80U)

### Module IV Set-Off & Carry Forward of Losses and Assessment of Individuals

Set off carry forward losses, assessment of individuals- Advance payment of tax. Income tax authorities. Appeal, revision and penalties

### Module V: Introduction to Goods and Services Tax (GST)

Meaning, scope and significance of GST; principles of subsumption and taxes subsumed; classification of goods and services and GST rates. Basic terminologies- CGST/SGST, IGST. Input Tax Credit, Transitional Provisions, Electronic Commerce, HSN Code

## F. Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## G. Suggested Text/Reference Books:

- Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
- B.B. Lal: Direct Taxes, Konark Publisher (P) Ltd.
- Bhagwathi Prasad: Direct Taxes – Law and Practice, Wishwa Prakashana.
- Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.

- Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.
- Gaur & Narang: Income Tax.
- Girish Ahuja and Ravi Gupta, Direct Tax Law – Theory & Practice, Bharat Law House, New Delhi
- Abhishek Rastogi: Professionals guide to GST Ideation to reality (2017)
- Rakesh Garg & Sandeep Garg, HSN code wise GST Tariff, Bloomsbury India Professional (July 2017)

#### H. Lecture Plan

| Lecture | Topics                                            | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|---------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Profits & Gains of Business & Profession          | Lecture          | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Profits & Gains of Business & Profession          | Lecture          | <b>BCL426.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 3       | Profits & Gains of Business & Profession          | Lecture          | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 4       | Profits & Gains of Business & Profession          | Lecture          | <b>BCL426.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 5       | Introduction, Basic Principles, Basic Principles, | Lecture          | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | Introduction, Basic Principles, Basic Principles, | Lecture          | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 7       | Introduction, Basic Principles, Basic Principles, | Lecture          | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                 |         |                   |                                 |
|----|-----------------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
| 8  | Introduction, Basic Principles, Basic Principles,                                                               | Lecture | <b>BCL426.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems. | Lecture | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 10 | Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems. | Lecture | <b>BCL426.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems. | Lecture | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 12 | Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems. | Lecture | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 13 | Income from Capital Gains- Introduction                                                                         | Lecture | <b>BCL426.2.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 14 | Income from Capital Gains- Introduction                                                                         | Lecture | <b>BCL426.2.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 15 | Income from Capital Gains- Introduction                                                                         | Lecture | <b>BCL426.2.</b>  | Mid Term-1, Quiz & End Sem      |



|    |                                                     |         |                  |                                 |
|----|-----------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                     |         |                  | Exam                            |
| 16 | Meaning & types of capital assets                   | Lecture | <b>BCL426.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Meaning & types of capital assets                   | Lecture | <b>BCL426.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | Meaning & types of capital assets                   | Lecture | <b>BCL426.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Meaning & types of capital assets                   | Lecture | <b>BCL426.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Computation of Capital Gains, Exemptions, Problems. | Lecture | <b>BCL426.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Computation of Capital Gains, Exemptions, Problems. | Lecture | <b>BCL426.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Computation of Capital Gains, Exemptions, Problems. | Lecture | <b>BCL426.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Computation of Capital Gains, Exemptions, Problems. | Lecture | <b>BCL426.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Computation of Capital Gains, Exemptions, Problems. | Lecture | <b>BCL426.2.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                              |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 25 | Income from other sources including receipt without consideration                                            | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Income from other sources including receipt without consideration                                            | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Income from other sources including receipt without consideration                                            | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | winnings from lotteries, cross word puzzles ,horse races and card games etc                                  | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | winnings from lotteries, cross word puzzles ,horse races and card games etc                                  | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | winnings from lotteries, cross word puzzles ,horse races and card games etc                                  | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | winnings from lotteries, cross word puzzles ,horse races and card games etc                                  | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | computation of interest on securities and dividend and permissible deductions from income from other sources | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | computation of interest on securities and dividend and permissible deductions from                           | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                      |         |                  |                                 |
|----|--------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | income from other sources                                                            |         |                  |                                 |
| 34 | Permissible deductions from gross total income, (Under section 80C to 80U)           | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | Permissible deductions from gross total income, (Under section 80C to 80U)           | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | Set off carry forward losses, assessment of individuals- Advance payment of tax.     | Lecture | <b>BCL426.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | Set off carry forward losses, assessment of individuals- Advance payment of tax.     | Lecture | <b>BCL426.4.</b> | Quiz & End Sem Exam             |
| 38 | Set off carry forward losses, assessment of individuals- Advance payment of tax.     | Lecture | <b>BCL426.4.</b> | Quiz & End Sem Exam             |
| 39 | Income tax authorities. Appeal, revision and penalties                               | Lecture | <b>BCL426.4.</b> | Quiz & End Sem Exam             |
| 40 | Income tax authorities. Appeal, revision and penalties                               | Lecture | <b>BCL426.4.</b> | Quiz & End Sem Exam             |
| 41 | Meaning, scope and significance of GST; principles of subsumation and taxes subsumed | Lecture | <b>BCL426.4.</b> | Quiz & End Sem Exam             |
| 42 | Meaning, scope and significance of GST; principles of subsumation and taxes subsumed | Lecture | <b>BCL426.4.</b> | Quiz & End Sem Exam             |
| 43 | classification of goods and services and GST rates                                   | Lecture | <b>BCL426.5.</b> | Quiz & End Sem Exam             |
| 44 | classification of goods and services and GST rates                                   | Lecture | <b>BCL426.5.</b> | Quiz & End Sem Exam             |

|    |                                                                                                                |         |                  |                     |
|----|----------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------|
| 45 | classification of goods and services and GST rates                                                             | Lecture | <b>BCL426.5.</b> | Quiz & End Sem Exam |
| 46 | Basic terminologies- CGST/SGST, IGST. Input Tax Credit, Transitional Provisions, Electronic Commerce, HSN Code | Lecture | <b>BCL426.5.</b> | Quiz & End Sem Exam |
| 47 | Basic terminologies- CGST/SGST, IGST. Input Tax Credit, Transitional Provisions, Electronic Commerce, HSN Code | Lecture | <b>BCL426.5.</b> | Quiz & End Sem Exam |
| 48 | Basic terminologies- CGST/SGST, IGST. Input Tax Credit, Transitional Provisions, Electronic Commerce, HSN Code | Lecture | <b>BCL426.5.</b> | Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                  | STATEMENT                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|---------------------|-----------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                     |                                                                             | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BC L4 26. 1.</b> | Able to understand the concept of Profits & Gains of Business & Profession. | <b>3</b>                            | <b>2</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                                 |                                                                                   |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|-----------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>L4<br/>26.<br/>2.</b> | Know the basic functions of Income from Capital Gains                             | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>L4<br/>26.<br/>3.</b> | Able to recognize the essential sources and features of Income from other sources | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |
| <b>BC<br/>L4<br/>26.<br/>4.</b> | Able to understand the concept of advance payment of Tax.                         | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> |
| <b>BC<br/>L4<br/>26.<br/>5.</b> | Evaluating the concept of Goods and Services Tax (GST).                           | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> |

**Sample Question Paper**

|                                                                                               |
|-----------------------------------------------------------------------------------------------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –IV) 2018-19 |
| Class: B.Com.(H) 4 Semester                                                                   |

|                                                                                                                                               |              |                                                                 |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|----------|-----------|----------------|----------|
| Subject Name:<br>BCL 426 : Income Tax Law And<br>Practice – II                                                                                |              | Time: 1.5 Hrs                                                   |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                       | Remembering  | Understanding                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                           | Q.1,4        | Q.2,3                                                           | Q.4      | Q.5       | Q 6            |          |
| Student will be able to<br>CO1: Understand profit and gains of Business & Profession.<br>CO2: Apply the concept of income from capital gains. |              |                                                                 |          |           |                |          |
| CO Map                                                                                                                                        | Question No. | Question                                                        |          |           |                | Marks    |
| CO1                                                                                                                                           | Q.1          | Explain in brief about the profit and loss of a business firms. |          |           |                | 3        |
| CO1                                                                                                                                           | Q.2a         | What do you mean by Computation of Taxable profits of Business? |          |           |                | 3        |
|                                                                                                                                               | Q.2b         | Write a short note on income from other sources.                |          |           |                | 3        |
| CO1                                                                                                                                           | Q.3          | State the significance of income from capital gains.            |          |           |                | 6        |
| CO2                                                                                                                                           | Q.4          | Explain types of capital assets.                                |          |           |                | 3        |
| CO2                                                                                                                                           | Q.5a         | Elaborate different theories of capital gains.                  |          |           |                | 3        |
|                                                                                                                                               | Q.5b         | Write short note on computation of capital gains.               |          |           |                | 3        |
| CO2                                                                                                                                           | Q 6          | Evaluating the concept of capital gains problems.               |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                |
|------------------|------------------------------------------------|
| Session          | 2018-19                                        |
| Course Name      | B. Com (Hons)                                  |
| Semester         | 4 <sup>th</sup> Semester                       |
| Subject Code     | BCL426                                         |
| Subject Name     | Income Tax Law and Practice – II               |
| Attainment Level | 50% of the students secure more than 60% marks |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Co

Year

## PROGRAMME OUTCOMES

### **Bachelor of Commerce**

**2018-2019**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens,



establishing the importance of ethical conduct in business at national and international levels.

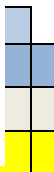
| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| V SEM                            | BBM 501 | 1   | " " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " "   |



# AMITY UNIVERSITY

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|                                                                                       |
|---------------------------------------------------------------------------------------|
| <b>Course Handout</b>                                                                 |
| Course : Operations Research                                                          |
| Course Code: BBM 501, Credits : 03, Session :2018-19 (Odd Sem.), Class: BCOM 3rd Year |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BBM 501.1** Understand basic concepts of Operations Research
- BBM 501.2** Analyse Linear Programming
- BBM 501.3** Apply Transportation Problem
- BBM 501.4** Apply Assignment Problem
- BBM 501.5** Examine Game Theory
- BBM 501.6** Interpret Queuing & Simulation.

**Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify,

formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                           | Code     | Weightage % |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                            | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical | A        | 5%          |

|                          |                          |    |             |
|--------------------------|--------------------------|----|-------------|
|                          | leaves.                  |    |             |
| End Semester Examination | End Semester Examination | EE | 70%         |
| <b>Total</b>             |                          |    | <b>100%</b> |
|                          |                          |    |             |

## A. Syllabus

### Module I: Introduction

Introduction to Operations Research, Definition, scope and limitations of Operations Research

### Module II: Linear Programming

Linear Programming – Basic Concepts, Model formulation; Solution methods – Graphical Solution method, Simplex method (problems involving only upto 3 constraints and of inequality <), Application of LPP in business decision making.

### Module III: Transportation Problem

Transportation problem- Initial Basic feasible solution (North West corner rule, Vogel's approximation method), Test for optimality (The Modified Distribution (MODI) method)

### Module IV: Assignment Problem

Assignment Problem – Introduction, Approach of the Assignment model, Solution Methods (Hungarian method)

### Module V: Game Theory

Game Theory- Concept and definition; Solution methods of Pure Strategy games (with saddle point), Significance of Game Theory.

### Module VI: Queuing & Simulation

Introduction, Elementary queuing system, Introduction to Single – channel queuing model (with Poisson arrivals and Exponential service times), (no numerical); Introduction to Simulation, applications, advantages and drawbacks of simulation, Introduction to Monte – Carlo Simulation, Role of computers in Simulation

### Examination Scheme:

| Components    | A | C<br>T | C/HS/Q | E<br>E |
|---------------|---|--------|--------|--------|
| Weightage (%) | 5 | 15     | 5      | 70     |

### Text & References:

#### Text:

- Kapoor V K, Operations Research (Techniques for Management), Seventh edition, Sultan Chand & Sons.

#### References:

- Sharma J K, Operations Research (Theory & Practices), Second edition, Macmillan India Ltd.
- Hamdy A Taha, Operations Research, Seventh edition, Prentice Hall India
- Kothari C R, An introduction to Operations Research, Third edition, Vikas Publishing House

## Lecture Plan

| Lecture | Topics                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|-------------------------------------|------------------|------------------|----------------------------------|
| 1       | Introduction to Operations Research | Lecture          | BBM 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Definition of operation research    | Lecture          | BBM 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Scope of operation research         | Lecture          | BBM 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Limitations of Operations Research  | Lecture          | BBM 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Limitations of Operations Research  | Lecture          | BBM 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Linear Programming – Basic Concepts | Lecture          | BBM 501.2.       | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Model formulation                   | Lecture          | BBM 501.2        | Mid Term-1, Quiz & End Sem. Exam |
| 10      | Solution methods                    | Lecture          | BBM 501.2        | Mid Term-1, Quiz & End Sem. Exam |
| 11      | Graphical Solution method           | Lecture          | BBM 501.2        | Mid Term-1, Quiz & End Sem. Exam |
| 12      | Graphical Solution method           | Lecture          | BBM 501.2        | Mid Term-1, Quiz & End Sem. Exam |
| 13      | Simplex method                      | Lecture          | BBM 501.2        | Mid Term-1, Quiz & End Sem.      |

|    |                                                               |         |           |                                  |
|----|---------------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                               |         |           | Exam                             |
| 14 | Simplex method                                                | Lecture | BBM 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Application of LPP in business decision making.               | Lecture | BBM 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Application of LPP in business decision making.               | Lecture | BBM 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Application of LPP in business decision making.               | Lecture | BBM 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Application of LPP in business decision making.               | Lecture | BBM 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Transportation problem                                        | Lecture | BBM 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 20 | Initial Basic feasible solution                               | Lecture | BBM 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 21 | North West corner rule                                        | Lecture | BBM 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | North West corner rule                                        | Lecture | BBM 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Vogel's approximation method                                  | Lecture | BBM 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Test for optimality (The Modified Distribution (MODI) method) | Lecture | BBM 501.3 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                                             |         |           |                                  |
|----|-------------------------------------------------------------|---------|-----------|----------------------------------|
| 25 | Assignment Problem – Introduction                           | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Assignment Problem – Introduction                           | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Approach of the Assignment model                            | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | Approach of the Assignment model                            | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Solution Methods (Hungarian method)                         | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Solution Methods (Hungarian method)                         | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Solution Methods (Hungarian method)                         | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Solution Methods (Hungarian method)                         | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Game Theory- Concept and definition                         | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Game Theory- Concept and definition                         | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Solution methods of Pure Strategy games (with saddle point) | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Solution methods of Pure Strategy games (with               | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                                                                                       |         |           |                                  |
|----|-------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | saddle point)                                                                                         |         |           |                                  |
| 37 | Solution methods of Pure Strategy games (with saddle point)                                           | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 38 | Significance of Game Theory.                                                                          | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 39 | Significance of Game Theory.                                                                          | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 40 | Significance of Game Theory.                                                                          | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 41 | Introduction                                                                                          | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 42 | Elementary queuing system                                                                             | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 43 | Introduction to Single – channel queuing model (with Poisson arrivals and Exponential service times), | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 44 | Introduction to Single – channel queuing model - (no numerical)                                       | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 45 | Introduction to Single – channel queuing model - (no numerical)                                       | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 46 | Introduction to Simulation                                                                            | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 47 | Introduction to Simulation, applications, advantages and drawbacks of simulation                      | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem. Exam |



|    |                                                                           |         |           |                                  |
|----|---------------------------------------------------------------------------|---------|-----------|----------------------------------|
| 48 | Introduction to Monte – Carlo Simulation, Role of computers in Simulation | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem. Exam |
|----|---------------------------------------------------------------------------|---------|-----------|----------------------------------|

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|-----------|--------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|           |                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BBM 501.1 | Understand basic concepts of Operations Research | “<br>-<br>“                         | “<br>”<br>” | “<br>”<br>” | ”<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>”  |  |  |
| BBM 501.2 | Analyse Linear Programming                       | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  |  |  |
| BBM 501.3 | Apply Transportation Problem                     | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  |  |  |
| BBM 501.4 | Apply Assignment Problem                         | “<br>”<br>”                         | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  |  |  |
| BBM 501.5 | Examine Game Theory                              | “<br>”<br>”                         | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  |  |  |
| BBM 501.6 | Interpret Queuing & Simulation                   | “<br>”<br>”                         | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  |  |  |

## Sample Question Paper

|                                                                                                                                                                              |              |                                                                |          |           |                       |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------|----------|-----------|-----------------------|----------|
| <b>Amity Business School</b><br><b>MID-SEMESTER (SEM –V) 2018-19</b>                                                                                                         |              |                                                                |          |           |                       |          |
| <b>Class: B Com (Honours) V Semester</b>                                                                                                                                     |              |                                                                |          |           |                       |          |
| <b>Subject Name:</b><br><b>BBM 501 OPERATIONS RESEARCH</b>                                                                                                                   |              | <b>Time: 1.5 Hours</b>                                         |          |           | <b>Max. Marks: 30</b> |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                               | Remembering  | Understanding                                                  | Applying | Analyzing | Evaluating            | Creating |
| Question Mapping                                                                                                                                                             | Q.1,4        | Q.2,3                                                          | Q.4      | Q.2,5,6   |                       |          |
| Student will be able to<br>CO1: Understand set theory and functions in Business and Economics Limits.<br>CO2: Analyze Basic Counting Principle, Permutation and Combinations |              |                                                                |          |           |                       |          |
| CO Map                                                                                                                                                                       | Question No. | Question                                                       |          |           |                       | Marks    |
| CO1                                                                                                                                                                          | Q.1          | Explain in brief the rational for studying Operations Research |          |           |                       | 3        |
| CO1                                                                                                                                                                          | Q.2a         | Explain Linear Programming                                     |          |           |                       | 3        |
|                                                                                                                                                                              | Q.2b         | Explain Simplex Methods                                        |          |           |                       | 3        |
| CO2                                                                                                                                                                          | Q.3          | Discuss Transportation Problem                                 |          |           |                       | 6        |
| CO2                                                                                                                                                                          | Q.4          | What is binomial coefficient                                   |          |           |                       | 3        |
| CO2                                                                                                                                                                          | Q.5a         | Explain factorial notation                                     |          |           |                       | 3        |
|                                                                                                                                                                              | Q.5b         | Differentiate between permutation and combination              |          |           |                       | 3        |
| CO2                                                                                                                                                                          | Q 6          | Explain series and sequence                                    |          |           |                       | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                          |
|------------------|--------------------------|
| Session          | 2018-19                  |
| Course Name      | B. Com (Hons)            |
| Semester         | 5 <sup>th</sup> Semester |
| Subject Code     | BBM501                   |
| Subject Name     | Operations Research      |
| Attainment Level | Level 1                  |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Cc

Year

## PROGRAMME OUTCOMES

### **Bachelor of Commerce**

**2018-2019**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to

understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |         |     |       |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-------|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2   | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| V SEM                            | BCH 501 | 1   | " _ " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " _ " |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Course Handout

Course : Management Accounting-I

Course Code : BCH 501, Credits : 03, Session :2018- 19 (Odd Sem.), Class : BCOM 3rd Year

**Introduction:** The objective of this course is to orient the students towards the basic concepts of Management Accounting and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH 501.1** Understand basic concepts of Management Accounting

**BCH 501.2** Analyse and Interpret Financial Statements

**BCH 501.3** Apply Ratio Analysis

**BCH 501.4** Examine Funds Flow Analysis

### Program Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

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critically and independently translating into a well developed personal value system

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**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

#### A. Syllabus

##### Course Contents:

**Module I: Management Accounting**

Nature & Scope: Meaning and Definition - Objectives of Management Accounting - Management Accounting and Financial Accounting - Management Accounting and Cost Accounting - Utility of Management Accounting - Limitations of Management Accounting - Position of Management Accountant in the Organisation.

**Module II: Analysis and Interpretation of Financial Statements - I**

Concept of Financial Statements and their Nature - Limitations of Financial Statements - Analysis and Interpretation - Tools - Comparative Financial Statements - Common size Statements - Trend Percentages

**Module III: Analysis and Interpretation of Financial Statements - II**

Ratio Analysis - Nature and Interpretation - Utility and Limitations of Ratios - Short-term Financial Ratios - Long-term Financial Ratios - Profitability Ratios - Proprietary and Yield Ratios - Turnover Ratios - DUPONT Control Chart

**Module IV: Funds Flow Analysis**

Concept of Funds - Sources and Uses of Funds - Concept of Flow - Funds Flow Statement - Managerial Uses of Funds Flow Analysis - Construction of Funds Flow Statements

**Practical:**

Use of various software packages to obtain different Management Accounting outputs like:  
(i) Fund Flow Statement, (ii) Ratio Analysis

**Examination Scheme:**

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

**Text & References:**

- Dr. S.N. Maheswari , Management Accounting
- Sexana, Management Accounting
- Made Gowda, Management Accounting
- Dr. S.N. Goyal and Manmohan, Management Accounting
- B.S. Raman, Management Accounting
- R.S.N. Pillai and Bagavathi, Management Accounting
- Sharma and Gupta, Management Accounting
- J. Batty, Management Accounting
- Foster, Financial Statement Analysis, Pearson.
- PN Reddy & Appanaiah, Essentials of Management Accounting.



## Lecture Plan

| Lecture | Topics                                                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|-----------------------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Nature & Scope of Management Accounting                                     | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Meaning and Definition of Management Accounting                             | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Objectives of Management Accounting                                         | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Management Accounting and Financial Accounting                              | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Management Accounting and Financial Accounting                              | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Management Accounting and Cost Accounting                                   | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Management Accounting and Cost Accounting                                   | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | Utility of Management Accounting                                            | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Limitations of Management Accounting - Position of Management Accountant in | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                  |         |           |                                  |
|----|--------------------------------------------------|---------|-----------|----------------------------------|
|    | the Organisation                                 |         |           |                                  |
| 12 | Concept of Financial Statements and their Nature | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Concept of Financial Statements and their Nature | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Limitations of Financial Statements              | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Limitations of Financial Statements              | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Analysis and Interpretation - Tools              | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Comparative Financial Statements                 | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Common size Statements, Trend Percentages        | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Ratio Analysis                                   | Lecture | BCH 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 20 | Nature and Interpretation                        | Lecture | BCH 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 21 | Utility and Limitations of Ratios                | Lecture | BCH 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Utility and Limitations of Ratios                | Lecture | BCH 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Short-term Financial Ratios                      | Lecture | BCH 501.3 | Mid Term-2, Quiz &               |

|    |                                              |         |           |                                            |
|----|----------------------------------------------|---------|-----------|--------------------------------------------|
|    |                                              |         |           | End Sem.<br>Exam                           |
| 24 | - Long-term<br>Financial Ratios              | Lecture | BCH 501.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 25 | Profitability<br>Ratios                      | Lecture | BCH 501.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 26 | Proprietary and<br>Yield Ratios -            | Lecture | BCH 501.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 27 | Turnover Ratios<br>- DUPONT<br>Control Chart | Lecture | BCH 501.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 28 | Concept of funds                             | Lecture | BCH 501.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 29 | Sources and<br>Uses of Funds                 | Lecture | BCH 501.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 30 | Sources and<br>Uses of Funds                 | Lecture | BCH 501.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 31 | Concept of Flow                              | Lecture | BCH 501.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 32 | - Funds Flow<br>Statement -                  | Lecture | BCH 501.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 33 | - Funds Flow<br>Statement -                  | Lecture | BCH 501.5 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 34 | Managerial Uses<br>of Funds Flow<br>Analysis | Lecture | BCH 501.5 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 35 | Managerial Uses<br>of Funds Flow<br>Analysis | Lecture | BCH 501.5 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |

|    |                                       |         |           |                                  |
|----|---------------------------------------|---------|-----------|----------------------------------|
| 36 | Construction of Funds Flow Statements | Lecture | BCH 501.5 | Mid Term-2, Quiz & End Sem. Exam |
|----|---------------------------------------|---------|-----------|----------------------------------|

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                          | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|-----------|----------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|           |                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BCH 501.1 | Understand basic concepts of Management Accounting | 1                                   | "<br>"      | "<br>"      | "<br>"      | "<br>"      | 2           | "<br>"      | "<br>"      | 2           | "<br>"       |  |  |
| BCH 501.2 | Analyse and Interpret Financial Statements         | 3                                   | 3           | 3           | 3           | 3           | 2           | "<br>"      | "<br>"      | 1           | "<br>"       |  |  |
| BCH 501.3 | Apply Ratio Analysis                               | 3                                   | 3           | 3           | 3           | 3           | 2           | "<br>"      | "<br>"      | 1           | "<br>"       |  |  |
| BCH 501.4 | Examine Funds Flow Analysis                        | "<br>"                              | "<br>"      | 2           | "<br>"      | "<br>"      | 2           | "<br>"      | "<br>"      | 1           | "<br>"       |  |  |

## Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –V) 2018-19</b>                                                                |              |                                                                    |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                                     |              |                                                                    |          |           |                |          |
| Subject Name:<br>BCH 501 Management<br>Accounting -I                                                                                  |              | Time: 1.5 Hours                                                    |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                               | Remembering  | Understanding                                                      | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                   | Q.1,4        | Q.2,3                                                              | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand basic concepts of Management Accounting<br>CO2: Analyse and Interpret Financial Statements |              |                                                                    |          |           |                |          |
| CO Map                                                                                                                                | Question No. | Question                                                           |          |           |                | Marks    |
| CO1                                                                                                                                   | Q.1          | Explain in brief the rational for studying Management Accounting   |          |           |                | 3        |
| CO2                                                                                                                                   | Q.2a         | Explain Financial Statements                                       |          |           |                | 3        |
|                                                                                                                                       | Q.2b         | Explain Comparative Financial Statements                           |          |           |                | 3        |
| CO1                                                                                                                                   | Q.3          | Discuss Cost Accounting                                            |          |           |                | 6        |
| CO2                                                                                                                                   | Q.4          | What is Analysis Tool?                                             |          |           |                | 3        |
| CO1                                                                                                                                   | Q.5a         | Explain Limitations of Management Accounting                       |          |           |                | 3        |
|                                                                                                                                       | Q.5b         | Differentiate between Management Accounting & Financial Accounting |          |           |                | 3        |
| CO2                                                                                                                                   | Q 6          | Explain Limitation of Financial Statements                         |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                          |
|------------------|--------------------------|
| Session          | 2018-19                  |
| Course Name      | B. Com (Hons)            |
| Semester         | 5 <sup>th</sup> Semester |
| Subject Code     | BCH501                   |
| Subject Name     | Management Accounting-I  |
| Attainment Level | Level 1                  |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Year

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2018-2019**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the

foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |         |     |       |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-------|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2   | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| V SEM                            | BCH 502 | 1   | " _ " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " _ " |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

COURSE MANUAL

Course : Operations Research

Course Code : BCH 502, Credits: 04, Session :2018- 19 (Odd Sem.), Class : BCOM 3rd Year

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCH 502.1** Understand basic concepts of Macro Economics
- BCH 502.2** Understand the concepts of National Income Accounting
- BCH 502.3** Analyse Schools of Macro Economic Thought
- BCH 502.4** Analyse Keynesian Model of Macro economics
- BCH 502.5** Apply Quantity Theory of Money
- BCH 502.6** Examine implications of Inflation

**Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**A. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |



## **A. Syllabus**

### **Course Contents:**

#### **Module I: Introduction to Macroeconomics**

The roots of macroeconomics, macroeconomic concerns, the role of government in the macro economy, the components of the macro economy, the methodology of macroeconomics

#### **Module II: Introduction to National Income Accounting**

Concepts of GDP and national income, approaches to calculating GDP, GDP and personal income, Nominal and real GDP, Limitations of the GDP concept, GDP and the black economy.

#### **Module III: Schools of Macroeconomic Thoughts**

Classical, Neo Classical and Keynesian Models.; Say's Law of Markets and Classical Theory of Employment

#### **Module IV: Keynesian Model**

Aggregate expenditure and equilibrium output; Consumption function; theory of investment-marginal efficiency of capital; saving and investment; The Investment Multiplier and its application to LDC's

#### **Module V: Money in the Modern Economy**

Theories of Demand for Money: Quantity Theory and Keynes approach. Baumol and Tobin Contributions and Friedman's restatement of quantity theory Characteristics of a monetary economy; the supply of money and overall liquidity position; credit creation

## Module VI: Inflation

The causes of inflation, level of prices and the value of money, The Fisher effect, the cost of inflation.

### Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- D.N. Devedi, Macroeconomics
- I.C. Dhingra, Macroeconomics, Sultan Chand & Sons.
- E. Shapiro, Macro Economic Analysis, Harcourt Barce, New York.
- G. Ackley, Macro Economic Theory, Mc. Graw Hill, New York.
- R.L. Miller and R.W. Pullinelli, Modern Money and Banking, Mc. Graw Hill.
- A.K. Basu, Fundamentals of Banking: Theory and Practice.
- Reserve Bank of India, Functions and working of R.B.I.

### Lecture Plan

| Lecture | Topics                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO                     |
|---------|-----------------------------|------------------|------------------|------------------------------------------|
| 1       | The roots of macroeconomics | Lecture          | BCH501.1         | Mid Term-1, Quiz & End Sem. Exam         |
| 2       | The roots of macroeconomics | Lecture          | BCH501.1         | Mid Term-1, Quiz & End Sem. .Exam        |
| 3       | Macroeconomic concerns      | Lecture          | BCH501.1         | Mid Term-1, Quiz & End Sem. Exam         |
| 4       | Macroeconomic concerns      | Lecture          | BCH501.1         | Mid Term-1, Quiz & End Sem. BCH501.1Exam |

|    |                                             |         |          |                                  |
|----|---------------------------------------------|---------|----------|----------------------------------|
| 5  | the role of government in the macro economy | Lecture | BCH501.1 | Mid Term-1, Quiz & End Sem. Exam |
| 6  | the role of government in the macro economy | Lecture | BCH501.1 | Mid Term-1, Quiz & End Sem. Exam |
| 7  | the components of the macro economy         | Lecture | BCH501.1 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | the methodology of macroeconomics           | Lecture | BCH501.1 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Concepts of GDP and national income         | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Concepts of GDP and national income         | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | approaches to calculating GDP               | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | approaches to calculating GDP               | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | GDP and personal income                     | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Nominal and real GDP                        | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Limitations of the GDP concept              | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | GDP and the black economy.                  | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Classical Schools                           | Lecture | BCH501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 20 | Classical Schools                           | Lecture | BCH501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 21 | Neo Classical and Keynesian Models          | Lecture | BCH501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Neo Classical                               | Lecture | BCH501.3 | Mid Term-2, Quiz & End           |

|    |                                                         |         |          |                                  |
|----|---------------------------------------------------------|---------|----------|----------------------------------|
|    | and Keynesian Models                                    |         |          | Sem. Exam                        |
| 23 | Neo Classical and Keynesian Models                      | Lecture | BCH501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Say's Law of Markets and Classical Theory of Employment | Lecture | BCH501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Aggregate expenditure and equilibrium output            | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Aggregate expenditure and equilibrium output            | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Consumption function                                    | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | Consumption function                                    | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | theory of investment-marginal efficiency of capital     | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | theory of investment-marginal efficiency of capital     | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | saving and investment                                   | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | The Investment Multiplier and its application to LDC's  | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Theories of Demand for Money:                           | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Quantity                                                | Lecture | BCH501.5 | Mid Term-2,                      |

|    |                                                     |         |          |                                  |
|----|-----------------------------------------------------|---------|----------|----------------------------------|
|    | Theory and Keynes approach                          |         |          | Quiz & End Sem. Exam             |
| 35 | Quantity Theory and Keynes approach                 | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Baumol and Tobin Contributions                      | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 37 | Friedman's restatement of quantity theory           | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 38 | Characteristics of a monetary economy               | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 39 | the supply of money and overall liquidity position; | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 40 | Credit creation                                     | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 41 | The causes of inflation                             | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 42 | The causes of inflation                             | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 43 | Level of prices and the value of money              | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 44 | Level of prices and the value of money              | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 45 | The Fisher effect                                   | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 46 | The Fisher effect                                   | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 47 | The cost of inflation.                              | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 48 | The cost of inflation.                              | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |



**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|-----------|--------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|           |                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BCH 501.1 | Understand basic concepts of Operations Research | “<br>-<br>”                         | “<br>-<br>” | “<br>-<br>” | “<br>-<br>” | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 2           | “<br>-<br>”  |  |  |
| BCH 501.2 | Analyse Linear Programming                       | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>-<br>” | “<br>-<br>” | 1           | “<br>-<br>”  |  |  |
| BCH 501.3 | Apply Transportation Problem                     | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>-<br>” | “<br>-<br>” | 1           | “<br>-<br>”  |  |  |
| BCH 501.4 | Apply Assignment Problem                         | “<br>-<br>”                         | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 1           | “<br>-<br>”  |  |  |
| BCH 501.5 | Examine Game Theory                              | “<br>-<br>”                         | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 1           | “<br>-<br>”  |  |  |
| BCH 501.6 | Interpret Queuing & Simulation                   | “<br>-<br>”                         | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 1           | “<br>-<br>”  |  |  |

## Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –V) 2018-19</b>                                                                                                                        |              |                                                            |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                                                                                             |              |                                                            |          |           |                |          |
| Subject Name:<br><b>BCH 502 MACRO ECONOMICS</b>                                                                                                                                               |              | Time: 1.5 Hours                                            |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                | Remembering  | Understanding                                              | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                              | Q.1,4        | Q.2,3                                                      | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand basic concepts of Macro Economics.<br>CO2: Understand the concepts of National Income Accounting<br>CO3: Analyse Schools of Macro Economic Thought |              |                                                            |          |           |                |          |
| CO Map                                                                                                                                                                                        | Question No. | Question                                                   |          |           |                | Marks    |
| CO1                                                                                                                                                                                           | Q.1          | Explain in brief the rational for studying Macro Economics |          |           |                | 3        |
| CO1                                                                                                                                                                                           | Q.2a         | Discuss scope of Macro Economics                           |          |           |                | 3        |
|                                                                                                                                                                                               | Q.2b         | Explain methodology of Macro Economics                     |          |           |                | 3        |
| CO1                                                                                                                                                                                           | Q.3          | Discuss role of Government in Macro Economics              |          |           |                | 6        |
| CO2                                                                                                                                                                                           | Q.4          | What is GDP ?                                              |          |           |                | 3        |
| CO2                                                                                                                                                                                           | Q.5a         | Explain National Income Accounting                         |          |           |                | 3        |
|                                                                                                                                                                                               | Q.5b         | Differentiate between GDP and National Income              |          |           |                | 3        |
| CO3                                                                                                                                                                                           | Q 6          | Discuss classical theory of economics ?                    |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                            |
|------------------|--------------------------------------------|
| Session          | 2018-19                                    |
| Course Name      | B. Com (Hons)                              |
| Semester         | 5 <sup>th</sup> Semester                   |
| Subject Code     | BCH502                                     |
| Subject Name     | Macro Economics                            |
| Attainment Level | 56% of students secure more than 60% marks |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Cc

Year

## PROGRAMME OUTCOMES

### **Bachelor of Commerce**

**2018-2019**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system.

**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      | FM   |      |      |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| V SEM                         | BCH 504 | 1   | " " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " "  | 2    | 2    | 2    |



# AMITY UNIVERSITY

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## Course Handout

Course: Financial Management-I

Course Code : BCH 504, Credits : 02, Session :2018-19 (Odd Sem.), Class : BCOM 3rd Year

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

BCH 504.1 Understand basic concepts of Financial Management

BCH 504.2 Analyse Time Value of Money

BCH 504.3 Analyse Cost of capital

BCH 504.4 Apply Capital Budgeting

### Program Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**A. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |

|                          |                          |    |             |
|--------------------------|--------------------------|----|-------------|
| End Semester Examination | End Semester Examination | EE | 70%         |
| <b>Total</b>             |                          |    | <b>100%</b> |
|                          |                          |    |             |

## A. Syllabus

Course Contents:

### Module I Concept of Financial Management

Financial Management- finance function – aims of finance function – financial management – goals Of financial management – financial decisions – financial planning – objectives and principles of Sound financial planning – long term and short term financial plan – factors affecting financial plan.

### Module II Time Value of Money

Valuation Concepts: Time Value of Money – discounting and compounding techniques

### Module III Cost of Capital

Cost of capital, Equity Shares, concept of WACC, Debentures, Preference Shares and retained earnings.

### Module IV Capital Budgeting and Techniques

Investment Decisions – capital budgeting – significance – techniques of evaluation of investment Proposals- Payback Period., Discounted Payback Period, Net Present Value., Internal Rate of Return, Profitability Index, Illustrations on Project feasibility

Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

Text & References:

- S N Maheshwari, Financial Management.
- Khan and Jain, Financial Management.
- Dorai Raj. S.N, Financial Management.
- Sharma and Sashi Gupta, Financial Management.
- I M Pandey, Financial Management.
- James C Vanhorne, Financial Management.
- Prasanna Chandra, Financial Management.
- PN Reddy & Appanaiah, Financial Management.

### Lecture Plan

| Lecture | Topics | Mode of Delivery | Corresponding CO | Mode of Assessing |
|---------|--------|------------------|------------------|-------------------|
|---------|--------|------------------|------------------|-------------------|



|    |                                                                                                      |         |           | <b>CO</b>                                   |
|----|------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------------------|
| 1  | Financial Management-<br>finance function –<br>aims of finance<br>function – financial<br>management | Lecture | BCH 504.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam  |
| 2  | goals of financial<br>management –                                                                   | Lecture | BCH 504.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>.Exam |
| 3  | financial decisions –<br>financial planning                                                          | Lecture | BCH 504.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam  |
| 4  | objectives and<br>principles of<br>Sound financial<br>planning                                       | Lecture | BCH 504.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam  |
| 5  | – long term and<br>short term financial<br>plan –                                                    | Lecture | BCH 504.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam  |
| 6  | Valuation<br>Concepts                                                                                | Lecture | BCH 504.2 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam  |
| 9  | Valuation<br>Concepts                                                                                | Lecture | BCH 504.2 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam  |
| 10 | Time Value of<br>Money                                                                               | Lecture | BCH 504.2 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam  |
| 11 | Time Value of<br>Money                                                                               | Lecture | BCH 504.2 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam  |
| 12 | discounting and<br>compounding<br>techniques                                                         | Lecture | BCH 504.2 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam  |
| 13 | Cost of Capital                                                                                      | Lecture | BCH 504.3 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam  |
| 14 | Cost of Capital                                                                                      | Lecture | BCH 504.3 | Mid Term-<br>1, Quiz &                      |

|    |                                                                 |         |           |                                  |
|----|-----------------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                                 |         |           | End Sem.<br>Exam                 |
| 15 | Equity Shares                                                   | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | concept of WACC                                                 | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Debentures                                                      | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Preference Shares and retained earnings.                        | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Investment Decisions                                            | Lecture | BCH 504.4 | Mid Term-1, Quiz & End Sem. Exam |
| 20 | capital budgeting – significance                                | Lecture | BCH 504.4 | Mid Term-1, Quiz & End Sem. Exam |
| 21 | Techniques of evaluation of investment Proposals                | Lecture | BCH 504.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | - Payback Period., Discounted Payback Period, Net Present Value | Lecture | BCH 504.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Internal Rate of Return,                                        | Lecture | BCH 504.4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Profitability Index, Illustrations on Project feasibility       | Lecture | BCH 504.4 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                         | CORRELATION WITH<br>PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | FM               |                  |                  |
|-----------|---------------------------------------------------|----------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|           |                                                   | P<br>O<br>1                            | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| BCH 504.1 | Understand basic concepts of Financial Management | “<br>-<br>“                            | “<br>”<br>” | “<br>”<br>” | ”<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>”  | 2                | 1                | 1                |
| BCH 504.2 | Analyse Time Value of Money                       | 3                                      | 3           | 3           | 3           | 3           | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  | 2                | 1                | 1                |
| BCH 504.3 | Analyse Cost of capital                           | 3                                      | 3           | 3           | 3           | 3           | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  | 2                | 1                | 1                |
| BCH 504.4 | Apply Capital Budgeting                           | “<br>”<br>”                            | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  | 2                | 1                | 1                |

### Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –V) 2018-19</b>                                                  |              |                                                                 |          |           |                       |          |
|-------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|----------|-----------|-----------------------|----------|
| <b>Class: B Com (Honours) V Semester</b>                                                                                |              |                                                                 |          |           |                       |          |
| <b>Subject Name:</b><br>BCH 504 Financial Management-I                                                                  |              | <b>Time:</b> 1.5 Hours                                          |          |           | <b>Max. Marks:</b> 30 |          |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                   | Remembering  | Understanding                                                   | Applying | Analyzing | Evaluating            | Creating |
| <b>Question Mapping</b>                                                                                                 | Q.1,4        | Q.2,3                                                           | Q.4      | Q.2,5,6   |                       |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Financial Management<br>CO2: Analyse Time Value of Money |              |                                                                 |          |           |                       |          |
| CO Map                                                                                                                  | Question No. | Question                                                        |          |           |                       | Marks    |
| CO1                                                                                                                     | Q.1          | Explain in brief the rational for studying Financial Management |          |           |                       | 3        |
| CO1                                                                                                                     | Q.2a         | Explain goals of financial management                           |          |           |                       | 3        |
|                                                                                                                         | Q.2b         | Explain Financial Decisions                                     |          |           |                       | 3        |
| CO1                                                                                                                     | Q.3          | Discuss long term and short term financial plan                 |          |           |                       | 6        |
| CO2                                                                                                                     | Q.4          | What is Time Value of Money                                     |          |           |                       | 3        |
| CO2                                                                                                                     | Q.5a         | Explain Valuation Concepts                                      |          |           |                       | 3        |
|                                                                                                                         | Q.5b         | Differentiate between discounting and compounding techniques    |          |           |                       | 3        |
| CO2                                                                                                                     | Q 6          | Explain Value of Money                                          |          |           |                       | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

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## Attainment

|                  |                                            |
|------------------|--------------------------------------------|
| Session          | 2018-19                                    |
| Course Name      | B. Com (Hons)                              |
| Semester         | 5 <sup>th</sup> Semester                   |
| Subject Code     | BCH504                                     |
| Subject Name     | Financial Management-I                     |
| Attainment Level | 46% of students secure more than 60% marks |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |

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## **PROGRAMME OUTCOMES**

**Bachelor of Commerce**

**2018-2019**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.9]Research and Business Intelligence:** The program will develop the capacity to

understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

| PROGRAMME ARTICULATION MATRIX |         |      |      |      |      |      |      |      |      |      |       | FM     |        |        |
|-------------------------------|---------|------|------|------|------|------|------|------|------|------|-------|--------|--------|--------|
|                               |         | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PS O 1 | PS O 2 | PS O 3 |
| V SEM                         | BCH 506 | 1    | " "  | 1    | 2    | 2    | 2    | 2    | 2    | 3    | " "   | 2      | 2      | 2      |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

Course: Financial Markets, Institutions & Financial Services – I

Course Code : BCH 506, Credits : 02, Session :2018- 19 (Odd Sem.), Class : BCOM 3rd Year

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCH 506.1 Understand basic concepts of Financial Markets, Institutions & Financial Services – I
- BCH 506.2 Analyse Capital Market
- BCH 506.3 Examine mutual funds
- BCH 506.4 Examine the concept and process of factoring
- BCH 506.5 Evaluate Non- Banking Financial Companies
- BCH 506.6 Evaluate Life and Non-life Insurance Organizations in India

**Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.



**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**A. Assessment Plan:**

| Component of Evaluation | Description | Code | Weightage % |
|-------------------------|-------------|------|-------------|
| Continuous Internal     | Mid Term 1  | CT   | 15%         |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Evaluation               | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |
|                          |                                                                                                                                                                                                               |          |             |

## A. Syllabus

### Course Contents:

#### Module I: Money Market

Call money market, Treasury bills market, Commercial bills market, Commercial papers and certificates of deposits, Discount and Finance House of India, Government Securities Market, Recent developments.

#### Module II: Capital Market

Impact of monetary policy, Industrial securities market, Primary market and Secondary market. Nature and role of financial system: Financial system and markets, Efficiency and stability, Technology, Government intervention in the financial system.

#### Module III: Mutual funds

Meaning, types, functions, advantages; Private and public sector mutual funds; Performance and growth of mutual funds in India; SEBI guidelines.

#### Module IV: Factoring

The concept, significance, types; Factoring mechanism; Factoring vs. leasing; Factoring in India and abroad; Forfeitures; Kalyanasundaram Committee recommendations. Credit card: The concept, types, advantages and disadvantages. Credit Rating: Mechanism, Role of CRISIL and ICRA.

**Module V: Non-Banking Finance Companies**

Evolution and present status. Insurance Companies: Economics of insurance, The insurance industry and its regulation; LIC, GIC. Development finance institutions: Concept, role of DFIs, Sources of funds, DFIs in India, Khan Committee Report and Universal banking; Recent trends.

**Module VI: Life and Non-life Insurance Organizations in India** : Coverage: Insurance

Regulatory and Development Authority (IRDA) – Duties, Powers, and Functions; Life Insurance Corporation of India (LIC) – Overview, Objectives, and Role; General Insurance Corporation of India (GIC) – Overview, Objectives, and Functions.

**Recent Trends in Financial System-** financial innovations and regulatory trends, current domestic and international issues in the financial system, such as the famous financial crisis.

**Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

**Text & References:**

- Gordon and Natarajan, Financial Markets and Services, Himalaya Publishing House.
- Khan, M.Y, Financial Services, Tata McGraw Hill.
- Jeff Madura, Financial Markets and Institutions, South-Western College Publishing.
- B.C Vasant Desai, The Indian Financial System, Himalaya Publishing House.
- Bhole L.M, Financial Institutions and Markets, Tata McGraw Hill.

**Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                             | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b> |
|----------------|-------------------------------------------|-------------------------|-------------------------|-----------------------------|
| 1              | Call money market, Treasury bills market, | Lecture                 | BCH 506.1               | Mid Term-1, Quiz & End Sem. |

|    |                                                                                       |         |           |                                  |
|----|---------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                                                       |         |           | Exam                             |
| 2  | Commercial bills market, Commercial papers and certificates of deposits               | Lecture | BCH 506.1 | Mid Term-1, Quiz & End Sem. Exam |
| 3  | Discount and Finance House of India, Government Securities Market                     | Lecture | BCH 506.1 | Mid Term-1, Quiz & End Sem. Exam |
| 4  | Recent developments                                                                   | Lecture | BCH 506.1 | Mid Term-1, Quiz & End Sem. Exam |
| 5  | Impact of monetary policy, Industrial securities market                               | Lecture | BCH 506.2 | Mid Term-1, Quiz & End Sem. Exam |
| 6  | Primary market and Secondary market                                                   | Lecture | BCH 506.2 | Mid Term-1, Quiz & End Sem. Exam |
| 7  | Nature and role of financial system: Financial system and markets                     | Lecture | BCH 506.2 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Efficiency and stability, Technology, Government intervention in the financial system | Lecture | BCH 506.2 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Meaning, types, functions, advantages of mutual fund                                  | Lecture | BCH 506.3 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Private and public sector mutual funds                                                | Lecture | BCH 506.3 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Performance and growth of mutual funds in India                                       | Lecture | BCH 506.3 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | SEBI guidelines                                                                       | Lecture | BCH 506.3 | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                                                                                  |         |           |                                  |
|----|------------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
| 13 | The concept, significance, types of Factoring                                                                    | Lecture | BCH 506.4 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Factoring mechanism; Factoring vs. leasing; Factoring in India and abroad                                        | Lecture | BCH 506.4 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Forfeitures ,Kalyanasundaram Committee recommendations                                                           | Lecture | BCH 506.4 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Credit card: The concept, types, advantages and disadvantages, Credit Rating: Mechanism, Role of CRISIL and ICRA | Lecture | BCH 506.4 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | . Evolution and present status. Insurance Companies: Economics of insurance                                      | Lecture | BCH 506.5 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | , The insurance industry and its regulation;                                                                     | Lecture | BCH 506.5 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | LIC, GIC. Development finance institutions: Concept, role of DFIs, Sources of funds                              | Lecture | BCH 506.5 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | DFIs in India, Khan Committee Report and Universal banking; Recent trends.                                       | Lecture | BCH 506.5 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Coverage: Insurance Regulatory and Development Authority (IRDA) –                                                | Lecture | BCH 506.6 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                                                                                                                                      |         |           |                                  |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Duties, Powers, and Functions                                                                                                                        |         |           |                                  |
| 22 | Life Insurance Corporation of India (LIC) – Overview, Objectives, and Role;                                                                          | Lecture | BCH 506.6 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | General Insurance Corporation of India (GIC) – Overview, Objectives, and Functions.                                                                  | Lecture | BCH 506.6 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | financial innovations and regulatory trends, current domestic and international issues in the financial system, such as the famous financial crisis. | Lecture | BCH 506.6 | Mid Term-2, Quiz & End Sem. Exam |

#### A. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |      | FM    |       |       |
|----|-----------|-------------------------------------|------|------|------|------|------|------|------|------|------|-------|-------|-------|
|    |           | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO10 | PSO 1 | PSO 2 | PSO 3 |

|           |                                                                                   |          |          |          |          |          |   |          |          |   |          |   |   |   |
|-----------|-----------------------------------------------------------------------------------|----------|----------|----------|----------|----------|---|----------|----------|---|----------|---|---|---|
| BCH 506.1 | Understand basic concepts of Financial Markets, Institutions & Financial Services | “-”      | “ ”<br>_ | “ ”<br>_ | ” ”<br>_ | “ ”<br>_ | 2 | “ ”<br>_ | “ ”<br>_ | 2 | “ ”<br>_ | 2 | 2 | 2 |
| BCH 506.2 | Analyse Capital Market                                                            | 3        | 3        | 3        | 3        | 3        | 2 | “ ”<br>_ | “ ”<br>_ | 1 | “ ”<br>_ | 2 | 2 | 2 |
| BCH 506.3 | Examine mutual funds                                                              | 3        | 3        | 3        | 3        | 3        | 2 | “ ”<br>_ | “ ”<br>_ | 1 | “ ”<br>_ | 2 | 1 | 2 |
| BCH 506.4 | Examine the concept and process of factoring                                      | “ ”<br>_ | “ ”<br>_ | 2        | “ ”<br>_ | “ ”<br>_ | 2 | “ ”<br>_ | “ ”<br>_ | 1 | “ ”<br>_ | 2 | 1 | 1 |
| BCH 506.5 | Evaluate Non-Banking Financial Companies                                          | “ ”<br>_ | “ ”<br>_ | 2        | “ ”<br>_ | “ ”<br>_ | 2 | “ ”<br>_ | “ ”<br>_ | 1 | “ ”<br>_ | 2 | 1 | 1 |
| BCH 506.5 | Evaluate Life and Non-life Insurance Organizations in India                       | “ ”<br>_ | “ ”<br>_ | 2        | “ ”<br>_ | “ ”<br>_ | 2 | “ ”<br>_ | “ ”<br>_ | 1 | “ ”<br>_ | 2 | 1 | 1 |





## Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –V) 2018-19</b>                                                                                                        |              |                                                              |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                                                                             |              |                                                              |          |           |                |          |
| Subject Name:<br>BCH 506 Financial Markets,<br>Institutions & Financial Services – I                                                                                          |              | Time: 1.5 Hours                                              |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                | Remembering  | Understanding                                                | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                              | Q.1,4        | Q.2,3                                                        | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand basic concepts of Financial Markets, Institutions & Financial Services<br>CO2: Analyse Capital Market<br>CO3: Examine mutual funds |              |                                                              |          |           |                |          |
| CO Map                                                                                                                                                                        | Question No. | Question                                                     |          |           |                | Marks    |
| CO1                                                                                                                                                                           | Q.1          | Explain in brief the rational for studying Financial Markets |          |           |                | 3        |
| CO1                                                                                                                                                                           | Q.2a         | Explain call money market.                                   |          |           |                | 3        |
|                                                                                                                                                                               | Q.2b         | Explain Commercial papers                                    |          |           |                | 3        |
| CO1                                                                                                                                                                           | Q.3          | Discuss Treasury Bill Markets.                               |          |           |                | 6        |
| CO2                                                                                                                                                                           | Q.4          | What is Primary market                                       |          |           |                | 3        |
| CO2                                                                                                                                                                           | Q.5a         | Explain Secondary Market.                                    |          |           |                | 3        |
|                                                                                                                                                                               | Q.5b         | Differentiate between money market and Capital market        |          |           |                | 3        |
| CO3                                                                                                                                                                           | Q 6          | Explain Mutual Funds                                         |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                        |
|------------------|--------------------------------------------------------|
| Session          | 2018-19                                                |
| Course Name      | B. Com (Hons)                                          |
| Semester         | 5 <sup>th</sup> Semester                               |
| Subject Code     | BCH506                                                 |
| Subject Name     | Financial Markets, Institutions & Financial Services-I |
| Attainment Level | Level 1                                                |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |

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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|      |
|------|
|      |
|      |
|      |
| Year |

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2018-2019**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing

research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

| PROGRAMME ARTICULATION MATRIX |                |         |         |         |         |         |         |         |         |         |              | Marketing |           |           |
|-------------------------------|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------------|-----------|-----------|-----------|
|                               |                | PO<br>1 | PO<br>2 | PO<br>3 | PO<br>4 | PO<br>5 | PO<br>6 | PO<br>7 | PO<br>8 | PO<br>9 | P<br>O<br>10 | PS<br>O 1 | PS<br>O 2 | PS<br>O 3 |
| V<br>SE<br>M                  | BC<br>H<br>508 | 1       | " "     | 1       | 2       | 2       | 2       | 2       | 2       | 3       | " "          | 2         | 2         | 2         |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

COURSE HANDBOOK

Course : PRINCIPLES OF MARKETING - I

Course Code : BCH 508, Credits : 02, Session :2018-19 (Odd Sem.), Class : BCOM 3rd Year

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

BCH 508.1 Understand basic concepts of Marketing

BCH 508.2 Analyse Market Segmentation

BCH 508.3 Apply Product Launching

BCH 508.4 Examine Price System

BCH 508.5 Examine Distribution Channel

**Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

#### A. Syllabus

##### Course Contents:

##### Module I: Introduction

Nature and scope of marketing- Importance of marketing as a business function - and in the economy - Marketing concepts - Traditional and Modern, Selling V/S marketing - Marketing Environment. Target Marketing and Brand Positioning.

##### Module II

Markets and Segmentation. Meaning of Market - Various types of markets and their characteristics. Concept of market segmentation and its Importance - bases for market segmentation.

Case 1 - Indian Refrigerator Market

##### Module III

Product - concept of product - consumer and Industrial goods - product planning and development packaging - role and functions - Brand name and Trademark - after sale service - product life cycle concept.

##### Module IV

Price - Importance of price in the marketing mix, factor affecting price of a product / service. Major Pricing Methods. Pricing Policies and strategies.

##### Module-V

Distribution channels - concept and role - types of distribution channels - Factors affecting choice of a distribution channel.

## Case 2 - Marketing and Distribution of Mushroom

### Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Philip Kotler: Marketing Management, Prentice Hall of India Ltd, New Delhi.
- Dr. C. N. Sontakki: Marketing Management Kalyani Publications New Delhi.
- Marchand & B. Vardharajan: An introduction to Marketing, Vikas Publishing House, Delhi.
- Mohammad Amanatullah: Principles of Modern Marketing. Kalyani Publications New Delhi.

### Link:

- <https://fba.aiub.edu/Files/Uploads/MKT110009.pdf>

### Lecture Plan

| Lecture | Topics                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Introduction to marketing - purpose & need     | Lecture          | BCH 508.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Importance of marketing as a business function | Lecture          | BCH 508.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Importance of marketing as a business function | Lecture          | BCH 508.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Marketing concepts - Traditional and Modern,   | Lecture          | BCH 508.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Selling V/S marketing - Marketing Environment  | Lecture          | BCH 508.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Target Marketing and Brand                     | Lecture          | BCH 508.1        | Mid Term-1, Quiz &               |



|    |                                                                        |         |           |                                  |
|----|------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Positioning.                                                           |         |           | End Sem.<br>Exam                 |
| 7  | Markets and Segmentation                                               | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Meaning of Market - Various types of markets and their characteristics | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Concept of market segmentation and its Importance                      | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | bases for market segmentation.                                         | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Case 1 - Indian Refrigerator Market                                    | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Product                                                                | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | concept of product - consumer and Industrial goods                     | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | product planning and development packaging                             | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | role and functions - Brand name and Trademark                          | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | - after sale service -                                                 | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | product life cycle concept                                             | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Price - Importance of price in the                                     | Lecture | BCH 508.4 | Mid Term-1, Quiz & End Sem.      |

|    |                                                                                                     |         |           |                                  |
|----|-----------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | marketing mix                                                                                       |         |           | Exam                             |
| 19 | factor affecting price of a product / service.                                                      | Lecture | BCH 508.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Major Pricing Methods                                                                               | Lecture | BCH 508.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Pricing Policies and strategies.                                                                    | Lecture | BCH 508.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Distribution channels - concept and role                                                            | Lecture | BCH 508.5 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | types of distribution channels                                                                      | Lecture | BCH 508.5 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Factors affecting choice of a distribution channel. Case 2 - Marketing and Distribution of Mushroom | Lecture | BCH 508.5 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | Marketing        |                  |                  |
|-----------|----------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|           |                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| BCH 508.1 | Understand basic concepts of Marketing | "<br>-                              | "<br>"      | "<br>"      | "<br>"      | "<br>"      | 2           | "<br>"      | "<br>"      | 2           | "<br>"       |                  | 2                | 2                |
| BCH 508.2 | Analyse Market Segmentation            | 3                                   | 3           | 3           | 3           | 3           | 2           | "<br>"      | "<br>"      | 1           | "<br>"       | 2                | 2                | 2                |
| BCH 508.3 | Apply Product Launching                | 3                                   | 3           | 3           | 3           | 3           | 2           | "<br>"      | "<br>"      | 1           | "<br>"       | 2                | 1                | 1                |
| BCH 508.4 | Examine Price Policy                   | "<br>"                              | "<br>"      | 2           | "<br>"      | "<br>"      | 2           | "<br>"      | "<br>"      | 1           | "<br>"       | 2                | 2                | 2                |
| BCH 508.4 | Examine Distribution Channel           | 1                                   | "<br>"      | 2           | "<br>"      | "<br>"      | 2           | "<br>"      | "<br>"      | 1           | "<br>"       | 2                | 2                | 2                |

### Sample Question Paper

| <b>Amity Business School</b><br><b>MID-SEMESTER (SEM –V) 2018-19</b>                                           |              |                                                      |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                              |              |                                                      |          |           |                |          |
| Subject Name:<br>BCH 508 Marketing Management I                                                                |              | Time: 1.5 Hours                                      |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                 | Remembering  | Understanding                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                               | Q.1,4        | Q.2,3                                                | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Marketing<br>CO2: 2 Analyse Market Segmentation |              |                                                      |          |           |                |          |
| CO Map                                                                                                         | Question No. | Question                                             |          |           |                | Marks    |
| CO1                                                                                                            | Q.1          | Explain in brief the rational for Marketing function |          |           |                | 3        |
| CO1                                                                                                            | Q.2a         | Explain Importance of Marketing                      |          |           |                | 3        |
|                                                                                                                | Q.2b         | Explain need of sales                                |          |           |                | 3        |
| CO1                                                                                                            | Q.3          | Differentiate between Marketing and Sales            |          |           |                | 6        |
| CO2                                                                                                            | Q.4          | Explain Market Segmentation                          |          |           |                | 3        |
| CO2                                                                                                            | Q.5a         | Explain purpose of Market Segmentation               |          |           |                | 3        |
|                                                                                                                | Q.5b         | Explain importance of Product                        |          |           |                | 3        |
| CO3                                                                                                            | Q 6          | Explain evolution of Industrial goods                |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                          |
|------------------|--------------------------|
| Session          | 2018-19                  |
| Course Name      | B. Com (Hons)            |
| Semester         | 5 <sup>th</sup> Semester |
| Subject Code     | BCH508                   |
| Subject Name     | Marketing Management-I   |
| Attainment Level | Level 1                  |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |

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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

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|      |
|      |
|      |
| Year |

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce**

**2018-2019**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research

acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

- **[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.
- **[PSO.2]**. Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.
- **[PSO.3]**. Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

| PROGRAMME ARTICULATION MATRIX |                |      |       |      |      |      |      |      |      |      |              | Marketing |           |           |
|-------------------------------|----------------|------|-------|------|------|------|------|------|------|------|--------------|-----------|-----------|-----------|
|                               |                | PO 1 | PO 2  | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | P<br>O<br>10 | PS<br>O 1 | PS<br>O 2 | PS<br>O 3 |
| V<br>SE<br>M                  | BC<br>H<br>511 | 1    | " _ " | 1    | 2    | 2    | 2    | 2    | 2    | 3    | 1            | 2         | 2         | 2         |



# AMITY UNIVERSITY

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Course : Service Marketing-I

Course Code : BCH 511, Credits : 02, Session :2018-19 (Odd Sem.), Class : BCOM 3rd Year

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

BCH 511.1 Understand basic concepts of Service Marketing

BCH 511.2 Analyse Consumer Behaviour

BCH 511.3 Apply Service Quality

BCH 511.4 Examine Service Design

## Program Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system



**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **Program Specific Outcomes :**

- **[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.
- **[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.
- **[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **A. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1         | CT          | 15%                |
|                                | Seminar/Viva-      | S/V/Q/HA    | 10%                |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | Voce/Quiz/Home Assignment                                                                                                                                                                                     |    |             |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |
|                          |                                                                                                                                                                                                               |    |             |

## A. Syllabus

### Course Contents:

#### Module I: Services an Overview

Services: concept, characteristics. Goods v/s services.. Scope and Significance of services marketing. Role of services sector in economy. Introduction to service marketing mix. Services Marketing (PEST) environment. Growth of service sector. Services- Global and Indian Scenario.

#### Module II: Consumer Behaviour in Services

Consumer decision making process. Consumer Expectations: Concept. Factors influencing customer expectation of services. Service encounter and moments of truths. Service failure and recovery. Service recovery strategies. Segmentation, Targeting, Positioning (STP) of Services.

#### Module III: Service Quality & Productivity

Concept of service quality. GAP Model of service quality. Measuring and improving service quality. Concept of productivity in service context. Approaches to improve productivity.

#### Module IV: Service design and development.

Challenges to services design, new service development and innovation, Developing the service blueprint.

**Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

Team assignment: This assignment requires students to study the service quality of new service provider, identify GAP (if any) and ways to overcome them. They need to construct the service blueprint, accompanied by relevant photos/images, for a particular service provider.

**Text & References:****Text:**

- Valarie A Zeithaml and mary J Bitner, Services Marketing, Third Edition, Tata McGraw Hill Companies
- Christopher lovelock , Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.
- Christopher lovelock , Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.

**References:**

- Clow Kenneth E. and Kurtz David L. , Services marketing operations, management and strategy, biztantra innovations in management, John Willey & Sons
- Rampal M.K., Gupta S.L., Service Marketing, 2006 Galgotia Publishing Company.

## Lecture Plan

| Lecture | Topics                                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|------------------------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Services: concept, characteristics. Goods v/s services.                      | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Scope and Significance of services marketing                                 | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Role of services sector in economy                                           | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Introduction to service marketing mix. Services Marketing (PEST) environment | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Growth of service sector                                                     | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Global and Indian Scenario.                                                  | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Consumer decision making process                                             | Lecture          | BCH 511.2        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | Consumer Expectations                                                        | Lecture          | BCH 511.2        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Concept. Factors influencing customer expectation of services.               | Lecture          | BCH 511.2        | Mid Term-1, Quiz & End Sem. Exam |
| 10      | Service                                                                      | Lecture          | BCH 511.2        | Mid Term-                        |

|    |                                                             |         |           |                                  |
|----|-------------------------------------------------------------|---------|-----------|----------------------------------|
|    | encounter and moments of truths.                            |         |           | 1, Quiz & End Sem. Exam          |
| 11 | . Service failure and recovery. Service recovery strategies | Lecture | BCH 511.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Segmentation, Targeting, Positioning (STP) of Services.     | Lecture | BCH 511.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Concept of service quality                                  | Lecture | BCH 511.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | GAP Model of service quality.                               | Lecture | BCH 511.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Measuring and improving service quality                     | Lecture | BCH 511.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Concept of productivity in service context                  | Lecture | BCH 511.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Approaches to improve productivity                          | Lecture | BCH 511.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Approaches to improve productivity                          | Lecture | BCH 511.3 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Challenges to services design                               | Lecture | BCH 511.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | new service development and innovation                      | Lecture | BCH 511.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | new service development and innovation                      | Lecture | BCH 511.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | new service                                                 | Lecture | BCH 511.4 | Mid Term-                        |

|    |                                   |         |            |                                  |
|----|-----------------------------------|---------|------------|----------------------------------|
|    | development and innovation        |         |            | 2, Quiz & End Sem. Exam          |
| 23 | Developing the service blueprint. | Lecture | BCH 511..4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Developing the service blueprint. | Lecture | BCH 511.4  | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO         | STATEMENT                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | Marketing        |                  |                  |
|------------|------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|            |                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| BCH 511.1  | Understand basic concepts of Service Marketing | "<br>-<br>"                         | "<br>-<br>" | "<br>-<br>" | "<br>-<br>" | "<br>-<br>" | 2           | "<br>-<br>" | "<br>-<br>" | 2           | "<br>-<br>"  |                  | 2                | 2                |
| BCH 511.2  | Analyse Consumer Behaviour                     | 3                                   | 3           | 3           | 3           | 3           | 2           | "<br>-<br>" | "<br>-<br>" | 1           | "<br>-<br>"  | 2                | 2                | 2                |
| BCH 511.3  | Apply Service Quality                          | 3                                   | 3           | 3           | 3           | 3           | 2           | "<br>-<br>" | "<br>-<br>" | 1           | "<br>-<br>"  | 2                | 1                | 1                |
| BCH 511..4 | <i>Examine Service Design</i>                  | "<br>-<br>"                         | "<br>-<br>" | 2           | "<br>-<br>" | "<br>-<br>" | 2           | "<br>-<br>" | "<br>-<br>" | 1           | "<br>-<br>"  | 2                | 1                | 1                |

### Sample Question Paper

| <b>Amity Business School</b><br><b>MID-SEMESTER (SEM –V) 2018-19</b>                                                |              |                                                              |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                   |              |                                                              |          |           |                |          |
| <b>Subject Name:</b><br><b>BCH 511 Service Marketing</b>                                                            |              | Time: 1.5 Hours                                              |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                      | Remembering  | Understanding                                                | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                    | Q.1,4        | Q.2,3                                                        | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Service Marketing<br>CO2: Analyse Consumer Behaviour |              |                                                              |          |           |                |          |
| CO Map                                                                                                              | Question No. | Question                                                     |          |           |                | Marks    |
| CO1                                                                                                                 | Q.1          | Explain in brief the rational for studying Service Marketing |          |           |                | 3        |
| CO1                                                                                                                 | Q.2a         | Explain Service Marketing                                    |          |           |                | 3        |
|                                                                                                                     | Q.2b         | Explain need of Service Marketing                            |          |           |                | 3        |
| CO1                                                                                                                 | Q.3          | Differentiate between Service and Product Marketing          |          |           |                | 6        |
| CO2                                                                                                                 | Q.4          | Explain Consumer Behaviour                                   |          |           |                | 3        |
| CO2                                                                                                                 | Q.5a         | Explain Importance of consumer Behaviour                     |          |           |                | 3        |
|                                                                                                                     | Q.5b         | Explain factors influencing consumer behavior                |          |           |                | 3        |
| CO3                                                                                                                 | Q 6          | Explain Service Quality                                      |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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## Attainment

|                  |                          |
|------------------|--------------------------|
| Session          | 2018-19                  |
| Course Name      | B. Com (Hons)            |
| Semester         | 5 <sup>th</sup> Semester |
| Subject Code     | BCH511                   |
| Subject Name     | Service Marketing        |
| Attainment Level | Level 2                  |

Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

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Cc

Year

## PROGRAMME OUTCOMES

### **Bachelor of Commerce**

**2018-2019**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the

foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels.

**PSO2 :-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

| PROGRAMME ARTICULATION MATRIX |                |      |        |      |      |      |      |      |      |      |        | HRM    |        |        |
|-------------------------------|----------------|------|--------|------|------|------|------|------|------|------|--------|--------|--------|--------|
|                               |                | PO 1 | PS O 1 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | P O 10 | PS O 1 | PS O 2 | PS O 3 |
| V<br>SE<br>M                  | BC<br>H<br>504 | 1    | 2      | 1    | 2    | 2    | 2    | 2    | 2    | 3    | “-“    | 2      | 2      | 2      |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

Course : Human Resource Management-I

Course Code : BCH 512 , Credits : 02, Session :2018-19 (Odd Sem.), Class : BCOM 3rd Year

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

BCH 512.1 Understand basic concepts of Human Resource Management

BCH 512 2. Analyse Human Resource Planning

BCH 512.3 Apply Promotion and Transfer Policy

## **Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2 :-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits .

**A. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

**A. Syllabus****Course Contents:****Module I- HR Process**

Human Resource Management – Meaning of HRM, Importance of HRM, Objectives and functions, Process of HRM, systems and techniques, Role of human resource manager, duties and Responsibilities of human resource manager.

**Module II – HR Planning**

Human Resource planning, Recruitment, Selection and Placement – Meaning and importance of Human resource planning, benefits of human resource planning, Meaning of recruitment, selection, Placement and training – Methods of Recruitment and selection – Uses of tests in selection, Problems involved in placement. Induction Process & its benefits to organizations & employees.

**Module III – Promotion , Transfer & Separation**

Promotion and Transfers – Purpose of promotion, basis of promotion, meaning of transfer, reasons for transfer, types of transfer, right sizing of work force. Need for right sizing. Separation (Layoff, Discharge & VRS). Exit Interview.

**Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

#### Text & References:

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6<sup>th</sup> Edn.), McGraw Hill, New Delhi
- Dessler G (2006). Human Resource Management, Pearson Education, India
- Mathis R L and Jackson J H (2006). Human Resource Management, (10<sup>th</sup> Edn.) Cengage Learning, Indian Print.
- Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition
- Pattanayak B,(2014), Human Resource Management, 4<sup>th</sup> Edition , PHI

#### Lecture Plan

| Lecture | Topics                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO              |
|---------|--------------------------------------------|------------------|------------------|-----------------------------------|
| 1       | Human Resource Management – Meaning of HRM | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 2       | Human Resource Management – Meaning of HRM | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. .Exam |
| 3       | Importance of HRM                          | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 4       | Objectives and functions                   | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 5       | Process of HRM                             | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 6       | systems and techniques                     | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 7       | Role of human resource manager             | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam  |

|    |                                                                |         |           |                                  |
|----|----------------------------------------------------------------|---------|-----------|----------------------------------|
| 8  | duties and Responsibilities of human resource manager.         | Lecture | BCH 512.1 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Human Resource planning, Recruitment, Selection and Placement  | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Meaning and importance of Human resource planning              | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | benefits of human resource planning,                           | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Meaning of recruitment, selection,                             | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Placement and training – Methods of Recruitment and selection  | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Uses of tests in selection                                     | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Uses of tests in selection,                                    | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Problems involved in placement                                 | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Induction Process & its benefits to organizations & employees. | Lecture | BCH 512.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Induction Process & its benefits to organizations & employees. | Lecture | BCH 512.3 | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                                              |         |           |                                  |
|----|------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                                              |         |           |                                  |
| 19 | Promotion and Transfers                                                      | Lecture | BCH 512.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Purpose of promotion, basis of promotion,                                    | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | meaning of transfer                                                          | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | reasons for transfer, types of transfer,                                     | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | types of transfer, right sizing of work force                                | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Need for right sizing. Separation (Layoff, Discharge & VRS). Exit Interview. | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |

#### A. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | HRM              |                  |                  |
|-----------|--------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|           |                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| BCH 512.1 | Understand basic concepts of Human Resource Management | "                                   | "           | "           | "           | "           | 2           | "           | "           | 2           | "            | 1                | 2                | 2                |
|           |                                                        | -                                   | "           | "           | "           | "           |             | "           | "           |             | "            |                  |                  |                  |
| BCH 512.2 | Analyse Human Resource Planning                        | 3                                   | 3           | 3           | 3           | 3           | 2           | "           | "           | 1           | "            | 2                | 2                | 2                |
|           |                                                        |                                     |             |             |             |             |             | "           | "           |             | "            |                  |                  |                  |
| BCH 512.3 | Apply Promotion and Transfer Policy                    | 3                                   | 3           | 3           | 3           | 3           | 2           | "           | "           | 1           | "            | 2                | 1                | 1                |
|           |                                                        |                                     |             |             |             |             |             | "           | "           |             | "            |                  |                  |                  |



### Sample Question Paper

| <b>Amity Business School</b><br><b>MID-SEMESTER (SEM –V) 2018-19</b>                                                           |              |                                                                      |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                              |              |                                                                      |          |           |                |          |
| <b>Subject Name:</b><br><b>BCH 512 Human Resource Management-I</b>                                                             |              | Time: 1.5 Hours                                                      |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                 | Remembering  | Understanding                                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                               | Q.1,4        | Q.2,3                                                                | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand basic concepts of Human Resource Management<br>CO2: Analyse Human Resource Planning |              |                                                                      |          |           |                |          |
| CO Map                                                                                                                         | Question No. | Question                                                             |          |           |                | Marks    |
| CO1                                                                                                                            | Q.1          | Explain in brief the rational for studying Human Resource Management |          |           |                | 3        |
| CO1                                                                                                                            | Q.2a         | Explain Human Resource Management                                    |          |           |                | 3        |
|                                                                                                                                | Q.2b         | Explain need of Human Resource Management                            |          |           |                | 3        |
| CO1                                                                                                                            | Q.3          | Discuss duties of HR Manager                                         |          |           |                | 6        |
| CO2                                                                                                                            | Q.4          | Explain HR Planning                                                  |          |           |                | 3        |
| CO2                                                                                                                            | Q.5a         | Explain purpose of HR Planning                                       |          |           |                | 3        |
|                                                                                                                                | Q.5b         | Explain importance of HR Planning                                    |          |           |                | 3        |
| CO2                                                                                                                            | Q 6          | Explain Induction                                                    |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                             |
|------------------|-----------------------------|
| Session          | 2018-19                     |
| Course Name      | B. Com (Hons)               |
| Semester         | 5 <sup>th</sup> Semester    |
| Subject Code     | BCH512                      |
| Subject Name     | Human Resource Management-I |
| Attainment Level | Level 2                     |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

C

Year

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2018-2019**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry. **[PO.3]**

**Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system.

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the

foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2 :-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits .

| PROGRAMME ARTICULATION MATRIX |         |      |      |      |      |      |      |      |      |      |       | HRM    |        |        |
|-------------------------------|---------|------|------|------|------|------|------|------|------|------|-------|--------|--------|--------|
|                               |         | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PS O 1 | PS O 2 | PS O 3 |
| V SEM                         | BCH 513 | 1    | " "  | 1    | 2    | 2    | 2    | 2    | 2    | 3    | " "   | 2      | 2      | 2      |



**AMITY UNIVERSITY**

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                         |
|-----------------------------------------------------------------------------------------|
|                                                                                         |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                         |
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>Course Handout</b>                                                                   |
| Course : Compensation Management-I                                                      |
| Course Code : BCH 513, Credits : 02, Session :2018-19 (Odd Sem.), Class : BCOM 3rd Year |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

BCH 513.1 Understand basic concepts of Compensation Management

BCH 513 2. Analyse process of Job Analysis

BCH 513.3 Apply Wage Policy

BCH 513.4 Examine Pay Structure

#### **Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2 :-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits .

**A. Assessment Plan:**

| Component of Evaluation        | Description                            | Code     | Weightage % |
|--------------------------------|----------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                             | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment | S/V/Q/HA | 10%         |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |
|                          |                                                                                                                                                                                                               |    |             |

## A. Syllabus

### Course Contents:

#### **Module I** Introduction to Compensation Management

Introduction, Basic concept of compensation, classical theories on wages, establishing pay rates, Importance of an ideal compensation plan, broad branding, Compensation plan and business strategy, devising a compensation plan, challenges affecting Compensation.

#### **Module II** Foundations of Compensation

Job analysis, Pricing managerial and professional jobs, job evaluation, job structure. Concept of Equity,

#### **Module III** Wage Policies

Wage Policy - Concept of wage, Wage policy in India, determinants of wage policy, Impact of income tax on Wage and salary administration, Tools used for fixation of wages, Introduction to Executive and International Compensation.

#### **Module IV** Pay Structure

Pay Packet - Constituents – Basic, D A, H R A, and other allowance, Perquisites. Compensation Laws: Payment of Wages Act, Minimum Wages Act

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- A.M. Sharma, Understanding Wage System.
- N.D. Kapoor, Labour Legislation.
- C.B. Memoria, Personnel management.
- The Compensation Handbook by Lance Berger and Dorothy Berger McGrawHill Co.

### Lecture Plan

| Lecture | Topics                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO              |
|---------|------------------------------------------------------|------------------|------------------|-----------------------------------|
| 1       | Introduction, Basic concept of compensation          | Lecture          | BCH 513.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 2       | Classical theories on wages, establishing pay rates, | Lecture          | BCH 513.1        | Mid Term-1, Quiz & End Sem. .Exam |
| 3       | establishing pay rates,                              | Lecture          | BCH 513.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 4       | Importance of an ideal compensation                  | Lecture          | BCH 513.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 5       | broad branding,                                      | Lecture          | BCH 513.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 6       | Compensation plan and business strategy              | Lecture          | BCH 513.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 7       | Job analysis                                         | Lecture          | BCH 513.2        | Mid Term-1, Quiz & End Sem. Exam  |



|    |                                                                                     |         |           |                                  |
|----|-------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
| 8  | Pricing managerial and professional jobs                                            | Lecture | BCH 513.2 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Pricing managerial and professional jobs                                            | Lecture | BCH 513.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | job evaluation                                                                      | Lecture | BCH 513.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | job structure                                                                       | Lecture | BCH 513.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Concept of Equity                                                                   | Lecture | BCH 513.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Wage Policy - Concept of wage,                                                      | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Wage Policy - Concept of wage,                                                      | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Wage policy in India                                                                | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | determinants of wage policy, Impact of income tax on Wage and salary administration | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Tools used for fixation of wages                                                    | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Introduction to Executive and                                                       | Lecture | BCH 513.3 | Mid Term-1, Quiz &               |

|    |                                        |         |           |                                  |
|----|----------------------------------------|---------|-----------|----------------------------------|
|    | International Compensation.            |         |           | End Sem. Exam                    |
| 19 | Pay Packet - Constituents              | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Basic, D A, H R A, and other allowance | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Perquisites. Compensation Laws         | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Payment of Wages Act,                  | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Payment of Wages Act,                  | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Minimum Wages Act                      | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                            | CORRELATION WITH<br>PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | HRM              |                  |                  |
|-----------|------------------------------------------------------|----------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|           |                                                      | P<br>O<br>1                            | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| BCH 513.1 | Understand basic concepts of Compensation Management | "                                      | "           | "           | "           | "           | 2           | "           | "           | 2           | "            |                  | 2                | 2                |
|           |                                                      | -                                      | -           | -           | -           | -           |             | -           | -           |             | -            |                  |                  |                  |
|           |                                                      | "                                      | "           | "           | "           | "           |             | "           | "           |             | "            |                  |                  |                  |
| BCH 513.2 | Analyse process of Job Analysis                      | 3                                      | 3           | 3           | 3           | 3           | 2           | "           | "           | 1           | "            | 2                | 2                | 2                |
|           |                                                      |                                        |             |             |             |             |             | -           | -           |             | -            |                  |                  |                  |
|           |                                                      |                                        |             |             |             |             |             | "           | "           |             | "            |                  |                  |                  |
| BCH 513.3 | Apply Wage Policy                                    | 3                                      | 3           | 3           | 3           | 3           | 2           | "           | "           | 1           | "            | 2                | 1                | 1                |
|           |                                                      |                                        |             |             |             |             |             | -           | -           |             | -            |                  |                  |                  |
|           |                                                      |                                        |             |             |             |             |             | "           | "           |             | "            |                  |                  |                  |
| BCH 513.4 | Examine Pay Structure                                | 3                                      | 3           | 3           | 3           | 3           | 2           | "           | "           | 1           | "            | 2                | 2                | 2                |
|           |                                                      |                                        |             |             |             |             |             | -           | -           |             | -            |                  |                  |                  |
|           |                                                      |                                        |             |             |             |             |             | "           | "           |             | "            |                  |                  |                  |

## Sample Question Paper

| <b>Amity Business School</b><br><b>MID-SEMESTER (SEM –V) 2018-19</b>                                              |              |                                                                    |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------|----------|-----------|----------------|----------|
| <b>Class: B Com (Honours) V Semester</b>                                                                          |              |                                                                    |          |           |                |          |
| Subject Name:<br>BCH 513 Compensation<br>Management-I                                                             |              | Time: 1.5 Hours                                                    |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                           | Remembering  | Understanding                                                      | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                               | Q.1,4        | Q.2,3                                                              | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand basic concepts of Compensation management<br>CO2: Analyse Job Analysis |              |                                                                    |          |           |                |          |
| CO Map                                                                                                            | Question No. | Question                                                           |          |           |                | Marks    |
| CO1                                                                                                               | Q.1          | Explain in brief the rational for studying Compensation Management |          |           |                | 3        |
| CO1                                                                                                               | Q.2a         | Explain Compensation Management                                    |          |           |                | 3        |
|                                                                                                                   | Q.2b         | Explain need of Compensation Management                            |          |           |                | 3        |
| CO1                                                                                                               | Q.3          | Differentiate between Wages and Salary                             |          |           |                | 6        |
| CO2                                                                                                               | Q.4          | Explain Job Analysis                                               |          |           |                | 3        |
| CO2                                                                                                               | Q.5a         | Explain purpose of Job Analysis                                    |          |           |                | 3        |
|                                                                                                                   | Q.5b         | Explain importance of Job Evaluation                               |          |           |                | 3        |
| CO2                                                                                                               | Q 6          | Explain methods of Job Evaluation                                  |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                           |
|------------------|---------------------------|
| Session          | 2018-19                   |
| Course Name      | B. Com (Hons)             |
| Semester         | 5 <sup>th</sup> Semester  |
| Subject Code     | BCH513                    |
| Subject Name     | Compensation Management-I |
| Attainment Level | Level 2                   |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code: BCH 601 Credits -3 Session 2018-19 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)**

**2018-19**

### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                   | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| VI-Sem<br>BCH 601 | 3   | 2   | -   | -   | 2   | 1   | -   | 2   | 2   | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| Course Handout                                                                                   |
|--------------------------------------------------------------------------------------------------|
| Course : MANAGEMENT ACCOUNTING                                                                   |
| Course Code : BCH 601, Crédits : 03,<br>Session : 2018-19 (Even Sem.), Class : BCOM 6th Semester |

- A. Introduction:** To provide the students' knowledge about the use of costing data for planning, control and decision making.

### Course Outcomes

**BCOM601.1** Understand various costing systems and management systems

**BCOM 601.2** Analyse and provide recommendations to improve the operations of organisations through the application of Cost and Management accounting techniques

**BCOM 601.3** Evaluate the costs and benefits of different conventional and contemporary costing systems.

**BCOM601.4** Analyze cost-volume-profit techniques to determine optimal managerial decisions.

**BCOM 601.5** Apply cost accounting methods for both manufacturing and service industry.

### **Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

[PO.2] Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

[PO.3] Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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[PO.6] Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

[PO.7] Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

[PO.8] Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

[PO.9] Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

[PO.10] Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **D. Programme Specific Outcomes: NA**

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                     | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|----------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                             | CT          | 15%                |
|                                | Mid Term 2                             |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75%                       | A           | 5%                 |



|  |                                                                                                                                                                                              |  |  |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
|  | Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |  |  |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|

## F. Syllabus

### Course Contents:

#### Module I: Cash Flow Analysis

Distinction of Cash from Funds - Utility of Cash Flow Statement - Construction of Cash Flow Statement

#### Module II: Budgets and Budgetary Control

Concept of Budgets and Budgetary Control - Nature and Objectives of Budgetary Control - Advantages and Limitations of Budgetary Control - Establishing a system of Budgetary Control - Preparation of Sales Budget, Selling and Distribution Cost Budget, Production Budget, Purchase Budget, Cash Budget etc. - Flexible Budgets and Master Budgets.

#### Module III: Cost Volume Profit Analysis

Profit/volume ratio, Contribution/Sales ratio, key factor. Margin to Safety ratio, Break-even analysis Angle of incidence, Determination of cost indifference point

#### Module IV: Responsibility Accounting

Concept of Responsibility Accounting - Cost Centers and Profit Centers - Contribution by Segments

#### Practical:

Use of various software packages to obtain different Management Accounting outputs like :(i) Cash Flow Analysis, (ii) Preparation of different budgets, (iii) Break-even Analysis

#### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

#### Text & References:

- Dr. S.N. Maheswari , Management Accounting
- Sexana, Management Accounting
- Made Gowda, Management Accounting
- Dr. S.N. Goyal and Manmohan, Management Accounting
- B.S. Raman, Management Accounting
- R.S.N. Pillai and Bagavathi, Management Accounting
- Sharma and Gupta, Management Accounting
- J. Batty, Management Accounting

- Foster, Financial Statement Analysis, Pearson.
- PN Reddy & Appanaiah, Essentials of Management Accounting.

#### A. Lecture Plan

| Lecture | Topics                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Distinction of Cash from Funds                  | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Distinction of Cash from Funds                  | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Utility of Cash Flow Statement                  | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Utility of Cash Flow Statement                  | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Utility of Cash Flow Statement                  | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Construction of Cash Flow Statement             | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Construction of Cash Flow Statement             | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Concept of Budgets and Budgetary Control        | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Nature and Objectives of Budgetary Control      | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Advantages and Limitations of Budgetary Control | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Establishing a system of Budgetary Control      | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Preparation of Sales Budget                     | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                       |         |           |                                 |
|----|-------------------------------------------------------|---------|-----------|---------------------------------|
| 13 | Selling and Distribution Cost Budget                  | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Production Budget                                     | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Purchase Budget                                       | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Cash Budget                                           | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Flexible Budgets and Master Budgets.                  | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Profit/volume ratio                                   | Lecture | BCH 601.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Contribution/Sales ratio                              | Lecture | BCH 601.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Margin to Safety ratio                                | Lecture | BCH 601.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Break-even analysis Angle of incidence                | Lecture | BCH 601.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Determination of cost indifference point              | Lecture | BCH 601.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Concept of Responsibility Accounting                  | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Cost Centers                                          | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Profit Centers                                        | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Cash Flow Analysis- Practical questions               | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Cash Flow Analysis- Practical questions               | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Preparation of different budgets- Practical questions | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Preparation of different budgets- Practical questions | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Break-even Analysis- Practical questions              | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Break-even Analysis- Practical questions              | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Break-even Analysis- Practical questions              | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                             |         |           |                                    |
|----|---------------------------------------------|---------|-----------|------------------------------------|
| 34 | Break-even Analysis-<br>Practical questions | Lecture | BCH 601.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 35 | Break-even Analysis-<br>Practical questions | Lecture | BCH 601.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 36 | Break-even Analysis-<br>Practical questions | Lecture | BCH 601.4 | Mid Term-2, Quiz<br>& End Sem Exam |

### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                    | STATEMENT                                                                                                                                           | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                       |                                                                                                                                                     | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>BCH6<br/>01.1.</b> | Understand various costing systems and management systems.                                                                                          | 3                                   | 2           | -           | -           | 2           | 1           | -           | 2           | 2           | 2            |  |  |  |
| <b>BCH6<br/>01.2.</b> | Analyse and provide recommendations to improve the operations of organisations through the application of Cost and Management accounting techniques | 2                                   | 2           | 1           | -           | 3           | -           | -           | 2           | 3           | 2            |  |  |  |
| <b>BCH6<br/>01.3.</b> | Evaluate the costs and benefits of different conventional and                                                                                       | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 2           | 2            |  |  |  |

|                   |                                                                                 |   |   |   |   |   |   |   |   |   |   |  |  |  |
|-------------------|---------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
|                   | contemporary costing systems                                                    |   |   |   |   |   |   |   |   |   |   |  |  |  |
| <b>BCH6 01.4.</b> | Analyze cost-volume-profit techniques to determine optimal managerial decisions | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 |  |  |  |
| <b>BCH6 01.5.</b> | Apply cost accounting methods for both manufacturing and service industry       | 1 | 2 | - | 1 | 2 | - | - | 2 | 2 | 2 |  |  |  |

## Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2018-19s                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |              |                                                                           |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BCH 601                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              |                                                                           |          |           |                |          |
| Subject Name:<br>MANAGEMENT ACCOUNTING – II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              | Time: 1.5 Hrs                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Remembering  | Understanding                                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.1,4        | Q.2,3                                                                     | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1 Understand various costing systems and management systems<br>CO2 Analyse and provide recommendations to improve the operations of organisations through the application of Cost and Management accounting techniques<br>CO3 Evaluate the costs and benefits of different conventional and contemporary costing systems<br>CO4 Analyze cost-volume-profit techniques to determine optimal managerial decisions.<br>CO5 Apply cost accounting methods for both manufacturing and service industry. |              |                                                                           |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Question No. | Question                                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.1          | Define cash flow statement                                                |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.2a         | Define budget and budgetary control                                       |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.2b         | Discuss Advantages and Limitations of Budgetary Control                   |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.3          | Write a note on Margin to Safety ratio and Break-even analysis            |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.4          | Discuss about Responsibility Accounting - Cost Centers and Profit Centers |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.5a         | Discuss types of Cash Budget                                              |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.5b         | Elaborate Production and Purchase budget                                  |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.6          | Discuss Utility of Cash Flow Statement                                    |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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MADHYA PRADESH

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## Attainment

|                  |                          |
|------------------|--------------------------|
| Session          | 2018-19                  |
| Course Name      | B. Com (Hons)            |
| Semester         | 6 <sup>th</sup> Semester |
| Subject Code     | BCH601                   |
| Subject Name     | Management Accpunting-II |
| Attainment Level | Level 3                  |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 602 Credits -4 Session 2018-19 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)  
2018-19**

### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.



**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                   | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| VI-Sem<br>BCH 602 | 3   |     | 2   | -   | 2   | 1   | -   | 2   | 2   | 2    |



# AMITY UNIVERSITY

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*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| Course Handout                                                                                  |
|-------------------------------------------------------------------------------------------------|
| Course : INDIAN ECONOMY – PERFORMANCE AND POLICIES                                              |
| Course Code : BCH 602, Crédits : 04,<br>Session : 2018-19 (Odd Sem.), Class : BCOM 6th Semester |

- A. Introduction:** To provide the basic knowledge of the Structure and the Current developments in the Indian Economy.

#### **Course Outcomes**

BCOM 602.1 Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.

BCOM602.2 Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.

BCOM 602.3 Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures, and achievements as the foundation of the ongoing planning and economic reforms taken by the government.

BCOM 602.4. Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole.

BCOM 602.5 Not only be aware of the economy as a whole, but they would also understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects.

#### **Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes: NA**

##### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## F. Syllabus

### Course Contents:

#### Module I: Underdeveloped country and Population Problems

Underdeveloped Economy: Meaning of Underdeveloped Economy - Basic characteristics of Underdeveloped countries, India as an Underdeveloped country. Population problems: Its Causes and effects on Economy - Trends of population Importance of population control.

#### Module II: Poverty and Unemployment

Poverty: Relative and Absolute poverty Indicators of poverty-its causes and measure of remove it.  
Unemployment: Nature of Unemployment in India, its. Causes and effects, Unemployment policy.

#### Module III: Structure of the Indian Economy

Basic features; Natural resources - Land, Water and Forest resources; Broad demographic features - population size and growth rates, sex composition, rural-Urban migration occupational distribution; infrastructure development; Composition of National Income.

#### Module IV: Planning in India

Objectives; Strategy; Broad achievements and failures; current Five year plan objectives, allocation and targets; New economic reforms - Liberalization, privatization and globalization; Rationale behind economic reforms; progress of privatization and globalization.

#### Module V: Agriculture

Nature and importance; Trends in agricultural production and productivity; Factors determining productivity; Land Reforms; New agricultural strategy and green revolution; Rural credit, Agricultural marketing.

#### Module VI: Industry

Industrial development during the planning period; industrial policy of 1948, 1956, 1977, and 1991; industrial licensing policy - MRTP Act, FERA and FEMA; Growth and problems of small scale industries; Role of public sector enter prices in India's industrialization.

#### Module VII: External sector

Role of foreign trade; Trends in exports and imports; composition and direction of India's foreign trade; Balance of payments crisis and the new economic reforms - Export promotion measures and then new trade policies foreign capital-FDI aid; Multinational corporations. (MNCS).

#### Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

#### Text & References:

- Datt, R. and K.P.M. Sundharam, Indian Economy, S. Chand & Company Ltd., New Delhi.
- Dhingra, I.C, The Indian economy: Environment and Policy, Sultan Chand & Sons, New Delhi.
- Dutt, R.C, The Economic History of India Under Early British Rule, Low Prince Publications, Delhi.
- Misra, S.K. and V.K. Puri, Indian Economy - Its Development Experience, Himalaya Publishing House, Mumbai.

## A. Lecture Plan

| Lecture | Topics                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Underdeveloped Economy: Meaning of Underdeveloped Economy    | Lecture          | BCH601.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Basic characteristics of Underdeveloped countries            | Lecture          | BCH602.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | India as an Underdeveloped country.                          | Lecture          | BCH602.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Population problems: Its Causes and effects on Economy       | Lecture          | BCH602.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Trends of population Importance of population control.       | Lecture          | BCH602.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Poverty: Relative and Absolute poverty Indicators of poverty | Lecture          | BCH602.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Causes- its causes and measure of remove it.                 | Lecture          | BCH602.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Unemployment: Nature of Unemployment in India                | Lecture          | BCH602.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Unemployment and its Causes and effects                      | Lecture          | BCH602.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Unemployment policy.                                         | Lecture          | BCH602.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Structure of the Indian Economy                              | Lecture          | BCH602.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Structure of the Indian Economy- Basic nature                | Lecture          | BCH602.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Natural resources - Land                                     | Lecture          | BCH602.2         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                    |         |          |                                 |
|----|----------------------------------------------------|---------|----------|---------------------------------|
| 14 | Natural resources - Water                          | Lecture | BCH602.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Natural resources – Forest resources               | Lecture | BCH602.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Broad demographic features                         | Lecture | BCH602.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | population size and growth rates,                  | Lecture | BCH602.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | sex composition                                    | Lecture | BCH602.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | rural-Urban migration occupational distribution    | Lecture | BCH602.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | infrastructure development                         | Lecture | BCH602.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Composition of National Income.                    | Lecture | BCH602.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Planning in India                                  | Lecture | BCH602.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Objectives & Strategy- Planning in India           | Lecture | BCH602.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Broad achievements and failures                    | Lecture | BCH602.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Current Five year plan objectives                  | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Allocation and targets                             | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | New economic reforms - Liberalization              | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Privatization                                      | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Globalization                                      | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Rationale behind economic reforms                  | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Progress of privatization and globalization.       | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | <b>Agriculture-</b> Nature and importance          | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Trends in agricultural production and productivity | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                  |         |          |                                 |
|----|------------------------------------------------------------------|---------|----------|---------------------------------|
| 35 | Factors determining productivity                                 | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Land Reforms                                                     | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 37 | New agricultural strategy and green revolution; Rural credit     | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 38 | Agricultural marketing                                           | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 39 | Industrial development during the planning period                | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 40 | industrial policy of 1948, 1956, 1977, and 1991                  | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 41 | industrial licensing policy - MRTP Act, FERA and FEMA            | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 42 | Growth and problems of small scale industries                    | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 43 | Role of public sector enter prices in India's industrialization. | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 44 | External sector- Role of foreign trade                           | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 45 | Trends in exports and imports                                    | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 46 | Composition and direction of India's foreign trade               | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 47 | Balance of payments crisis and the new economic reforms          | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 48 | Export promotion measures and then new trade policies            | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 49 | Foreign capital-FDI aid; Multinational corporations. (MNCS)      | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |

#### A. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                                                                                                           | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                   |                                                                                                                                                                                                                                     | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>BCH 602.1.</b> | Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.                                                                                                                                   | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 1            |  |  |  |
| <b>BCH 602.2.</b> | Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.                                                                                        | 2                                   | 3           | 1           | -           | 2           | -           | -           | 2           | 2           | 2            |  |  |  |
| <b>BCH 602.3.</b> | Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government. | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 3            |  |  |  |
| <b>BCH 602.4.</b> | Understand agriculture as the foundation of economic                                                                                                                                                                                | 2                                   | 2           | -           | 2           | 3           | -           | -           | 2           | 2           | 2            |  |  |  |

|                      |                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |   |  |  |  |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
|                      | growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole                                                    |   |   |   |   |   |   |   |   |   |   |  |  |  |
| <b>BCH<br/>602.5</b> | Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects. | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 |  |  |  |



Amity Business School  
I MID-SEMESTER (SEM –6) 2018-19

Class: BCom VI

Subject Name:  
INDIAN ECONOMY – PERFORMANCE  
AND POLICIES

Time: 1.5 Hrs

Max. Marks: 30

| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to

CO1 Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.

CO2 Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.

CO3: Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.

CO4. Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy.

CO5. Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects

| CO Map | Question No. | Question                                                   | Marks |
|--------|--------------|------------------------------------------------------------|-------|
| CO1    | Q.1          | Discuss about management accounting                        | 3     |
| CO1    | Q.2a         | Discuss the importance of financial control.               | 3     |
|        | Q.2b         | Elaborate management accounting                            | 3     |
| CO1    | Q.3          | Elaborate                                                  | 6     |
| CO2    | Q.4          | Discuss trends in agricultural production and productivity | 3     |
| CO2    | Q.5a         | Write a note on MRTP Act, FERA and FEMA                    | 3     |
|        | Q.5b         | Explain role of foreign trade                              | 3     |
| CO2    | Q 6          | Discuss Multinational corporations                         | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                           |
|------------------|-------------------------------------------|
| Session          | 2018-19                                   |
| Course Name      | B. Com (Hons)                             |
| Semester         | 6 <sup>th</sup> Semester                  |
| Subject Code     | BCH602                                    |
| Subject Name     | Indian Economy – Performance and Policies |
| Attainment Level | Level 1                                   |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 604 Credits -2 Session 2018-19 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Honours)**

### **2018-19**

#### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO 1 | PSO 2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-------|-------|------|
| VI-Sem<br>BCH<br>601 | 2   | 3   | -   | -   | 3   | 2   | -   | 3   | 2   | 1    | 3     | 2     | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Course Handout

Course : FINANCIAL MANAGEMENT – II

Course Code : BCH 604, Crédits : 02,

Session : 2018-19 (Even Sem.), Class : BCOM 6th Semester

**Introduction:** To provide the students' knowledge about the use of financial data for planning, control and decision making and to give insight into financial decision making and composition of different securities in the total Capital structure.

**A.**

**Course Outcomes:** At the end of the course, students will be able to:

**BCOM 604.1** Demonstrating an understanding of the overall role and importance of the finance function.

**BCOM 604.2** Validating knowledge of a basic financial vocabulary

**BCOM604.3** Demonstrating basic finance management knowledge.

**BCOM604.4** Understanding of the goals of the finance manager

**BCOM 604.5** Identifying the basic financial environment, institutions and services

**Programme Outcomes:**

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

[PO.2] Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

[PO.3] Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4] Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

[PO.6] Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

[PO.7] Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

[PO.8] Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

[PO.9] Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

[PO.10] Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

##### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

##### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

#### **F. Syllabus**

##### **Course Contents:**

##### **Module I: Dividend Decision**

Dividend Decisions – dividend policy – determinants of dividend policy – types of dividend policy – forms of dividend.

## Module II: Working capital Management

Working Capital Management – meaning – importance of adequate working capital- excess or Inadequate working capital – determinants of working capital requirement – cash management, Receivable management and inventory management – sources of working capital.

## Module III: Financing Decision

Financing Decisions – capital structure – factors influencing capital structure – EBIT – EBT- EPS –Analysis - leverage – problems.

Spreadsheet can be used to show the basic calculation in finance and can be for giving students subject related assignments for their internal assessment purpose

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- S N Maheshwari, Financial Management.
- Khan and Jain, Financial Management.
- Dorai Raj. S.N, Financial Management.
- Sharma and Sashi Gupta, Financial Management.
- I M Pandey, Financial Management.
- James C Vanhorne, Financial Management.
- Prasanna Chandra, Financial Management.
- PN Reddy & Appanaiah, Financial Management.

### A. Lecture Plan

| Lecture | Topics                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------|------------------|------------------|---------------------------------|
| 1       | Dividend Decisions – dividend policy | Lecture          | BCH 604.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Determinants of dividend policy      | Lecture          | BCH 604.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Types of dividend policy             | Lecture          | BCH 604.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Forms of dividend.                   | Lecture          | BCH 604.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Working Capital Management – meaning | Lecture          | BCH 604.2        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                              |         |           |                                 |
|----|------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 6  | Importance of adequate working capital- excess or Inadequate working capital | Lecture | BCH 604.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Determinants of working capital requirement                                  | Lecture | BCH 604.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | cash management                                                              | Lecture | BCH 604.3 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Receivable management                                                        | Lecture | BCH 604.3 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Inventory management                                                         | Lecture | BCH 604.3 | Mid Term-1, Quiz & End Sem Exam |
| 11 | sources of working capital                                                   | Lecture | BCH 604.4 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Financing Decisions                                                          | Lecture | BCH 604.4 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Capital structure                                                            | Lecture | BCH 604.4 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Factors influencing capital structure                                        | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 15 | EBIT – EBT- EPS                                                              | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 16 | EBIT – EBT- EPS                                                              | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 17 | EBIT – EBT- EPS                                                              | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 18 | EBIT – EBT- EPS                                                              | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Analysis - leverage                                                          | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Analysis - leverage                                                          | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Analysis - leverage                                                          | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Analysis - leverage                                                          | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 23 | Analysis - leverage                                                          | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 24 | Analysis - leverage                                                          | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |

## B. Course Articulation Matrix (Mapping of COs with POs)



| CO                | STATEMENT                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|--------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                            | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 604.1.</b> | Demonstrating an understanding of the overall role and importance of the finance function. | 2                                   | 3           | -           | -           | 3           | 2           | -           | 3           | 2           | 1            | 2                                            | 2                | 3                |
| <b>BCH 604.2.</b> | Validating knowledge of a basic financial vocabulary.                                      | 2                                   | 2           | 1           | -           | 1           | -           | -           | 2           | 2           | 1            | 3                                            | 2                | 2                |
| <b>BCH 604.3.</b> | Demonstrating basic finance management knowledge.                                          | 1                                   | 2           | -           | 1           | 1           | -           | -           | 2           | 3           | 2            | 1                                            | 2                | 3                |
| <b>BCH 604.4.</b> | Understanding of the goals of the finance manager                                          | 2                                   | 2           | -           | 2           | 3           | -           | -           | 2           | 2           | 2            | 2                                            | 3                | 1                |
| <b>BCH 604.5</b>  | Identifying the basic financial environment, institutions and services                     | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 1                                            | 2                | 3                |

### Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                   |              |                                                          |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------|----------|-----------|----------------|----------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –6) 2018-19</b>                                                                                                                                                                                                                                                                                            |              |                                                          |          |           |                |          |
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                    |              |                                                          |          |           |                |          |
| Subject Name:<br>FINANCIAL MANAGEMENT – II                                                                                                                                                                                                                                                                                                                        |              | Time: 1.5 Hrs                                            |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                    | Remembering  | Understanding                                            | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                  | Q.1,4        | Q.2,3                                                    | Q.4      | Q.2,5,6   |                |          |
| CO1: Demonstrating an understanding of the overall role and importance of the finance function.<br>CO2: Validating knowledge of a basic financial vocabulary<br>CO3: Demonstrating basic finance management knowledge.<br>CO4: Understanding of the goals of the finance manager<br>CO5: Identifying the basic financial environment, institutions, and services. |              |                                                          |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                            | Question No. | Question                                                 |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                               | Q.1          | Define dividend decision                                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                               | Q.2a         | Discuss importance of working capital management         |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                   | Q.2b         | Write a note on EBIT – EBT- EPS                          |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                               | Q.3          | Discuss forms of dividend.                               |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                               | Q.4          | Elaborate receivable management and inventory management |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                               | Q.5a         | Elaborate sources of working capital                     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                   | Q.5b         | What is capital structure and its importance             |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                               | Q 6          | Discuss forms of leverage                                |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                           |
|------------------|---------------------------|
| Session          | 2018-19                   |
| Course Name      | B. Com (Hons)             |
| Semester         | 6 <sup>th</sup> Semester  |
| Subject Code     | BCH604                    |
| Subject Name     | Financial Management – II |
| Attainment Level | Level 1                   |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 605 Credits -2 Session 2018-19 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Honours)**

### **2018-2019**

#### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling** of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]**Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>605 | 3   | 2   | -   | -   | 2   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                              |
|---------------------------------------------------------------------------------------------|
| Course : FUNDAMENTALS OF INVESTMENTS – II                                                   |
| Course Code : BCH 605, Crédits : 02,<br>Session : 2018-19 (Odd Sem.), Class : BCOM 1st Year |

- A. **Introduction:** To provide the students' knowledge about the use of costing data for planning, control and decision making.

## Course Outcomes

**BCOM605.1** understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management

**BCOM 605.2** analyzing stock returns and risk as EIC framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.

**BCOM 605.3:** learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel

**BCOM605.4** evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models

**BCOM 605.5** measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences

## Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]**Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

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**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

##### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

##### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                          | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-----------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                  | CT          | 15%                |
|                                | Mid Term 2                                                                  |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                      | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be | A           | 5%                 |

|  |                                                                                                                                   |  |  |
|--|-----------------------------------------------------------------------------------------------------------------------------------|--|--|
|  | qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |  |  |
|--|-----------------------------------------------------------------------------------------------------------------------------------|--|--|

## F. Syllabus

### Course Contents:

#### Module I: Portfolio risk and return

Portfolio and diversification, portfolio Risk and Return (up to portfolio of 3 securities)

#### Module II: Portfolio Analysis and selection

Capital Asset Pricing Model; Security Market Line; Arbitrage Pricing Theory, Diversification, Markowitz risk return optimization, Single Index model, Sharpe Index Model, Portfolio Beta and efficient frontier

#### Module III: Financial derivatives

Introduction to Financial derivatives, Financial derivatives Markets in India.

#### Module IV : Mutual funds

Introduction to mutual funds, commodities and real estate

#### Module V : Financial services

Investor Protection – SEBI & role of stock exchange in investor protection, investor grievances and their redressal system, insider trading, investors' awareness and activism.

A Project on Investment. (Considering either Derivatives/ Mutual Fund)

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Bhalla, V.K., "Investment Management", S. Chand & Co.
- Prasanna, Chandra, "Investment analysis and portfolio management", Tata McGraw Hill.

## A. Lecture Plan



| Lecture | Topics                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Portfolio and diversification                  | Lecture          | BCH605.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | portfolio Risk and Return                      | Lecture          | BCH605.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Capital Asset Pricing Model                    | Lecture          | BCH605.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Security Market Line                           | Lecture          | BCH605.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Arbitrage Pricing Theory                       | Lecture          | BCH605.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Diversification                                | Lecture          | BCH605.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Markowitz risk return optimization             | Lecture          | BCH605.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Single Index model                             | Lecture          | BCH605.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Sharpe Index Model                             | Lecture          | BCH605.3         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Portfolio Beta and efficient frontier          | Lecture          | BCH605.3         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Introduction to Financial derivatives          | Lecture          | BCH605.3         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Financial derivatives Markets in India         | Lecture          | BCH605.3         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Introduction to mutual funds                   | Lecture          | BCH605.4         | Mid Term-1, Quiz & End Sem Exam |
| 14      | commodities and real estate                    | Lecture          | BCH605.4         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Investor Protection – SEBI                     | Lecture          | BCH605.4         | Mid Term-1, Quiz & End Sem Exam |
| 16      | role of stock exchange in investor protection  | Lecture          | BCH605.4         | Mid Term-1, Quiz & End Sem Exam |
| 17      | investor grievances and their redressal system | Lecture          | BCH605.5         | Mid Term-1, Quiz & End Sem Exam |
| 19      | insider trading                                | Lecture          | BCH605.5         | Mid Term-1, Quiz & End Sem Exam |
| 20      | investors' awareness and activism              | Lecture          | BCH605.5         | Mid Term-1, Quiz & End Sem Exam |

## B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                                                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 605.1.</b> | understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management | 2                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 605.2.</b> | analyzing stock returns and risk as EIC framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment                                                                                             | 2                                   | 2           | 1           | -           | 1           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |
| <b>BCH 605.3.</b> | learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to                                                                                                                                                         | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 2            | 3                                            | 1                | 1                |

|                   |                                                                                                                                                  |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | analyze risk and return evaluation through hands on session on excel                                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 605.4.</b> | evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models         | 2 | 3 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 605.5</b>  | measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences | 2 | 3 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

## Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |              |                                                                                               |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –6) 2018-19                                                                                                                                                                                                                                                                                                                                                                                                             |              |                                                                                               |          |           |                |          |
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                       |              |                                                                                               |          |           |                |          |
| Subject Name:                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              | Time: 1.5 Hrs                                                                                 |          |           | Max. Marks: 30 |          |
| FUNDAMENTALS OF INVESTMENTS – II                                                                                                                                                                                                                                                                                                                                                                                                                                     |              |                                                                                               |          |           |                |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                       | Remembering  | Understanding                                                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.1,4        | Q.2,3                                                                                         | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management<br>CO2: analyzing stock returns and risk as EIC framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment. |              |                                                                                               |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Question No. | Question                                                                                      |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.1          | Define Portfolio and diversification                                                          |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.2a         | Discuss importance of portfolio Risk and Return                                               |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.2b         | Write a note on Arbitrage Pricing Theory, Diversification, Markowitz risk return optimization |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.3          | Discuss Financial derivatives Markets                                                         |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.4          | Elaborate role of stock exchange in investor protection                                       |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.5a         | Elaborate about mutual funds                                                                  |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.5b         | What is capital structure and its importance                                                  |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.6          | Discuss forms of leverage                                                                     |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                  |
|------------------|----------------------------------|
| Session          | 2018-19                          |
| Course Name      | B. Com (Hons)                    |
| Semester         | 6 <sup>th</sup> Semester         |
| Subject Code     | BCH605                           |
| Subject Name     | Fundamentals of Investments – II |
| Attainment Level | Level 2                          |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3

## Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2021-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              |                                                                           |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BCH 601                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              |                                                                           |          |           |                |          |
| Subject Name:<br>MANAGEMENT ACCOUNTING – II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              | Time: 1.5 Hrs                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Remembering  | Understanding                                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.1,4        | Q.2,3                                                                     | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1 Understand various costing systems and management systems<br>CO2 Analyse and provide recommendations to improve the operations of organisations through the application of Cost and Management accounting techniques<br>CO3 Evaluate the costs and benefits of different conventional and contemporary costing systems<br>CO4 Analyze cost-volume-profit techniques to determine optimal managerial decisions.<br>CO5 Apply cost accounting methods for both manufacturing and service industry. |              |                                                                           |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Question No. | Question                                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.1          | Define cash flow statement                                                |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.2a         | Define budget and budgetary control                                       |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.2b         | Discuss Advantages and Limitations of Budgetary Control                   |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.3          | Write a note on Margin to Safety ratio and Break-even analysis            |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.4          | Discuss about Responsibility Accounting - Cost Centers and Profit Centers |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.5a         | Discuss types of Cash Budget                                              |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.5b         | Elaborate Production and Purchase budget                                  |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.6          | Discuss Utility of Cash Flow Statement                                    |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |

|       |   |                                                            |
|-------|---|------------------------------------------------------------|
| Level | 3 | IF 80% of students secure more than 60% marks then level 3 |
|-------|---|------------------------------------------------------------|



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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 606 Credits -2 Session 2018-19 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)**

**2018-2019**

### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.



**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>601 | 3   | 2   | -   | -   | 3   | 1   | -   | 3   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                   |
|--------------------------------------------------------------------------------------------------|
| Course : FINANCIAL MARKETS, INSTITUTIONS AND FINANCIAL SERVICES II                               |
| Course Code : BCH 606, Crédits : 02,<br>Session : 2018-19 (Even Sem.), Class : BCOM 6th Semester |

**A. Introduction:**

- B. Course Outcomes:** To introduce students to different financial institutions, Markets and the services which are available in India.

**BCOM606.1** Understand the role and function of the financial system in reference to the macro economy.

**BCOM 606.2** Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.

**BCOM 606.3** Evaluate and create strategies to promote financial products and services.

**BCOM606.4** Evaluate empirical evidence of the market performance and accordingly the role of regulatory authorities to develop the financial market.

**BCOM 606.5** Research and analyze specific problems or issues related to financial markets and institutions.

## **Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

[PO.8] Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

[PO.9] Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

[PO.10] Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### D.

##### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

##### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

#### F. Syllabus

## Course Contents:

### Module I Introduction

Introduction to financial services; Merchant banking: Meaning, scope, functions, management of new issues, Indian experience, SEBI guidelines, Future of merchant banking in India.

Understanding of the global nature of financial markets, the importance of country participants, and the role of international organizations operating in the financial markets.

### Module II: Money, Prices, Exchange Rate and Interest Rates

Monetary expansion, Interest rates and exchange rates, Monetary expansion and prices, Real and nominal values, Inflation and interest rates, Inflation and exchange rates. The Indian financial system: Introduction, The pre 1951 period, the post 1951 period, Emerging horizon.

### Module III: Commercial Banks

Evolution of modern commercial banks, Evolution of bank assets, liabilities and activities; Banking structure, Matching revenues and costs, capital adequacy; Accounting policies and related matters, Direct investments, and credit programmes. Central banking and monetary policy: Central banking functions; Money creation, process and control; monetary policy.

### Module IV: Leasing financing

The concept, merits, and demerits; Types; The Indian leasing scenario; Lease evaluation; Lease accounting.

### Module V: Hire purchase.

Meaning; James Raj Committee recommendation; RBI guidelines; Hire purchase and transport industry; Lease vs. Hire purchase; Problems and prospects of hire purchase in India.

### Module VI : Housing Finance & Venture Capital Finance

Concept of Housing Finance and National Housing Bank (briefly), Concept of Venture Capital Finance, Features, and Types of Venture Capital Finance, Concept of private Equity.

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Gordon and Natarajan, Financial Markets and Services, Himalaya Publishing House.
- Khan, M.Y, Financial Services, Tata McGraw Hill.
- Jeff Madura, Financial Markets and Institutions, South-Western College Publishing.
- B.C Vasant Desai, The Indian Financial System, Himalaya Publishing House.
- Bhole L.M, Financial Institutions and Markets, Tata McGraw Hill.
- **Lecture Plan**

| Lecture | Topics                             | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction to financial services | Lecture          | BCH606.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Merchant banking: Meaning          | Lecture          | BCH606.1         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                           |         |          |                                 |
|----|-----------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 3  | scope, functions, management of new issues of merchant banking                                            | Lecture | BCH606.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | SEBI guidelines                                                                                           | Lecture | BCH606.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Future of merchant banking in India                                                                       | Lecture | BCH606.2 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Understanding of the global nature of financial markets                                                   | Lecture | BCH606.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | importance of country participants                                                                        | Lecture | BCH606.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Monetary expansion                                                                                        | Lecture | BCH606.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Interest rates and exchange rates                                                                         | Lecture | BCH606.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Monetary expansion and prices                                                                             | Lecture | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Real and nominal values                                                                                   | Lecture | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Inflation and interest rates                                                                              | Lecture | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Inflation and exchange rates                                                                              | Lecture | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | The Indian financial system: Introduction                                                                 | Lecture | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | The pre 1951 period, the post 1951 period, Emerging horizon.                                              | Lecture | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | <b>Commercial Banks</b>                                                                                   | Lecture | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Evolution of modern commercial banks, Evolution of bank assets                                            | Lecture | BCH606.4 | Mid Term-1, Quiz & End Sem Exam |
| 19 | liabilities and activities                                                                                | Lecture | BCH606.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Banking structure, Matching revenues and costs, capital adequacy; Accounting policies and related matters | Lecture | BCH606.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Direct investments, and credit programmes. Central banking and monetary policy                            | Lecture | BCH606.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Central banking functions; Money creation, process and control; monetary policy. The                      | Lecture | BCH606.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                |         |          |                                    |
|----|----------------------------------------------------------------------------------------------------------------|---------|----------|------------------------------------|
|    | concept, merits and demerits-<br>lease financing                                                               |         |          |                                    |
| 23 | Concept of private Equity                                                                                      | Lecture | BCH606.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 24 | James Raj Committee<br>recommendation, Concept<br>of Housing Finance and<br>National Housing Bank<br>(briefly) | Lecture | BCH606.5 | Mid Term-2, Quiz<br>& End Sem Exam |

- Course Articulation Matrix (Mapping of COs with POs)**

| CO                | STATEMENT                                                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 606.1.</b> | Understand the role and function of the financial system in reference to the macro economy                | 3                                   | 2           | -           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 606.2.</b> | Demonstrate an awareness of the current structure and regulation of the Indian financial services sector. | 2                                   | 1           | 1           | -           | 2           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 2                |
| <b>BCH 606.3.</b> | Evaluate and create strategies to promote financial products and services                                 | 1                                   | 1           | -           | 1           | 2           | -           | -           | 2           | 2           | 3            | 2                                            | 1                | 1                |
| <b>BCH 606.4.</b> | Evaluate empirical evidence of the market performance and accordingly the role of                         | 2                                   | 2           | -           | 2           | 3           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |

|           |                                                                                                 |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------|-------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|           | regulatory authorities to develop the financial market.                                         |   |   |   |   |   |   |   |   |   |   |   |   |   |
| BCH 606.5 | Research and analyze specific problems or issues related to financial markets and institutions. | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2018-19                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |              |                                                                          |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B. Com VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |              |                                                                          |          |           |                |          |
| Subject Name:<br>FINANCIAL MARKETS, INSTITUTIONS<br>AND FINANCIAL SERVICES II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |              | Time: 1.5 Hrs                                                            |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Remembering  | Understanding                                                            | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.1,4        | Q.2,3                                                                    | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1 Understand the role and function of the financial system in reference to the macro economy.</p> <p>CO2 Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.</p> <p>CO3 Evaluate and create strategies to promote financial products and services.</p> <p>CO4 Evaluate empirical evidence of the market performance and accordingly the role of regulatory authorities to develop the financial market.</p> <p>CO5 Research and analyze specific problems or issues related to financial markets and institutions.</p> |              |                                                                          |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Question No. | Question                                                                 |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.1          | Define Merchant banking                                                  |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.2a         | Discuss Future of merchant banking in India                              |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.2b         | Elaborate introduction of The Indian financial system                    |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.3          | Define commercial banks and discuss Evolution of modern commercial banks |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.4          | Elaborate merits and demerits of lease financing                         |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.5a         | Differentiate among Lease and Hire purchase;                             |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.5b         | Discuss features of venture capital finance                              |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q 6          | Elaborate types of Venture Capital Finance                               |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                           |
|------------------|-----------------------------------------------------------|
| Session          | 2018-19                                                   |
| Course Name      | B. Com (Hons)                                             |
| Semester         | 6 <sup>th</sup> Semester                                  |
| Subject Code     | BCH606                                                    |
| Subject Name     | Financial Markets, Institutions and Financial Services-II |
| Attainment Level | 56% of the students secure more than 60% marks            |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 607 Credits -2 Session 2018-19 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Honours)**

### **2018-2019**

#### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>607 | 3   | 2   | -   | -   | 2   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                   |
|--------------------------------------------------------------------------------------------------|
| Course : INSURANCE AND RISK MANAGEMENT - II                                                      |
| Course Code : BCH 607, Crédits : 02,<br>Session : 2018-19 (Even Sem.), Class : BCOM 6th Semester |

- A. Introduction:** This course enables the students to know the fundamentals of Insurance and challenges related to the same

## Course Outcomes

- BCOM 607.1** Evaluate the growth and Development of Insurance Business.
- BCOM 607.2** Understand the working and functioning of the Insurance Sector.
- BCOM 607.3** Study the inter-relationship between Insurance & Risk Management.
- BCOM607.4.** Analyze the Role of Insurance Business Intermediaries.
- BCOM 607.5** Obtain an overview of Regulatory Framework of Insurance Sector

## Programme Outcomes:

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |

## **F. Syllabus**

### **Course Contents:**

Fire Insurance - Nature, meaning - Procedure of taking fire insurance policy - Policy conditions - Kinds of policies - Settlement of claims.

### **Module II**

Marine Insurance - Nature, Meaning - procedure of taking marine insurance Policy- clauses of marine policy - Types of policies.

### **Module III**

Accidental Insurance (only nature & cover given each) 1) Motor Insurance 2) personal Accidental & Sickness Insurance 3) Burglary Insurance 4) Liability Insurance 5) Fidelity Guarantee Insurance 6) Cattle Insurance 7) Crop Insurance.

### **Module IV**

Life Insurance Corporation of India Role and performance - Marketing & promotion strategy of Insurance Services- Govt. Policy on Insurance service sector - Privatisation of Insurance sector- Insurance Regulatory Development Act. 1999.

### **Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### **Text & References:**

- Mishra M. N: Insurance Principles & practice - S. Chand & Co., New Delhi.
- M. Arif Khan: Theory & Practice of Insurance, Education Book House Aligarh.
- Kothari & Bahi: Principles & practice of Insurance, Shahitya Bhavan.
- Life Insurance Act of 1956
- Insurance Regulator Development Act. 1999.
- Gupta O. S: Life Insurance, Frank Brothers, New Delhi.
- Vinayakam N. Radhaswamy & Vasudevan S. V: Insurance - Principles & Practice. S. Chand New Delhi
- Mishra M. N: Life Insurance Corporation of India Vols. - I, II & III, Raj Book, Jaipur.

## A. Lecture Plan

| Lecture | Topics                                                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Fire Insurance - Nature, meaning                                                              | Lecture          | BCH607.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Procedure of taking fire insurance policy                                                     | Lecture          | BCH607.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Policy conditions                                                                             | Lecture          | BCH607.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Kinds of policies - Settlement of claims.                                                     | Lecture          | BCH607.2         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Marine Insurance - Nature, Meaning                                                            | Lecture          | BCH607.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | procedure of taking marine insurance Policy                                                   | Lecture          | BCH607.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | clauses of marine policy -                                                                    | Lecture          | BCH607.3         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Types of policies.                                                                            | Lecture          | BCH607.3         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Accidental Insurance (only nature & cover given each)                                         | Lecture          | BCH607.3         | Mid Term-1, Quiz & End Sem Exam |
| 10      | 1) Motor Insurance 2) personal Accidental & Sickness Insurance 3) Burglary Insurance          | Lecture          | BCH607.4         | Mid Term-1, Quiz & End Sem Exam |
| 11      | 4) Liability Insurance 5) Fidelity Guarantee Insurance 6) Cattle Insurance 7) Crop Insurance. | Lecture          | BCH607.4         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Life Insurance Corporation of India Role and performance -                                    | Lecture          | BCH607.4         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Marketing & promotion strategy of Insurance Services                                          | Lecture          | BCH607.5         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Govt. Policy on Insurance service sector                                                      | Lecture          | BCH607.5         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Privatisation of Insurance sector                                                             | Lecture          | BCH607.5         | Mid Term-1, Quiz & End Sem Exam |

|    |                                             |         |          |                                 |
|----|---------------------------------------------|---------|----------|---------------------------------|
| 16 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 23 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 24 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                 | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 607.1.</b> | Evaluate the growth and Development of Insurance Business | 3                                   | 2           | -           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                                            | 2                | 3                |



|                       |                                                                   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------------|-------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BCH<br/>607.2.</b> | Understand the working and functioning of the Insurance Sector.   | 2 | 1 | 1 | - | 2 | - | - | 2 | 3 | 2 | 3 | 2 | 2 |
| <b>BCH<br/>607.3.</b> | Study the inter-relationship between Insurance & Risk Management. | 1 | 1 | - | 1 | 2 | - | - | 2 | 2 | 3 | 2 | 1 | 1 |
| <b>BCH<br/>607.4.</b> | Analyze the Role of Insurance Business Intermediaries.            | 2 | 1 | 1 | - | 2 | - | - | 2 | 3 | 2 | 3 | 2 | 2 |
| <b>BCH<br/>607.5</b>  | Obtain an overview of Regulatory Framework of Insurance Sector    | 2 | 1 | 1 | - | 2 | - | - | 2 | 3 | 2 | 3 | 2 | 2 |

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2018-19                                                                                                                                                                                                                                                                                                                            |              |                                                       |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                                      |              |                                                       |          |           |                |          |
| Subject Name:<br>INSURANCE AND RISK MANAGEMENT - II                                                                                                                                                                                                                                                                                                                                 |              | Time: 1.5 Hrs                                         |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                      | Remembering  | Understanding                                         | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                    | Q.1,4        | Q.2,3                                                 | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br><br>CO1 Evaluate the growth and Development of Insurance Business.<br>CO2 Understand the working and functioning of the Insurance Sector.<br>CO3 Study the inter-relationship between Insurance & Risk Management..<br>CO4. Analyze the Role of Insurance Business Intermediaries.<br>CO5 Obtain an overview of Regulatory Framework of Insurance Sector |              |                                                       |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                              | Question No. | Question                                              |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                 | Q.1          | Define fire insurance                                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                 | Q.2a         | Elaborate Procedure of taking fire insurance policy   |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                     | Q.2b         | Elaborate procedure of taking marine insurance Policy |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                 | Q.3          | Discuss accidental insurance and its types            |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                 | Q.4          | Elaborate role of Life Insurance Corporation of India |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                 | Q.5a         | Determine Insurance Regulatory Development Act. 1999. |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                     | Q.5b         | Differentiate among LIC and GIC                       |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                 | Q 6          | Explain kinds of Insurance policies                   |          |           |                | 6        |

| Attainments  |   | Rubric                                                     |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                    |
|------------------|------------------------------------|
| Session          | 2018-19                            |
| Course Name      | B. Com (Hons)                      |
| Semester         | 6 <sup>th</sup> Semester           |
| Subject Code     | BCH607                             |
| Subject Name     | Insurance and Risk Management - II |
| Attainment Level | Level 2                            |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 608 Credits -2 Session 2018-19 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES** **Bachelor of Commerce (Honours)** **2018-2019**

### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                   |
|--------------------------------------------------------------------------------------------------|
| Course : PRINCIPLES OF MARKETING - II                                                            |
| Course Code : BCH 608, Crédits : 02,<br>Session : 2018-19 (Even Sem.), Class : BCOM 6th Semester |

- A. Introduction:** This course enables the students to know the fundamentals of Insurance and challenges related to the same

## Course Outcomes

- BCOM 608.1** Evaluate the growth and Development of Insurance Business.
- BCOM 608.2** Understand the working and functioning of the Insurance Sector.
- BCOM 608.3** Study the inter-relationship between Insurance & Risk Management.
- BCOM 608.4.** Analyze the Role of Insurance Business Intermediaries.
- BCOM 608.5** Obtain an overview of Regulatory Framework of Insurance Sector

## Programme Outcomes:

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]**. Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]**. Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |

## F. Syllabus

### Course Contents:

#### Module I

Promotion: Nature and importance of promotion; Method of promotion - optimum promotion mix.

#### Module II: Consumer behavior

Nature, scope & significance of consumer behavior - factors affecting consumer behavior. Module VI: Salesmanship & Selling process : Salesman - qualities of successful salesman - functions of a salesman - selling process.

Case 1: Group Assignment (UBER)

#### Module III: Advertising and publicity

Meaning - Importance of advertising - advertising media - ethics of good advertising.

Case -II: Window-Shopping Takes on a Whole New Meaning

#### Module IV: Marketing research

Meaning - steps involved in marketing research - areas of marketing research. Marketing Information System (MIS): Need, Importance – Element of good MIS - components of MIS.

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Philip Kotler: Marketing Management, Prentice Hall of India Ltd, New Delhi.
- Dr. C. N. Sontakki: Marketing Management Kalyani Publications New Delhi.
- Marchand & B. Vardharajan: An introduction to Marketing, Vikas Publishing House, Delhi.
- Mohammad Amanatullah: Principles of Modern Marketing. Kalyani Publications New Delhi.

#### Link:

- <http://www.getmemedia.com/ideas/case-study-window-shopping-takes-on-a-whole-new-meaning-online/say-media.html>
- [https://uber-static.s3.amazonaws.com/web-fresh/legal/Uber\\_Chicago\\_CaseStudy.pdf](https://uber-static.s3.amazonaws.com/web-fresh/legal/Uber_Chicago_CaseStudy.pdf)

## A. Lecture Plan



| <b>Lecture</b> | <b>Topics</b>                                      | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|----------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Promotion : Nature and importance of promotion     | Lecture                 | BCH608.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Method of promotion                                | Lecture                 | BCH608.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | optimum promotion mix.                             | Lecture                 | BCH608.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | Nature, scope & significance of consumer behaviour | Lecture                 | BCH608.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | factors affecting consumer behaviour               | Lecture                 | BCH608.2                | Mid Term-1, Quiz & End Sem Exam |
| 6              | Salesmanship & Selling process                     | Lecture                 | BCH608.2                | Mid Term-1, Quiz & End Sem Exam |
| 7              | Salesman - qualities of successful salesman        | Lecture                 | BCH608.2                | Mid Term-1, Quiz & End Sem Exam |
| 8              | functions of a salesman                            | Lecture                 | BCH608.2                | Mid Term-1, Quiz & End Sem Exam |
| 9              | selling process                                    | Lecture                 | BCH608.3                | Mid Term-1, Quiz & End Sem Exam |
| 10             | Meaning - Importance of advertising                | Lecture                 | BCH608.3                | Mid Term-1, Quiz & End Sem Exam |
| 11             | advertising medias                                 | Lecture                 | BCH608.3                | Mid Term-1, Quiz & End Sem Exam |
| 12             | ethics of good advertising                         | Lecture                 | BCH608.3                | Mid Term-1, Quiz & End Sem Exam |
| 13             | Window-Shopping Takes on a Whole New Meaning       | Lecture                 | BCH608.4                | Mid Term-1, Quiz & End Sem Exam |
| 14             | Meaning - steps involved in marketing research     | Lecture                 | BCH608.4                | Mid Term-1, Quiz & End Sem Exam |
| 15             | areas of marketing research                        | Lecture                 | BCH608.4                | Mid Term-1, Quiz & End Sem Exam |
| 16             | Marketing Information System                       | Lecture                 | BCH608.5                | Mid Term-1, Quiz & End Sem Exam |
| 17             | Need, Importance of MIS                            | Lecture                 | BCH608.5                | Mid Term-1, Quiz & End Sem Exam |
| 19             | Element of good MIS                                | Lecture                 | BCH608.5                | Mid Term-1, Quiz & End Sem Exam |
| 20             | components of MIS.                                 | Lecture                 | BCH608.5                | Mid Term-1, Quiz & End Sem Exam |

|    |                    |         |          |                                 |
|----|--------------------|---------|----------|---------------------------------|
| 21 | components of MIS. | Lecture | BCH608.5 | Mid Term-1, Quiz & End Sem Exam |
| 22 | components of MIS. | Lecture | BCH608.5 | Mid Term-1, Quiz & End Sem Exam |
| 23 | components of MIS. | Lecture | BCH608.5 | Mid Term-1, Quiz & End Sem Exam |
| 24 | components of MIS. | Lecture | BCH608.5 | Mid Term-1, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 608.1.</b> | To understand the role of marketing within society and within an economic system.                                                                | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 608.2.</b> | To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business. | 2                                   | 2           | 1           | -           | 3           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 1                |
| <b>BCH 608.3.</b> | To consider the various decision areas within marketing and the tools and methods used by marketing managers for                                 | 1                                   | 2           | -           | 1           | 3           | -           | -           | 2           | 2           | 2            | 2                                            | 1                | 1                |

|                   |                                                                                                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | making decisions                                                                                                                            |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 608.4.</b> | To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts. | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 608.5</b>  | To appreciate how a marketing perspective is important in your own personal and professional development.                                   | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

## Sample Question Paper

Amity Business School  
I MID-SEMESTER (SEM –6) 2018-19

Class: BCom VI

|                                                |             |               |          |           |                |          |
|------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Subject Name:<br>PRINCIPLES OF MARKETING - II  |             | Time: 2 Hrs   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |                |          |

Student will be able to

CO1 To understand the role of marketing within society and within an economic system.

CO2 To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.

CO3 To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.

CO4 To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.

CO5 To appreciate how a marketing perspective is important in your own personal and professional development.

| CO Map | Question No. | Question                                           | Marks |
|--------|--------------|----------------------------------------------------|-------|
| CO1    | Q.1          | Define Advertising and publicity                   | 3     |
| CO1    | Q.2a         | Elaborate factors affecting consumer behaviour     | 3     |
|        | Q.2b         | Elaborate ethics of good advertising               | 3     |
| CO1    | Q.3          | Discuss Marketing Information System and its types | 6     |
| CO2    | Q.4          | Elaborate role of promotion                        | 3     |
| CO2    | Q.5a         | Determine Element of good MIS                      | 3     |
|        | Q.5b         | Differentiate among Advertising and publicity      | 3     |
| CO2    | Q.6          | Explain kinds of promotion                         | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                              |
|------------------|------------------------------|
| Session          | 2018-19                      |
| Course Name      | B. Com (Hons)                |
| Semester         | 6 <sup>th</sup> Semester     |
| Subject Code     | BCH608                       |
| Subject Name     | Principles of Marketing - II |
| Attainment Level | Level 2                      |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code: BCH 610 Credits -2 Session 2018-19 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Honours)**

### **2018-2019**

#### **Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 2   | 3   | -   | -   | 3   | 2   | -   | 3   | 2   | 1    | 2    | 2    | 3    |



# AMITY UNIVERSITY

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                   |
|--------------------------------------------------------------------------------------------------|
| Course : ADVERTISING AND PERSONAL SELLING - II                                                   |
| Course Code : BCH 610, Crédits : 02,<br>Session : 2018-19 (Even Sem.), Class : BCOM 6th Semester |

**Introduction:** This course enables the students to understand the concept of advertising and personal selling used in marketing for communicating with customers.

- A. the fundamentals of Insurance and challenges related to the same

## Course Outcomes

**BCOM 610.1** Understand the place and contribution of marketing to the business enterprise

**BCOM 610. 2** Understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behaviour; of product, distribution, promotion and pricing decisions

**BCOM 610.3** Understand the role of marketing as a fundamental organizational policy process

**BCOM 610.4.** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces

**BCOM 610. 5** evaluate results of marketing activities using criteria related to budgeted sales, costs and profits

## Programme Outcomes:

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system



**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]**. Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]**. Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## **F. Syllabus**

### **Course Contents:**

#### **Module I: Personal Selling**

Introduction & basic concepts. The nature of personal selling; Personal Selling in marketing mix; The dimensions of sales management; Sales Management environment; Sales forecasting & Sales management planning.

#### **Module II**

Organizing & executing the sales effort. The nature of sales management positions; the sales organization; sales department relations; distributive network relations; the selling process; sales personality.

#### **Module III: Sales force management**

Recruitment & selection of sales personnel; Training, motivating, compensating & controlling sales personnel; controlling the sales effort - sales budget, sales quotas, sales territories, sales control & cost analysis.

#### **Module IV**

Overview of distribution management. Basic concepts of distribution systems; Different modes of transport in India; Functional areas of logistics management; Distribution costs; Supply chain management.

#### **Module V**

Managing marketing intermediaries. Role & functions of marketing intermediaries; selection of marketing channels; motivation of marketing intermediaries; distribution analysis, Channel management & control.

### **Examination Scheme:**

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### **Text & References:**

- R. Still, W. Cundiff, A.P. Govoni, Sales Management Decisions Strategies and Cases, P.H.I, New Delhi.
- M. Johnson, L. Kurtz, E. Scheuing, Sales Management Concepts, Practices & Cases, Mcgraw Hill International, New York.
- W. Stern, El-Ansary, T. Coughlan, Marketing Channels, 5<sup>th</sup> Edition, P.H.I, New Delhi.
- Guptha. S. L, Sales & Distribution Management, Excell Books, New Delhi.

**A. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                 | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|---------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Introduction & basic concepts. The nature of personal selling | Lecture                 | BCH610.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Personal Selling in marketing mix                             | Lecture                 | BCH610.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | The dimensions of sales management                            | Lecture                 | BCH610.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | Sales Management environment                                  | Lecture                 | BCH610.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | Sales forecasting & Sales management planning.                | Lecture                 | BCH610.2                | Mid Term-1, Quiz & End Sem Exam |
| 6              | Organizing & executing the sales effort                       | Lecture                 | BCH610.2                | Mid Term-1, Quiz & End Sem Exam |
| 7              | The nature of sales management positions                      | Lecture                 | BCH610.2                | Mid Term-1, Quiz & End Sem Exam |
| 8              | the sales organization                                        | Lecture                 | BCH610.2                | Mid Term-1, Quiz & End Sem Exam |
| 9              | sales department relations                                    | Lecture                 | BCH610.3                | Mid Term-1, Quiz & End Sem Exam |
| 10             | distributive network relations                                | Lecture                 | BCH610.3                | Mid Term-1, Quiz & End Sem Exam |
| 11             | the selling process; sales personality                        | Lecture                 | BCH610.3                | Mid Term-1, Quiz & End Sem Exam |
| 12             | Recruitment & selection of sales personnel                    | Lecture                 | BCH610.3                | Mid Term-1, Quiz & End Sem Exam |
| 13             | Training, motivating                                          | Lecture                 | BCH610.4                | Mid Term-1, Quiz & End Sem Exam |
| 14             | compensating & controlling sales personnel                    | Lecture                 | BCH610.4                | Mid Term-1, Quiz & End Sem Exam |
| 15             | controlling the sales effort                                  | Lecture                 | BCH610.4                | Mid Term-1, Quiz & End Sem Exam |
| 16             | sales budget                                                  | Lecture                 | BCH610.4                | Mid Term-1, Quiz & End Sem Exam |
| 17             | sales quotas                                                  | Lecture                 | BCH610.5                | Mid Term-1, Quiz & End Sem Exam |
| 19             | sales territories                                             | Lecture                 | BCH610.5                | Mid Term-1, Quiz & End Sem Exam |

|    |                               |         |          |                                 |
|----|-------------------------------|---------|----------|---------------------------------|
| 20 | sales control & cost analysis | Lecture | BCH610.5 | Mid Term-1, Quiz & End Sem Exam |
| 21 | sales control & cost analysis | Lecture | BCH610.5 | Mid Term-1, Quiz & End Sem Exam |
| 22 | sales control & cost analysis | Lecture | BCH610.5 | Mid Term-1, Quiz & End Sem Exam |
| 23 | sales control & cost analysis | Lecture | BCH610.5 | Mid Term-1, Quiz & End Sem Exam |
| 24 | sales control & cost analysis | Lecture | BCH610.5 | Mid Term-1, Quiz & End Sem Exam |

## B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                                              | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 610.1.</b> | Understand the place and contribution of marketing to the business enterprise                                                                                                                | 2                                   | 3           | -           | -           | 3           | 2           | -           | 3           | 2           | 1            | 2                                            | 2                | 3                |
| <b>BCH 610.2.</b> | Understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behaviour; of product, distribution, promotion and pricing decisions | 2                                   | 2           | 1           | -           | 1           | -           | -           | 2           | 2           | 1            | 3                                            | 3                | 1                |
| <b>BCH 610.3.</b> | Understand the role of marketing as                                                                                                                                                          | 1                                   | 2           | -           | 1           | 1           | -           | -           | 2           | 3           | 2            | 2                                            | 1                | 2                |

|                       |                                                                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                       | a<br>fundamental<br>organizational<br>policy<br>process.                                                                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH<br/>610.4.</b> | Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH<br/>610.5</b>  | evaluate results of marketing activities using criteria related to budgeted sales, costs and profits                                                                                   | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

## Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2018-19                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |              |                                                                      |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              |                                                                      |          |           |                |          |
| Subject Name:<br>ADVERTISING AND PERSONAL SELLING - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              | Time: 1.5 Hrs                                                        |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Remembering  | Understanding                                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                                | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1 Understand the place and contribution of marketing to the business enterprise<br>CO2 Understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behaviour; of product, distribution, promotion and pricing decisions<br>CO3 Understand the role of marketing as a fundamental organizational policy process.<br>CO4 Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces<br>CO5 evaluate results of marketing activities using criteria related to budgeted sales, costs and profits |              |                                                                      |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Question No. | Question                                                             |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.1          | Define personal selling                                              |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.2a         | Elaborate theories of Sales forecasting & Sales management planning. |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.2b         | Elaborate sales personality                                          |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.3          | Discuss Recruitment & selection of sales personnel                   |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.4          | Elaborate role of distribution management                            |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.5a         | Determine Functional areas of logistics management                   |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.5b         | Differentiate among Sales forecasting & Sales management planning.   |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.6          | Explain Managing marketing intermediaries                            |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                       |
|------------------|---------------------------------------|
| Session          | 2018-19                               |
| Course Name      | B. Com (Hons)                         |
| Semester         | 6 <sup>th</sup> Semester              |
| Subject Code     | BCH610                                |
| Subject Name     | Advertising and Personal Selling - II |
| Attainment Level | Level 3                               |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3







# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code: BCH 611 Credits -2 Session 2018-19 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)**

**2018-2019**

### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 2   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                                  |
|--------------------------------------------------------------------------------------------------|
|                                                                                                  |
| <b>Course Handout</b>                                                                            |
| Course : SERVICE MARKETING-II                                                                    |
| Course Code : BCH 611, Crédits : 02,<br>Session : 2018-19 (Even Sem.), Class : BCOM 6th Semester |

**Introduction:** The course has been designed to familiarize students with characteristics of services, their design and delivery and the complexities of handling intangibles.

## Course Outcome

**BCOM 611.1** Understand basics of services attribute in Global, Marketing Environment & Growth of Sector and demonstrate all the determinants of service marketing mix practically

**BCOM 611.2:** Evaluate the Service quality model and learn to increase service quality & Productivity

**BCOM 611.3** Analyze complete Customer orientation, Customer satisfaction, and service recovery in the service sector.

**BCOM 611.4** Understand the retailing environment, its concept, function, retailing strategies along with different outlets of retailing

**BCOM 611.5** Evaluate retail customers through mapping society along with retails situational analysis by ownership and other traditional forms.

## Programme Outcomes:

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## F. Syllabus

### Course Contents:

#### Module I: Service Marketing Strategies

Managing service demand and capacity: Understanding capacity constraints, Understanding demand patterns. Strategies for matching demand and supply. Pricing Strategies: Approaches to pricing services. Pricing strategies linking to value definitions. Service marketing communication mix.

#### Module II: Customer Focus

Tourism & Travel: Hotel, Airline and Travel services, Transportation and logistics: Freight, Courier, Logistics, Financial Services: Insurance, Banking, housing and Financial Intermediaries, Media Services: Media, Newspaper, Broadcasting, Health Care: Hospitals, Medical transcription, Professional Services: Market research, Consultancy, Retail services

Case study – Hong kong Disney land (Available in Text Book on Zeithaml & Bitner')

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

#### Text:

- Valarie A Zeithaml and Mary J Bitner, Services Marketing, Third Edition, Tata McGraw Hill Companies
- Christopher Lovelock, Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.
- Christopher Lovelock, Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.

#### References:

- Clow Kenneth E. and Kurtz David L., Services marketing operations, management and strategy, Biztantra innovations in management, John Wiley & Sons
- Rampal M.K., Gupta S.L., Service Marketing, 2006 Galgotia Publishing Company.

### A. Lecture Plan

| Lecture | Topics                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------|------------------|------------------|---------------------------------|
| 1       | Managing service demand and capacity | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                          |         |          |                                 |
|----|----------------------------------------------------------|---------|----------|---------------------------------|
| 2  | Understanding capacity constraints                       | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | Understanding demand patterns                            | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Strategies for matching demand and supply                | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Pricing Strategies.                                      | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Approaches to pricing services                           | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Pricing strategies linking to value definitions.         | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Service marketing communication mix                      | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Tourism & Travel                                         | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Hotel, Airline and Travel services                       | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Transportation and logistics                             | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Freight, Courier, Logistics                              | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Financial Services                                       | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Insurance, Banking, housing and Financial Intermediaries | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Media Services: Media, Newspaper                         | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Broadcasting                                             | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Health Care                                              | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Hospitals                                                | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Medical transcription                                    | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Professional Services                                    | Lecture | BCH611.1 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Market research                                          | Lecture | BCH611.1 | Mid Term-2, Quiz & End Sem Exam |

|    |                              |         |          |                                 |
|----|------------------------------|---------|----------|---------------------------------|
| 23 | Consultancy, Retail services | Lecture | BCH611.1 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Consultancy, Retail services | Lecture | BCH611.1 | Mid Term-2, Quiz & End Sem Exam |

### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                       | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 611.1.</b> | Understand basics of services attribute in Global, Marketing Environment & Growth of Sector and demonstrate all the determinants of service marketing mix practically | 2                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 611.2.</b> | Evaluate the Service quality model and learn to increase service quality & Productivity                                                                               | 2                                   | 2           | 1           | -           | 1           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |
| <b>BCH 611.3.</b> | Analyze complete Customer orientation, Customer satisfaction, and service recovery in the service sector.                                                             | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 2            | 3                                            | 1                | 1                |

|                       |                                                                                                                                     |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BCH<br/>611.4.</b> | Understand the retailing environment, its concept, function, retailing strategies along with different outlets of retailing         | 2 | 3 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH<br/>611.5</b>  | Evaluate retail customers through mapping society along with retails situational analysis by ownership and other traditional forms. | 2 | 3 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |



## Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2018-19                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                     |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------|----------|-----------|----------------|----------|
| Class: Bcom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              |                                                     |          |           |                |          |
| Subject Name:<br>SERVICE MARKETING-II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |              | Time: 1.5 Hrs                                       |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Remembering  | Understanding                                       | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Q.1,4        | Q.2,3                                               | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Understand basics of services attribute in Global, Marketing Environment &amp; Growth of Sector and demonstrate all the determinants of service marketing mix practically</p> <p>CO2: Evaluate the Service quality model and learn to increase service quality &amp; Productivity</p> <p>CO3: Analyze complete Customer orientation, Customer satisfaction, and service recovery in the service sector.</p> <p>CO4: Understand the retailing environment, its concept, function, retailing strategies along with different outlets of retailing</p> <p>CO5: Evaluate retail customers through mapping society along with retails situational analysis by ownership and other traditional forms.</p> |              |                                                     |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Question No. | Question                                            |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.1          | Define Managing service demand and capacity         |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.2a         | Elaborate theories of Pricing Strategies            |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.2b         | Elaborate Transportation and logistics              |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.3          | Discuss Financial Services                          |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.4          | Elaborate role of Market research                   |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.5a         | Determine Functional areas of Insurance and Banking |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.5b         | Differentiate among demand and supply               |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.6          | Explain Travel services                             |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                          |
|------------------|--------------------------|
| Session          | 2018-19                  |
| Course Name      | B. Com (Hons)            |
| Semester         | 6 <sup>th</sup> Semester |
| Subject Code     | BCH611                   |
| Subject Name     | Service Marketing-II     |
| Attainment Level | Level 2                  |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code: BCH 612 Credits -2 Session 2018-19 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)**

**2018-2019**

### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO1:** - Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** - Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:** - Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 3   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                   |
|--------------------------------------------------------------------------------------------------|
| Course : HUMAN RESOURCE MANAGEMENT II                                                            |
| Course Code : BCH 612, Crédits : 02,<br>Session : 2018-19 (Even Sem.), Class : BCOM 6th Semester |

**A. Introduction:** This course enables the students to understand the concept of human resource management

**B. Course Outcomes**

**BCOM 612.1** Evaluate the growth and Development of Insurance Business.

**BCOM 612.2** Understand the working and functioning of the Insurance Sector.

**BCOM 612.3** Study the inter-relationship between Insurance & Risk Management.

**BCOM 612.4.** Analyze the Role of Insurance Business Intermediaries.

## Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well-developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## F. Syllabus

### Course Contents:

#### Module I Performance Management

Performance Appraisal– Meaning of performance appraisal, objectives of Performance appraisal, methods of performance appraisal and limitations.

#### Module II Training and Development

Training and Induction – Meaning of Training and Induction, objective and purpose of induction, Need for training, benefits of training, identification of training needs, methods of training. HRD – Meaning of HRD, Role of training in HRD.

#### Module III Healthy Work Environment

Work Environment –Industrial accidents, Employee safety, Morale, Grievance and Grievances handling, Motivation Perspectives, Empowering Employees.

#### Module IV Emerging Issues in HRM

HRD – Meaning of HRD, Role of training in HRD, Impact of globalisation on human resource management, problems in relation to transnational and multi nationals.

Impact of Technological Development on HRM Practices, Dealing with Workforce Diversity, Work / Life Balance.

### Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- C.B. Mamoria, Personnel Management.
- Edwin Flippo, Personnel Management.
- Aswathappa. K, Human Resource Management
- Subba Rao, Human Resources Management.
- Michael Porter, HRM and Human Relations.
- Biswanath Chosh, Human Resource Development and Management.

### A. Lecture Plan

| Lecture | Topics                                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Performance Appraisal–<br>Meaning of performance appraisal | Lecture          | BCH612.1         | Mid Term-1, Quiz & End Sem Exam |



|    |                                                            |         |          |                                 |
|----|------------------------------------------------------------|---------|----------|---------------------------------|
| 2  | objectives of Performance appraisal                        | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | methods of performance appraisal and limitations.          | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Training and Induction – Meaning of Training and Induction | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | objective and purpose of induction                         | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Need for training                                          | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | benefits of training                                       | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | identification of training needs                           | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | methods of training. HRD                                   | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | methods of training. HRD                                   | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Role of training in HRD                                    | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Work Environment – Industrial accidents                    | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Employee safety                                            | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Morale                                                     | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Grievance and Grievances handling                          | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 16 | HRD – Meaning of HRD                                       | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Role of training in HRD                                    | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Impact of globalisation on human resource management       | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 20 | problems in relation to transnational and multi nationals  | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                      |         |          |                                 |
|----|------------------------------------------------------|---------|----------|---------------------------------|
| 21 | Impact of Technological Development on HRM Practices | Lecture | BCH612.1 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Dealing with Workforce Diversity                     | Lecture | BCH612.1 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Work / Life Balance.                                 | Lecture | BCH612.1 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Work / Life Balance.                                 | Lecture | BCH612.1 | Mid Term-2, Quiz & End Sem Exam |

## B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 612.1.</b> | Gain an understanding of the different analytical approaches used by HR Professionals to solve real business problems. | 3                                   | 2           | -           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 612.2.</b> | Examine actual business cases and apply problem solving and critical thinking skills through group case studies        | 2                                   | 1           | 1           | -           | 2           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 2                |
| <b>BCH 612.3.</b> | Understand the application of quantitative and                                                                         | 1                                   | 1           | -           | 1           | 2           | -           | -           | 2           | 2           | 3            | 2                                            | 1                | 1                |

|                   |                                                                                                                                                |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | qualitative analysis to understand trends and indicators in human resource data.                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 612.4.</b> | Understand the role of information technology to enhance the efficiency and effectiveness of human resource functions within the organization. | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

## Sample Question Paper

Amity Business School  
I MID-SEMESTER (SEM –6) 2018-19

Class: BCom VI

Subject Name:  
HUMAN RESOURCE MANAGEMENT - II

Time: 1.5 Hrs

Max. Marks: 30

Levels of the  
questions as per  
Blooms Taxonomy

Remembering

Understanding

Applying

Analyzing

Evaluating

Creating

Question  
Mapping

Q.1,4

Q.2,3

Q.4

Q.2,5,6

Student will be able to

CO1: Gain an understanding of the different analytical approaches used by HR Professionals to solve real business problems

CO2: Examine actual business cases and apply problem solving and critical thinking skills through group case studies

CO3: Understand the application of quantitative and qualitative analysis to understand trends and indicators in human resource data.

CO4: Understand the role of information technology to enhance the efficiency and effectiveness of human resource functions within the organization.

| CO Map | Question No. | Question                                     | Marks |
|--------|--------------|----------------------------------------------|-------|
| CO1    | Q.1          | Define Performance Appraisal                 | 3     |
| CO1    | Q.2a         | Elaborate methods of performance appraisal   | 3     |
|        | Q.2b         | Elaborate objective and purpose of induction | 3     |
| CO1    | Q.3          | Discuss Employee safety                      | 6     |
| CO2    | Q.4          | Elaborate role of training in HRD.           | 3     |
| CO2    | Q.5a         | Determine Empowering Employees               | 3     |
|        | Q.5b         | Differentiate among Training and Induction   | 3     |
| CO2    | Q 6          | Explain Grievances handling                  | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                |
|------------------|--------------------------------|
| Session          | 2018-19                        |
| Course Name      | B. Com (Hons)                  |
| Semester         | 6 <sup>th</sup> Semester       |
| Subject Code     | BCH612                         |
| Subject Name     | Human Resource Management - II |
| Attainment Level | Level 2                        |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code: BCH 613 Credits -2 Session 2018-19 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## PROGRAMME OUTCOMES

**Bachelor of Commerce (Honours)**

**2018-2019**

### Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

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**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO1:** - Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** - Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:** - Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 3   | 2   | 2    | 2    | 2    | 3    |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                   |
|--------------------------------------------------------------------------------------------------|
| Course : COMPENSATION MANAGEMENT II                                                              |
| Course Code : BCH 613, Crédits : 02,<br>Session : 2018-19 (Even Sem.), Class : BCOM 6th Semester |

**Introduction:** This course enables the students the concept of compensation management and wage policies keeping in view the labour legislations.

## A. Course Outcomes

**BCOM 613.1** Understand the different components of compensation.

**BCOM 613.2** Comprehend and evaluate the role of pay commissions in compensation planning

**BCOM 613.3** Evaluate and implement the knowledge to solve compensation-related problems in organizations.

**BCOM613.4.** Rationally design the compensation structure for the organization.

**BCOM613.5** Comprehend the legal aspects associated with compensation.

## Programme Outcomes:

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

**Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |

## F. Syllabus

### Course Contents:

#### Module I – Incentivizing the Workforce

Pay-for-performance & Financial incentives. Meaning and definitions, Background and trends, pre-requisites of effective incentive system, Scope of incentive schemes, types of incentives – group incentive plan, for indirect workers, for Operations employees for managers and professionals, for sales persons, Total compensation Program.

#### Module II – Benefits & Services

Benefits & services why benefits and services? Types of employee benefits and services – insurance, retirement, Employee services benefit and others, Principles of Fringes, Significant benefits and service Programs, Flexible benefit programs, administration of benefits and services, The future of fringe Benefits, guidelines to make benefit program more effective, Benefits and employee leasing.

#### Module IV – Recent trends in compensation management

Recent trends in compensation management -Recent trends in compensation management and the use of information technology. Current Issues and Challenges in Compensation Management, Ethics in Compensation Management. Effective Compensation for the success of an organization & Effect of balanced Compensation on the success of an Organization. Consequences of pay dissatisfaction.

#### Module III – Legal Framework of Compensation

Labour legislations: Over view and aspects covered by Payment of wages Act, Payment of Bonus Act, Equal Remuneration Act, ESI Act, maternity benefit Act, Payment of Gratuity Act, Factories Act, Minimum Wage Act, Industrial Employment (Standing Orders) Act, Industrial Disputes Act, PF Act.

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- A.M. Sharma, Understanding Wage System.
- N.D. Kapoor, Labour Legislation.
- C.B. Memoria, Personnel management.

### A. Lecture Plan

| Lecture | Topics | Mode of Delivery | Corresponding CO | Mode of Assessing CO |
|---------|--------|------------------|------------------|----------------------|
|         |        |                  |                  |                      |

|    |                                                                                                                                              |         |          |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 1  | Pay-for-performance & Financial incentives.<br>Meaning and definitions                                                                       | Lecture | BCH613.1 | Mid Term-1, Quiz & End Sem Exam |
| 2  | Background and trends, pre-requisites of effective incentive system                                                                          | Lecture | BCH613.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | Scope of incentive schemes                                                                                                                   | Lecture | BCH613.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | types of incentives – group incentive plan, for indirect workers, for Operations employees for managers and professionals, for sales persons | Lecture | BCH613.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Total compensation Program.                                                                                                                  | Lecture | BCH613.2 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Benefits & services why benefits and services?                                                                                               | Lecture | BCH613.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Types of employee benefits and services – insurance, retirement                                                                              | Lecture | BCH613.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Employee services benefit and others                                                                                                         | Lecture | BCH613.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Principles of Fringes                                                                                                                        | Lecture | BCH613.3 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Significant benefits and service Programs                                                                                                    | Lecture | BCH613.3 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Flexible benefit programs, administration of benefits and services                                                                           | Lecture | BCH613.3 | Mid Term-1, Quiz & End Sem Exam |
| 12 | The future of fringe Benefits                                                                                                                | Lecture | BCH613.3 | Mid Term-1, Quiz & End Sem Exam |
| 13 | guidelines to make benefit program more effective, Benefits and employee leasing.                                                            | Lecture | BCH613.4 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Recent trends in compensation management -Recent trends in compensation management and the use of information technology                     | Lecture | BCH613.4 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Current Issues and Challenges in Compensation Management                                                                                     | Lecture | BCH613.4 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                               |         |          |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 16 | Ethics in Compensation Management                                                                                             | Lecture | BCH613.4 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Effective Compensation for the success of an organization & Effect of balanced Compensation on the success of an Organization | Lecture | BCH613.5 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Consequences of pay dissatisfaction                                                                                           | Lecture | BCH613.5 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Labour legislations: Over view and aspects covered by Payment of wages Act                                                    | Lecture | BCH613.5 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Payment of Bonus Act                                                                                                          | Lecture | BCH613.5 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Equal Remuneration Act, ESI Act, maternity benefit Act, Payment of Gratuity Act                                               | Lecture | BCH613.5 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Factories Act, Minimum Wage Act                                                                                               | Lecture | BCH613.5 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Industrial Employment (Standing Orders) Act, Industrial Disputes Act, PF Act                                                  | Lecture | BCH613.5 | Mid Term-2, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                           | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                     | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 613.1.</b> | Understand the different components of compensation | 3                                   | 2           | -           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                                            | 2                | 3                |

|                   |                                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|-----------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BCH 613.2.</b> | Comprehend and evaluate the role of pay commissions in compensation planning                  | 2 | 1 | 1 | - | 2 | - | - | 2 | 3 | 2 | 3 | 2 | 2 |
| <b>BCH 613.3.</b> | Evaluate and implement the knowledge to solve compensation-related problems in organizations. | 1 | 1 | - | 1 | 2 | - | - | 2 | 2 | 3 | 2 | 1 | 1 |
| <b>BCH 613.4.</b> | Rationally design the compensation structure for the organization.                            | 3 | 2 | - | - | 3 | 1 | - | 3 | 2 | 2 | 2 | 2 | 3 |
| <b>BCH 613.5</b>  | Comprehend the legal aspects associated with compensation.                                    | 3 | 2 | - | - | 3 | 1 | - | 3 | 2 | 2 | 2 | 2 | 3 |

## Sample Question Paper

Amity Business School  
I MID-SEMESTER (SEM –6) 2018-19

Class: BCom VI

Subject Name:  
COMPENSATION MANAGEMENT - II

Time: 1.5Hrs

Max. Marks: 30

| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to

CO1 Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.

CO2 Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.

CO3: Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.

CO4. Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole.

CO5. Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects

| CO Map | Question No. | Question                                                          | Marks |
|--------|--------------|-------------------------------------------------------------------|-------|
| CO1    | Q.1          | Define Financial incentives                                       | 3     |
| CO1    | Q.2a         | Elaborate Types of employee benefits and services                 | 3     |
|        | Q.2b         | Elaborate types of incentives                                     | 3     |
| CO1    | Q.3          | Discuss employee leasing                                          | 6     |
| CO2    | Q.4          | Elaborate Recent trends in compensation management                | 3     |
| CO2    | Q.5a         | Determine Labour legislations                                     | 3     |
|        | Q.5b         | Differentiate among Payment of wages Act and Payment of Bonus Act | 3     |
| CO2    | Q 6          | Explain Industrial Disputes Act                                   | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                            |
|------------------|--------------------------------------------|
| Session          | 2018-19                                    |
| Course Name      | B. Com (Hons)                              |
| Semester         | 6 <sup>th</sup> Semester                   |
| Subject Code     | BCH613                                     |
| Subject Name     | Compensation Management - II               |
| Attainment Level | 30% of students secure more than 60% marks |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3







# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code: BCH 615 Credits -2 Session 2018-19 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)**

**2018-2019**

### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO1:** - Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** - Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:** - Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 1    | 2    | 2    | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                   |
|--------------------------------------------------------------------------------------------------|
| Course : HUMAN RESOURCE ACCOUNTING                                                               |
| Course Code : BCH 615, Crédits : 02,<br>Session : 2018-19 (Even Sem.), Class : BCOM 6th Semester |

**A. Introduction:** This course enables the students understand the concepts of Human resource accounting, its importance and various methods of human resource accounting.

**B. Course Outcomes**

**BCOM 615.1** To introduce the concept of Human resource accounting, its objectives, approaches to accounting process.

**BCOM 615.2** To make the students understand the importance of investment in human resources and the need for accounting of human capital.

**BCOM 615.3** To provide information on responsibility accounting and management control.

**BCOM 615.4** To provide knowledge on human resource auditing, balanced score card, HRD score card, accounting and financial statements.

**BCOM 615.5** To learn about organisational climate

**C. Programme Outcomes:**

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well-developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**PSO1:** - Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** - Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:** - Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## F. Syllabus

### Course Contents:

#### Module I

First-Generation Accounting Systems for Human Resource Value Second and Third-Generation Accounting Systems for Human Resource Value Applications and Implementations, Designing and Implementing Human Resource Accounting Systems

#### Module II

Applications for Improving Management, Training, and Personnel Decisions Developing an Integrated Systems Recent Advancement and Future Directions in Human Resource Accounting

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Human Resource Accounting, by Gupta, R.K.; Anmol Publications.
- Human Resource Accounting, by Saha, Malayendu; Discovery Publishing House.
- Human Resource Accounting, by Flamholtz, Eric; Kluwer Academic Publishers.

#### A. Lecture Plan

| Lecture | Topics                                                                   | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | First-Generation Accounting Systems for Human Resource Value             | Lecture          | BCH615.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Second and Third-Generation Accounting Systems for Human Resource Value  | Lecture          | BCH615.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Applications and Implementations                                         | Lecture          | BCH615.2         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Designing and Implementing Human Resource Accounting Systems             | Lecture          | BCH615.2         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Applications for Improving Management, Training, and Personnel Decisions | Lecture          | BCH615.3         | Mid Term-1, Quiz & End Sem Exam |

|   |                                                                       |         |          |                                 |
|---|-----------------------------------------------------------------------|---------|----------|---------------------------------|
|   |                                                                       |         |          |                                 |
| 6 | Developing an Integrated Systems                                      | Lecture | BCH615.4 | Mid Term-1, Quiz & End Sem Exam |
| 7 | Recent Advancement and Future Directions in Human Resource Accounting | Lecture | BCH615.5 | Mid Term-1, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                              | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 615.1.</b> | Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.                                            | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 1            | 2                                            | 2                | 1                |
| <b>BCH 615.2.</b> | Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development. | 2                                   | 3           | 1           | -           | 3           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |
| <b>BCH 615.3.</b> | Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and               | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 3            | 2                                            | 1                | 1                |

|                   |                                                                                                                                                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | achievements as the foundation of the ongoing planning and economic reforms taken by the government.                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 615.4.</b> | Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |
| <b>BCH 615.5</b>  | Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects.   | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |



**Sample Question Paper**

**Amity Business School  
I MID-SEMESTER (SEM –6) 2018-19**

**Class: BCom VI**

|                                                        |                    |                      |                 |                  |                       |                 |
|--------------------------------------------------------|--------------------|----------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Subject Name:</b><br>HUMAN RESOURCE ACCOUNTING - II |                    | <b>Time: 1.5 Hrs</b> |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>  | <b>Remembering</b> | <b>Understanding</b> | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                | Q.1,4              | Q.2,3                | Q.4             | Q.2,5,6          |                       |                 |

Student will be able to  
 CO1:- To introduce the concept of Human resource accounting, its objectives, approaches to accounting process  
 CO2:- To make the students understand the importance of investment in human resources and the need for accounting of human capital  
 CO3:- To provide information on responsibility accounting and management control  
 CO4:- To provide knowledge on human resource auditing, balanced score card, HRD score card, accounting and financial statements  
 CO5:- To learn about organisational climate

| CO Map | Question No. | Question                                                                                                                                                    | Marks |
|--------|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Define First-Generation Accounting Systems for Human Resource Value                                                                                         | 3     |
| CO1    | Q.2a         | Elaborate Second and Third-Generation Accounting Systems for Human Resource Value                                                                           | 3     |
|        | Q.2b         | Elaborate Designing and Implementing Human Resource Accounting Systems                                                                                      | 3     |
| CO1    | Q.3          | Discuss Training                                                                                                                                            | 6     |
| CO2    | Q.4          | Elaborate Personnel Decisions<br>Developing an Integrated Systems                                                                                           | 3     |
| CO2    | Q.5a         | Determine Human Resource Accounting                                                                                                                         | 3     |
|        | Q.5b         | Differentiate among First-Generation Accounting Systems for Human Resource Value<br>Second and Third-Generation Accounting Systems for Human Resource Value | 3     |
| CO2    | Q.6          | Explain Recent Advancement and Future Directions in Human Resource Accounting                                                                               | 6     |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                |
|------------------|--------------------------------|
| Session          | 2018-19                        |
| Course Name      | B. Com (Hons)                  |
| Semester         | 6 <sup>th</sup> Semester       |
| Subject Code     | BCH615                         |
| Subject Name     | Human Resource Accounting - II |
| Attainment Level | Level 2                        |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code: BCH 616 Credits -2 Session 2018-19 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Hons)**

### **2018-2019**

#### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

SO.1 Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

PSO.2 Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

PSO.3 Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 1    | 2    | 2    | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                   |
|--------------------------------------------------------------------------------------------------|
| Course : CORPORATE TAX PLANNING                                                                  |
| Course Code : BCH 616, Crédits : 02,<br>Session : 2018-19 (Even Sem.), Class : BCOM 6th Semester |

- A. **Introduction:** To help students to understand the concept of Corporate Tax planning and give them a practical exposure to the method of computing corporate tax.
- B.

## Course Outcomes

**BCOM 616.1** To provide knowledge about goods service tax

**BCOM 616.2** To create employability to the students in the commercial tax practices

**BCOM 616.3** To understand the procedure for registration, payment and refund of GST

**BCOM 616.4.** To know tax related with movement of goods

**BCOM 616.5** To understand the appeals, offences and penalties with respect to GST

## Programme Outcomes:

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program, the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs, and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## F. Syllabus

### Course Contents:

#### Module I: Introduction to Goods and Services Tax (GST)

Meaning, scope and significance of GST; principles of subsumption and taxes subsumed; classification of goods and services and GST rates. GST model in India – CGST, SGST and IGST; GST Administration in India – GST Council - functions and challenges; GST Network – objectives structure, administration and functions; operational aspects of GST–process of registration for manufacturer, service provider and dealer, etc; amendment and cancellation of registration; tax invoice, credit and debit notes; accounts and records; filing of returns – forms, time schedule; assessment, payment of tax.

**Module II: Levy and Collection of Tax** – CGST Act, 2017 – levy and collection of central and state GST, Composition levy, taxable person, power to grant exemption from tax; Time and Value of Supply – time of supply of goods and services, change in rate of tax in respect of supply of goods or services; value of taxable supply; Illustrative problems.

#### Module III: Input Tax Credit & Related Terms

Meaning, eligibility and conditions for taking Input Tax Credit – CGST, SGST and IGST; recovery of Input Tax Credit and interest thereon, taking input tax credit in respect of inputs sent for job work, reverse charge, manner of distribution of credit by input; service distributor; Transitional Provisions, Electronic Commerce, HSN Code, Illustrative problems

### Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Bimal Jain & Isha Bansal, GST Law & Analysis, Young Global Publications, New Delhi
- Girish Ahuja and Ravi Gupta, Direct Tax Law – Theory & Practice, Bharat Law House, New Delhi
- Abhishek Rastogi: Professionals guide to GST Ideation to reality (2017)
- Rakesh Garg & Sandeep Garg, HSN code wise GST Tariff, Bloomsbury India Professional (July 2017)
- Datey V.S.: GST Ready Reckoner, Taxman Publication, New Delhi

**A. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                                                                    | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|----------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Meaning, scope and significance of GST                                                                                           | Lecture                 | BCH616.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | principles of subsumation and taxes subsumed                                                                                     | Lecture                 | BCH616.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | classification of goods and services and GST rates                                                                               | Lecture                 | BCH616.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | GST model in India – CGST, SGST and IGST; GST                                                                                    | Lecture                 | BCH616.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | Administration in India – GST Council- functions and challenges                                                                  | Lecture                 | BCH616.2                | Mid Term-1, Quiz & End Sem Exam |
| 6              | GST Network – objectives structure                                                                                               | Lecture                 | BCH616.2                | Mid Term-1, Quiz & End Sem Exam |
| 7              | administration and functions; operational aspects of GST– process of registration for manufacturer,                              | Lecture                 | BCH616.2                | Mid Term-1, Quiz & End Sem Exam |
| 8              | service provider and dealer, etc; amendment and cancellation of registration                                                     | Lecture                 | BCH616.2                | Mid Term-1, Quiz & End Sem Exam |
| 9              | tax invoice, credit and debit notes; accounts and records; filing of returns – forms, time schedule; assessment, payment of tax. | Lecture                 | BCH616.3                | Mid Term-1, Quiz & End Sem Exam |
| 10             | CGST Act, 2017 – levy and collection of central and state GST                                                                    | Lecture                 | BCH616.3                | Mid Term-1, Quiz & End Sem Exam |
| 11             | Composition levy                                                                                                                 | Lecture                 | BCH616.3                | Mid Term-1, Quiz & End Sem Exam |
| 12             | taxable person, power to grant exemption from tax                                                                                | Lecture                 | BCH616.3                | Mid Term-1, Quiz & End Sem Exam |
| 13             | Time and Value of Supply – time of supply of goods and services                                                                  | Lecture                 | BCH616.4                | Mid Term-1, Quiz & End Sem Exam |
| 14             | change in rate of tax in respect of supply of goods or services;                                                                 | Lecture                 | BCH616.4                | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                |         |          |                                 |
|----|--------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | value of taxable supply;<br>Illustrative problems.                             |         |          |                                 |
| 15 | Meaning, eligibility and conditions for taking Input Tax Credit                | Lecture | BCH616.4 | Mid Term-1, Quiz & End Sem Exam |
| 16 | CGST, SGST and IGST                                                            | Lecture | BCH616.4 | Mid Term-1, Quiz & End Sem Exam |
| 17 | recovery of Input Tax Credit and interest thereon                              | Lecture | BCH616.4 | Mid Term-1, Quiz & End Sem Exam |
| 19 | taking input tax credit in respect of inputs sent for job work                 | Lecture | BCH616.5 | Mid Term-1, Quiz & End Sem Exam |
| 20 | reverse charge, manner of distribution of credit by input; service distributor | Lecture | BCH616.5 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Transitional Provisions                                                        | Lecture | BCH616.5 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Electronic Commerce                                                            | Lecture | BCH616.5 | Mid Term-2, Quiz & End Sem Exam |
| 23 | HSN Code                                                                       | Lecture | BCH616.5 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Illustrative problems                                                          | Lecture | BCH616.5 | Mid Term-2, Quiz & End Sem Exam |

## B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|----------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                              | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 616.1.</b> | To provide knowledge about goods service tax | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 1            | 2                                            | 2                | 1                |

|                   |                                                                         |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|-------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BCH 616.2.</b> | To create employability to the students in the commercial tax practices | 2 | 3 | 1 | - | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 616.3.</b> | To understand the procedure for registration, payment and refund of GST | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 3 | 2 | 1 | 1 |
| <b>BCH 616.4.</b> | To know tax related with movement of goods                              | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |
| <b>BCH 616.5</b>  | To understand the appeals, offences and penalties with respect to GST   | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

## Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2018-19                                                                                                                                                                                                                                                                                                                       |              |                                                                         |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                                 |              |                                                                         |          |           |                |          |
| Subject Name:<br>CORPORATE TAX PLANNING - II                                                                                                                                                                                                                                                                                                                                   |              | Time: 1.5 Hrs                                                           |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                 | Remembering  | Understanding                                                           | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                               | Q.1,4        | Q.2,3                                                                   | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1- To provide knowledge about goods service tax<br>CO2- To create employability to the students in the commercial tax practices.<br>CO3- To understand the procedure for registration, payment and refund of GST<br>CO4- To know tax related with movement of goods<br>CO5- To understand the appeals, offences and penalties with respect to GST |              |                                                                         |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                         | Question No. | Question                                                                |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                            | Q.1          | Define scope and significance of GST                                    |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                            | Q.2a         | Elaborate GST model in India                                            |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                | Q.2b         | Elaborate GST Administration in India                                   |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                            | Q.3          | Discuss CGST Act, 2017                                                  |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                            | Q.4          | Elaborate conditions for taking Input Tax Credit                        |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                            | Q.5a         | Determine CGST, SGST and IGST                                           |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                | Q.5b         | Differentiate among CGST, SGST and IGST                                 |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                            | Q.6          | Explain change in rate of tax in respect of supply of goods or services |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                             |
|------------------|-----------------------------|
| Session          | 2018-19                     |
| Course Name      | B. Com (Hons)               |
| Semester         | 6 <sup>th</sup> Semester    |
| Subject Code     | BCH616                      |
| Subject Name     | Corporate Tax Planning - II |
| Attainment Level | Level 2                     |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                    |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------|----------|-----------|----------------|----------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –6) 2021-22</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |              |                                                    |          |           |                |          |
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |              |                                                    |          |           |                |          |
| Subject Name:<br>PRINCIPLES OF MARKETING - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              | Time: 2 Hrs                                        |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Remembering  | Understanding                                      | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.1,4        | Q.2,3                                              | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1 To understand the role of marketing within society and within an economic system.</p> <p>CO2 To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.</p> <p>CO3 To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.</p> <p>CO4 To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.</p> <p>CO5 To appreciate how a marketing perspective is important in your own personal and professional development.</p> |              |                                                    |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Question No. | Question                                           |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.1          | Define Advertising and publicity                   |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.2a         | Elaborate factors affecting consumer behaviour     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2b         | Elaborate ethics of good advertising               |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.3          | Discuss Marketing Information System and its types |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.4          | Elaborate role of promotion                        |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.5a         | Determine Element of good MIS                      |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5b         | Differentiate among Advertising and publicity      |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.6          | Explain kinds of promotion                         |          |           |                | 6        |

|                    |               |
|--------------------|---------------|
| <b>Attainments</b> | <b>Rubric</b> |
|--------------------|---------------|

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code: BCH 617 Credits -2 Session 2018-19 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Honours)**

### **2018-2019**

#### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]**Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.



**PROGRAM SPECIFIC OUTCOMES:**

SO.1 Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

PSO.2 Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

PSO.3 Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                   |
|--------------------------------------------------------------------------------------------------|
| Course : COMPUTERIZED ACCOUNTING SYSTEM - II                                                     |
| Course Code : BCH 617, Crédits : 02,<br>Session : 2018-19 (Even Sem.), Class : BCOM 6th Semester |

- A. Introduction: To help students to understand the concept of Corporate Tax planning and give them a practical exposure to the method of computing corporate tax.**

## **B. Course Outcomes**

**BCOM 617.1** After successfully qualifying practical examination, students will be awarded certificate to work with well-known accounting software i.e. Tally ERP.9

**BCOM 617.2** Student by their own will create company, enter accounting voucher entries including advance voucher entries, reconcile bank statements, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software.

**BCOM 617.3** Students will possess the required skill and can also be employed as Tally data entry operator.

**BCOM617.4.** To impart knowledge regarding concepts of Financial Accounting. Tally is an accounting package which is used for learning to maintain accounts.

**BCOM 617.5** To make students capable of creating a company, enter accounting voucher entries including advance voucher entries, reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software.

## **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program, the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]**. Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]**. Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs, and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## F. Syllabus

### Course Contents:

#### Module I: Account Masters and Vouchers

Working with Account Masters, viz, Group, Ledger, Cost Centre and Category, Currency, Entry of Accounts Vouchers with Examples of Billwise, Interest Computation, Printing of Vouchers, Creation and Alteration of Vouchers types and Vouchers Classes.

#### Module II: Final Accounts

Viewing Balance Sheet, P& L Account, Trial Balance

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Implementing Tally 6.3 by A.K. Nadhani, K. K. Nadhani, BPB Pub.
- Accounting by Tally (Illustrated) by L.B.Singh & V.P.Singh, Asian Pub.
- Computerised financial accounting using tally- Rajan Chougule.

### A. Lecture Plan

| Lecture | Topics                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Working with Account Masters, viz, Group, Ledger     | Lecture          | BCH617.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Cost Centre and Category                             | Lecture          | BCH617.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Currency                                             | Lecture          | BCH617.2         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Entry of Accounts Vouchers with Examples of Billwise | Lecture          | BCH617.2         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Interest Computation                                 | Lecture          | BCH617.3         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Printing of Vouchers                                 | Lecture          | BCH617.3         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Creation and Alteration of Vouchers                  | Lecture          | BCH617.3         | Mid Term-1, Quiz & End Sem Exam |

|    |                             |         |          |                                 |
|----|-----------------------------|---------|----------|---------------------------------|
| 8  | types and Vouchers Classes. | Lecture | BCH617.4 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Viewing Balance Sheet       | Lecture | BCH617.4 | Mid Term-1, Quiz & End Sem Exam |
| 10 | P& L Account                | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 11 | P& L Account                | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 12 | P& L Account                | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 13 | P& L Account                | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 14 | P& L Account                | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 15 | P& L Account                | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Trial Balance               | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Trial Balance               | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Trial Balance               | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Trial Balance               | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Trial Balance               | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Trial Balance               | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 23 | Trial Balance               | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 24 | Trial Balance               | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |
|----|-----------|-------------------------------------|----------------------------------------------|
|    |           |                                     |                                              |

|                   |                                                                                                                                                                                                                                    | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
| <b>BCH 617.1.</b> | After successfully qualifying practical examination, students will be awarded certificate to work with well-known accounting software i.e. Tally ERP.9                                                                             | 3           | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                | 2                | 3                |
| <b>BCH 617.2.</b> | Student by their own will create company, enter accounting voucher entries including advance voucher entries, reconcile bank statements, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software | 2           | 2           | 1           | -           | 3           | -           | -           | 2           | 3           | 2            | 3                | 2                | 1                |
| <b>BCH 617.3.</b> | Students will possess required skill and can also be employed as Tally data entry operator.                                                                                                                                        | 1           | 2           | -           | 1           | 3           | -           | -           | 2           | 2           | 2            | 2                | 1                | 1                |
| <b>BCH 617.4.</b> | To impart knowledge regarding concepts of Financial Accounting. Tally is an accounting package which is used for learning to maintain accounts.                                                                                    | 2           | 2           | -           | 2           | 3           | -           | -           | 2           | 2           | 2            | 3                | 2                | 1                |

|                      |                                                                                                                                                                                                                                     |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                      |                                                                                                                                                                                                                                     |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH<br/>617.5</b> | To make students capable to create company, enter accounting voucher entries including advance voucher entries, reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

## Sample Question Paper

Amity Business School  
I MID-SEMESTER (SEM –6) 2018-19

Class: B. Com VI

Subject Name:  
COMPUTERIZED ACCOUNTING SYSTEM - II

Time: 1.5 Hrs

Max. Marks: 30

| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to

CO1 After successfully qualifying practical examination, students will be awarded certificate to work with well-known accounting software i.e. Tally ERP.9

CO2 Student by their own will create company, enter accounting voucher entries including advance voucher entries, reconcile bank statements, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software.

CO3 Students will possess required skill and can also be employed as Tally data entry operator.

CO4 To impart knowledge regarding concepts of Financial Accounting. Tally is an accounting package which is used for learning to maintain accounts.

CO5 To make students capable to create company, enter accounting voucher entries including advance voucher entries, reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software

| CO Map | Question No. | Question                                           | Marks |
|--------|--------------|----------------------------------------------------|-------|
| CO1    | Q.1          | Define Account Masters and Vouchers                | 3     |
| CO1    | Q.2a         | Elaborate Ledger                                   | 3     |
|        | Q.2b         | Elaborate Cost Centre and Category                 | 3     |
| CO1    | Q.3          | Discuss Vouchers with Examples of Billwise         | 6     |
| CO2    | Q.4          | Elaborate Balance Sheet                            | 3     |
| CO2    | Q.5a         | Determine Vouchers Classes.                        | 3     |
|        | Q.5b         | Differentiate among P& L Account and Trial Balance | 3     |
| CO2    | Q.6          | Explain Working with Account Masters               | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                     |
|------------------|-------------------------------------|
| Session          | 2018-19                             |
| Course Name      | B. Com (Hons)                       |
| Semester         | 6 <sup>th</sup> Semester            |
| Subject Code     | BCH617                              |
| Subject Name     | Computerized Accounting System - II |
| Attainment Level | Level 1                             |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code: BCH 618 Credits -2 Session 2018-19 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Honours)**

### **2018-2019**

#### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]**Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

SO.1 Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

PSO.2 Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

PSO.3 Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                   |
|--------------------------------------------------------------------------------------------------|
| Course : BUSINESS DATA PROCESSING - II                                                           |
| Course Code : BCH 618, Crédits : 02,<br>Session : 2018-19 (Even Sem.), Class : BCOM 6th Semester |

**A. Introduction:** To help students to understand the DBMS concepts with oracle as a tool.

## B. Course Outcomes

**BCOM 618.1** Understand the basic principles of database management systems.

**BCOM 618.2** Draw Entity-Relationship diagrams to represent simple database application scenarios

**BCOM 618.3** CO3 Write SQL queries for a given context in relational database

**BCOM 618.4** Discuss normalization techniques with simple examples.

**BCOM 618.5** Describe transaction processing and concurrency control concepts

## Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program, the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs, and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## F. Syllabus

### Module I: Concept of Cursors

Types- Implicit, Explicit Open, Close cursor

### Module II: Introduction to triggers

Block Level, Field level triggers, Simple example to be solved with Form

### Module III: Working with forms

Basic Concept, Application Development in Form, Creating a Form, Running a Form, Form Triggers, maintaining Standards in Forms, Master Detail Forms, Libraries and Alerts.

### Module IV: Working with menus

Using Default Menu, Using custom menu. Attaching a Menu Module to a Form, Opening a Form through a menu

### Module V: Working with reports

Features, Defining data Module for a Report, Specify Runtime Parameter form for report, specify runtime parameter form for a report.

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- An introduction to database:- Date C.J.
- Commercial Application Development Using Developer 2000 by Ivan Bayross.
- Structured Query Languages (SQL) By Osborne.
- SQL – Scott Urman
- Teach yourself ORACLE 8 – Ed.Whalen in 21 days.

## A. Lecture Plan

| Lecture | Topics          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------|------------------|------------------|---------------------------------|
| 1       | Types- Implicit | Lecture          | BCH618.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Explicit Open   | Lecture          | BCH618.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Close cursor    | Lecture          | BCH618.1         | Mid Term-1, Quiz & End Sem Exam |

|    |                                              |         |          |                                 |
|----|----------------------------------------------|---------|----------|---------------------------------|
| 4  | Block Level                                  | Lecture | BCH618.2 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Field level triggers                         | Lecture | BCH618.2 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Simple example to be solved with Form        | Lecture | BCH618.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Basic Concept                                | Lecture | BCH618.3 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Application Development in Form              | Lecture | BCH618.3 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Creating a Form, Running a Form              | Lecture | BCH618.3 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Form Triggers                                | Lecture | BCH618.3 | Mid Term-1, Quiz & End Sem Exam |
| 11 | maintaining Standards in Forms               | Lecture | BCH618.4 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Master Detail Forms, Libraries and Alerts    | Lecture | BCH618.4 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Using Default Menu, Using custom menu        | Lecture | BCH618.4 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Attaching a Menu Module to a Form            | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Opening a Form through a menu                | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Features, Defining data Module for a Report  | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Specify Runtime Parameter form for report    | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |
| 19 | specify runtime parameter form for a report. | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |
| 20 | specify runtime parameter form for a report. | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Ex   |
| 21 | specify runtime parameter form for a report. | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |
| 22 | specify runtime parameter form for a report. | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |
| 23 | specify runtime parameter form for a report. | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |



|    |                                              |         |          |                                 |
|----|----------------------------------------------|---------|----------|---------------------------------|
| 24 | specify runtime parameter form for a report. | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |
|----|----------------------------------------------|---------|----------|---------------------------------|

### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                                           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 618.1.</b> | Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.                                                                                         | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 618.2.</b> | Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.                                              | 2                                   | 2           | 1           | -           | 3           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 1                |
| <b>BCH 618.3.</b> | Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and | 1                                   | 2           | -           | 1           | 3           | -           | -           | 2           | 2           | 2            | 2                                            | 1                | 1                |

|                   |                                                                                                                                                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | economic reforms taken by the government.                                                                                                                                                   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 618.4.</b> | Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 618.5</b>  | Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects.   | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

### Sample Question Paper

Amity Business School  
I MID-SEMESTER (SEM –6) 2018-19

Class: BCom VI

Subject Name:  
BUSINESS DATA PROCESSING - II

Time: 1.5 Hrs

Max. Marks: 30

| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to

CO1 Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.

CO2 Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.

CO3: Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.

CO4. Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole.

CO5. Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects

| CO Map | Question No. | Question                                | Marks |
|--------|--------------|-----------------------------------------|-------|
| CO1    | Q.1          | Define Cursors                          | 3     |
| CO1    | Q.2a         | Elaborate Close cursor                  | 3     |
|        | Q.2b         | Elaborate Field level triggers          | 3     |
| CO1    | Q.3          | Discuss Libraries and Alerts.           | 6     |
| CO2    | Q.4          | Elaborate Opening a Form through a menu | 3     |
| CO2    | Q.5a         | Determine triggers                      | 3     |
|        | Q.5b         | Explain Form of Triggers                | 3     |
| CO2    | Q 6          | Explain Default Menu                    | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                               |
|------------------|-------------------------------|
| Session          | 2018-19                       |
| Course Name      | B. Com (Hons)                 |
| Semester         | 6 <sup>th</sup> Semester      |
| Subject Code     | BCH618                        |
| Subject Name     | Business Data Processing - II |
| Attainment Level | Level 2                       |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code: BCH 619 Credits -2 Session 2018-19 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Honours)**

### **2018-2019**

#### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]**Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

SO.1 Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

PSO.2 Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

PSO.3 Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 1    | 2    | 2    | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                   |
|--------------------------------------------------------------------------------------------------|
| Course : COMPARATIVE ACCOUNTING SYSTEMS - II                                                     |
| Course Code : BCH 619, Crédits : 02,<br>Session : 2018-19 (Even Sem.), Class : BCOM 6th Semester |

- A. Introduction:** To help students to understand the accounting systems and disclosure practices around the world. The course should enable the student to make successful comparisons of international accounting systems.
- B. Course Outcomes**

**BCOM 619.1** Explain, and make comparisons between, the financial reporting regimes of a range of countries.

**BCOM 619.2** Describe the present degree of international harmonization of financial reporting, and the possibilities of further harmonization.

**BCOM 619.3** Analyze different approaches to key financial reporting issues, e.g. foreign currency translation, consolidation, price level accounting, asset valuation, intangibles, provisions and reserves, in a range of countries.

**BCOM619.4.** Analyze and interpret financial reports from a range of countries, emphasising differences in practices followed. Be familiar with the international accounting system

## Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program, the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs, and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |



## F. Syllabus

### Module I

Country studies - Financial reporting in the Moduleed Kingdom - Financial reporting in the Moduleed States - Financial reporting in the Netherlands - Financial reporting in France - Financial reporting in Germany- Financial reporting in Japan - Financial reporting in nine other important countries - Australia, Canada and Singapore - Scandinavia -South Korea, Italy and Spain – Financial reporting

### Module II

Issues in international accounting - Consolidation - Introduction - Rate of adoption - The concept of a group - Harmonization - Definitions of group companies - Publication requirements and practices ,Techniques of consolidation - Foreign currency translation -

### Module III

Segment reporting - What is segment reporting? - The need for segment information - Disclosure regulations - Problems of segment identification

### Module IV

Inflation accounting - Introduction - Terminology

### Module V

Analysis and management issues - International financial analysis - Understanding differences in accounting method - Disclosure practices in international financial reporting - International auditing - Introduction - The international audit process

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Comparative International Accounting, by Nobes, Christopher; Parker, R. H.; (Author) , Prentice Hall .

#### A. Lecture Plan

| Lecture | Topics                                                                                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Country studies - Financial reporting in the Moduleed Kingdom                                                       | Lecture          | BCH619.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Financial reporting in the Moduleed States - Financial reporting in the Netherlands - Financial reporting in France | Lecture          | BCH619.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Financial reporting in Germany                                                                                      | Lecture          | BCH619.1         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                  |         |          |                                 |
|----|------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 4  | Financial reporting in Japan                                                                                     | Lecture | BCH619.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Financial reporting in nine other important countries                                                            | Lecture | BCH619.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Australia, Canada and Singapore                                                                                  | Lecture | BCH619.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Scandinavia -South Korea                                                                                         | Lecture | BCH619.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Italy and Spain                                                                                                  | Lecture | BCH619.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Financial reporting in Central and Eastern Europe and China<br><hr/>                                             | Lecture | BCH619.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Issues in international accounting - Consolidation                                                               | Lecture | BCH619.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Introduction - Rate of adoption                                                                                  | Lecture | BCH619.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | The concept of a group - Harmonization - Definitions of group companies - Publication requirements and practices | Lecture | BCH619.3 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Techniques of consolidation - Foreign currency translation                                                       | Lecture | BCH619.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Translation of the profit and loss account                                                                       | Lecture | BCH619.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Segment reporting - What is segment reporting?                                                                   | Lecture | BCH619.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | The need for segment information                                                                                 | Lecture | BCH619.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Disclosure regulations                                                                                           | Lecture | BCH619.4 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Problems of segment identification - Recent developments                                                         | Lecture | BCH619.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Evidence on the benefits of segment reporting                                                                    | Lecture | BCH619.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Inflation accounting                                                                                             | Lecture | BCH619.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | - Introduction - Terminology<br><hr/>                                                                            | Lecture | BCH619.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                   |         |          |                                 |
|----|-------------------------------------------------------------------|---------|----------|---------------------------------|
| 23 | Analysis and management issues - International financial analysis | Lecture | BCH619.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Understanding differences in accounting method                    | Lecture | BCH619.4 | Mid Term-2, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                                                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                                                                           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 619.1.</b> | Explain, and make comparisons between, the financial reporting regimes of a range of countries.                                                                                                                           | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 1            | 2                                            | 2                | 1                |
| <b>BCH 619.2.</b> | Describe the present degree of international harmonisation of financial reporting, and the possibilities of further harmonisation.                                                                                        | 2                                   | 3           | 1           | -           | 3           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |
| <b>BCH 619.3.</b> | Analyse different approaches to key financial reporting issues, e.g. foreign currency translation, consolidation, price level accounting, asset valuation, intangibles, provisions and reserves, in a range of countries. | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 3            | 2                                            | 1                | 1                |

|                       |                                                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BCH<br/>619.4.</b> | Analyse and interpret financial reports from a range of countries, emphasising differences in practices followed. Be familiar with the international accounting system | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |
|-----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|

## Sample Question Paper

Amity Business School  
I MID-SEMESTER (SEM –6) 2018-19

Class: BCom VI

Subject Name:  
COMPARATIVE ACCOUNTING SYSTEMS - II

Time: 1.5 Hrs

Max. Marks: 30

| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to

CO1 Explain, and make comparisons between, the financial reporting regimes of a range of countries.

CO2 Describe the present degree of international harmonisation of financial reporting, and the possibilities of further harmonisation.

CO3 Analyse different approaches to key financial reporting issues, e.g. foreign currency translation, consolidation, price level accounting, asset valuation, intangibles, provisions and reserves, in a range of countries.

CO4 Analyse and interpret financial reports from a range of countries, emphasising differences in practices followed. Be familiar with the international accounting system.

| CO Map | Question No. | Question                                                             | Marks |
|--------|--------------|----------------------------------------------------------------------|-------|
| CO1    | Q.1          | Define Financial reporting                                           | 3     |
| CO1    | Q.2a         | Elaborate Financial reporting in France                              | 3     |
|        | Q.2b         | Elaborate Issues in international accounting                         | 3     |
| CO1    | Q.3          | Discuss Techniques of consolidation                                  | 6     |
| CO2    | Q.4          | Elaborate segment reporting                                          | 3     |
| CO2    | Q.5a         | Determine Inflation accounting                                       | 3     |
|        | Q.5b         | Explain International auditing                                       | 3     |
| CO2    | Q 6          | Explain Financial reporting in Central and Eastern Europe and China. | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                    |
|------------------|------------------------------------|
| Session          | 2018-19                            |
| Course Name      | B. Com (Hons)                      |
| Semester         | 6 <sup>th</sup> Semester           |
| Subject Code     | BCH619                             |
| Subject Name     | Comparative Accounting System - II |
| Attainment Level | Level 1                            |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCL 624 Credits -2 Session 2018-19 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## PROGRAMME OUTCOMES

**Bachelor of Commerce (Honours)**

**2018-2019**

### Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO1:** - Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** - Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:** - Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCL<br>624 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 1    | 2    | 2    | 1    |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                   |
|--------------------------------------------------------------------------------------------------|
| Course : INDUSTRIAL RELATIONS AND LABOUR LAWS - II                                               |
| Course Code : BCI 624, Crédits : 02,<br>Session : 2018-19 (Even Sem.), Class : BCOM 6th Semester |

**A .Introduction:** This course enables the students TO understand the importance and various aspects of industrial relations and labour laws.

## B. Course Outcomes

**BCL 624.1** Elaborate on the concepts of Industrial Relation.

**BCL 624.2** Illustrate the role and applicability of the various Acts.

**BCL624.3** Outline the important causes and impact of industrial disputes.

**BCL 624.4** Summarize important provisions of various Acts.

## Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

**Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |

## **F. Syllabus**

### **Module I**

Collaboration and Workers Participation in Management Bases of collaboration, Interventions for collaboration. Meaning of workers participation in management, concepts and objectives of workers participation in management, growth and development of workers participation in management, types of workers participation in management

### **Module II**

Quality Circle- Quality circles, history of QC, Organization structure of QC, Benefits of QC, Problems of QC.

### **Module III**

Labour welfare and social security - Introduction - The Labour Movement, Merits & Demerits of Welfare Measures, Concepts of Labour Welfare & Social Security, Types of Welfare Activities, Statutory and non-statutory, Growth of Labour Welfare & Social Security in India.

### **Module IV**

Occupational Hazards, Industrial Health & Safety - Types of accidents, Causes accidents, Prevention of accidents Safety - Need for safety, measures to ensure safety in organisations. The supervisors role in safety Health-Physical health & Mental health, Problems and remedies, noise control, job stress, communicable diseases, Alcoholism and drug abuse, Violence in the work place, Use of computers to monitor health and safety.

### **Module V**

Retirement benefits - Provident Fund- purpose of provident fund, employer obligation to employee towards provident fund, Public Provident fund, Gratuity, statutory provisions regarding gratuity, Pension.

### **Module VI**

Quality of Work life- Introduction, Meaning, Specific issues in QWL, QWL and productivity, Barriers in QWL, Strategies for improvement of QWL

### **Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### **Text & References:**

- Davar, Personnel management and Industrial Relations.
- C.B. Memoria, Dynamics of industrial Relations in India.
- Johnson, Introduction to Industrial Relations.
- Sharma A.M, Industrial Relations.
- Biswanth Ghosh, Personnel management and Industrial Relations.
- Bhagdiwall- Flippo, Personnel management and Industrial Relations.
- Arora, Labour law.
- D. Sanjeeviah, Labour problems and Industrial Developments in India.
- Sharma A .M, Aspects of Labour welfare and social security
- Prasanna Chandra, Labour problem Social Security and Welfare.
- Punekar and Deodhan, Labour Welfare, Trade Unionism and industrial Relations.

#### A. Lecture Plan

| Lecture | Topics                                                                                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Collaboration and Workers Participation in Management Bases of collaboration                                                  | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Interventions for collaboration.                                                                                              | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Meaning of workers participation in management                                                                                | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | concepts and objectives of workers participation in management, growth and development of workers participation in management | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | types of workers participation in management                                                                                  | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Quality Circle- Quality circles- history of QC                                                                                | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Organization structure of QC                                                                                                  | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Benefits of QC                                                                                                                | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Problems of QC                                                                                                                | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Labour welfare and social security - Introduction                                                                             | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                         |         |          |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 11 | The Labour Movement                                                                                                     | Lecture | BCL624.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Merits & Demerits of Welfare Measures                                                                                   | Lecture | BCL624.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Concepts of Labour Welfare & Social Security                                                                            | Lecture | BCL624.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Types of Welfare Activities                                                                                             | Lecture | BCL624.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Statutory and non-statutory                                                                                             | Lecture | BCL624.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Growth of Labour Welfare & Social Security in India.                                                                    | Lecture | BCL624.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Occupational Hazards, Industrial Health & Safety                                                                        | Lecture | BCL624.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | The Labour Movement, Merits & Demerits of Welfare Measures                                                              | Lecture | BCL624.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Concepts of Labour Welfare & Social Security                                                                            | Lecture | BCL624.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Types of Welfare Activities                                                                                             | Lecture | BCL624.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Statutory and non-statutory, Growth of Labour Welfare & Social Security in India.                                       | Lecture | BCL624.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Occupational Hazards, Industrial Health & Safety - Types of accidents, Problems and remedies, noise control, job stress | Lecture | BCL624.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Causes accidents, Prevention of accidents Safety, The supervisors role in safety Health-Physical health & Mental health | Lecture | BCL624.3 | Mid Term-2, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |
|----|-----------|-------------------------------------|----------------------------------------------|
|----|-----------|-------------------------------------|----------------------------------------------|

|                       |                                                                | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
|-----------------------|----------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
| <b>BCH<br/>624.1.</b> | Elaborate on the concepts of Industrial Relation.              | 3           | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 1            | 2                | 2                | 1                |
| <b>BCH<br/>624.2.</b> | Illustrate the role and applicability of the various Acts      | 2           | 3           | 1           | -           | 3           | -           | -           | 2           | 2           | 2            | 3                | 2                | 1                |
| <b>BCH<br/>624.3.</b> | Outline the important causes and impact of industrial disputes | 1           | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 3            | 2                | 1                | 1                |
| <b>BCH<br/>624.4.</b> | Summarize important provisions of various Acts.                | 2           | 2           | -           | 2           | 3           | -           | -           | 2           | 2           | 2            | 1                | 2                | 1                |

## Sample Question Paper

|                                                                                                                                                                                                                                                                                      |              |                                                        |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------|----------|-----------|----------------|----------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –6) 2018-19</b>                                                                                                                                                                                                               |              |                                                        |          |           |                |          |
| Class: BCom VI                                                                                                                                                                                                                                                                       |              |                                                        |          |           |                |          |
| Subject Name:<br>INDUSTRIAL RELATIONS AND LABOUR<br>LAWS - II                                                                                                                                                                                                                        |              | Time: 1.5 Hrs                                          |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                       | Remembering  | Understanding                                          | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                     | Q.1,4        | Q.2,3                                                  | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Elaborate on the concepts of Industrial Relation.<br>CO2: Illustrate the role and applicability of the various Acts.<br>CO3: Outline the important causes and impact of industrial disputes.<br>CO4: Summarize important provisions of various Acts. |              |                                                        |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                               | Question No. | Question                                               |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                  | Q.1          | Define workers participation in management             |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                  | Q.2a         | Elaborate types of workers participation in management |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                      | Q.2b         | Elaborate Organization structure of QC                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                  | Q.3          | Discuss Labour welfare and social security             |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                  | Q.4          | Elaborate Prevention of accidents Safety               |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                  | Q.5a         | Determine Retirement benefits                          |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                      | Q.5b         | Differentiate among Physical health & Mental health    |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                  | Q 6          | Explain Specific issues in QWL                         |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                           |
|------------------|-------------------------------------------|
| Session          | 2018-19                                   |
| Course Name      | B. Com (Hons)                             |
| Semester         | 6 <sup>th</sup> Semester                  |
| Subject Code     | BCL624                                    |
| Subject Name     | Industrial Relations and Labour Laws - II |
| Attainment Level | Level 2                                   |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):**

Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA I<br>SEM                  | BBA101 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 2   | 1    |



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MADHYA PRADESH

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|                                                                                             |
|---------------------------------------------------------------------------------------------|
|                                                                                             |
| <b>Course Handout</b>                                                                       |
| Course : MANAGEMENT FOUNDATIONS                                                             |
| Course Code : BBA101, Crédits : 03,<br>Session : 2018-2019 (Odd Sem.), Class : BBA 1st Year |

**A. Introduction:** The aim of the course is to orient the students in theories and practices of management so as to apply the acquired knowledge in actual business practices. This is a gateway to the real world of management and decision-making.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA101.1.** Knowledge of principles of management and school of management thoughts

**BBA101.2.** Understand the significance of planning, and decision making.

**BBA101.3.** Describe the organization concept and classify the organization structure

**BBA101.4.** Understand the complexities associated with management of human resources or staffing in the organizations and integrate the learning in handling these complexities.

**BBA101.5.** Understand and analyze the concept, theories and techniques of motivation and leadership. Demonstrate the ability to directing and communicate effectively.

**BBA101.6.** Understand and describe the conceptual framework of control and techniques of control.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                     | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|----------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                             | CT          | 15%                |
|                                | Mid Term 2                             |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment | S/V/Q /HA   | 10%                |
| Attendance                     | A minimum of 75%                       | A           | 5%                 |

|                          |                                                                                                                                                                                              |    |             |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                                                                                                                                     | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                              |    | <b>100%</b> |

## **E. Syllabus**

### **Module I: Introduction**

Definition of management, Functions of Management, Levels of Management, Evolution of Management and Principles of Management, School & Thought of Management: Classical and Neo - Classical Theories, Systems Approach to organization, Modern Organization Theory. Management in Indian Culture and Tradition, Function and Responsibilities of Management.

### **Module II: Planning**

Planning objectives, significance and characteristics, Planning process, Hierarchies of planning, Planning vs Forecasting, Strategies and Policies, Types of plans, MBO, Decision making – concepts, significance & process, Types of decision, Concept and techniques of forecasting, Planning for start-ups.

### **Module III: Organizing**

Nature and Purpose of Organisation, Meaning, Importance and process of organization, Departmentalization, Organisational Structure: types and relevance, line and staff relationship, Span of Control, Types of Organization, Authority, Delegation of Authority, Decentralization.

### **Module IV: Staffing**

Meaning, Job analysis, Manpower planning, Recruitment: recruitment sources & selection, Orientation, Transfers and Promotions, Job design, Training & Career Development, Performance appraisal, Rewards and Recognition.

### **Module V: Directing**

Direction: Nature and Purpose, Motivation, Leadership, Co-ordination, Communication, Directing, Creativity and Innovation.

### **Module VI: Controlling**

Objectives and process of management control, Types of control- budgetary and non-budgetary, Techniques and behavioural aspects of management control. An overview of Strategic Management, SWOT Analysis, Future Management-Challenges and Skills.

**F. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**G. Suggested Text/Reference Books:**

- Essential of Management, Koontz O' Donnell
- Management, Stoner, Freemand & Gilbert
- Principles & practice of Mgmt., L.M. Prasad
- Management Today, Burton & Thakur
- Principles & Practices of Mgmt., C.B. Gupta

**H. Lecture Plan**

| Lecture | Topics                                                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Introduction</b> – Definition of management, Functions of Management                          | Lecture          | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Introduction</b> – Levels of Management, Evolution of Management and Principles of Management | Group Discussion | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Introduction</b> – School & Thought of Management: Classical Theories                         | Lecture          | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Introduction</b> – School & Thought of Management: Classical Theories                         | Lecture          | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 5.      | <b>Introduction</b> – School & Thought of Management: Neo - Classical Theories                   | Lecture          | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 6.      | <b>Introduction</b> – School & Thought of Management: Neo - Classical Theories                   | Home Assignment  | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                                                             |                  |          |                                 |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 7.  | <b>Introduction</b> – Systems Approach to organization,                                                                                                     | Lecture          | BBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | <b>Introduction</b> – Modern Organization Theory                                                                                                            | Case Study       | BBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | <b>Introduction</b> – Management in Indian Culture and Tradition, Function and Responsibilities of Manager.                                                 | Lecture          | BBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Planning</b> – Planning objectives, significance and characteristics,                                                                                    | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Planning</b> – Planning process, Hierarchies of planning,                                                                                                | Home Assignment  | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Planning</b> – Planning vs Forecasting, Strategies and Policies,                                                                                         | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Planning</b> – Types of plans, MBO,                                                                                                                      | Group Discussion | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Planning</b> – Decision making – concepts, significance & process,                                                                                       | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Planning</b> – Types of decision, Concept and techniques of forecasting, Planning for start-ups.                                                         | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Organizing</b> – Nature and Purpose of Organisation, Meaning, Importance and process of organization                                                     | Lecture          | BBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Organizing</b> – Departmentalization, Organisational Structure: types and Departmentalization, Organisational Structure: types and relevance, relevance, | Group Discussion | BBA101.3 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                           |                  |          |                                 |
|-----|---------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 18. | <b>Organizing</b> – Span of Control, Types of Organization,               | Case Study       | BBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Organizing</b> – Authority, Delegation of Authority, Decentralization. | Group Discussion | BBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>Staffing</b> – Meaning, Job analysis, Manpower planning,               | Lecture          | BBA101.4 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Staffing</b> – Recruitment: recruitment sources & selection,           | Lecture          | BBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Staffing</b> – Orientation, Transfers and Promotions,                  | Group Discussion | BBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Staffing</b> – Job design, Training & Career Development               | Home Assignment  | BBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Staffing</b> – Performance appraisal, Rewards and Recognition.         | Lecture          | BBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Directing</b> – Direction: Nature and Purpose,                         | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Directing</b> – Motivation                                             | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Directing</b> – Leadership                                             | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Directing</b> – Co-ordination,                                         | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Directing</b> – Communication,                                         | Group Discussion | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Directing</b> – Directing, Creativity and Innovation.                  | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Controlling</b> – Objectives and process of management control         | Lecture          | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |



|     |                                                                               |                 |          |                                 |
|-----|-------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 32. | <b>Controlling</b> – Types of control- budgetary and non-budgetary            | Lecture         | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Controlling</b> – Techniques and behavioural aspects of management control | Lecture         | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Controlling</b> – An overview of Strategic Management,                     | Lecture         | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Controlling</b> – SWOT Analysis, Future Management-Challenges and Skills.  | Home Assignment | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Controlling</b> – Future Management-Challenges and Skills, Case Study      | Case Study      | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| Course Outcome  | Statement                                                                 | Correlation with Programme Outcomes |      |      |      |      |      |      |      |      |      |
|-----------------|---------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|------|
|                 |                                                                           | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO10 |
| <b>BBA101.1</b> | Knowledge of principles of management and school of management thoughts   | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    | 1    |
| <b>BBA101.2</b> | Understand the significance of planning, and decision making.             | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    | 1    |
| <b>BBA101.3</b> | Describe the organization concept and classify the organization structure | 3                                   | 3    | 1    | 3    | 3    | 1    | 2    | 1    | -    | 1    |

|                 |                                                                                                                                                                       |          |          |          |          |          |          |          |          |          |          |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA101.4</b> | Understand the complexities associated with management of human resources or staffing in the organizations and integrate the learning in handling these complexities. | <b>3</b> | <b>1</b> | <b>-</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA101.5</b> | Understand and analyze the concept, theories and techniques of motivation and leadership. Demonstrate the ability to directing and communicate effectively.           | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |
| <b>BBA101.6</b> | Understand and describe the conceptual framework of control and techniques of control.                                                                                | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>-</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |

## **Sample Question Paper**

|                                                                                                                                                                                                             |                     |                                                                                                                                                |                      |           |                       |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>Amity Business School</b><br><b>Department of Management</b><br><b>I MID-SEMESTER (SEM – I) 2018-2019</b>                                                                                                |                     |                                                                                                                                                |                      |           |                       |              |
| <b>Class: BBA I Semester</b>                                                                                                                                                                                |                     |                                                                                                                                                |                      |           |                       |              |
| <b>Subjects Name: BBA 101 Management Foundations</b>                                                                                                                                                        |                     |                                                                                                                                                | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                       | Remembering         | Understanding                                                                                                                                  | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                     | <b>Q. 2, Q. 4</b>   | <b>Q. 3, Q. 6</b>                                                                                                                              | <b>Q. 1</b>          | -         | <b>Q. 5</b>           | -            |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Knowledge of principles of management and school of management thoughts.<br><b>CO 2:</b> Understand the significance of planning, and decision making. |                     |                                                                                                                                                |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                               | <b>Question No.</b> | <b>Question</b>                                                                                                                                |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>1.</b>           | <b>Discuss the scope and nature of management.</b>                                                                                             |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>2.</b>           | <b>Define Administration.</b>                                                                                                                  |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>3.</b>           | <b>Explain the salient features of neo- classical theory of management with the human relations approach and behavioural science approach.</b> |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>4.</b>           | <b>What are the objectives of planning? State any four limitations of planning.</b>                                                            |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>5.</b>           | <b>Describe in detail the various types of organizational plans.</b>                                                                           |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>6.</b>           | <b>Discuss the steps of decision – making process</b>                                                                                          |                      |           |                       | <b>5</b>     |

\*\*\*\*\*

| <b>Attainment</b>       |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session</b>          | 2018-2019                                       |
| <b>Course Name</b>      | BBA                                             |
| <b>Semester</b>         | 1st Semester                                    |
| <b>Subject Code</b>     | BBA 101                                         |
| <b>Subject Name</b>     | Management Foundations                          |
| <b>Attainment Level</b> | 52% of the students secured more than 60% marks |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|       |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | P<br>O1<br>0 |
|-------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|--------------|
| I SEM | BBA<br>102 | 3           | 2           | 2           | 3           | -           | 3           | 2           | 3           | -       | -            |

|                                                                                        |
|----------------------------------------------------------------------------------------|
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>Course Handout</b>                                                                  |
| Course : <b>Business Environment</b>                                                   |
| Course Code : BBA 102, Crédits : 03, Session :2018-19 (Odd Sem.), Class : BBA 1st Year |

- A. Introduction:** The aim of the course is to orient the students towards the basic concepts of Indian and global business environment. It will enable students to examine and evaluate business in International Environment.

|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |

- B. Course Outcomes:** At the end of the course, students will be able to:

**BBA102.1.** Get an overview of business environment , types of business environment , and the factors affecting business environment.

**BBA102.2.** Understand the Indian business environment. The students will get acquainted with the New Industrial Policy and various acts related to industries in India.

**BBA102.3.** know about the concept of financial markets, their types and functions in India. The students will also get acquainted with the concept and functions of Stock Exchanges, SEBI, various Industrial Financial Institutions.

**BBA102.4.** Understand the Labour environment in India. The students will come to know about social security benefits, Industrial disputes, their causes and preventive measures etc.

**BBA102.5.** Get an overview of five-year plans, planning commission, NITU Aayog, Green and White Revolution, Foreign trade policy, EPZ's, EOU's, SEZ's etc.

**BBA102.6.** Understand the global environment which affects the business environment in India. The students will get an overview of GATT/WTO, IMF, World Bank, SAARC, EU , NAFTA, ASEAN etc. and their impact on industrial environment in India.

- C. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                    | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                            | CT          | 15%                |
|                                | Project/Assignment/ Quiz/Presentation | P/A/Q/PR    | 10%                |



|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |

## **E. Syllabus**

### **Module I: Overview of Business Environment**

Meaning and types of business environment, Internal and external environment, Micro and macro environment, Factors (Cultural, social, Political economic legal, demographic and technological) effecting business environment.

### **Module II: Indian Industrial environment**

Industrial policy up to 1991, New industrial policy, Liberalisation, Privatisation and Globalization process in India, Disinvestment, Industrial sickness, MRTP act 1969, Competition law 2002, Foreign Exchange Regulation Act and Foreign Exchange Management Act (FERA and FEMA).

### **Module III: Financial Environment**

Indian money and capital markets: meaning, functions and constituents, Stock exchange- importance and functions, SEBI, Capital market reforms and development, Industrial financial institutions (IDBI, SIDBI, ICICI, IFCI etc.).

### **Module IV: Labour Environment**

Labour legislation in India, Social security benefits, Industrial disputes- causes and preventive measures, Settlement of disputes, International Labour Organisation (ILO), Trade union- meaning and functions, Trade Union Act.

### **Module V: Economic Planning and Development**

Planning in India- needs and objectives, five year plans, planning commission, NITI Aayog, Current five year plan, Green and white revolution- achievements and failures, Second green

revolution, foreign trade policy 2015, Export processing zones, Export oriented units, Special economic zones (EPZ's, EOU's, SEZ's) and trading houses in India.

## **Module VI: Global Environment**

Bretton woods system, features of Uruguay round of negotiations, GATT/ WTO- role, functions and ministerial conferences, IMF, World Bank (International Bank for Reconstruction and Development), Regional economic cooperation institutions, SAARC, EU, NAFTA and ASEAN.

### **F. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

### **G. Suggested Text/Reference Books:**

#### **Text:**

1. Francis Cherunillam, International Environment, Himalaya Publications.

#### **References:**

1. Bedi Suresh, Business Environment, Excel Books, N. Delhi
2. Shaikh Saleem, Business Environment, Pearson Education
3. Bhatia H.L, International Economics, Vikas Publications
4. Mishra S.K, and Puri V.K, Indian Economy, Himalaya Publishing House
5. Sundharam K.P.M, Money, Banking and International trade, S. Chand & Co. New Delhi
6. Rudra Dutta and Sundharam, Indian Economy, S. Chand & Co. New Delhi
7. Luthans, Comparative International Management, Tata McGraw-Hill.

### **H. Lecture Plan:**

| Lecture | Topics                                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO                            |
|---------|----------------------------------------------------------------|------------------|------------------|-------------------------------------------------|
| 1       | Meaning and types of business environment                      | Lecture          | BBA102.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2       | Internal and external environment, Micro and macro environment | Lecture          | BBA102.1         | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                                                                     |         |          |                                                 |
|----|---------------------------------------------------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 3  | Factors (Cultural, social, Political economic legal, demographic and technological) effecting business environment. | Lecture | BBA102.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4  | Industrial policy up to 1991                                                                                        | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5  | New industrial policy,                                                                                              | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6  | Liberalisation, Privatisation and Globalization process in India                                                    | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7  | Disinvestment, Industrial sickness, MRTP act 1969                                                                   | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8  | Competition law 2002                                                                                                | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9  | Foreign Exchange Regulation Act (FERA)                                                                              | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10 | Foreign Exchange Management Act (FEMA)                                                                              | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | Indian money and capital markets: meaning, functions and constituents,                                              | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | Stock exchange- importance and functions,                                                                           | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | SEBI- Importance and Functions                                                                                      | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Capital market reforms and development                                                                              | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                             |         |          |                                                 |
|----|-----------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 15 | Industrial financial institutions-IDBI and SIDBI                            | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Industrial Financial institutions-ICICI, IFCI and Others                    | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Labour legislation in India- Introduction                                   | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 18 | Social security benefits                                                    | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 19 | Industrial disputes- causes and preventive measures, Settlement of disputes | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 20 | International Labour Organisation (ILO)                                     | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 21 | Trade union- meaning and functions, Trade Union Act                         | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 22 | Planning in India- needs and objectives, Five year plans                    | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 23 | About Planning commission and NITI Aayog                                    | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 24 | Current five year plan                                                      | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 25 | Green and white revolution- achievements and failures                       | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 26 | Second green revolution- Achievements and Failures                          | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 27 | Foreign trade policy 2015                                                   | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 28 | Export processing zones                                                     | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 29 | Export oriented units                                                       | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 30 | Special economic zones and trading houses in India                          | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |

|    |                                                                            |         |          |                                         |
|----|----------------------------------------------------------------------------|---------|----------|-----------------------------------------|
| 31 | Bretton woods system, features of Uruguay round of negotiations            | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 32 | GATT/ WTO- role, functions and ministerial conferences                     | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 33 | IMF and World Bank (International Bank for Reconstruction and Development) | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 34 | Regional economic cooperation institutions, SAARC                          | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 35 | EU, NAFTA                                                                  | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 36 | About ASEAN                                                                | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |

#### **I. Course Articulation Matrix (Mapping of COs with POs)**

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |
|----|-----------|-------------------------------------|
|    |           |                                     |

|                            |                                                                                                                                                                                                                            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| <b>BBA<br/>102.<br/>1.</b> | Get an overview of business environment, types of business environment, and the factors affecting business environment.                                                                                                    | 3           | 2           | -           | 3           | -           | 3           | 1           | -           | 3           | 1            |
| <b>BBA<br/>102.<br/>2</b>  | Understand the Indian business environment. The students will get acquainted with the New Industrial Policy and various acts related to industries in India.                                                               | 3           | 2           | 2           | 3           | -           | 3           | 2           | -           | 1           | 2            |
| <b>BBA<br/>102.<br/>3</b>  | know about the concept of financial markets, their types and functions in India. The students will also get acquainted with the concept and functions of Stock Exchanges, SEBI, various Industrial Financial Institutions. | 3           | 3           | -           | 3           | -           | 3           | 3           | -           | -           | 1            |

|                           |                                                                                                                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>102.<br/>4</b> | Understand the Labour environment in India. The students will come to know about social security benefits, Industrial disputes, their causes and preventive measures etc.                                                             | 3 | 3 | 2 | 3 | - | 3 | 2 | 2 | 3 | - |
| <b>BBA<br/>102.<br/>5</b> | Get an overview of five-year plans, planning commission, NITU Aayog, Green and White Revolution, Foreign trade policy, EPZ's, EOU's, SEZ's etc.                                                                                       | 3 | 3 | 2 | 3 | - | 3 | 2 | - | - | 1 |
| <b>BBA<br/>102.<br/>6</b> | Understand the global environment which affects the business environment in India. The students will get an overview of GATT/WTO, IMF, World Bank, SAARC, EU , NAFTA, ASEAN etc. and their impact on industrial environment in India. | 3 | 3 | 1 | 3 | - | 3 | 1 | 3 | - | 1 |

#### J. Sample Question Paper

|                                                                          |                    |                       |
|--------------------------------------------------------------------------|--------------------|-----------------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –I) 2018-2019</b> |                    |                       |
| <b>Class: BBA I Semester</b>                                             |                    |                       |
| <b>Subject Name:</b><br><b>BBA 102 Business Environment</b>              | <b>Time: 2 Hrs</b> | <b>Max. Marks: 30</b> |

| Levels of the questions as per Blooms Taxonomy | Remembering   | Understanding         | Applying | Analyzing          | Evaluating | Creating |
|------------------------------------------------|---------------|-----------------------|----------|--------------------|------------|----------|
| Question Mapping                               | Q. 1, 3 and 4 | Q.1, Q. 2a, Q 4 and 5 | Q.6      | Q.2 b, Q 3 and Q 6 |            |          |

**Student will be able to**

**CO1:** Get an overview of business environment, types of business environment and the factors affecting business environment.

**CO2:** Understand the Indian business environment. The students will get acquainted with the New Industrial Policy and various acts related to industries in India.

**CO3:** know about the concept of financial markets, their types and functions in India. The students will also get acquainted with the concept and functions of Stock Exchanges, SEBI, various Industrial Financial Institutions.

| CO Map | Question No. | Question                                                                                                   | Marks |
|--------|--------------|------------------------------------------------------------------------------------------------------------|-------|
| CO1    | Q. 1         | Explain in brief the concept of Business Environment?                                                      | 3     |
| CO1    | Q. 2a        | Differentiate between Micro and Macro Environment?                                                         | 3     |
|        | Q. 2b        | What are the different factors which can affect the business environment in any country?                   | 3     |
| CO2    | Q. 3         | Discuss the key highlights of New Industrial Policy and its impact on industrial environment in a country. | 6     |
| CO2    | Q. 4         | What is the difference between FEMA and FERA?                                                              | 3     |
| CO3    | Q. 5         | What is stock exchange? Discuss its functions in short.                                                    | 3     |
|        | Q. 5         | Explain the key features of Money market and Capital Market.                                               | 3     |
| CO3    | Q 6          | Discuss the role of industrial financial institutions in economic development of a country.                | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |



|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session</b>          | 2018-19                                         |
| <b>Course</b>           | BBA                                             |
| <b>Semester</b>         | 1st Semester                                    |
| <b>Subject Code</b>     | BBA 102                                         |
| <b>Subject Name</b>     | Business Environment                            |
| <b>Attainment Level</b> | 53% of the students secured more than 60% marks |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA I SEM                     | BBA103 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



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## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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| AMITY BUSINESS SCHOOL                                                                     |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : MANAGERIAL ECONOMICS                                                             |
| Course Code : BBA103, Crédits : 04,<br>Session : 2018-19 (Odd Sem.), Class : BBA 1st Year |

**A. Introduction:** The purpose of this course is to apply managerial economics concepts and techniques in evaluating business decision taken by firms. The emphasis is on explaining how the tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA103.1.** Knowledge of Managerial Economics and Firm Theory

**BBA103.2.** Understand the significance of Consumer Behaviour and Demand Analysis.

**BBA103.3.** To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations.

**BBA103.4.** To apply marginal Theory of Demand and Supply under different market conditions.

**BBA103.5.** Understand and analyze the concept, theories and techniques of Economic and Business forecasting.

**BBA103.6.** Understand and describe the conceptual framework of Break-Even Analysis and Linear Break-Even Analysis

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**D. Programme Specific Outcomes:**

**[PSO.1]**

**E. Assessment Plan:**

| Component of Evaluation        | Description | Code | Weightage % |
|--------------------------------|-------------|------|-------------|
| Continuous Internal Evaluation | Mid Term 1  | CT   | 15%         |
|                                | Mid Term 2  |      |             |



|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
|                          | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## F. Syllabus

### Module I: Managerial Economics and Firm Theory

Introduction: Nature, Scope, Definitions of Managerial Economics.

Basic Concepts in Managerial Economics: Resource Allocation; Opportunity Costs; Time Value of Money; Marginal Analysis, Incrementalism. Firm Theory: Objectives of the firm; Theory of the Growth of the Firm.

Managerial Economics and Decision Sciences: The Nature and Types of Business Decision, Business Decision Making Process.

### Module II: Consumer Behaviour and Demand Analysis

Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility, Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium.

Theory of Demand: Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand and supply, law of supply, determinants of supply, Elasticity of Supply.

### Module III: Theory of Production and Cost

Meaning and Concept of Production, Factors of Production and Production Function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Analysis), Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economics and Diseconomies of Scale, Explicit cost and Implicit Cost, Private and Social Cost.

### Module IV: Price and Output Decisions under Different Market Structures

Price and Output Decisions under Perfect Competition, Monopoly and Monopolistic Competition - Pricing under Oligopoly - Kinked Demand Curve - Price Leadership - Pricing under Collusion.

**Module V: Application of Managerial Economics to Business,**

Economic and Business forecasting: Uses of Economic Forecasts - Methods of Economic Forecasting - Selecting a Forecast - Evaluating Forecasts.

Break-Even Analysis: Linear Break-Even Analysis- Graphical Method, Algebraic Method, Changes in Break-Even Output, Operating leverage, Limitation of Break- Even Analysis.

Cost-Benefit Analysis: Importance, Use, Steps and Criterion of Cost-Benefit Analysis.

**G. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**H. Suggested Text/Reference Books:**

- Dwivedi, D. N., Managerial Economics, 7<sup>th</sup> Edition, Vikas Publishing House.
- Ahuja, H.L. Advanced Economic Theory (Micro Economics), S. Chand & Co, New Delhi

*References:*

- Browning Edgar K. & Jacqueline M. Browning, Micro Economics and Application, Kalyani Publishers, New Delhi.
- Gould John P. and Edward P. Lazear Micro Economic Theory, All India Traveller Book-seller, New Delhi.
- Koutsoyiannis Modern Micro Economics, Macmillan Press Limited, New Delhi.
- Dewett. K.K. Micro Economics, S. Chand & Co, New Delhi
- Managerial economics - Christopher R Thomas, S Charles Maurice and Sumit Sarkar
- Managerial economics - Geetika, Piyali Ghosh and Purba Roy Choudhury
- Managerial economics- Paul G Keat, Philip K Y Young and Sreejata Banerjee

**I. Lecture Plan**

| Lecture | Topics                                                                                    | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | Managerial Economics and Firm Theory – Nature, Scope, Definitions of Managerial Economics | Lecture          | BBA103.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | Managerial Economics and Firm Theory – Basic Concepts in Managerial Economics:            | Group Discussion | BBA103.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | Managerial Economics and Firm Theory – Marginal Analysis, Incrementalism                  | Lecture          | BBA103.1         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                               |                  |          |                                 |
|-----|---------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 4.  | Managerial Economics and Firm Theory – Firm Theory: Objectives of the firm; Theory of the Growth of the Firm. | Lecture          | BBA103.1 | Mid Term-1, Quiz & End Sem Exam |
| 5.  | Managerial Economics and Firm Theory – Managerial Economics and Decision Sciences                             | Lecture          | BBA103.1 | Mid Term-1, Quiz & End Sem Exam |
| 6.  | Consumer Behaviour and Demand Analysis- Cardinal Utility Approach                                             | Home Assignment  | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | Consumer Behaviour and Demand Analysis- Diminishing Marginal Utility                                          | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | Consumer Behaviour and Demand Analysis- Law of Equi-Marginal Utility, Ordinal Utility Approach                | Case Study       | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | Consumer Behaviour and Demand Analysis- Law of Demand, Movement along vs. Shift in Demand Curve               | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 10. | Consumer Behaviour and Demand Analysis- Concept of Measurement of Elasticity of Demand                        | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | Consumer Behaviour and Demand Analysis- Factors Affecting Elasticity of Demand, Income Elasticity of Demand   | Home Assignment  | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | Consumer Behaviour and Demand Analysis- Cross Elasticity of Demand and supply                                 | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | Consumer Behaviour and Demand Analysis- law of supply                                                         | Group Discussion | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | Consumer Behaviour and Demand Analysis- determinants of supply                                                | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                     |                  |          |                                 |
|-----|---------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 15. | Consumer Behaviour and Demand Analysis- Elasticity of Supply                                                        | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | Theory of Production and Cost – Meaning and Concept of Production                                                   | Lecture          | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 17. | Theory of Production and Cost – Factors of Production and Production Function                                       | Group Discussion | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 18. | Theory of Production and Cost – Fixed and Variable Factors                                                          | Case Study       | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | Theory of Production and Cost – Law of Variable Proportion                                                          | Group Discussion | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | Theory of Production and Cost – Law of Returns to a Scale                                                           | Lecture          | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | Theory of Production and Cost – Concept of Cost                                                                     | Lecture          | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | Theory of Production and Cost – Cost Function, Short Run Cost, Long Run Cost                                        | Group Discussion | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | Theory of Production and Cost – Economics and Diseconomies of Scale                                                 | Home Assignment  | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | Theory of Production and Cost – Explicit cost and Implicit Cost                                                     | Lecture          | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | Theory of Production and Cost – Private and Social Cost                                                             | Lecture          | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | Price and Output Decisions under Different Market Structures – Price and Output Decisions under Perfect Competition | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 27. | Price and Output Decisions under Different Market                                                                   | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                        |                  |          |                                 |
|-----|----------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | Structures – Monopoly and Monopolistic Competition                                     |                  |          |                                 |
| 28. | Price and Output Decisions under Different Market Structures – Pricing under Oligopoly | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | Price and Output Decisions under Different Market Structures – Kinked Demand Curve     | Group Discussion | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | Price and Output Decisions under Different Market Structures – Price Leadership        | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | Price and Output Decisions under Different Market Structures – Pricing under Collusion | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | Application of Managerial Economics to Business – Economic forecasting                 | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 33. | Application of Managerial Economics to Business – Business forecasting                 | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 34. | Application of Managerial Economics to Business – Uses of Economic Forecasts           | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | Application of Managerial Economics to Business – Methods of Economic Forecasting      | Home Assignment  | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | Application of Managerial Economics to Business – Selecting a Forecast                 | Case Study       | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 37  | Application of Managerial Economics to Business – Evaluating Forecasts                 | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 38  | Application of Managerial Economics to Business – Break-Even Analysis                  | Group Discussion | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                |                  |          |                                 |
|----|------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 39 | Application of Managerial Economics to Business – Linear Break-Even Analysis                   | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 40 | Application of Managerial Economics to Business – Graphical Method                             | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 41 | Application of Managerial Economics to Business – Algebraic Method                             | Group Discussion | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 42 | Application of Managerial Economics to Business – Changes in Break-Even Output                 | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 43 | Application of Managerial Economics to Business – Operating leverage                           | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 44 | Application of Managerial Economics to Business – Limitation of Break- Even Analysis           | Group Discussion | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 45 | Application of Managerial Economics to Business – Cost-Benefit Analysis                        | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 46 | Application of Managerial Economics to Business – Importance of Cost-Benefit Analysis          | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 47 | Application of Managerial Economics to Business – Use of Cost-Benefit Analysis                 | Group Discussion | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 48 | Application of Managerial Economics to Business – Steps and Criterion of Cost-Benefit Analysis | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| Course Outcome  | Statement                                                                                                    | Correlation with Programme Outcomes |          |          |          |          |          |          |          |          |          |
|-----------------|--------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 |                                                                                                              | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO10     |
| <b>BBA103.1</b> | Knowledge of Managerial Economics and Firm Theory                                                            | <b>3</b>                            | <b>1</b> | <b>1</b> | <b>-</b> | <b>3</b> | <b>2</b> | <b>-</b> | <b>-</b> | <b>1</b> | <b>1</b> |
| <b>BBA103.2</b> | Understand the significance of Consumer Behaviour and Demand Analysis.                                       | <b>2</b>                            | <b>2</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>-</b> | <b>-</b> | <b>1</b> |
| <b>BBA103.3</b> | To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations. | <b>3</b>                            | <b>3</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>-</b> | <b>1</b> |
| <b>BBA103.4</b> | To apply marginal Theory of Demand and Supply under different market conditions.                             | <b>3</b>                            | <b>1</b> | <b>-</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA103.5</b> | Understand and analyze the                                                                                   | <b>3</b>                            | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |

|                 |                                                                                                        |          |          |          |          |          |   |          |          |          |          |
|-----------------|--------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|---|----------|----------|----------|----------|
|                 | concept, theories and techniques of Economic and Business forecasting.                                 |          |          |          |          |          |   |          |          |          |          |
| <b>BBA103.6</b> | Understand and describe the conceptual framework of Break-Even Analysis and Linear Break-Even Analysis | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | - | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |



### Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                     |                                                                                    |                      |           |                       |              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>Amity Business School</b><br><b>Department of Management</b><br><b>I MID-SEMESTER (SEM – I) 2018-2019</b>                                                                                                                                                                                                                                                                                                                                                          |                     |                                                                                    |                      |           |                       |              |
| <b>Class: BBA I Semester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          |                     |                                                                                    |                      |           |                       |              |
| <b>Subjects Name: BBA 103 MANAGERIAL ECONOMICS</b>                                                                                                                                                                                                                                                                                                                                                                                                                    |                     |                                                                                    | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                                                                                                                                                 | Remembering         | Understanding                                                                      | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Q. 2, Q. 4</b>   | <b>Q. 3, Q. 6</b>                                                                  | <b>Q. 1</b>          | <b>-</b>  | <b>Q. 5</b>           | <b>-</b>     |
| <b>Students will be able to:</b><br><br><b>CO1 To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations.</b><br><b>CO2. To apply marginal Theory of Demand and Supply under different market conditions.</b><br><b>CO3 To analyse Theory of Production and Cost of different market conditions.</b><br><b>CO4 To integrate the concept of price and output decisions of firms under various market structures.</b> |                     |                                                                                    |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Question No.</b> | <b>Question</b>                                                                    |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>1.</b>           | <b>Explain in brief on Micro Economics.</b>                                        |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>2.</b>           | <b>What is the nature of Demand Analysis?</b>                                      |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>3.</b>           | <b>How concept of price elasticity of demand is applied in business decisions?</b> |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>4.</b>           | <b>Elaborate Demand function and determinants of demand.</b>                       |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>5.</b>           | <b>Explain the significance of elasticity of demand.</b>                           |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>6.</b>           | <b>Elaborate different types of Production function.</b>                           |                      |           |                       | <b>5</b>     |

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| <b>Attainment</b>       |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session</b>          | 2018-19                                         |
| <b>Course Name</b>      | BBA                                             |
| <b>Semester</b>         | 1st Semester                                    |
| <b>Subject Code</b>     | BBA 103                                         |
| <b>Subject Name</b>     | Managerial Economics                            |
| <b>Attainment Level</b> | 45% of the students secured more than 60% marks |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## PROGRAMME OUTCOMES

**Bachelor of Business Administration Academic Year – 2018-19**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| I Sem.                        | BBA<br>105 |     |     |     | -   | -   | -   | -   | -   | -   |      |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : Financial Accounting

Course Code : BBA 105, Crédits : 04, Session :2018-19 (Odd Sem.), Class : B.B.A 1st Year

**A. Introduction:** To explain the concept and role of accounting and financial reporting in the modern market economy, to explain the regulatory framework for the operation of accounting activities, understanding of basic accounting concepts, accounting principles and techniques of posting basic business changes. To explain the structure and content of financial statements.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 105.1** To Understand the Basic accounting Concepts and accounting standard and their application in business.

**BBA 105.2** To Understand the entry of business transaction under the double entry system in the Journal and Subsidiaries books of business.

**BBA 105.3** To learn about the Cash Book and bank reconciliation statement and their importance in business.

**BBA 105.4** To identify the Profit and loss and financial position of the business through final a/c and Students will be also exposed to take decisions on depreciation method to be adopted.

**BBA 105.5** Gain Knowledge about the fundamental of Partnership and the different segment of the partnership like admission, retirement, death and dissolution.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## E. Syllabus

### Module I: Introduction to Accounting

Understanding the meaning, nature, functions and usefulness of accounting, branches of Accounting, Accounting Equation, Accounting Concepts and Generally Accepted Accounting Principles. Difference between Indian GAAP and US GAAP, An overview of Indian and US GAAP, Need for convergence towards Global Standard, IFRS as Global Standard, Benefits of Convergence with IFRS.

### Module II: Recording of Transactions and Subsidiary Books

Concept of Double Entry System. Understanding the Accounting cycle, Preparation of Voucher, Journal, Ledger and Trial Balance and Numerical on the same.

Preparation of subsidiary Books including Purchase Book, Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),

### Module III: Preparation of Cash Book & Reconciliation of Bank Statement

Cash book, types of cash book and balancing of cashbook. Numerical on single column cashbook, Double column cashbook, triple column cashbook and petty cash book.

Causes for difference in the Balance as per Pass book and balance as per cashbook, Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of overdraft (and numerical on the same).

### Module IV: Financial Statements

Preparation of Trading Account, Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Provision for Discount on Debtors, Interest on Capital and Drawings) and non-profit making organizations an overview. AS-1, AS-21 (no numerical)

### Module V: Accounting For Partnership

Introduction to Partnership Accounts, Partnership Deed. Admission of a new partner- Revaluation account, Computation of New Profit Sharing Ratio and Sacrificing Ratio, Proportionate Capital, Treatment of goodwill in partnership accounts and its valuation. Retirement and Death of a partner: Determining the gaining ratio, Revaluation of assets and liabilities, Reserve, Final payment to retiring partner, Treatment and adjustment of goodwill. Numericals on preparation of various accounts in case of retirement and death of a partner. Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision.

### F. Examination Scheme:

| Component<br>s | CT | HA/C/V | A | EE |
|----------------|----|--------|---|----|
|                |    |        |   |    |

|               |    |    |   |    |
|---------------|----|----|---|----|
| Weightage (%) | 15 | 10 | 5 | 70 |
|---------------|----|----|---|----|

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

#### G. Text & References:

##### Text:

- Maheshwari, S.N., Advanced Accountancy Volume-I, Ninth Edition, Vikas Publishing House Pvt. Ltd.

##### References:

- Grewal, T. S., Shukla, M .C, Advanced Accountancy, Sixteenth Edition, Sultan Chand and Sons.
- Tulsian, P.C (2009), Financial Accounting 2<sup>nd</sup> Edition, Pearson Education.
- Narayanaswamy, R. Financial Accounting- A Managerial Perspective, Second Edition, Prentice Hall India.
- Ramachandran, N., Kakani, R.K., Financial Accounting for Management, Tata McGraw Hill Publishing Company Limited.

#### H. Lecture Plan

| Lecture | Topics                                                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Understanding the meaning, nature, functions and usefulness of accounting, | Lecture          | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |
| 2       | branches of Accounting                                                     | Lecture          | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |
| 3       | Accounting Equation                                                        | Lecture          | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Accounting Concepts and Generally Accepted Accounting Principles</i>    | Lecture          | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |
| 5       | Difference between Indian GAAP and US GAAP,                                | Lecture          | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |
| 6       | An overview of Indian and US GAAP                                          | Lecture          | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |
| 7       | Need for convergence towards Global Standard                               | Lecture          | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |
| 8       | IFRS as Global Standard, Benefits of Convergence with IFRS.                | Lecture          | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |
| 9       | Concept of Double Entry System                                             | Lecture          | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 10      | Understanding the Accounting cycle                                         | Lecture          | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 11      | Preparation of Voucher                                                     | Lecture          | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                                                                                  |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 12 | Journal, Ledger                                                                                                                                  | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Journal, Ledger                                                                                                                                  | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Trial Balance and Numerical on the same                                                                                                          | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Preparation of subsidiary Books including Purchase Book                                                                                          | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),                                                            | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),                                                            | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 18 | Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),                                                            | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Cash book, types of cash book and balancing of cashbook                                                                                          | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 20 | Cash book, types of cash book and balancing of cashbook                                                                                          | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 21 | Numerical on single column cashbook, Double column cashbook,                                                                                     | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 22 | Numerical on single column cashbook, Double column cashbook,                                                                                     | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 23 | triple column cashbook and petty cash book                                                                                                       | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 24 | triple column cashbook and petty cash book                                                                                                       | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 25 | Causes for difference in the Balance as per Pass book and balance as per cashbook                                                                | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 26 | Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of overdraft (and numerical on the same). | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 27 | Procedure for preparation of bank reconciliation statement when there is favorable balance                                                       | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                  |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | and in case of overdraft (and numerical on the same).                                                                                            |         |           |                                 |
| 28 | Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of overdraft (and numerical on the same). | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |
| 29 | Preparation of Trading Account                                                                                                                   | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 30 | Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock                                           | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 31 | Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock                                           | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 32 | Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock                                           | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 33 | Outstanding and Prepaid items, Depreciation, Provision for Bad Debts                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 34 | Outstanding and Prepaid items, Depreciation, Provision for Bad Debts                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 35 | Provision for Discount on Debtors, Interest on Capital and Drawings)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 36 | non-profit making organizations an overview.AS-1,AS-21(no numerical)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 37 | non-profit making organizations an overview.AS-1,AS-21(no numerical)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 38 | non-profit making organizations an overview.AS-1,AS-21(no numerical)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 39 | Introduction to Partnership Accounts, Partnership Deed                                                                                           | Lecture | BBA 105.5 | Quiz & End Sem Exam             |
| 40 | Admission of a new partner- Revaluation                                                                                                          | Lecture | BBA 105.5 | Quiz & End Sem Exam             |

|    |                                                                                                                                                                                                  |         |           |                     |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------|
|    | account, Computation of New Profit Sharing Ratio and Sacrificing Ratio,                                                                                                                          |         |           |                     |
| 41 | Proportionate Capital, Treatment of goodwill in partnership accounts and its valuation.                                                                                                          | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 42 | Retirement and Death of a partner: Determining the gaining ratio, Revaluation of assets and liabilities, Reserve, Final payment to retiring partner,                                             | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 43 | Retirement and Death of a partner: Determining the gaining ratio, Revaluation of assets and liabilities, Reserve, Final payment to retiring partner,                                             | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 44 | Treatment and adjustment of goodwill. Numericals on preparation of various accounts in case of retirement and death of a partner.                                                                | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 45 | Treatment and adjustment of goodwill. Numericals on preparation of various accounts in case of retirement and death of a partner.                                                                | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 46 | Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision. | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 47 | Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision. | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 48 | Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts,                                                                                        | Lecture | BBA 105.5 | Quiz & End Sem Exam |

|  |                                                                                        |  |  |  |
|--|----------------------------------------------------------------------------------------|--|--|--|
|  | Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision. |  |  |  |
|--|----------------------------------------------------------------------------------------|--|--|--|

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |     |     |     |     |      |       |       |       |       |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|-----|-----|------|-------|-------|-------|-------|
|                  |                                                                                                                                                                                    | PO1                                 | PO2 | PO3 | PO4 | PO5 | PO 6 | P O 7 | P O 8 | P O 9 | PO 10 |
| <b>BBA 105.1</b> | To Understand the Basic accounting Concepts and accounting standard and their application in business                                                                              | 2                                   | -   | 3   | 1   | -   | 3    | -     | 1     | 2     | 1     |
| <b>BBA 105.2</b> | To Understand the entry of business transaction under the double entry system in the Journal and Subsidiaries books of business.                                                   | 2                                   | -   | 2   | 1   | -   | -    | -     | 2     | 2     | 1     |
| <b>BBA 105.3</b> | To learn about the Cash Book and bank reconciliation statement and their importance in business.                                                                                   | 2                                   | -   | 2   | 3   | -   | -    | -     | 2     | -     | 1     |
| <b>BBA 105.4</b> | To identify the Profit and loss and financial position of the business through final a/c and Students will be also exposed to take decisions on depreciation method to be adopted. | 2                                   | -   | 1   | 3   | -   | -    | 3     | 3     | -     | 1     |
| <b>BBA 105.5</b> | Gain Knowledge about the fundamental of Partnership and the different segment of the partnership like admission, retirement, death and dissolution.                                | 2                                   | -   | 2   | 2   | -   | -    | 2     | 1     | -     | 1     |

## Sample Question Paper

| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –I) 2018-2019</b>                                                           |                     |                                                                                      |                 |                  |                       |                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|--------------------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Class: B.B.A I Semester</b>                                                                                                                                                 |                     |                                                                                      |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>BBA 305 Financial Accounting</b>                                                                                                                    |                     | <b>Time: 2 Hrs</b>                                                                   |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                          | <b>Remembering</b>  | <b>Understanding</b>                                                                 | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                        | <b>Q.1</b>          | <b>Q.2a, Q.2b, Q.5a</b>                                                              | <b>Q.3, Q.4</b> | <b>Q.5b</b>      | <b>-</b>              | <b>Q 6</b>      |
| <b>Student will be able to</b><br><b>CO1:</b> List the broad perspective of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |                     |                                                                                      |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                  | <b>Question No.</b> | <b>Question</b>                                                                      |                 |                  |                       | <b>Marks</b>    |
| <b>BBA 105.1</b>                                                                                                                                                               | <b>Q.1</b>          | <b>What do you mean by Financial Accounting.</b>                                     |                 |                  |                       | <b>3</b>        |
| <b>BBA 105.1 &amp; BBA 105.2</b>                                                                                                                                               | <b>Q.2a</b>         | <b>Write down the difference between Indian GAAP and US GAAP</b>                     |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                | <b>Q.2b</b>         | <b>Write Down the Importance of Double Entry System in the business transactions</b> |                 |                  |                       | <b>3</b>        |
| <b>BBA 105.2</b>                                                                                                                                                               | <b>Q.3</b>          | <b>Explain the Different types of Subsidiary books in details.</b>                   |                 |                  |                       | <b>6</b>        |
| <b>BBA 105.2</b>                                                                                                                                                               | <b>Q.4</b>          | <b>What types of Problem that we can identifies through trial balance, explain.</b>  |                 |                  |                       | <b>3</b>        |
| <b>BBA 105.3</b>                                                                                                                                                               | <b>Q.5a</b>         | <b>Explain the Importance and uses of Cash book.</b>                                 |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                | <b>Q.5b</b>         | <b>Write down the difference between pass book and cash book.</b>                    |                 |                  |                       | <b>3</b>        |
| <b>BBA 105.3</b>                                                                                                                                                               | <b>Q 6</b>          | <b>Write down the Procedure of Preparing bank reconciliation statement.</b>          |                 |                  |                       | <b>6</b>        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session</b>          | 2018-2019                                       |
| <b>Course Name</b>      | BBA                                             |
| <b>Semester</b>         | 1st Semester                                    |
| <b>Subject Code</b>     | BBA 105                                         |
| <b>Subject Name</b>     | Financial Accounting                            |
| <b>Attainment Level</b> | 52% of the students secured more than 60% marks |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2018--2019**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.



**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|----------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                  |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| I SEM                            | BBA<br>107 | 1   | 1   | 3   | 2   | 2   | 3   | 3   | 2   | 3   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Course Handout

Course : Polity and Society

Course Code : BBA107, Crédits : 03, Session :2018-19(Odd Sem.), Class : BBA. 1st Year

**A. Introduction:** The objective of this course is to familiarize the budding managers with how polity is an identifiable political entity where a group of people with a collective identity form society and who organized some form of institutionalized social relations, and have a capacity to mobilize resources and power accordingly. It aims to equip the students to focus on understanding the basic concepts, theories and functioning of state and government and its applications that they would find how polity useful to society.

**B. Course Outcomes:** At the end of the course, students will be able to:

1.**BBA107.1.** Able to Understand the concept of the Polity and basic elements of constitution with functions of legislature, executive and judiciary system.

2.**BBA107.2.** Know the basic functioning and forms of Government Parliamentary and Presidential form of Government where students understand the role of One-party democracy and military rule.

3.**BBA107.3.** Able to Recognize the essential features of public administration and judicial control over administration, public policy formulation and problems of implementation.

4.**BBA107.4.** Describe the role of social structure in India - (Unity and diversity, Rural urban continuum and Caste, class and tribes)

5.**BBA107.5.** Demonstrate the Social Institutions role with basic understanding of social stratification, status and role of Institutions with respect to family, marriage, kinship, religion etc.

6.**BBA107.6.** Able to understand the concept of NGO in social structure of India with respect to judicial activism.

**C. Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**E. Syllabus****Module I: Introduction****What is Polity - definition and scope,**

Concept of state and its elements, Constitution – features and classification, organs of government- concepts and function of (Legislature, executive and judiciary- judicial review and independence of judiciary) Separation of power.

**Module II: Forms of Government**

Unitary and federal form of Government – features and merits and demerits, Parliamentary and Presidential form of Government One party democracy and military rule.

**Module III: Public administration**

Meaning scope and significance of public administration, concept of accountability and control: legislature, executive and judicial control over administration, public policy formulation and problems of implementation.

**Module IV: Introduction to society**

Society – definition, aims and scope, social structure in India - (Unity and diversity, Rural urban continuum and Caste (and Varna), class and tribes)

**Module V: Social Institutions**

Basic concepts- society, community, social groups, association, institution, social stratification, status and role and Institutions – family, marriage, kinship, religion, education.

**Module VI: NGO**

Introduction to NGO, (Issues and programmes), place of NGOs in social structure of India, NGOs and judicial activism.

**F. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**G. Suggested Text/Reference Books:**

- MacIver & Page 'Society: An Introductory Analysis'; McMillon India Ltd.; N. Delhi.
- M. Haralambos 'Sociology: Themes and perspectives'; Oxford University Press; N. Delhi.
- Eddy Asirvatham & K.K. Misra 'Political Theory'; S. Chand & Company Ltd., Delhi.
- A.C. Kapur 'Principles of Political Science'; S. Chand & Company Ltd., Delhi.

**References:**

- Myneni 'Political Science for Law Students'; Allahabad Law Agency.
- R.L. Gupta 'Political Theory'.
- Vishoo Bhagwan 'Indian Political thinker'.
- Amal Ray & Bhattacharya 'Political Theory: Ideas and Institution.
- T.B. Bottomore 'Sociology: A Guide to problems and Literature'; Blackie & Son (India) Ltd.
- David G. Mandelbaum 'Society in India'; Popular Prakashan, Mumbai.
- Kingsley Davis 'Human Society'; Surjeet Publications, Delhi.

#### H. Lecture Plan

| Lecture | Topics                                                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | What is Polity? - definition and scope.                                             | Lecture          | BBA107.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of state and its elements.                                                  | Lecture          | BBA107.1.        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Constitution – features and classification.                                         | Lecture          | BBA107.1.        | Mid Term-1, Quiz & End Sem Exam |
| 4       | organs of government- concepts and function                                         | Lecture          | BBA107.1.        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Legislature, executive and judiciary- judicial review and independence of judiciary | Lecture          | BBA107.1.        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Separation of power.                                                                | Lecture          | BBA107.2.        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Forms of Government: Unitary and federal form of Government                         | Lecture          | BBA107.2.        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Parliamentary and Presidential form of Government                                   | Lecture          | BBA107.2.        | Mid Term-1, Quiz & End Sem Exam |
| 9       | One party                                                                           | Lecture          | BBA107.2.        | Mid                             |

|    |                                                                             |         |           |                                             |
|----|-----------------------------------------------------------------------------|---------|-----------|---------------------------------------------|
|    | democracy                                                                   |         |           | Term-1,<br>Quiz &<br>End Sem<br>Exam        |
| 10 | Military rule                                                               | Lecture | BBA107.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 11 | Meaning scope<br>and significance<br>of public<br>administration            | Lecture | BBA107.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 12 | Concept of<br>accountability<br>and control.                                | Lecture | BBA107.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 13 | Legislature,<br>executive and<br>judicial control<br>over<br>administration | Lecture | BBA107.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 14 | Public policy<br>formulation:<br>Introduction.                              | Lecture | BBA107.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 15 | Public policy<br>formulation and<br>problems of<br>implementation.          | Lecture | BBA107.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 16 | Introduction to<br>society                                                  | Lecture | BBA107.4. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 17 | Society –<br>definition.                                                    | Lecture | BBA107.4. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 18 | Society – aims<br>and scope.                                                | Lecture | BBA107.4. | Mid<br>Term-1,                              |

|    |                                                                              |         |           |                                             |
|----|------------------------------------------------------------------------------|---------|-----------|---------------------------------------------|
|    |                                                                              |         |           | Quiz&<br>End Sem<br>Exam                    |
| 19 | Social structure in India                                                    | Lecture | BBA107.4. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 20 | Unity and diversity                                                          | Lecture | BBA107.4. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 21 | Rural urban continuum                                                        | Lecture | BBA107.4. | Quiz &<br>End Sem<br>Exam                   |
| 22 | Caste (and Varna), class and tribes                                          | Lecture | BBA107.4. | Quiz &<br>End Sem<br>Exam                   |
| 23 | Social Institutions: Basic concepts                                          | Lecture | BBA107.5. | Quiz &<br>End Sem<br>Exam                   |
| 24 | Basic concepts- society, community,                                          | Lecture | BBA107.5. | Quiz &<br>End Sem<br>Exam                   |
| 25 | Concepts of Social groups, association,                                      | Lecture | BBA107.5. | Quiz &<br>End Sem<br>Exam                   |
| 26 | Social stratification                                                        | Lecture | BBA107.5. | Quiz &<br>End Sem<br>Exam                   |
| 27 | social stratification: status                                                | Lecture | BBA107.5. | Quiz &<br>End Sem<br>Exam                   |
| 28 | social stratification: role and Institutions                                 | Lecture | BBA107.5. | Quiz &<br>End Sem<br>Exam                   |
| 29 | Understanding Institutions – family, marriage, kinship, religion, education. | Lecture | BBA107.5. | Quiz &<br>End Sem<br>Exam                   |
| 30 | Understanding Institutions – kinship, religion, education.                   | Lecture | BBA107.5. | Quiz &<br>End Sem<br>Exam                   |



|    |                                             |         |           |                     |
|----|---------------------------------------------|---------|-----------|---------------------|
| 31 | Introduction to NGO                         | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 32 | NGO: Issues                                 | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 33 | Role of NGO                                 | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 34 | NGO Programmes.                             | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 35 | Place of NGOs in social structure of India. | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 36 | Judicial activism.                          | Lecture | BBA107.6. | Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |          |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------|
|                  |                                                                                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | PO10     |
| <b>BBA107.1.</b> | Able to Understand the concept of the Polity and basic elements of constitution with functions of legislature, executive and judiciary system. | <b>1</b>                            | <b>1</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>3</b>    | <b>1</b> |

|                       |                                                                                                                                                                                      |   |   |   |   |   |   |   |   |   |   |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BBA1<br/>07.2.</b> | Know the basic functioning and forms of Government Parliamentary and Presidential form of Government where students understand the role of One-party democracy and military rule.    | 1 | 1 | 3 | 3 | 1 | 1 | 2 | 2 | 1 | 1 |
| <b>BBA1<br/>07.3.</b> | Able to Recognize the essential features of public administration and judicial control over administration, public policy formulation and problems of implementation.                | 1 | 1 | 3 | 3 | 2 | 1 | 1 | 1 | 3 | 1 |
| <b>BBA1<br/>07.4.</b> | Describe the role of social structure in India - (Unity and diversity, Rural urban continuum and Caste, class and tribes) .                                                          | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| <b>BBA1<br/>07.5.</b> | Demonstrate the Social Institutions role with basic understanding of social stratification, status and role of Institutions with respect to family, marriage, kinship, religion etc. | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | 1 |
| <b>BBA1<br/>07.6.</b> | Able to understand the concept of NGO in social structure of India with respect to                                                                                                   | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | 1 |

|  |                    |  |  |  |  |  |  |  |  |  |  |
|--|--------------------|--|--|--|--|--|--|--|--|--|--|
|  | judicial activism. |  |  |  |  |  |  |  |  |  |  |
|--|--------------------|--|--|--|--|--|--|--|--|--|--|

### Sample Question Paper

| <b>Amity Business School</b><br><b>Department of Management studies</b><br><b>I MID-SEMESTER (SEM –I) 2018-2019</b>                                                           |              |                                                                                |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BBA I Semester                                                                                                                                                         |              |                                                                                |          |           |                |          |
| Subjects Name:<br>POLITY AND SOCIETY<br>BBA 107                                                                                                                               |              | Time: 2 Hrs                                                                    |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                | Remembering  | Understanding                                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                              | Q.1,4        | Q.2,3                                                                          | Q.4      | Q.2,5,6   | -              | -        |
| <b>Student will be able to</b><br><b>CO1:</b> List the broad perceptive of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |              |                                                                                |          |           |                |          |
| CO Map                                                                                                                                                                        | Question No. | Question                                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                                           | Q.1          | Explain in brief the functions of legislature and judiciary.                   |          |           |                | 3        |
| CO1                                                                                                                                                                           | Q.2a         | What are the essential features federal form of government?                    |          |           |                | 3        |
|                                                                                                                                                                               | Q.2b         | Write a short note on one party democracy and military rule.                   |          |           |                | 3        |
| CO1                                                                                                                                                                           | Q.3          | State the significance of public administration and problem of implementation. |          |           |                | 6        |
| CO2                                                                                                                                                                           | Q.4          | Explain the social structure of in India                                       |          |           |                | 3        |
| CO2                                                                                                                                                                           | Q.5a         | Elaborate different social stratification.                                     |          |           |                | 3        |
|                                                                                                                                                                               | Q.5b         | Write characteristics of social institution.                                   |          |           |                | 3        |

|            |            |                                               |          |
|------------|------------|-----------------------------------------------|----------|
| <b>CO2</b> | <b>Q 6</b> | <b>Write any issue and programmes of NGO.</b> | <b>6</b> |
|------------|------------|-----------------------------------------------|----------|

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

### **Attainment**

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session</b>          | 2018-2019                                       |
| <b>Course Name</b>      | BBA                                             |
| <b>Semester</b>         | 1st Semester                                    |
| <b>Subject Code</b>     | BBA 107                                         |
| <b>Subject Name</b>     | Polity & Society                                |
| <b>Attainment Level</b> | 50% of the students secured more than 60% marks |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |

**BBL107**

## **Attainment**

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session</b>          | 2018-19                                         |
| <b>Course Name</b>      | BBA                                             |
| <b>Semester</b>         | 6th Semester                                    |
| <b>Subject Code</b>     | BBL107                                          |
| <b>Subject Name</b>     | Polity and Society                              |
| <b>Attainment Level</b> | 51% of the students secured more than 60% Marks |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration, Academic Year – 2018-19**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|         | PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |     |      |
|---------|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|         |                               | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| II Sem. | BBA<br>202                    | 1   | 2   | 1   | 2   | 1   | 2   | 1   | -   | 2   | 1    |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : Corporate Accounting

Course Code : BBA 202, Crédits : 04, Session :2018-19(Even Sem.), Class : BBA 1st Year

**A. Introduction:** This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 202.1** To learn about the Accounting Standard and the process of maintaining statutory record.

**BBA 202.2** to study about the journal entries in the book of the company in different phases like issue Forfeiture and reissue of share.

**BBA 202.3** to study about the journal entries in the book of the company in different phases like issue redemption and reissue of Debenture.

**BBA 202.4** Preparation and presentation of final accounts of joint stock companies as per company law.

**BBA 202.5** To study about the accounting Procedure of holding and subsidiaries company

**BBA 202.6** To learn about the different method of valuation of shares and goodwill

**BBA 202.7** To identify companies which have amalgamated as per merger method and purchase method

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative

solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------|-------------|--------------------|
| Continuous Internal            | Mid Term 1         | CT          | 15%                |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Evaluation               | Mid Term 2                                                                                                                                                                                                    |          |             |
|                          | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## E. Syllabus

### Module I- Introduction

Statutory records to be maintained by a company, Accounting standards - relevance and significance; National and international accounting standards.

### Module II- Accounting for share capital transactions

Accounting for share capital transactions - issue of shares at par, at premium and at discount; forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares - Statutory requirements, Disclosure in balance sheet; Rights issue, Underwriting.

### Module III- Debentures

Issue of debentures - accounting treatment and procedures; Redemption of debentures; Conversion of debentures into shares.

### Module IV- Final Accounts

Preparation and presentation of final accounts of joint stock companies as per company law requirements; Provisions and reserves; Determination of managerial remuneration; Appropriation out of profits; Transfer of profits to reserves; Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund; Bonus shares and payment of interest out of capital.

### Module V- Holding and Subsidiary Companies

Holding and subsidiary companies - Accounting treatment and disclosures; Consolidation of accounts.

### Module VI - Valuation of Goodwill and Shares

Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill, Methods of share valuation (Equity & preference shares).

## Module VII- Amalgamation, Absorption and reconstruction of companies

Accounting treatment for amalgamation, Absorption and reconstruction of companies; Internal and external reconstruction, Liquidation- Preparation of liquidators statement & affairs, Deficiency/surplus statement, Calculation of pro rata treatment of uncalled capital.

### F. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### G. Suggested Text/Reference Books:

- Maheswari, S.N. (2009), Principles of Management Accounting, Sultan Chand & Sons, N Delhi.
- Tulsian, P C, (2009), Financial Accounting, 2<sup>nd</sup> Edition, Pearson Education.
- Rajasekran, (2010), Financial Accounting, 1<sup>st</sup> Edition, Pearson Education.
- Narayanaswamy, Financial Accounting
- SP Iyengar, Advanced Accountancy
- RL Gupta, Advanced Accountancy
- Jain and Narang, Corporate Accounting

### H. Lecture Plan

| Lecture | Topics                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Statutory records to be maintained by a company   | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Accounting standards                              | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | relevance and significance; National              | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | International accounting standards                | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | international accounting standards.               | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | international accounting standards.               | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | international accounting standards.               | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Accounting for share capital transactions - issue | Lecture          | BBA 202.2        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                |         |           |                                 |
|----|------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | of shares at par, at premium and at discount                                                   |         |           |                                 |
| 9  | Accounting for share capital transactions - issue of shares at par, at premium and at discount | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Accounting for share capital transactions - issue of shares at par, at premium and at discount | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares         | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares         | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Statutory requirements, Disclosure in balance sheet; Rights issue, Underwriting.               | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Statutory requirements, Disclosure in balance sheet; Rights issue, Underwriting.               | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Issue of debentures - accounting treatment and procedures;                                     | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Issue of debentures - accounting treatment and procedures;                                     | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Issue of debentures - accounting treatment and procedures;                                     | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Redemption of debentures; Conversion of debentures into shares.                                | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Redemption of debentures; Conversion of debentures into shares.                                | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Redemption of debentures; Conversion of debentures into shares.                                | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                     |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 21 | Redemption of debentures;<br>Conversion of debentures into shares.                                                                                  | Lecture | BBA 202.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Preparation and presentation of final accounts of joint stock companies as per company law requirements;<br>Provisions and reserves                 | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Preparation and presentation of final accounts of joint stock companies as per company law requirements;<br>Provisions and reserves                 | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | ; Determination of managerial remuneration;<br>Appropriation out of profits; Transfer of profits to reserves                                        | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | ; Determination of managerial remuneration;<br>Appropriation out of profits; Transfer of profits to reserves                                        | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund;<br>Bonus shares and payment of interest out of capital. | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund;<br>Bonus shares and payment of interest out of capital. | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund;<br>Bonus shares and payment of interest out of capital. | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Holding and subsidiary companies - Accounting treatment and disclosures                                                                             | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Holding and subsidiary companies - Accounting treatment and disclosures                                                                             | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                       |         |           |                                 |
|----|---------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 31 | Holding and subsidiary companies - Accounting treatment and disclosures               | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Holding and subsidiary companies - Accounting treatment and disclosures               | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Consolidation of accounts.                                                            | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Consolidation of accounts.                                                            | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Consolidation of accounts.                                                            | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill | Lecture | BBA 202.6 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 38 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 39 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 40 | Methods of share valuation (Equity & preference shares).                              | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 41 | Methods of share valuation (Equity & preference shares).                              | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 42 | Methods of share valuation (Equity & preference shares).                              | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 43 | Accounting treatment for amalgamation, Absorption and reconstruction of companies     | Lecture | BBA 202.7 | Quiz & End Sem Exam             |
| 44 | Accounting treatment for amalgamation, Absorption and reconstruction of companies     | Lecture | BBA 202.7 | Quiz & End Sem Exam             |
| 45 | Internal and external reconstruction,                                                 | Lecture | BBA 202.7 | Quiz & End Sem Exam             |
| 46 | Liquidation- Preparation of liquidators statement & affairs, Deficiency/ surplus      | Lecture | BBA 202.7 | Quiz & End Sem Exam             |

|    |                                                        |         |           |                     |
|----|--------------------------------------------------------|---------|-----------|---------------------|
|    | statement,                                             |         |           |                     |
| 47 | Calculation of pro rata treatment of uncalled capital. | Lecture | BBA 202.7 | Quiz & End Sem Exam |
| 48 | Calculation of pro rata treatment of uncalled capital. | Lecture | BBA 202.7 | Quiz & End Sem Exam |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |     |     |     |     |     |     |     |     |       |
|------------------|----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                  |                                                                                                                                  | PO1                                 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| <b>BBA202.1</b>  | To learn about the Accounting Standard and the process of maintaining statutory record.                                          | 2                                   | -   | -   | 3   | 2   | -   | -   | 2   | 3   | 1     |
| <b>BBA 202.2</b> | to study about the journal entries in the book of the company in different phases like issue Foefeiture and reissue of share.    | 3                                   | -   | 2   | -   | 2   | 3   | 1   | -   | 2   | 1     |
| <b>BBA202.3</b>  | to study about the journal entries in the book of the company in different phases like issue redemption and reissue of Debenture | 2                                   | -   | -   | 3   | 1   | -   | 2   | -   | -   | 1     |
| <b>BBA 202.4</b> | Preparation and presentation of final accounts of joint stock companies as per company law.                                      | -                                   | 3   | 2   | -   | -   | 2   | -   | 3   | 2   | 1     |



|                  |                                                                                       |   |   |   |   |   |   |   |   |   |   |
|------------------|---------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BBA 202.5</b> | To study about the accounting Procedure of holding and subsidies company              | - | 2 | - | 3 | - | 2 | 3 | - | 1 | 1 |
| <b>BBA 202.6</b> | To learn about the different method of valuation of shares and goodwill               | 2 | - | 2 | 3 | 2 | - | 2 | 3 | 2 | 1 |
| <b>BBA 202.7</b> | To identify companies which have amalgamated as per merger method and purchase method | 2 | - | 3 | 2 | - | 2 | 3 | - | 2 | 1 |

## Sample Question Paper

| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –II) 2018-2019</b>                                                      |              |                                                                         |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.B.A II Semester                                                                                                                                                   |              |                                                                         |          |           |                |          |
| Subject Name:<br>BBA 202 Corporate Accounting                                                                                                                              |              | Time: 2 Hrs                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                             | Remembering  | Understanding                                                           | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                           | Q.1          | Q.4                                                                     | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| Student will be able to<br><br><b>CO1:</b> List the broad perceptive of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |              |                                                                         |          |           |                |          |
| CO Map                                                                                                                                                                     | Question No. | Question                                                                |          |           |                | Marks    |
| BBA202.1                                                                                                                                                                   | Q.1          | Write down the role and significant of accounting standard              |          |           |                | 3        |
| BBA202.2                                                                                                                                                                   | Q.2a         | Write down the journal entries of issue of share at Premium             |          |           |                | 3        |
|                                                                                                                                                                            | Q.2b         | What do you mean by forfeiture of share, write down its journal entries |          |           |                | 3        |
| BBA202.1                                                                                                                                                                   | Q.3          | Why company have required to prepare statutory record                   |          |           |                | 6        |
| BBA202.2                                                                                                                                                                   | Q.4          | What do you mean by buy back of share, write down its journal entries   |          |           |                | 3        |
| BBA202.1                                                                                                                                                                   | Q.5a         | Explain about right issue and underwriting in details                   |          |           |                | 3        |
|                                                                                                                                                                            | Q.5b         | Explain about the international accounting standard                     |          |           |                | 3        |
| BBA202.2                                                                                                                                                                   | Q 6          | Explain the procedure of redemption of preference shares.               |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

.....

### **Attainment**

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session</b>          | 2018-2019                                       |
| <b>Course Name</b>      | BBA                                             |
| <b>Semester</b>         | 2nd Semester                                    |
| <b>Subject Code</b>     | BBA 202                                         |
| <b>Subject Name</b>     | Corporate Accounting                            |
| <b>Attainment Level</b> | 44% of the students secured more than 60% marks |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |

## BBA 202

# Attainment

|                         |                      |
|-------------------------|----------------------|
| <b>Session</b>          | 2018-19              |
| <b>Course Name</b>      | BBA                  |
| <b>Semester</b>         | 2nd Semester         |
| <b>Subject Code</b>     | BBA 202              |
| <b>Subject Name</b>     | CORPORATE ACCOUNTING |
| <b>Attainment Level</b> | Level 3              |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY Business School

## PROGRAMME OUTCOMES

**Bachelor of Business Administration, Academic Year – 2018-19**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|         |         | PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |      |
|---------|---------|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|         |         | PO1                           | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| II Sem. | BBA 201 | 1                             | 2   | 3   | 1   | 2   | 2   | 1   | 2   | 3   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                        |
|----------------------------------------------------------------------------------------|
|                                                                                        |
| <b>Course Handout</b>                                                                  |
| Course : MACRO ECONOMICS FOR BUSINESS                                                  |
| Course Code : BBA 201, Crédits : 04, Session :2018-19(Even Sem.), Class : BBA 1st Year |

**A. Introduction:** This course deals with principles of macroeconomics. The coverage includes determination of and linkages between major macro-economic variables, the level of output and prices, inflation, unemployment, GDP growth, interest rates and exchange rates.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 201.1** To Learn about the Micro and Macro Economics variable in details and understand about the difference.

**BBA 201.2** To understand about the aggregate's variable of national Income and circular flow of income in different sector.

**BBA 201.3** To Study about the Full employment Approaches and Income Level

**BBA 201.4** To Learn about the Inflation and Deflation in money Market

**BBA 201.5** To understand about the linkage of money market to international transaction.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions



to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**E. Syllabus****Module – I Introduction to Macroeconomics**

The nature of macroeconomics, Micro V/s Macro, Major Macroeconomic Issues, Macroeconomic Policy Objectives, Macroeconomic stability and business environment, Brief introduction to major schools of thought in Macroeconomics.

**Module II- Some Important Macroeconomic Aggregates**

Concept of National Income and Its Measurement, Circular flow of income in two, three, four sector economy, relation between leakages and injections in circular flow. Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations.

**Module III: Theory of Full Employment and Income**

Classical, Modern (Keynesian) Approach, Consumption Function, Relationship between Saving and Consumption. Investment Function, Concept of Marginal Efficiency of Capital and Marginal Efficiency of

Investment. National Income DETERMINATION in two, three and four Sector Models. Multiplier in two, three and four Sectors Model.

#### **Module- IV: Money Market**

Definition and Function of Money, Demand Theory of Money- Fisher's, Keynes and Friedman's , IS-LM Model, Source of Money Supply Inflation and Deflation, Measures to Control Inflation- Monetary Policy, Fiscal policy

#### **Module V: International Linkages**

Balance of Payments and Exchange Rates, Trade in Goods, Market Equilibrium and the Balance of Trade, Capital Mobility, Exchange Rate changes and Trade adjustment; Monetary approach to Balance of Payment; Flexible Exchange Rate, Money and Price; Interest Differentials and Exchange Rate Expectations, Exchange Rate Fluctuation and Interdependence.

#### **F. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **G. Suggested Text/Reference Books:**

- Dewett, K. K, Modern Economic Theory: S. Chand &Co, New Delhi
- Shapiro Edward, Macro Economic Analysis, Tata Mc. Graw Hill.
- Seth M.L. Macro Economics, Agarwal Publications, Agra.
- R. Dornbusch & S. Fisher, Macroeconomics, Tata Mc. Graw Hill.
- Mankiw, Principles of Macro Economics, Thomson Publication.
- Sundharam. K.P.M, Money, Banking and International Trade, S. Chand & Co, New Delhi.

#### **H. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | The nature of macroeconomics | Lecture                 | BBA 201.1               | Mid Term-1, Quiz & End Sem Exam |
| 2              | Mirco V/s Marco              | Lecture                 | BBA 201.1               | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                   |         |           |                                 |
|----|-------------------------------------------------------------------|---------|-----------|---------------------------------|
| 3  | Major Macroeconomic Issues                                        | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Macroeconomic Policy Objectives                                   | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Macroeconomic stability and business environment                  | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Brief introduction to major schools of thought in Macroeconomics. | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Brief introduction to major schools of thought in Macroeconomics  | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Macroeconomic stability and business environment                  | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Macroeconomic Policy Objectives                                   | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Concept of National Income and Its Measurement                    | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Circular flow of income in two, three, four sector economy        | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Circular flow of income in two, three, four sector economy        | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | relation between leakages and injections in circular flow         | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | relation between leakages and                                     | Lecture | BBA 201.2 | Mid Term-1, Quiz &              |

|    |                                                                                |         |           |                                 |
|----|--------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | injections in circular flow                                                    |         |           | End Sem Exam                    |
| 15 | Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations. | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations. | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations. | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations. | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Investment Function, Concept of Marginal Efficiency of Capital                 | Lecture | BBA 201.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Investment Function, Concept of Marginal Efficiency of Capital                 | Lecture | BBA 201.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Investment Function, Concept of Marginal Efficiency of Capital                 | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Marginal Efficiency of Investment.                                             | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | National Income DETERMINATION in two, three and four Sector Models             | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | National Income DETERMINATION in two, three and four                           | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem      |

|    |                                                               |         |           |                                 |
|----|---------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Sector Models                                                 |         |           | Exam                            |
| 25 | Multiplier in two, three and four Sectors Model.              | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Multiplier in two, three and four Sectors Model.              | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Multiplier in two, three and four Sectors Model.              | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Definition and Function of Money                              | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Definition and Function of Money                              | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | , Demand Theory of Money- Fisher's, Keynes and Friedman's     | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | , Demand Theory of Money- Fisher's, Keynes and Friedman's     | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | , IS-LM Model, Source of Money Supply                         | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | , IS-LM Model, Source of Money Supply                         | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Inflation and Deflation                                       | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Measures to Control Inflation- Monetary Policy, Fiscal policy | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                  |         |           |                                 |
|----|----------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 36 | Measures to Control Inflation- Monetary Policy, Fiscal policy                    | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Measures to Control Inflation- Monetary Policy, Fiscal policy                    | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 38 | Balance of Payments and Exchange Rates                                           | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 39 | Balance of Payments and Exchange Rates                                           | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 40 | Trade in Goods, Market Equilibrium and the Balance of Trade                      | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 41 | Trade in Goods, Market Equilibrium and the Balance of Trade                      | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 42 | Capital Mobility, Exchange Rate changes and Trade adjustment                     | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 43 | Capital Mobility, Exchange Rate changes and Trade adjustment                     | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 44 | Monetary approach to Balance of Payment; Flexible Exchange Rate, Money and Price | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 45 | Monetary approach to Balance of Payment; Flexible Exchange Rate, Money and Price | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 46 | Interest Differentials and Exchange Rate Expectations                            | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 47 | Exchange Rate Fluctuation and Interdependence                                    | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 48 | Exchange Rate Fluctuation and                                                    | Lecture | BBA 201.5 | Quiz & End Sem Exam             |

|  |                 |  |  |  |
|--|-----------------|--|--|--|
|  | Interdependence |  |  |  |
|--|-----------------|--|--|--|

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|------------------|------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  |                                                                                                                  | PO 1                                | PO2      | PO3      | PO4      | PO 5     | PO 6     | PO 7     | PO 8     | PO9      | PO 10    |
| <b>BBA201.1</b>  | To Learn about the Micro and Macro Economics variable in details and understand about the difference.            | <b>2</b>                            | -        | -        | -        | -        | <b>3</b> | -        | -        | -        | <b>1</b> |
| <b>BBA 201.2</b> | To understand about the aggregate's variable of national Income and circular flow of income in different sector. | -                                   | -        | -        | <b>3</b> | -        | <b>2</b> | -        | -        | -        | <b>1</b> |
| <b>BBA201.3</b>  | To Study about the Full employment Approaches and Income Level                                                   | -                                   | <b>1</b> | <b>2</b> | -        | <b>2</b> | -        | <b>2</b> | <b>2</b> | <b>3</b> | <b>1</b> |
| <b>BBA 201.4</b> | To Learn about the Inflation and Deflation in money Market                                                       | <b>3</b>                            | -        | -        | -        | -        | -        | -        | -        | -        | <b>1</b> |
| <b>BBA 201.5</b> | To understand about the linkage of money market to international transaction.                                    |                                     | <b>2</b> | <b>3</b> | <b>2</b> | <b>3</b> | -        | -        | <b>3</b> | <b>2</b> | <b>1</b> |



## Sample Question Paper

| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –II) 2018-2019</b>                                                   |                     |                                                                      |          |           |                       |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------|----------|-----------|-----------------------|--------------|
| <b>Class: B.B.A II Semester</b>                                                                                                                                         |                     |                                                                      |          |           |                       |              |
| <b>Subject Name:</b><br><b>BBA 201 Macro Economics for Business</b>                                                                                                     |                     | <b>Time: 2 Hrs</b>                                                   |          |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                   | Remembering         | Understanding                                                        | Applying | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                 | Q.1                 | Q.4                                                                  | Q.5a     | Q.5b      | Q.2a                  | Q.2b         |
| Student will be able to<br><b>CO1:</b> List the broad perspective of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |                     |                                                                      |          |           |                       |              |
| <b>CO Map</b>                                                                                                                                                           | <b>Question No.</b> | <b>Question</b>                                                      |          |           |                       | <b>Marks</b> |
| BBA201.1                                                                                                                                                                | Q.1                 | Explain the Nature of Macroeconomics in details                      |          |           |                       | 3            |
| BBA201.2                                                                                                                                                                | Q.2a                | What do you mean by national income and its aggregates               |          |           |                       | 3            |
|                                                                                                                                                                         | Q.2b                | Explain the Circular flow of income in different sectors of economy. |          |           |                       | 3            |
| BBA201.1                                                                                                                                                                | Q.3                 | Write down the difference between macro and micro economics          |          |           |                       | 6            |
| BBA201.2                                                                                                                                                                | Q.4                 | Explain the relationship between leakages and injection              |          |           |                       | 3            |
| BBA201.1                                                                                                                                                                | Q.5a                | Explain the major issues of macro economics                          |          |           |                       | 3            |
|                                                                                                                                                                         | Q.5b                | Explain the stability under the macroeconomics variables             |          |           |                       | 3            |
| BBA201.2                                                                                                                                                                | Q 6                 | Write down the role of Nifty and Sensex in Indian economics          |          |           |                       | 6            |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

### **Attainment**

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session</b>          | 2018-2019                                       |
| <b>Course Name</b>      | BBA                                             |
| <b>Semester</b>         | 2nd Semester                                    |
| <b>Subject Code</b>     | BBA 201                                         |
| <b>Subject Name</b>     | Macro Economics for Business                    |
| <b>Attainment Level</b> | 43% of the students secured more than 60% marks |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |

## BBA 201

# Attainment

|                         |                              |
|-------------------------|------------------------------|
| <b>Session</b>          | 2018-19                      |
| <b>Course Name</b>      | BBA                          |
| <b>Semester</b>         | 2nd Semester                 |
| <b>Subject Code</b>     | BBA 201                      |
| <b>Subject Name</b>     | MACRO ECONOMICS FOR BUSINESS |
| <b>Attainment Level</b> | Level 2                      |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
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AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## PROGRAMME OUTCOMES

**Bachelor of Business Administration, Academic Year – 2018-19**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| II Sem.                       | BBA<br>203 | 1   | 2   | 1   | 3   | 2   | 1   | 2   | -   | 2   | 1    |



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| AMITY BUSINESS SCHOOL                                                                  |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : Organizational Behaviour                                                      |
| Course Code : BBA 203, Crédits : 03, Session :2018-19(Even Sem.), Class : BBA 1st Year |

**A. Introduction:** The objective of this course is to familiarize the students with the behavioral patterns of Human beings at individual and group levels

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 203.1** To learn about Factors Effecting Human Behaviour, Levels of Human Behaviour; Disciplines contributing to OB

**BBA 203.2** to study about Concept of Personality, Determinants of Personality and Types of Personality, Theories of Personality, Perception

**BBA 203.3** to study about Concept, Significance and Theories of Motivation, Motivation and Behavior, Motivation at Work, Attitudes, (Meaning and nature).

**BBA 203.4** To understand about the Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication, making communication effective, Power.

**BBA 203.5** To study about the Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems

**BBA 203.6** To learn about the Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |



## E. Syllabus

### Module I: Understanding Human Behaviour

The concept, Nature and Significance of Human Behaviour, Factors Effecting Human Behaviour, Levels of Human Behaviour; Disciplines contributing to OB. Models of OB.PP

### Module II: Individual Behaviour

Individual Differences, Concept of Personality, Determinants of Personality and Types of Personality, Theories of Personality, Perception & Perceptual Process, Learning and Behavior reinforcement, values.

### Module III: Motivation & Attitude

Concept, Significance and Theories of Motivation, Motivation and Behavior, Motivation at Work, Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes.

### Module IV: Interpersonal Behaviour, Power & Politics

Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication, making communication effective, Power (Concept, determinants & sources, types), Organizational Politics, Tactics & Impression Management.

### Module V: Group Behaviour and Leadership

Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems, Leadership, Nature and Significance of Leadership, Leadership Styles, Theories of Leadership, Trait Theory, Behavioral Theory (Managerial Grid).

### Module VI: Change and Conflicts

Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture, Learning and maintaining organizational culture, Organizational change, Planned change, Resistance to change, Organization development (Definition), Need for organization development, Organization development process.

## F. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## G. Suggested Text/Reference Books:

K. Ashwathappa, Organisational Behaviour, Tata McGraw Hill  
Keith Davis, Organisational Behaviour, Tata Mc Graw-Hill

**H. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                  | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|--------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | The concept, Nature and Significance of Human Behaviour                        | Lecture                 | BBA 203.1               | Mid Term-1, Quiz & End Sem Exam |
| 2              | The concept, Nature and Significance of Human Behaviour                        | Lecture                 | BBA 203.1               | Mid Term-1, Quiz & End Sem Exam |
| 3              | Factors Effecting Human Behaviour, Levels of Human Behaviour                   | Lecture                 | BBA 203.1               | Mid Term-1, Quiz & End Sem Exam |
| 4              | Factors Effecting Human Behaviour, Levels of Human Behaviour                   | Lecture                 | BBA 203.1               | Mid Term-1, Quiz & End Sem Exam |
| 5              | Disciplines contributing to OB. Models of OB.PP                                | Lecture                 | BBA 203.1               | Mid Term-1, Quiz & End Sem Exam |
| 6              | Disciplines contributing to OB. Models of OB.PP                                | Lecture                 | BBA 203.1               | Mid Term-1, Quiz & End Sem Exam |
| 7              | Individual Differences, Concept of Personality, Determinants of Personality    | Lecture                 | BBA 203.2               | Mid Term-1, Quiz & End Sem Exam |
| 8              | Individual Differences, Concept of Personality, Determinants of Personality    | Lecture                 | BBA 203.2               | Mid Term-1, Quiz & End Sem Exam |
| 9              | Types of Personality, Theories of Personality, Perception & Perceptual Process | Lecture                 | BBA 203.2               | Mid Term-1, Quiz & End Sem Exam |
| 10             | Types of Personality, Theories of Personality, Perception & Perceptual Process | Lecture                 | BBA 203.2               | Mid Term-1, Quiz & End Sem Exam |
| 11             | Learning and Behavior reinforcement, values.                                   | Lecture                 | BBA 203.2               | Mid Term-1, Quiz & End Sem Exam |
| 12             | Learning and Behavior reinforcement, values.                                   | Lecture                 | BBA 203.2               | Mid Term-1, Quiz & End Sem Exam |
| 13             | Concept, Significance and Theories of Motivation                               | Lecture                 | BBA 203.3               | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                    |         |           |                                 |
|----|------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 14 | Motivation and Behavior, Motivation at Work,                                                                                       | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes                                             | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes                                             | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes                                             | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes                                             | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication                    | Lecture | BBA 203.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication                    | Lecture | BBA 203.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | making communication effective, Power (Concept, determinants & sources, types),                                                    | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | making communication effective, Power (Concept, determinants & sources, types),                                                    | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Organizational Politics, Tactics & Impression Management                                                                           | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Organizational Politics, Tactics & Impression Management                                                                           | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                                         |         |           |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 26 | Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems                      | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Leadership, Nature and Significance of Leadership, Leadership Styles,                                                                                   | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Leadership, Nature and Significance of Leadership, Leadership Styles,                                                                                   | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Theories of Leadership, Trait Theory, Behavioral Theory (Managerial Grid).                                                                              | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Theories of Leadership, Trait Theory, Behavioral Theory (Managerial Grid).                                                                              | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Learning and maintaining organizational culture, Organizational change, Planned change, Resistance to change                                            | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Learning and maintaining organizational culture, Organizational change, Planned change, Resistance to change                                            | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Organization development (Definition), Need for organization development,                                                                               | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                            |         |           |                                 |
|----|------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Organization development process                                                                           |         |           |                                 |
| 36 | Organization development (Definition), Need for organization development, Organization development process | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                       | CORRELATION WITH PROGRAMME OUTCOMES |     |     |     |     |     |     |     |     |        |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|--------|
|                  |                                                                                                                                                 | PO1                                 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10   |
| <b>BBA203.1</b>  | To learn about Factors Effecting Human Behaviour, Levels of Human Behaviour; Disciplines contributing to OB                                     | 2                                   | -   | -   | 3   | 2   | -   | -   | 2   | 3   | 1<br>1 |
| <b>BBA 203.2</b> | to study about Concept of Personality, Determinants of Personality and Types of Personality, Theories of Personality, Perception                | 3                                   | -   | 2   | -   | 2   | 3   | 1   | -   | 2   |        |
| <b>BBA203.3</b>  | to study about Concept, Significance and Theories of Motivation, Motivation and Behavior, Motivation at Work, Attitudes, (Meaning and nature).  | 2                                   | -   | -   | 3   | 1   | -   | 2   | -   | -   | 1      |
| <b>BBA 203.4</b> | To understand about the Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication, making | -                                   | 3   | 2   | -   | -   | 2   | -   | 3   | 2   | 1      |

|                  |                                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
|                  | communication effective, Power.                                                                                                                       |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 203.5</b> | To study about the Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems | - | 2 | - | 3 | - | 2 | 3 | - | 1 | 1 |
| <b>BBA 203.6</b> | To learn about the Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management    | 2 | - | 2 | 3 | 2 | - | 2 | 3 | 2 | 1 |

## Sample Question Paper

| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –II) 2018-2019</b>                                                             |              |                                                |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.B.A II Semester                                                                                                                                                          |              |                                                |          |           |                |          |
| Subject Name:<br>BBA 203 Organizational Behaviour                                                                                                                                 |              | Time: 2 Hrs                                    |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                    | Remembering  | Understanding                                  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                  | Q.1          | Q.4                                            | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| <b>Student will be able to</b><br><b>CO1:</b> List the broad perceptive of cloud architecture and model.<br><br><b>CO2:</b> Apply different cloud programming models as per need. |              |                                                |          |           |                |          |
| CO Map                                                                                                                                                                            | Question No. | Question                                       |          |           |                | Marks    |
| BBA203.1                                                                                                                                                                          | Q.1          | Write down the nature of human behaviour       |          |           |                | 3        |
| BBA203.2                                                                                                                                                                          | Q.2a         | Explain the Different types of personality.    |          |           |                | 3        |
|                                                                                                                                                                                   | Q.2b         | Write down the personality in details          |          |           |                | 3        |
| BBA203.1                                                                                                                                                                          | Q.3          | Explain the different model of OB              |          |           |                | 6        |
| BBA203.2                                                                                                                                                                          | Q.4          | Explain the perception and perceptual Process  |          |           |                | 3        |
| BBA203.1                                                                                                                                                                          | Q.5a         | Explain the different level of human behaviour |          |           |                | 3        |
|                                                                                                                                                                                   | Q.5b         | Explain the disciplines contributing to OB     |          |           |                | 3        |
| BBA203.2                                                                                                                                                                          | Q 6          | Write down about the behaviour reinforcement   |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*



### **Attainment**

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session</b>          | <b>2018-2019</b>                                |
| <b>Course Name</b>      | BBA                                             |
| <b>Semester</b>         | 2nd Semester                                    |
| <b>Subject Code</b>     | BBA 203                                         |
| <b>Subject Name</b>     | Organizational Behaviour                        |
| <b>Attainment Level</b> | 49% of the students secured more than 60% marks |

#### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |

## BBA 203

# Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2018-19                  |
| <b>Course Name</b>      | BBA                      |
| <b>Semester</b>         | 2nd Semester             |
| <b>Subject Code</b>     | BBA 203                  |
| <b>Subject Name</b>     | ORGANIZATIONAL BEHAVIOUR |
| <b>Attainment Level</b> | Level 2                  |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## PROGRAMME OUTCOMES

**Bachelor of Business Administration, Academic Year – 2018-19**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|         |         | PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |      |
|---------|---------|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|         |         | PO1                           | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| II Sem. | BBA 205 | 1                             | 2   | 1   | 2   | 3   | 1   | -   | 2   | 1   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                  |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : Sales and Distribution Management                                             |
| Course Code : BBA 205, Crédits : 03, Session :2018-19(Even Sem.), Class : BBA 1st Year |

**A. Introduction:** The major objective of this course is to acquaint the students with the theory and practice of Management of Sales Operations.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 205.1** To learn about Nature and role of Sales Manager's job. Sales management as a career

**BBA 205.2** to study about the Types of sales organization. Coordination of selling functions with other marketing activities.

**BBA 205.3** to study about the Sales Territory: Concept and procedure of devising sales territories, Routing and Scheduling of Sales force.

**BBA 205.4** Recruitment and Selection of sales personnel (domestic and international perspective. Sales training.

**BBA 205.5** To study about the Sales Presentation and Demonstration, Handling objections and Closing a sale, Post sales follow up.

**BBA 205.6** To learn about the Concept of logistics planning: inventory management decisions, transportation decisions, location decisions.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and

innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**E. Syllabus****Module I: Introduction**

Sales management- Concept, Objectives and functions. Evolution of sales management. Nature and role of Sales Manager's job. Sales management as a career. Emerging trends in sales management .

**Module II: Sales Organization**

Purpose of sales organization. Setting sales organization. Types of sales organization. Coordination of selling functions with other marketing activities. Sales forecasting.

**Module III: Controlling sales effort**

Sales Budget: Purpose and budgetary procedure. Quotas: Concept, Objectives and Types. Sales Territory: Concept and procedure of devising sales territories, Routing and Scheduling of Sales force. Sales Audit.

#### **Module IV: Managing Sales Force**

Concept of sales force management. Recruitment and Selection of sales personnel (domestic and international perspective). Sales training. Compensating and motivating sales personnel. Controlling and evaluating sales personnel

#### **Module V Personal Selling**

Introduction to Personal Selling: Qualities of effective sales person, Personal selling situations, Personal selling process: Pre approach, Opening a sale, Sales Presentation and Demonstration, Handling objections and Closing a sale, Post sales follow up.

#### **Module VI: Distribution and Logistics Management**

Distribution channels: Concept and need, Channel Conflict: Concept and stages. Conflict management. Objectives of logistics. Concept of logistics planning: inventory management decisions, transportation decisions, location decisions.

#### **F. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **G. Suggested Text/Reference Books:**

- Still Cundiff, Sales Management Decision Strategies, Fifth Edition, Printice Hall.
- Panda Tapan K., Sahadev Sunil, Sales and Distribution Management, 2005, Oxford University Press.
- Kapoor Ramneek, Fundamentals of Sales Management, 2005, McMillan.
- Sudha GS, Sales & Advertising Management, 2005, Indus Valley Publications.
- Walker, Churchill Ford, Management of Sales Force

#### **H. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                       | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|-----------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Sales management- Concept, Objectives and functions | Lecture                 | BBA 205.1               | Mid Term-1, Quiz & End Sem Exam |
| 2              | Evolution of sales management                       | Lecture                 | BBA 205.1               | Mid Term-1,                     |



|   |                                                                                        |         |           |                                                |
|---|----------------------------------------------------------------------------------------|---------|-----------|------------------------------------------------|
|   |                                                                                        |         |           | Quiz &<br>End<br>Sem<br>Exam                   |
| 3 | Nature and role of Sales Manager's job                                                 | Lecture | BBA 205.1 | Mid<br>Term-1,<br>Quiz &<br>End<br>Sem<br>Exam |
| 4 | <i>Nature and role of Sales Manager's job</i>                                          | Lecture | BBA 205.1 | Mid<br>Term-1,<br>Quiz &<br>End<br>Sem<br>Exam |
| 5 | Sales management as a career. Emerging trends in sales management                      | Lecture | BBA 205.1 | Mid<br>Term-1,<br>Quiz &<br>End<br>Sem<br>Exam |
| 6 | Sales management as a career. Emerging trends in sales management                      | Lecture | BBA 205.1 | Mid<br>Term-1,<br>Quiz &<br>End<br>Sem<br>Exam |
| 7 | Purpose of sales organization. Setting sales organization. Types of sales organization | Lecture | BBA 205.2 | Mid<br>Term-1,<br>Quiz &<br>End<br>Sem<br>Exam |
| 8 | Purpose of sales organization. Setting sales organization. Types of sales organization | Lecture | BBA 205.2 | Mid<br>Term-1,<br>Quiz &<br>End<br>Sem<br>Exam |
| 9 | Purpose of sales organization. Setting sales organization. Types of sales organization | Lecture | BBA 205.2 | Mid<br>Term-1,<br>Quiz &<br>End<br>Sem<br>Exam |

|    |                                                                                                     |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 10 | Coordination of selling functions with other marketing activities. Sales forecasting.               | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Coordination of selling functions with other marketing activities. Sales forecasting.               | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Coordination of selling functions with other marketing activities. Sales forecasting.               | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Sales Budget: Purpose and budgetary procedure. Quotas                                               | Lecture | BBA 205.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Sales Budget: Purpose and budgetary procedure. Quotas                                               | Lecture | BBA 205.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Concept, Objectives and Types. Sales Territory: Concept and procedure of devising sales territories | Lecture | BBA 205.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Concept, Objectives and Types. Sales Territory: Concept and procedure of devising sales territories | Lecture | BBA 205.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Routing and Scheduling of Sales force. Sales Audit                                                  | Lecture | BBA 205.3 | Mid Term-1, Quiz & End          |

|    |                                                                                 |         |           |                                 |
|----|---------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                 |         |           | Sem Exam                        |
| 18 | Routing and Scheduling of Sales force. Sales Audit                              | Lecture | BBA 205.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Concept of sales force management. Recruitment and Selection of sales personnel | Lecture | BBA 205.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Concept of sales force management. Recruitment and Selection of sales personnel | Lecture | BBA 205.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Sales training. Compensating and motivating sales personnel                     | Lecture | BBA 205.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Sales training. Compensating and motivating sales personnel                     | Lecture | BBA 205.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Controlling and evaluating sales personnel                                      | Lecture | BBA 205.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Controlling and evaluating sales personnel                                      | Lecture | BBA 205.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Introduction to Personal Selling: Qualities of                                  | Lecture | BBA 205.5 | Mid Term-2,                     |

|    |                                                                                                                                            |         |           |                                                |
|----|--------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|------------------------------------------------|
|    | effective sales person,<br>Personal selling situations                                                                                     |         |           | Quiz &<br>End<br>Sem<br>Exam                   |
| 26 | Introduction to Personal Selling:<br>Qualities of effective sales<br>person, Personal selling<br>situations                                | Lecture | BBA 205.5 | Mid<br>Term-2,<br>Quiz &<br>End<br>Sem<br>Exam |
| 27 | Personal selling process: Pre<br>approach, Opening a sale, Sales<br>Presentation and<br>Demonstration                                      | Lecture | BBA 205.5 | Mid<br>Term-2,<br>Quiz &<br>End<br>Sem<br>Exam |
| 28 | Personal selling process: Pre<br>approach, Opening a sale, Sales<br>Presentation and<br>Demonstration                                      | Lecture | BBA 205.5 | Mid<br>Term-2,<br>Quiz &<br>End<br>Sem<br>Exam |
| 29 | Handling objections and Closing<br>a sale, Post sales follow up.                                                                           | Lecture | BBA 205.5 | Mid<br>Term-2,<br>Quiz &<br>End<br>Sem<br>Exam |
| 30 | Handling objections and Closing<br>a sale, Post sales follow up.                                                                           | Lecture | BBA 205.5 | Mid<br>Term-2,<br>Quiz &<br>End<br>Sem<br>Exam |
| 31 | Distribution channels:<br>Concept and need, Channel<br>Conflict: Concept and<br>stages. Conflict<br>management. Objectives of<br>logistics | Lecture | BBA 205.6 | Mid<br>Term-2,<br>Quiz &<br>End<br>Sem<br>Exam |
| 32 | Distribution channels:<br>Concept and need, Channel<br>Conflict: Concept and<br>stages. Conflict<br>management. Objectives of<br>logistics | Lecture | BBA 205.6 | Mid<br>Term-2,<br>Quiz &<br>End<br>Sem<br>Exam |

|    |                                                                                                              |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 33 | Concept of logistics planning: inventory management decisions, transportation decisions, location decisions. | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Concept of logistics planning: inventory management decisions, transportation decisions, location decisions. | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Concept of logistics planning: inventory management decisions, transportation decisions, location decisions. | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Concept of logistics planning: inventory management decisions, transportation decisions, location decisions. | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |     |     |     |     |     |     |     |     |      |
|------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                  |                                                                                                                    | PO1                                 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| <b>BBA205.1</b>  | To learn about Nature and role of Sales Manager's job. Sales management as a career                                | 2                                   | -   | -   | 3   | 2   | -   | -   | 2   | 3   | 1    |
| <b>BBA 205.2</b> | to study about the Types of sales organization. Coordination of selling functions with other marketing activities. | 3                                   | -   | 2   | -   | 2   | 3   | 1   | -   | 2   | 1    |

|                  |                                                                                                                                 |          |          |          |          |          |          |          |          |          |          |
|------------------|---------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA205.3</b>  | to study about the Sales Territory: Concept and procedure of devising sales territories, Routing and Scheduling of Sales force. | <b>2</b> | -        | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        | <b>1</b> |
| <b>BBA 205.4</b> | Recruitment and Selection of sales personnel (domestic and international perspective. Sales training                            | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA 205.5</b> | To study about the Sales Presentation and Demonstration, Handling objections and Closing a sale, Post sales follow up.          | -        | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> | <b>1</b> |
| <b>BBA 205.6</b> | To learn about the Concept of logistics planning: inventory management decisions, transportation decisions, location decisions  | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> |

### Sample Question Paper

| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –II) 2018-2019</b> |             |                    |             |             |                       |             |
|-----------------------------------------------------------------------------------------------------------------------|-------------|--------------------|-------------|-------------|-----------------------|-------------|
| <b>Class: B.B.A II Semester</b>                                                                                       |             |                    |             |             |                       |             |
| <b>Subject Name:</b><br><b>BBA 205 Sales and Distribution Management</b>                                              |             | <b>Time: 2 Hrs</b> |             |             | <b>Max. Marks: 30</b> |             |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                 | Remembering | Understanding      | Applying    | Analyzing   | Evaluating            | Creating    |
| <b>Question Mapping</b>                                                                                               | <b>Q.1</b>  | <b>Q.4</b>         | <b>Q.5a</b> | <b>Q.5b</b> | <b>Q.2a</b>           | <b>Q.2b</b> |

| <b>Student will be able to</b><br><b>CO1:</b> List the broad perspective of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |                     |                                                                 |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------------|--------------|
| <b>CO Map</b>                                                                                                                                                                  | <b>Question No.</b> | <b>Question</b>                                                 | <b>Marks</b> |
| BBA202.1                                                                                                                                                                       | Q.1                 | Explain the Sales Management in details                         | 3            |
| BBA202.2                                                                                                                                                                       | Q.2a                | Write down the Purpose of Sales Organisation                    | 3            |
|                                                                                                                                                                                | Q.2b                | Explain the different types of Sales organisation               | 3            |
| BBA202.1                                                                                                                                                                       | Q.3                 | Explain the Functions and Objectives of Sales Management        | 6            |
| BBA202.2                                                                                                                                                                       | Q.4                 | Write note on setting of sale organisation                      | 3            |
| BBA202.1                                                                                                                                                                       | Q.5a                | Explain the emerging trends in sale management                  | 3            |
|                                                                                                                                                                                | Q.5b                | Write a short note on sales manager as a Career                 | 3            |
| BBA202.2                                                                                                                                                                       | Q 6                 | Explain the Sales Coordination with other function of marketing | 6            |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

### **Attainment**

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session</b>          | 2018-2019                                       |
| <b>Course Name</b>      | BBA                                             |
| <b>Semester</b>         | 2nd Semester                                    |
| <b>Subject Code</b>     | BBA 205                                         |
| <b>Subject Name</b>     | Sales and Distribution Management               |
| <b>Attainment Level</b> | 56% of the students secured more than 60% marks |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



## BBA 205

# Attainment

|                         |                                   |
|-------------------------|-----------------------------------|
| <b>Session</b>          | 2018-19                           |
| <b>Course Name</b>      | BBA                               |
| <b>Semester</b>         | 2nd Semester                      |
| <b>Subject Code</b>     | BBA 205                           |
| <b>Subject Name</b>     | SALES AND DISTRIBUTION MANAGEMENT |
| <b>Attainment Level</b> | Level 2                           |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2018-19**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.**

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|          | PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |     |     |
|----------|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|          |                               | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 |
| III Sem. | BBA 302                       | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1   |



|                                                                                          |
|------------------------------------------------------------------------------------------|
|                                                                                          |
| <b>Course Handout</b>                                                                    |
| Course : Basics of Financial Management                                                  |
| Course Code : BBA 302, Crédits : 04, Session :2018-19 (Odd Sem.), Class : B.B.A 2nd Year |

**A. Introduction:** Provide an in-depth view of the process in financial management of the firm Develop knowledge on the allocation, management and funding of financial resources. Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario, enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also, longer-term dealing, which involves major capital investment decisions and raising long-term finance.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 302.1.** To Understand the Basic of Financial management and the Changing role of finance manager.

**BBA 302.2.** To study about the tools of financial statement analysis and its objectives.

**BBA 303.3.** To Explain the concept of fundamental financial concepts, especially time value of money.

**BBA 302.4.** To learn about asset-based financing through lease financing and hire purchase.

**BBA 302.5** To know about the different methods of capital budgeting and learn about the uses of the methods for selecting the best investment proposal.

**BBA 302.6** To understand about the importance of working capital management and know about the determinates of working capital management.

**BBA 302.7** To understand about the risk and its types regarding the comparative studies of different investment Proposal.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness,

opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognize, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## D. Syllabus

### Module I: Introduction to Financial Management

Evolution of Financial Management, Key activities of Finance Manager Changing Role of Finance Managers, Key Decision Areas in Financial Management, Objectives of the firm.

### Module II: Financial Statement Analysis

Introduction, objectives of financial statement analysis, Techniques-Ratio analysis, Comparative analysis and limitations of financial statement analysis, AS-20 (no numerical)

### Module III: Valuation Concepts

Concept of Time value of Money, Process of Compounding and Discounting, Future Value of a Single amount, Future Value of an Annuity, Present Value of a Single Amount, Present Value of an Annuity, Future value of annuity due, Present value of annuity due, Concept of perpetuity, Concept and calculation of Effective Interest rate (EIR)

#### **Module IV: Financing Decision**

Asset-Based Financing – Introduction; Lease Financing; Hire Purchase Financing; Infrastructure Project Financing, Corporate Credit Policy: Nature and Goals; Collection Procedures; Nature of Inventory

#### **Module V: Investment Decision**

Basics of Capital Budgeting, Types of capital budgeting decisions, Estimating cash flows for project appraisal, Green capital budgeting, Non-discounted Cash Flow Techniques: Payback Period, ARR, Discounted Cash Flow Techniques: NPV, IRR, PI. Risk Analysis of Capital Budgeting: Risk adjusted discount rate, Certainty Equivalent Approach.

#### **Module VI: Working Capital Management**

Meaning and importance of adequate working capital, Excess or inadequate working capital, Determinants of working capital requirement, Cash management, Receivable management and Inventory management – Sources of working capital.

#### **Module VII: Risk Analysis in Financial Management**

Measures of risk in financial analysis- Define and measure risk for individual assets, calculation of standard deviation and variance of returns, Computation of historical average return of securities and market premium, difference between relevant and irrelevant risks.

#### **Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

Text & References:

Text:

- Pandey, I. M, (2010), Financial Management. 10<sup>th</sup> Edition, Vikas Publishing House Pvt. Ltd.

References:

- Van Horne, J.C (2008), Financial Management & Policy, 13<sup>th</sup> Edition, Prentice Hall
- Chandra, P., Fundamentals of Financial Management, Sixth Edition, Tata McGraw Hill.
- Brearly R.A. and Myers, S.C. Principles of Corporate Finance, 8<sup>th</sup> Edition, Tata Mc-Graw Hill

## E. Lecture Plan

| Lecture | Topics                                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Evolution of Financial Management                                      | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Key activities of Finance Manager                                      | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Changing Role of Finance Managers,                                     | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Key Decision Areas in Financial Management                             | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Objectives of the firm.                                                | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Objectives of the firm : Case study .                                  | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Objectives of the firm : examples                                      | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Objectives of the firm :practical                                      | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Introduction of financial statement analysis                           | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Objectives of financial statement analysis                             | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Techniques-Ratio analysis : Introduction                               | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Techniques-Ratio analysis: case                                        | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Comparative analysis: Introduction                                     | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 14      | Comparative analysis: Exercise                                         | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 15      | limitations of financial statement analysis                            | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 16      | limitations of financial statement analysis: case study                | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 17      | AS-20 : Introduction                                                   | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 18      | AS-20 : case                                                           | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 19      | Concept of Time value of Money, Process of Compounding and Discounting | Lecture          | BBA 302.3        | Mid Term-1, Quiz & End Sem Exam |
| 20      | Future Value of a Single amount: Introduction                          | Lecture          | BBA 302.3        | Mid Term-1, Quiz & End Sem Exam |
| 21      | Future Value of a Single amount: case                                  | Lecture          | BBA 302.3        | Mid Term-1, Quiz & End Sem Exam |
| 22      | Future Value of an Annuity, Present Value of a Single                  | Lecture          | BBA 302.3        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                         |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Amount                                                                                                                                  |         |           |                                 |
| 23 | Present Value of an Annuity                                                                                                             | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 24 | Future value of annuity due, Present value of annuity due                                                                               | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 25 | Concept of perpetuity                                                                                                                   | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Concept and calculation of Effective Interest rate (EIR) :Introduction                                                                  | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Concept and calculation of Effective Interest rate (EIR) : Introduction                                                                 | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Concept and calculation of Effective Interest rate (EIR) : case                                                                         | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 29 | Asset-Based Financing – Introduction; Lease Financing;                                                                                  | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 30 | Asset-Based Financing – Introduction; Lease Financing;                                                                                  | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 31 | Hire Purchase Financing                                                                                                                 | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 32 | Infrastructure Project Financing                                                                                                        | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 33 | Infrastructure Project Financing                                                                                                        | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 34 | Corporate Credit Policy: Nature and Goals                                                                                               | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 35 | Corporate Credit Policy: Nature and Goals                                                                                               | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 36 | Collection Procedures; Nature of Inventory                                                                                              | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 37 | Risk Analysis of Capital Budgeting: Risk adjusted discount rate, Certainty Equivalent Approach.                                         | Lecture | BBA 302.5 | Quiz & End Sem Exam             |
| 38 | Basics of Capital Budgeting, Types of capital budgeting decisions, Estimating cash flows for project appraisal, Green capital budgeting | Lecture | BBA 302.5 | Quiz & End Sem Exam             |
| 39 | Non-discounted Cash Flow Techniques: Payback Period, ARR, Discounted                                                                    | Lecture | BBA 302.5 | Quiz & End Sem Exam             |



|    |                                                                                                                      |         |           |                        |
|----|----------------------------------------------------------------------------------------------------------------------|---------|-----------|------------------------|
|    | Cash Flow Techniques:<br>NPV, IRR, PI.                                                                               |         |           |                        |
| 40 | Non-discounted Cash Flow<br>Techniques: Payback<br>Period, ARR, Discounted<br>Cash Flow Techniques:<br>NPV, IRR, PI. | Lecture | BBA 302.5 | Quiz & End Sem<br>Exam |
| 41 | Non-discounted Cash Flow<br>Techniques: Payback<br>Period, ARR, Discounted<br>Cash Flow Techniques:<br>NPV, IRR, PI. | Lecture | BBA 302.5 | Quiz & End Sem<br>Exam |
| 42 | Meaning and importance<br>of adequate working<br>capital, Excess or<br>inadequate working capital                    | Lecture | BBA 302.6 | Quiz & End Sem<br>Exam |
| 43 | Determinants of working<br>capital requirement                                                                       | Lecture | BBA 302.6 | Quiz & End Sem<br>Exam |
| 44 | Cash management,<br>Receivable management<br>and Inventory<br>management                                             | Lecture | BBA 302.6 | Quiz & End Sem<br>Exam |
| 45 | Measures of risk in<br>financial analysis- Define<br>and measure risk for<br>individual assets                       | Lecture | BBA 302.7 | Quiz & End Sem<br>Exam |
| 46 | calculation of standard<br>deviation and variance of<br>returns,                                                     | Lecture | BBA 302.7 | Quiz & End Sem<br>Exam |
| 47 | Computation of historical<br>average return of securities<br>and market premium                                      | Lecture | BBA 302.7 | Quiz & End Sem<br>Exam |
| 48 | difference between<br>relevant and irrelevant<br>risks                                                               | Lecture | BBA 302.7 | Quiz & End Sem<br>Exam |

#### F. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |     |          |          |     |     |          |
|------------------|-------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|-----|----------|----------|-----|-----|----------|
|                  |                                                                                           | PO1                                 | PO2      | PO3      | PO4      | PO5 | PO6      | PO7      | PO8 | PO9 | PO10     |
| <b>BBA 302.1</b> | To Understand the Basic of Financial management and the Changing role of finance manager. | <b>3</b>                            | <b>1</b> | <b>1</b> | <b>1</b> | -   | <b>2</b> | <b>2</b> | -   | -   | <b>1</b> |

|                      |                                                                                                                                              |          |          |          |          |   |          |          |   |   |          |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|---|----------|----------|---|---|----------|
| <b>BBA<br/>302.2</b> | To study about the tools of financial statement analysis and its objectives                                                                  | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | - | <b>2</b> | <b>3</b> | - | - | <b>1</b> |
| <b>BBA<br/>302.3</b> | To Explain the concept of fundamental financial concepts, especially time value of money.                                                    | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | - | <b>3</b> | <b>1</b> | - | - | <b>1</b> |
| <b>BBA<br/>302.4</b> | To learn about asset-based financing through lease financing and hire purchase.                                                              | <b>2</b> | <b>1</b> | <b>2</b> | -        | - | <b>1</b> | <b>2</b> | - | - | <b>1</b> |
| <b>BBA<br/>302.5</b> | To know about the different methods of capital budgeting and learn about the uses of the methods for selecting the best investment proposal. | <b>3</b> | <b>2</b> | <b>3</b> | -        | - | <b>1</b> | <b>2</b> | - | - | <b>1</b> |
| <b>BBA<br/>302.6</b> | To understand about the importance of working capital management and know about the determinates of working capital management.              | <b>3</b> | <b>1</b> | <b>1</b> | <b>3</b> | - | <b>1</b> | <b>1</b> | - | - | <b>1</b> |
| <b>BBA<br/>302.7</b> | To understand about the risk and its types regarding the comparative studies of different investment Proposal.                               | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | - | <b>1</b> | <b>2</b> | - | - | <b>1</b> |

## Sample Question Paper

| Amity Business School                                                                                                                                                                                                         |              |                                                                                             |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| I MID-SEMESTER (SEM –III) 2018-2019                                                                                                                                                                                           |              |                                                                                             |          |           |                |          |
| Class: B.B.A III Semester                                                                                                                                                                                                     |              |                                                                                             |          |           |                |          |
| Subject Name:<br>BBA 302: Basic of Financial Management                                                                                                                                                                       |              | Time: 2 Hrs                                                                                 |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                | Remembering  | Understanding                                                                               | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                              | Q.1          | Q.2a, Q.2b, Q.5a                                                                            | Q.3, Q.4 | Q.5b      |                | Q 6      |
| <p>Student will be able to</p> <p>CO1: To Understand the Basic of Financial management and the Changing role of finance manager.</p> <p>CO2: To study about the tools of financial statement analysis and its objectives.</p> |              |                                                                                             |          |           |                |          |
| CO Map                                                                                                                                                                                                                        | Question No. | Question                                                                                    |          |           |                | Marks    |
| BBA 302.1                                                                                                                                                                                                                     | Q.1          | Explain the financial management and its objectives in details.                             |          |           |                | 3        |
| BBA 302.1 & BBA 302.2                                                                                                                                                                                                         | Q.2a         | Explain the role of Finance Manager in decision making.                                     |          |           |                | 3        |
|                                                                                                                                                                                                                               | Q.2b         | Define the objectives of financial statement analysis.                                      |          |           |                | 3        |
| BBA 302.2                                                                                                                                                                                                                     | Q.3          | Define liquidity ratios and its role in investment decision.                                |          |           |                | 6        |
| BBA 302.2                                                                                                                                                                                                                     | Q.4          | What do you mean by Comparative analysis, explain its role in the analysis part.            |          |           |                | 3        |
| BBA 302.3                                                                                                                                                                                                                     | Q.5a         | Explain the time value of money in details.                                                 |          |           |                | 3        |
|                                                                                                                                                                                                                               | Q.5b         | Write down the Process of Compounding and discounting techniques under time value of money. |          |           |                | 3        |
| BBA 302.3                                                                                                                                                                                                                     | Q 6          | Write down the concept of perpetuity in details.                                            |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## BBA 302

### Attainment

|                         |                                |
|-------------------------|--------------------------------|
| <b>Session</b>          | 2018-19                        |
| <b>Course Name</b>      | BBA                            |
| <b>Semester</b>         | 3rd Semester                   |
| <b>Subject Code</b>     | BBA 302                        |
| <b>Subject Name</b>     | BASICS OF FINANCIAL MANAGEMENT |
| <b>Attainment Level</b> | Level 2                        |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2018-19**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |     |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 |
| BBA III SEM                   | BBA304 | 3   | 3   | 3   | 3   | 1   | 2   | 3   | 2   | 1   | 1   |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                            |
|--------------------------------------------------------------------------------------------|
|                                                                                            |
| <b>Course Handout</b>                                                                      |
| Course : MARKETING MANAGEMENT                                                              |
| Course Code : BBA304, Crédits : 04,<br>Session : 2018-19 (Odd Sem.), Class : BBA IInd year |

**A. Introduction:** The aim of the course is to acquaint students with an elementary knowledge of the fundamentals in the field of marketing. The focus is on both, developing and helping them imbibe basic marketing principles and establishing an appreciation of contemporary realities. Emphasis is given on the core concepts in marketing, thereby giving the students an understanding of the environment in which marketing works.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA304.1.** Examine marketing concepts and phenomenon to current business events in the industry and to identify the scope and significance of marketing in domain industry.

**BBA304.2.** Understand the need, importance and process of Marketing Planning and develop comprehensive strategic and tactical plans for an organization.

**BBA304.3.** Coordinate the various marketing environment variables to interpret them for designing marketing strategy for business firms and to illustrate market research skills for designing innovative marketing strategies for business firms.

**BBA304.4.** Examine the role of consumers as purchasers and users of goods and services using various theories and models of consumer behaviour.

**BBA304.5.** Demonstrate effective understanding of relevant functional areas of marketing management and its application.

**BBA304.6.** Use creative, critical and reflective thinking to address organisational opportunities and challenge and explore emerging paradigms in marketing management.



### **C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **D. Programme Specific Outcomes: NA**

**E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**F. Syllabus****Module I: Introduction to Marketing**

Meaning of marketing, Core concepts of marketing, Evolution and its role in the changing business environment, various marketing management philosophies, viz., the production concept, the product concept, selling concept and the marketing concept, The newer definitions of marketing- societal marketing and relationship marketing.

**Module II: Relationship between Marketing and Strategic Planning**

Introduction to Strategic Planning with marketing perspective, Marketing process and Marketing Plan

**Module III: Analyzing marketing opportunities**

Internal and External Marketing Environment Analysis, Introduction to Marketing Information System and Marketing Research, BCG matrix, GE 9 cell model, Intensive growth strategies.

**Module IV: Studying Consumer Behaviour**

Buying Behaviour for Consumer Markets and Industrial Markets, Types of Buying Situations, Buying Decision Process and Factors Affecting Buyer Behaviour, Consumer Adoption Process

### **Module V: Segmentation, Targeting and Positioning**

Concept of Market Segmentation, Bases for segmenting Consumer and Business markets, Approaches for Targeting, Differentiation and Positioning.

### **Module VI: Emerging Marketing Paradigms**

Concept of E-marketing, Global marketing, Mobile marketing, Kiosk marketing, Green marketing, Tele marketing, Multi-level marketing, Rural marketing.

#### **G. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **H. Suggested Text/Reference Books:**

- Text:
  1. Marketing Management, Philip Kotler, Eleventh Edition
- References:
  1. Principles of Marketing, Philip Kotler and Gray Armstrong
  2. Marketing Management, Michael R. Czinkota and Masaaki Kotabe
  3. Marketing, Charles W. Lamb, Joseph F. Hair, and Carl McDaniel
  4. Fundamentals of Marketing, Stanton, Ezel, etc.

#### **I. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|--------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1.             | Introduction to Marketing                                    | Lecture                 | BBA304.1                | Mid Term-1, Quiz & End Sem Exam |
| 2.             | Evolution and its role in the changing business environment. | Group Discussion        | BBA304.1                | Mid Term-1, Quiz & End Sem Exam |
| 3.             | Marketing management philosophies                            | Lecture                 | BBA304.1                | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                   |                  |          |                                 |
|-----|-----------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 4.  | The production concept : Case                                                     | Lecture          | BBA304.1 | Mid Term-1, Quiz & End Sem Exam |
| 5.  | Introduction to Marketing: the product concept : Introduction                     | Lecture          | BBA304.1 | Mid Term-1, Quiz & End Sem Exam |
| 6.  | Introduction to Marketing: selling concept and the marketing concept : Case study | Home Assignment  | BBA304.1 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | Introduction to Marketing: The newer definitions of marketing                     | Lecture          | BBA304.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | Introduction to Marketing: societal marketing                                     | Case Study       | BBA304.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | Introduction to Marketing: relationship marketing.                                | Lecture          | BBA304.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | Relationship between Marketing and Strategic Planning                             | Lecture          | BBA304.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | Strategic Planning with marketing perspective: case study                         | Home Assignment  | BBA304.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | Case study Strategic Planning with marketing perspective.                         | Lecture          | BBA304.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | Marketing process                                                                 | Group Discussion | BBA304.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | Relationship between Marketing and Strategic Planning: Marketing Plan.            | Lecture          | BBA304.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | Analyzing marketing opportunities                                                 | Lecture          | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 16. | Internal and External Marketing Environment Analysis.                             | Lecture          | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 17. | Analysing marketing                                                               | Group            | BBA304.3 | Mid Term-1,                     |

|     |                                                                       |                     |          |                                       |
|-----|-----------------------------------------------------------------------|---------------------|----------|---------------------------------------|
|     | opportunities:<br>Introduction to Marketing<br>Information System     | Discussion          |          | Quiz & End<br>Sem Exam                |
| 18. | Analyzing marketing<br>opportunities                                  | Case Study          | BBA304.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 19. | Introduction to Marketing<br>Research.                                | Group<br>Discussion | BBA304.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 20. | Analyzing marketing<br>opportunities:                                 | Lecture             | BBA304.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 21. | BCG matrix.                                                           | Lecture             | BBA304.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 22. | Analyzing marketing<br>opportunities:<br>GE 9 cell model,             | Group<br>Discussion | BBA304.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 23. | Intensive growth strategies.                                          | Home<br>Assignment  | BBA304.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 24. | Analyzing marketing<br>opportunities: Intensive<br>growth strategies. | Lecture             | BBA304.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 25. | Studying Consumer<br>Behaviour                                        | Lecture             | BBA304.4 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 26. | Buying Behaviour Industrial<br>Markets                                | Lecture             | BBA304.4 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 27. | Types of Buying Situations.                                           | Lecture             | BBA304.4 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 28. | Buying Situations case<br>studies                                     | Lecture             | BBA304.4 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 29. | Buying Decision Process                                               | Group<br>Discussion | BBA304.4 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 30. | Buying Decision Process:<br>case study                                | Lecture             | BBA304.4 | Mid Term-1,<br>Quiz & End<br>Sem Exam |

|     |                                                                     |                 |          |                                       |
|-----|---------------------------------------------------------------------|-----------------|----------|---------------------------------------|
| 31. | Consumer Adoption Process.                                          | Lecture         | BBA304.4 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 32. | Segmentation, Targeting and Positioning                             | Lecture         | BBA304.5 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 33. | Concept of Market Segmentation                                      | Lecture         | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 34. | Segmentation, Targeting and Positioning                             | Lecture         | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 35. | Bases for segmenting Consumer                                       | Home Assignment | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 36. | Business markets                                                    | Case Study      | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 37. | Segmentation, Targeting and Positioning - Approaches for Targeting, | Case Study      | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 38. | Segmentation                                                        | Case Study      | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 39. | Targeting and Positioning                                           | Case Study      | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 40. | Differentiation and Positioning.                                    | Case Study      | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 41. | Emerging Marketing Paradigms                                        | Case Study      | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 42. | Global marketing, Mobile marketing                                  | Case Study      | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 43. | Paradigms - Kiosk marketing                                         | Case Study      | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 44. | Green marketing                                                     | Case Study      | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |

|     |                              |            |          |                                       |
|-----|------------------------------|------------|----------|---------------------------------------|
| 45. | Tele marketing,              | Case Study | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 46. | Multi-level marketing,       | Case Study | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 47. | Rural marketing              | Case Study | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 48. | Case studies Rural marketing | Case Study | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| Course Outcome  | Statement                                                                                                                                                        | Correlation with Programme Outcomes |      |      |      |      |      |      |      |      |       |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|
|                 |                                                                                                                                                                  | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 |
| <b>BBA304.1</b> | Examine marketing concepts and phenomenon to current business events in the industry and to identify the scope and significance of marketing in domain industry. | 3                                   | 1    | 2    | 2    | 1    | 1    | -    | 2    | -    | 1     |
| <b>BBA304.2</b> | Understand the need, importance and process of Marketing Planning and develop comprehensive                                                                      | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    | 1     |

|                 |                                                                                                                                                                                                                                         |          |          |          |          |          |          |          |          |          |          |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 | strategic and tactical plans for an organization.                                                                                                                                                                                       |          |          |          |          |          |          |          |          |          |          |
| <b>BBA304.3</b> | Coordinate the various marketing environment variables to interpret them for designing marketing strategy for business firms and to illustrate market research skills for designing innovative marketing strategies for business firms. | <b>3</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>-</b> | <b>1</b> |
| <b>BBA304.4</b> | Examine the role of consumers as purchasers and users of goods and services using various theories and models of consumer behaviour.                                                                                                    | <b>3</b> | <b>1</b> | <b>-</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA304.5</b> | Demonstrate effective understanding of relevant functional areas of marketing                                                                                                                                                           | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |



|                 |                                                                                                                                                              |          |          |          |          |          |          |          |          |          |          |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 | management and its application.                                                                                                                              |          |          |          |          |          |          |          |          |          |          |
| <b>BBA304.6</b> | Use creative, critical and reflective thinking to address organisational opportunities and challenge and explore emerging paradigms in marketing management. | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |

## **Sample Question Paper**

| <b>Amity Business School</b>                                                                                                                                                                                                                                                                                                                                                        |                     |                                                                         |                      |           |                       |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-------------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>I MID-SEMESTER (SEM – III) 2018-2019</b>                                                                                                                                                                                                                                                                                                                                         |                     |                                                                         |                      |           |                       |              |
| <b>Class: BBA III Semester</b>                                                                                                                                                                                                                                                                                                                                                      |                     |                                                                         |                      |           |                       |              |
| <b>Subjects Name: BBA 304<br/>Marketing Management</b>                                                                                                                                                                                                                                                                                                                              |                     |                                                                         | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                                                               | Remem<br>bering     | Understa<br>nding                                                       | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                                                                             | <b>Q. 2, Q. 4</b>   | <b>Q. 3, Q. 6</b>                                                       | <b>Q. 1</b>          | <b>-</b>  | <b>Q. 5</b>           | <b>-</b>     |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Examine marketing concepts and phenomenon to current business events in the industry and to identify the scope and significance of marketing in domain industry.<br><b>CO 2:</b> Understand the need, importance and process of Marketing Planning and develop comprehensive strategic and tactical plans for an organization. |                     |                                                                         |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                                       | <b>Question No.</b> | <b>Question</b>                                                         |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>1.</b>           | <b>Define marketing and state the core concepts of marketing.</b>       |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>2.</b>           | <b>Elaborate the evolution of the changing business environment.</b>    |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>3.</b>           | <b>What is the production concept?</b>                                  |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>4.</b>           | <b>State the relationship between marketing and Strategic Planning.</b> |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>5.</b>           | <b>Evaluate the marketing process.</b>                                  |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>6.</b>           | <b>Discuss the stages of strategic marketing plan</b>                   |                      |           |                       | <b>5</b>     |

\*\*\*\*\*

## Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2018-19                  |
| <b>Course Name</b>      | BBA                      |
| <b>Semester</b>         | 3rd Semester             |
| <b>Subject Code</b>     | BBA 304                  |
| <b>Subject Name</b>     | MARKETING MANAGEMENT - I |
| <b>Attainment Level</b> | Level 2                  |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
|                                                 |

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2018-19**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):**

Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |     |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 |
| BBA III SEM                   | BBA304 | 3   | 3   | 3   | 3   | 1   | 2   | 3   | 2   | 1   | 1   |

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

| PROGRAMME ARTICULATION MATRIX |                            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|----------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |                            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA<br>III<br>S<br>E<br>M     | B<br>B<br>A<br>3<br>0<br>5 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |

| Course Handout                                                                                     |
|----------------------------------------------------------------------------------------------------|
| Course : <b>Cost and Management Accounting</b>                                                     |
| Course Code : BBA 305, Crédits : 03, Session :2018-19 (Odd Sem.), Class : BBA 2 <sup>nd</sup> Year |

**A. Introduction:** The course aims at developing an insight into cost accounting, its need and the various methods used to determine the cost of production, preparation of cost sheet, allocation and absorption of overheads, break even analysis, variance analysis and budgeting.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA305.1.** Get an overview of Cost Accounting, its concept, scope and nature. The students will be able to differentiate between management accounting and financial accounting, understand methods of costing, different cost concepts, how to prepare cost sheet and will be able to know the relevant cost which are used for decision making.

**BBA305.2.** Understand the material pricing and method of costing. The students will get acquainted different methods of pricing the material and various methods used in costing such as job costing, batch costing, contract costing, single costing, process costing etc.

**BBA305.3.** Know about Overhead allocation and absorption. The students will be able to know how to do accounting for factory overheads, administration overheads, classification of selling and distribution overheads, and activity-based costing.

**BBA305.4.** Understand the concept of marginal costing and Cost volume profit analysis. The students will be able to calculate the fixed & variable cost, cost volume profit ratio, break-even point, calculation of sales at desired profits.

**BBA305.5.** Get an overview of concept of budgetary control, objectives of budgetary control. The students will be able to prepare purchase budget, production budget, cash budget, fixed and flexible budget.

**BBA305.6.** Understand the concept and calculations of Variance, Material cost Variance, Material Price variance, labour cost variance and Overhead Variance.

**C. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1          | CT          | 15%                |
|                                | Project/Assignment/ | P/A/Q/PR    | 10%                |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | Quiz/Presentation                                                                                                                                                                                             |    |             |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |

### E. Syllabus

#### **Module I: Introduction to Cost Accounting**

Meaning, nature and scope of cost accounting. Differentiate cost accounting from management accounting and financial accounting. Methods of costing. Cost concepts and numerical on preparation of cost sheet. Relevant costs for decision-making.

#### **Module II: Material Pricing & Methods of Costing**

Methods of pricing materials. Actual cost method, First in First out method, Last in First out method, Weighted Average method (**numerical**), Highest in First out method, Replacement Cost method, Introduction to various methods used in costing: job costing, batch costing, contract costing, single costing, process costing, services or operating costing (no **numerical**).

Case Study: “**Cortland Manufacturing, Inc**” (<http://www.chegg.com/homework-help/questions-and-answers/manegerial-accounting-case-study-case-assignment-1-cortland-manufacturing-inc>)

#### **Module III: Overhead Allocation and Absorption**

Introduction and classification of overheads. Accounting for factory overheads, Accounting for the administration overheads. Definition and classification of Selling and Distribution overheads and numerical on the same. Introduction to Activity Based Costing.

#### **Module IV: Marginal Costing and Cost Volume Profit Analysis**

Marginal Costing – Fixed & variable cost, meaning & characteristics of marginal costing profit/volume ratio. Limiting or key factor, break-even analysis and calculation of sales for desired profit and numerical on the same.

#### **Module V: Budgetary Control**

Budgetary Control, objective of budgetary control, preparation of purchase budget,



production budget, cash budget, fixed & flexible budgets and zero base budgeting.

### **Module VI: Variance Analysis**

Concept of variance. Material Cost Variance, Material Price Variance and numerical on the same. Labour cost Variance, Labour Rate Variance and numerical on the same. Concept of overhead variance.

#### **F. Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b>     | <b>5</b> | <b>70</b> |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

#### **G. Suggested Text/Reference Books:**

Text:

- Cost Accounting, S.P Jain & K.L Narang

References:

- Management Accounting, MY Khan & PK Jain, Third Edition, Tata McGraw Hill
- Advanced Management Accounting, Robert S Koplan, Anthony A Atkinson, Third Edition, Printice Hall.

#### **H. Lecture Plan:**

| <b>Lecture</b> | <b>Topics</b>                                                                      | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|----------------|------------------------------------------------------------------------------------|-------------------------|-------------------------|-------------------------------------------------|
| 1              | Introduction to cost Accounting                                                    | Lecture                 | BBA305.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2              | Meaning, nature and scope of cost accounting.                                      | Lecture                 | BBA305.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3              | Differentiate cost accounting from management accounting and financial accounting. | Lecture                 | BBA305.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4              | Methods of costing                                                                 | Lecture                 | BBA305.1                | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                           |         |          |                                                 |
|----|-----------------------------------------------------------|---------|----------|-------------------------------------------------|
| 5  | Cost Concepts and Numericals on preparation of cost sheet | Lecture | BBA305.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6  | Relevant Costs for Decision Making                        | Lecture | BBA305.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7  | Material Pricing and Methods of Costing- Introduction     | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8  | Actual Cost Method, FIFO method                           | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9  | LIFO method and Weighted average cost methods             | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10 | HIFO method and replacement cost method                   | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | Introduction to various methods used in costing           | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | Job Costing and Batch Costing                             | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Contract Costing, Single Costing                          | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Process Costing                                           | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Operating costing                                         | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Case Study: Cortland Manufacturing, INC.                  | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Overhead Allocation and Absorption- Introduction          | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination                 |
| 18 | Introduction and Classification of overheads              | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination                 |

|    |                                                                                            |         |          |                                 |
|----|--------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 19 | Accounting for factory overheads                                                           | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 20 | Accounting for the administration Overheads                                                | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 21 | Definition and classification of selling and distribution overheads                        | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 22 | Numerical                                                                                  | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 23 | Introduction to activity based costing                                                     | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 24 | Introduction to marginal costing and cost volume profit analysis                           | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 25 | Marginal Costing-Fixed and Variable cost                                                   | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 26 | Meaning and Characteristic of marginal costing                                             | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 27 | Calculating Marginal Costing profit volume ratio                                           | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 28 | Limiting Key Factor and Calculating break-even analysis and calculation for desired profit | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 29 | Introduction to budgetary control and Its objective                                        | Lecture | BBA305.5 | Viva/Quiz & End Sem Examination |
| 30 | Preparation of Purchase Budget and Production Budget                                       | Lecture | BBA305.5 | Viva/Quiz & End Sem Examination |
| 31 | Preparing Cash Budget, Fixed and Flexible Budget                                           | Lecture | BBA305.5 | Viva/Quiz & End Sem Examination |
| 32 | Concept of zero base budgeting                                                             | Lecture | BBA305.5 | Viva/Quiz & End Sem Examination |
| 33 | Introduction to variance analysis, Concept of variance, material cost variance             | Lecture | BBA305.6 | Viva/Quiz & End Sem Examination |

|    |                                            |         |          |                                 |
|----|--------------------------------------------|---------|----------|---------------------------------|
| 34 | Numerical on Material Cost Variance        | Lecture | BBA305.6 | Viva/Quiz & End Sem Examination |
| 35 | Labour Cost Variance, Labour Rate Variance | Lecture | BBA305.6 | Viva/Quiz & End Sem Examination |
| 36 | Overhead Variance                          | Lecture | BBA305.6 | Viva/Quiz & End Sem Examination |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                                                                                                                                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |         |          |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|
|                   |                                                                                                                                                                                                                                                                                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 |
| <b>BBA 305.1.</b> | Get an overview of Cost Accounting, its concept, scope and nature. The students will be able to differentiate between management accounting and financial accounting, understand methods of costing, different cost concepts, how to prepare cost sheet and will be able to know the relevant cost which are used for decision making. | 3                                   | 2           | 3           | 2           | 3           | 1           | 3           | 3           | 1       | 1        |

|                           |                                                                                                                                                                                                                                                                  |   |   |   |   |   |   |   |   |   |   |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>305.<br/>2</b> | Understand the material pricing and method of costing. The students will get acquainted different methods of pricing the material and various methods used in costing such as job costing, batch costing, contract costing, single costing, process costing etc. | 3 | 2 | 3 | 2 | 3 | 1 | 3 | 3 | 1 | 1 |
| <b>BBA<br/>305.<br/>3</b> | Know about Overhead allocation and absorption. The students will be able to know how to do accounting for factory overheads, administration overheads, classification of selling and distribution overheads, and activity-based costing.                         | 3 | 2 | 3 | 2 | 3 | 1 | 3 | 3 | 1 | 1 |
| <b>BBA<br/>305.<br/>4</b> | Understand the concept of marginal costing and Cost volume profit analysis. The students will be able to calculate the fixed & variable cost,                                                                                                                    | 3 | 2 | 3 | 2 | 3 | 1 | 3 | 3 | 1 | 1 |

|                   |                                                                                                                                                                                                     |   |   |   |   |   |   |   |   |   |   |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
|                   | cost volume profit ratio, break-even point, calculation of sales at desired profits.                                                                                                                |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 305. 5</b> | Get an overview of concept of budgetary control, objectives of budgetary control. The students will be able to prepare purchase budget, production budget, cash budget, fixed and flexible budget.. | 3 | 2 | 3 | 2 | 3 | 1 | 3 | 3 | 1 | 1 |
| <b>BBA 305. 6</b> | Understand the concept and calculations of Variance, Material cost Variance, Material Price variance, labour cost variance and Overhead Variance                                                    | 3 | 2 | 3 | 2 | 3 | 1 | 3 | 3 | 1 | 1 |

## J. Sample Question Paper

|                                                                                                                                                                                                                                |                    |                      |                  |                          |                       |                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------------|------------------|--------------------------|-----------------------|-----------------|
| <p align="center"><b>Amity Business School</b><br/> <b>I MID-SEMESTER (SEM –III) 2018-2019</b></p>                                                                                                                             |                    |                      |                  |                          |                       |                 |
| <p align="center"><b>Class: BBA III Semester</b></p>                                                                                                                                                                           |                    |                      |                  |                          |                       |                 |
| <b>Subject Name:</b><br><b>BBA 305 Cost and Management Accounting</b>                                                                                                                                                          |                    | <b>Time: 2 Hrs</b>   |                  |                          | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                          | <b>Remembering</b> | <b>Understanding</b> | <b>Applying</b>  | <b>Analyzing</b>         | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                                        | <b>Q. 1, 2</b>     | <b>Q.1, 2, 5</b>     | <b>Q.4, 5, 6</b> | <b>Q.2 b, Q 3 , 5, 6</b> | <b>Q 5 and 6</b>      |                 |
| <p><b>Student will be able to</b></p> <p><b>CO1: Get an overview of Cost Accounting, its concept, scope and nature. The students will be able to differentiate between management accounting and financial accounting,</b></p> |                    |                      |                  |                          |                       |                 |

| <p>understand methods of costing, different cost concepts, how to prepare cost sheet and will be able to know the relevant cost which are used for decision making.</p> <p>CO2: Understand the material pricing and method of costing. The students will get acquainted different methods of pricing the material and its various methods costing such as job costing, batch costing, contract costing, single costing, process costing etc.</p> <p>CO3: Know about Overhead allocation and absorption. The students will be able to know how to do accounting for factory overheads, administration overheads, classification of selling and distribution overheads, and activity-based costing.</p> |              |                                                                                                                                                                                                                                                                                                                                                                              |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                                                                                                                                                                                                                                                                                                                                                     | Marks |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1          | What do you mean by elements of cost? Discuss the various elements of cost.                                                                                                                                                                                                                                                                                                  | 3     |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2a         | State the distinction between the two terms in each of the following, giving examples:<br><br>(a) Cost allocation and cost apportionment.                                                                                                                                                                                                                                    | 3     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.2b         | (b) Direct cost and indirect cost.                                                                                                                                                                                                                                                                                                                                           | 3     |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.3          | <p>The following information is given for company A for year 2002</p> <p>Factory Overheads Rs 62,000</p> <p>Direct Labor cost Rs 98,000</p> <p>Direct labor hours 50,000</p> <p>Machine hours 70,000</p> <p>From the above figures prepare the overhead application rates using the following methods:</p> <p>a) Direct labor hour b) Direct labor cost c) Machine hour.</p> | 6     |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.4          | What do you understand by Job costing explain with example? In which industries is it applied?                                                                                                                                                                                                                                                                               | 3     |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5          | What are overheads? How should overheads be classified?                                                                                                                                                                                                                                                                                                                      | 3     |

|     |     |                                                                                                                                |   |
|-----|-----|--------------------------------------------------------------------------------------------------------------------------------|---|
|     | Q.5 | To what extent will you include overhead charges in your valuation of (a) work-in-progress, and (b) finished goods?            | 3 |
| CO3 | Q 6 | What are the general considerations that should decide your choice of basis for distribution of overhead costs to departments? | 6 |

| Attainments  |   | Rubric                                                     |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |



## BBA 305

### Attainment

|                         |                                |
|-------------------------|--------------------------------|
| <b>Session</b>          | 2018-19                        |
| <b>Course Name</b>      | BBA                            |
| <b>Semester</b>         | 3rd Semester                   |
| <b>Subject Code</b>     | BBA 305                        |
| <b>Subject Name</b>     | COST AND MANAGEMENT ACCOUNTING |
| <b>Attainment Level</b> | Level 2                        |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## PROGRAMME OUTCOMES

**Bachelor of Business Administration**

**2018-19**

### Programme Outcomes:

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| III SEM                       | BBL 326 | 1   | 1   | 2   | 3   | 1   | 3   | 3   | 1   | 1   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                       |
|---------------------------------------------------------------------------------------|
|                                                                                       |
| <b>Course Handout</b>                                                                 |
| Course : Business Laws                                                                |
| Course Code : BBL326, Crédits : 03, Session :2018-19(Odd Sem.), Class : BBA. 2nd Year |

**A. Introduction:** The objective of this course is to familiarize the budding managers with the objective of the course to acquaint the students with the fundamentals of business related laws, which have an important role over smooth conduct of business with the exposure of Business Laws or we can say legal environment of business, Indian contract Act 1872 ,Indian Sale of Goods Act,1930 ,Negotiable Instruments Act,1881 ,Elements of company law and consumer protection act 1986 and torts .where students have a capacity to mobilize resources and power accordingly. It aims to equip the students to focuses on understanding the basic concepts of Business Law and its functioning and its applications that they would find how it useful to society.

**B. Course Outcomes:** At the end of the course, students will be able to:

- 1.BBL 326.1.** To make the student aware about the legal environment of business so that the fair level of business understanding principles can be developed.
- 2.BBL326.2.** Getting them acquainted with the mercantile law's norms with respect to Indian contract Act. Where all aspirants learn the entry level complexities in Law.
- 3.BBL326.3.** Acquaintance of the various term Hire Purchase -Pledge -Mortgage where they able to recognize the essential of Indian Sale of Goods Act with the rights of unpaid seller.
- 4.BBL326.4.** Understand the role of Negotiable Instruments Act,1881 and its functions with applicability in day-to-day life.

**5.BBL326.5.** Demonstrate the essential elements of company law with the provisions of power and liabilities of directors and its remuneration with the all provisions of winding up of company.

**6.BBL326.6.** Acquaintance of consumer protection Act,1986 and its applicability.

**A. Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**C. :**

**Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**D. Syllabus****Module I: Legal Environment of Business**

Importance of Law, Legal environment of business, sources of law, function of law.

**Module II: Indian Contract Act, 1872**

Nature and kinds of Contracts, Concepts related to offer, Acceptance and Consideration, Principles Governing Capacity of Parties and Free Consent, Legality of Objects, Performance and Discharge of Contract, Breach of Contract and its Remedies, Basic Elements of Law Relating to Agency, Guarantee and Pledge.

**Module III: Indian Sale of Goods Act, 1930**

Sale and Agreement to Sell, Hire Purchase – Pledge – Mortgage – Hypothecation Lease. Goods – Different types of Goods, Passing of Property in Goods, Conditions and Warranties, Doctrine of Caveat emptor, Rights of an unpaid Seller.

**Module IV: Negotiable Instruments Act, 1881**

Meaning of Negotiability and Definition of Negotiable Instruments, Features, Cheques, Bill of Exchange and Promissory Note, Holder in Due Course, Crossing of Cheques, Endorsement and Dishonour of Cheques.

### Module V: Elements of Company Law

Meaning and types of companies, Formation of a company, Memorandum and Articles of Association, Prospectus and Issue of Shares, Share Capital and Shareholders, Company Meetings and Proceedings, Powers and Liabilities of Directors, meeting, Managerial Remuneration and Winding up of Company.

### Module VI: Consumer Protection Act 1986 and Torts

Need for Consumer Protection – Meaning of Consumer – Different Redressal Forums for Consumers, Rights of Consumers, Unfair Trade Practices, and Procedure for Filing Complaints. Meaning of tort, Application of Tortious Liability in Business Situations

#### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### E. Suggested Text/Reference Books:

##### Text:

- Mercantile Law N.D. Kapoor.
- Prof (Cmde) P.K Goel, Business Law for managers Biztantra.

##### References:

- Dr. S.M. Shukla and Dr. O P Gupta Mercantile Law.
- S. S. Gulshan Excel Book Mercantile Law.
- Maheshwari & Maheshwari Business Law.

#### F. Lecture Plan

| Lecture | Topics                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Legal Environment of Business: Introduction | Lecture          | BBL326.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Importance of Law                           | Lecture          | BBL326.1.        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Legal environment of business               | Lecture          | BBL326.1.        | Mid Term-1,                     |

|    |                                                                             |         |                  |                                 |
|----|-----------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                             |         |                  | Quiz & End Sem Exam             |
| 4  | Sources of law                                                              | Lecture | <b>BBL326.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 5  | Function of law                                                             | Lecture | <b>BBL326.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6  | Indian Contract Act, 1872: Introduction                                     | Lecture | <b>BBL326.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7  | Nature and kinds of Contracts                                               | Lecture | <b>BBL326.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | Concepts related to offer, Acceptance                                       | Lecture | <b>BBL326.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Consideration, Principles Governing Capacity of Parties and Free Consent    | Lecture | <b>BBL326.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | Legality of Objects                                                         | Lecture | <b>BBL326.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Performance and Discharge of Contract, Breach of Contract and its Remedies, | Lecture | <b>BBL326.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 |                                                                             | Lecture | <b>BBL326.2.</b> | Mid Term-1,                     |



|    |                                                                                                       |         |                  |                                             |
|----|-------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
|    | Basic Elements of Law<br>Relating to Agency,                                                          |         |                  | Quiz &<br>End Sem<br>Exam                   |
| 13 | Guarantee and Pledge                                                                                  | Lecture | <b>BBL326.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 14 | Indian Sale of Goods Act,<br>1930: Introduction                                                       | Lecture | <b>BBL326.3.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 15 | Sale and Agreement to<br>Sell                                                                         | Lecture | <b>BBL326.3.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 16 | Hire Purchase – Pledge –<br>Mortgage –<br>Hypothecation Lease.<br>Goods – Different types<br>of Goods | Lecture | <b>BBL326.3.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 17 | Passing of Property in<br>Goods                                                                       | Lecture | <b>BBL326.3.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 18 | Conditions and<br>Warranties                                                                          | Lecture | <b>BBL326.3.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 19 | Doctrine of Caveat<br>emtor, Rights of an<br>unpaid Seller                                            | Lecture | <b>BBL326.3.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 20 | Negotiable Instruments<br>Act, 1881                                                                   | Lecture | <b>BBL326.4.</b> | Quiz &<br>End Sem<br>Exam                   |
| 21 | Meaning of Negotiability<br>and Definition of<br>Negotiable Instruments                               | Lecture | <b>BBL326.4.</b> | Quiz &<br>End Sem<br>Exam                   |

|    |                                                                                            |         |                  |                     |
|----|--------------------------------------------------------------------------------------------|---------|------------------|---------------------|
|    |                                                                                            |         |                  |                     |
| 22 | Features, Cheques, Bill of Exchange and Promissory Note,                                   | Lecture | <b>BBL326.4.</b> | Quiz & End Sem Exam |
| 23 | Holder in Due Course, Crossing of Cheques, Endorsement and Dishonour of Cheques.           | Lecture | <b>BBL326.4.</b> | Quiz & End Sem Exam |
| 24 | Elements of Company Law: Meaning, Types of companies                                       | Lecture | <b>BBL326.5</b>  | Quiz & End Sem Exam |
| 25 | Formation of a company, Memorandum and Articles of Association                             | Lecture | <b>BBL326.5</b>  | Quiz & End Sem Exam |
| 26 | Issue of Shares, Share Capital and Shareholders                                            | Lecture | <b>BBL326.5</b>  | Quiz & End Sem Exam |
| 27 | Company Meetings and Proceedings                                                           | Lecture | <b>BBL326.5</b>  | Quiz & End Sem Exam |
| 28 | Powers and Liabilities of Directors                                                        | Lecture | <b>BBL326.5.</b> | Quiz & End Sem Exam |
| 29 | Meeting                                                                                    | Lecture | <b>BBL326.5.</b> | Quiz & End Sem Exam |
| 30 | Managerial Remuneration                                                                    | Lecture | <b>BBL326.5.</b> | Quiz & End Sem Exam |
| 31 | Winding up of Company.                                                                     | Lecture | <b>BBL326.5.</b> | Quiz & End Sem Exam |
| 32 | Consumer Protection Act 1986 and Torts: Need for Consumer Protection – Meaning of Consumer | Lecture | <b>BBL326.6.</b> | Quiz & End Sem Exam |

|    |                                                                            |         |                  |                     |
|----|----------------------------------------------------------------------------|---------|------------------|---------------------|
|    |                                                                            |         |                  |                     |
| 33 | Different Redressal Forums for Consumers, Rights of Consumers              | Lecture | <b>BBL326.6.</b> | Quiz & End Sem Exam |
| 34 | Unfair Trade Practices, and Procedure for Filing Complaints.               | Lecture | <b>BBL326.6.</b> | Quiz & End Sem Exam |
| 35 | Meaning of tort, Application of Tortious Liability in Business Situations. | Lecture | <b>BBL326.6.</b> | Quiz & End Sem Exam |
| 36 | Application of Tortious Liability in Business Situations.                  | Lecture | <b>BBL326.6.</b> | Quiz & End Sem Exam |

#### G. Course Articulation Matrix (Mapping of COs with POs)

| CO           | STATEMENT                                                                                                                            |      | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |       |  |
|--------------|--------------------------------------------------------------------------------------------------------------------------------------|------|-------------------------------------|------|------|------|------|------|------|------|-------|--|
|              |                                                                                                                                      | PO 1 | PO 2                                | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 |  |
| BB L32 6.1 . | To make the student aware about the legal environment of business so that the fair level of business understanding principles can be | 1    | 1                                   | 3    | 2    | 1    | 3    | 3    | 1    | 1    | 1     |  |

|                                |                                                                                                                                                             |          |          |          |          |          |          |          |          |          |          |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                                | developed .                                                                                                                                                 |          |          |          |          |          |          |          |          |          |          |
| <b>BB<br/>L32<br/>6.2</b><br>. | Getting them acquainted with the mercantile law's norms with respect to Indian contract Act. Where all aspirants learn the entry level complexities in Law. | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |
| <b>BB<br/>L32<br/>6.3</b><br>. | Acquaintance of the various term Hire Purchase - Pledge - Mortgage where they able to recognize the essential of Indian Sale of Goods Act with the          | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                        |                                                                                                                  |          |          |          |          |          |          |          |          |          |          |
|------------------------|------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                        | rights of unpaid seller.                                                                                         |          |          |          |          |          |          |          |          |          |          |
| <b>BB L32 6.4</b><br>. | Understand the role of Negotiable Instruments Act, 1881 and its functions with applicability in day-to-day life. | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |
| <b>BB L32 6.5</b><br>. | Demonstrate the essential elements of company law with the provisions of power and liabilities of                | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                   |                                                                                  |          |          |          |          |          |          |          |          |          |          |
|-------------------|----------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                   | directors and its remuneration with the all provisions of winding up of company. |          |          |          |          |          |          |          |          |          |          |
| <b>BB L32 6.6</b> | Acquaintance of consumer protection Act, 1986 and its applicability.             | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |

### Sample question Paper

| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –III) 2018-2019 |               |               |          |           |                |          |
|--------------------------------------------------------------------------------------------------|---------------|---------------|----------|-----------|----------------|----------|
| Class: BBA III Semester                                                                          |               |               |          |           |                |          |
| Subject Name:<br>BBL326                                                                          |               | Time: 2 Hrs   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                   | Remembering   | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                 | Q.1,2(a),2(b) | Q.3,6         | Q.4,5    |           |                |          |

| <p>Student will be able to</p> <p>CO1: To make the student aware about the legal environment of business so that the fair level of business understanding principles can be developed.</p> <p>CO2: Getting them acquainted with the mercantile law's norms with respect to Indian contract Act. Where all aspirants learn the entry level complexities in Law.</p> |              |                                                                                               |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------|-------|
| CO Map                                                                                                                                                                                                                                                                                                                                                             | Question No. | Question                                                                                      | Marks |
| CO2                                                                                                                                                                                                                                                                                                                                                                | Q.1          | Why all contracts are agreement but all agreement are not contract? Highlight the difference. | 3     |
| CO1                                                                                                                                                                                                                                                                                                                                                                | Q.2a         | Write a short on Legal environment of business.                                               | 3     |
|                                                                                                                                                                                                                                                                                                                                                                    | Q.2b         | What are the different sources of Law?                                                        | 3     |
| CO2                                                                                                                                                                                                                                                                                                                                                                | Q.3          | What are the essential elements of valid contract as per Indian Contract Act?                 | 6     |
| CO3                                                                                                                                                                                                                                                                                                                                                                | Q.4          | Define sale and agreement to sell.                                                            | 3     |
| CO3                                                                                                                                                                                                                                                                                                                                                                | Q.5          | Explain rights of unpaid seller.                                                              | 6     |
| CO2                                                                                                                                                                                                                                                                                                                                                                | Q.6.         | What do you mean by Breach of contract? Explain with examples.                                | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## BBL326

# Attainment

|                         |               |
|-------------------------|---------------|
| <b>Session</b>          | 2018-19       |
| <b>Course Name</b>      | BBA           |
| <b>Semester</b>         | 3rd Semester  |
| <b>Subject Code</b>     | BBL326        |
| <b>Subject Name</b>     | BUSINESS LAWS |
| <b>Attainment Level</b> | Level 2       |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

Amity Business School

## PROGRAMME OUTCOMES

**Bachelor of Business Administration,  
2018-19**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |     |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 |
| IV Sem.                       | BBA 401 | 1   | 1   | 2   | 3   | 1   | 1   | 1   | 1   | 2   | 1   |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Amity Business School                                                                     |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : Corporate Financial Management                                                   |
| Course Code : BBA 401, Crédits : 04,<br>Session :2018-19(Even Sem.), Class : BBA 2nd Year |

**A.** In today's world, every manager is a decision-making unit. To take decisions which are effective, a manager should understand all areas of management. The objective of this course is to develop an understanding of short term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 401.1** To learn about the Sources of finance – Debt: Term Loans, Debentures. Equity: Ordinary Shares. Hybrid: Preference, Warrants.

**BBA 401.2** To study about the Concept significance assumptions, Computation of cost of capital of various sources: Equity, Debt, Reserve & Surplus and Preference shares

**BBA 401.3** To study about the Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage

**BBA 401.4** Importance of dividend decisions, Theories of Dividend decisions: Irrelevance theory, optimal dividend decision.

**BBA 401.5** To study about the Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options

**BBA 401.6** To learn about the Introduction to Financial Services, Features of marketing these services

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognize, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## E. Syllabus

### Module I: Introduction to Financial Management

Indian Financial System (Meaning, importance and role). Sources of finance – Debt: Term Loans, Debentures. Equity: Ordinary Shares. Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs.

### Module II: Cost of capital

Concept significance assumptions, Computation of cost of capital of various sources: Equity, Debt, Reserve & Surplus and Preference shares. Weighted average cost of capital. Book value weights v/s market value weights.

Module III: Leverage Analysis and Capital Structure Theories Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage.

Factors affecting Capital Structure decisions, Theory of Capital Structure Decisions, MM Theory, NI, NOI and traditional theory.

### Module IV: Dividend Decisions

Importance of dividend decisions, Theories of Dividend decisions: Irrelevance theory, optimal dividend decision, relevance theory, Issues in dividend policy: Bonus Shares, Stock Splits & Buyback of shares.

### Module V: Introduction to Derivatives

Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options, Use of Derivative in financial investment decision.

### Module VI: Marketing of Financial Services

Introduction to Financial Services, Features of marketing these services, Recent developments.

#### ***Examination Scheme:***

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## F. Suggested Text/Reference Books:

**Chandra, P. Fundamentals of Financial Management, Sixth Edition, Tata Mc-Graw Hill.**

**Brearly R.A. and Myers, S.C. Eighth Edition Principles of Corporate Finance, Tata Mc-Graw Hill.**

**Horne.V. Tenth Edition, Financial Management and Policy, Prentice Hall of India**

## G. Lecture Plan

| Lecture | Topics                                                                  | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | <b>Indian Financial System :Meaning</b>                                 | Lecture          | BBA 401.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | <b>Indian Financial System :Importance and Sources of finance</b>       | Lecture          | BBA 401.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | <b>Debt: Term Loans, Debentures. Equity: Ordinary Shares</b>            | Lecture          | BBA 401.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Debt: Term Loans, Debentures. Equity: Ordinary Shares</i>            | Lecture          | BBA 401.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | <b>Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs</b> | Lecture          | BBA 401.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | <b>Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs</b> | Lecture          | BBA 401.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | <b>Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs</b> | Lecture          | BBA 401.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | <b>Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs</b> | Lecture          | BBA 401.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | <b>Concept significance assumptions</b>                                 | Lecture          | BBA 401.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | <b>Computation of cost of capital of various sources</b>                | Lecture          | BBA 401.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | <b>Equity, Debt, Reserve &amp; Surplus and Preference shares</b>        | Lecture          | BBA 401.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | <b>Equity, Debt, Reserve &amp; Surplus and Preference shares</b>        | Lecture          | BBA 401.2        | Mid Term-1, Quiz & End Sem Exam |
| 13      | <b>Weighted average cost of capital.</b>                                | Lecture          | BBA 401.2        | Mid Term-1, Quiz & End Sem Exam |
| 14      | <b>Book value weights</b>                                               | Lecture          | BBA 401.2        | Mid Term-1, Quiz & End Sem Exam |
| 15      | <b>Market value weights</b>                                             | Lecture          | BBA 401.2        | Mid Term-1, Quiz & End Sem Exam |
| 16      | <b>Weighted average: Formulae</b>                                       | Lecture          | BBA 401.2        | Mid Term-1, Quiz & End Sem Exam |
| 17      | <b>Leverage Analysis:</b>                                               | Lecture          | BBA 401.3        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                           |         |           |                                 |
|----|---------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 18 | <b>Operating Leverage</b>                                                 | Lecture | BBA 401.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | <b>Factors affecting Capital Structure decisions</b>                      | Lecture | BBA 401.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | <b>Theory of Capital Structure Decisions</b>                              | Lecture | BBA 401.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | <b>MM Theory</b>                                                          | Lecture | BBA 401.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | <b>NI, NOI and traditional theory.</b>                                    | Lecture | BBA 401.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | <b>Traditional theory.</b>                                                | Lecture | BBA 401.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | <b>Examples: MM Theory, NI, NOI and traditional theory.</b>               | Lecture | BBA 401.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | <b>Importance of dividend decisions</b>                                   | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | <b>Theories of Dividend decisions</b>                                     | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | <b>Irrelevance theory</b>                                                 | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | <b>optimal dividend decision, relevance theory</b>                        | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | <b>Issues in dividend policy</b>                                          | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | <b>Bonus Shares, Stock Splits &amp; Buyback of shares</b>                 | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | <b>Stock Splits &amp; Buyback of shares</b>                               | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | <b>Buyback of shares</b>                                                  | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | <b>Meaning and Concept of Derivatives</b>                                 | Lecture | BBA 401.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | <b>Conceptual understanding of Futures and Options</b>                    | Lecture | BBA 401.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | <b>Examples Futures and Options</b>                                       | Lecture | BBA 401.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | <b>Concept of Derivatives</b>                                             | Lecture | BBA 401.5 | Mid Term-2, Quiz & End Sem Exam |
| 37 | <b>Use of Derivative in financial investment decision. : Introduction</b> | Lecture | BBA 401.5 | Quiz & End Sem Exam             |
| 38 | <b>Use of Derivative in financial investment decision : Examples</b>      | Lecture | BBA 401.5 | Quiz & End Sem Exam             |

|    |                                                                      |         |           |                     |
|----|----------------------------------------------------------------------|---------|-----------|---------------------|
| 39 | <b>Use of Derivative in financial investment decision: Practical</b> | Lecture | BBA 401.5 | Quiz & End Sem Exam |
| 40 | <b>Use of Derivative in financial investment decision.</b>           | Lecture | BBA 401.5 | Quiz & End Sem Exam |
| 41 | <b>Financial Services : Introduction</b>                             | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 42 | <b>Financial Services: Functions</b>                                 | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 43 | <b>Marketing these services</b>                                      | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 44 | <b>Features of marketing these services</b>                          | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 45 | <b>Types marketing these services</b>                                | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 46 | <b>Financial Services</b>                                            | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 47 | <b>Recent developments in financial Services</b>                     | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 48 | <b>Examples Recent developments in financial Services</b>            | Lecture | BBA 401.6 | Quiz & End Sem Exam |

#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |     |          |          |          |          |          |          |          |          |
|------------------|-----------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|----------|----------|----------|----------|----------|----------|----------|----------|
|                  |                                                                                                                             | PO1                                 | PO2 | PO3      | PO4      | PO5      | PO6      | PO7      | PO8      | PO9      | PO 10    |
| <b>BBA 401.1</b> | To learn about the Sources of finance – Debt: Term Loans, Debentures. Equity: Ordinary Shares. Hybrid: Preference, Warrants | <b>2</b>                            | -   | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | <b>3</b> | <b>1</b> |
| <b>BBA 401.2</b> | To study about the Concept significance assumptions, Computation of cost of capital of various sources: Equity, Debt,       | <b>3</b>                            | -   | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>1</b> | -        | <b>2</b> | <b>1</b> |



|                  |                                                                                                                  |          |          |          |          |          |          |          |          |          |          |
|------------------|------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  | Reserve & Surplus and Preference shares                                                                          |          |          |          |          |          |          |          |          |          |          |
| <b>BBA 401.3</b> | to study about the Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage                 | <b>2</b> | -        | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        | <b>1</b> |
| <b>BBA 401.4</b> | Importance of dividend decisions, Theories of Dividend decisions: Irrelevance theory, optimal dividend Decision. | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA 401.5</b> | To study about the Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options           | -        | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> | <b>1</b> |
| <b>BBA 401.6</b> | To learn about the Introduction to Financial Services, Features of marketing these services                      | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> |

### Sample Question Paper

| Amity Business School                                                                                                                                     |              |                                                              |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------|----------|-----------|----------------|----------|
| I MID-SEMESTER (SEM –IV) 2018-2019                                                                                                                        |              |                                                              |          |           |                |          |
| Class: B.B.A IV Semester                                                                                                                                  |              |                                                              |          |           |                |          |
| Subject Name:<br>BBA 401 Corporate Financial Management                                                                                                   |              | Time: 2 Hrs                                                  |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                            | Remembering  | Understanding                                                | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                          | Q.1          | Q.4                                                          | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| Student will be able to<br>CO1: List the broad perspective of cloud architecture and model.<br>CO2: Apply different cloud programming models as per need. |              |                                                              |          |           |                |          |
| CO Map                                                                                                                                                    | Question No. | Question                                                     |          |           |                | Marks    |
| BBA 401.1                                                                                                                                                 | Q.1          | Write down the Importance of Indian Financial System         |          |           |                | 3        |
| BBA 401.2                                                                                                                                                 | Q.2a         | Write down the Procedure of Computation of Cost of Equity    |          |           |                | 3        |
|                                                                                                                                                           | Q.2b         | Write down the Procedure of Computation of Cost of Debenture |          |           |                | 3        |
| BBA 401.1                                                                                                                                                 | Q.3          | Explain the Long-term Sources of Finance in details          |          |           |                | 6        |
| BBA 401.2                                                                                                                                                 | Q.4          | Write down Short Notes on ADR and GDR                        |          |           |                | 3        |
| BBA 401.1                                                                                                                                                 | Q.5a         | Write down the Procedure of Convertible Securities           |          |           |                | 3        |
|                                                                                                                                                           | Q.5b         | Write down the role of Indian Financial System.              |          |           |                | 3        |
| BBA 401.2                                                                                                                                                 | Q.6          | Explain the Weighted average cost of Capital in details      |          |           |                | 6        |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## BBA 401

# Attainment

|                         |                                |
|-------------------------|--------------------------------|
| <b>Session</b>          | 2018-19                        |
| <b>Course Name</b>      | BBA                            |
| <b>Semester</b>         | 4th Semester                   |
| <b>Subject Code</b>     | BBA 401                        |
| <b>Subject Name</b>     | CORPORATE FINANCIAL MANAGEMENT |
| <b>Attainment Level</b> | Level 2                        |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## PROGRAMME OUTCOMES

**Bachelor of Business Administration**

**2018-19**

### Programme Outcomes:

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |     |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 |
| BBA IV Sem.                   | BBA 402 | 3   | 2   | 3   | 2   | 1   | 3   | 1   | 1   | 2   | 3   |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                           |
|-------------------------------------------------------------------------------------------|
|                                                                                           |
| <b>Course Handout</b>                                                                     |
| Course : Marketing Management II                                                          |
| Course Code : BBA 402, Crédits : 04,<br>Session :2018-19(Even Sem.), Class : BBA 2nd Year |

**A. Introduction:** To expose the students to the advance concepts of Marketing and to help them analyze the recurrent issues in Marketing with the help of cases.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 402.1** To learn about the industrial, product differentiation, product mix, Product Life Cycle and various strategies.

**BBA 402.2** To study about the Product Line Decision, New Product Development: Challenges & Process.

**BBA 402.3** To study about the Understanding various pricing strategies and their application.

**BBA 402.4** To learn about the Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions

**BBA 402.5** To understand about the Marketing communication budget. Introduction to various elements of integrated marketing communications briefly

**BBA 402.6** To learn about the Challenges and opportunities of Globalization. Factors governing entry into foreign markets

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognize, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### D. Programme Specific Outcomes: NA

#### E. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### F. Syllabus

##### Module I: Product Mix Strategy

Product: concept & levels, Classification of products consumer and industrial, product differentiation, product mix, Product Life Cycle and various strategies, Branding: concept and challenges, brand decisions. Packaging and labeling.



## Module II: Product Development Decision

Product Line Decision, New Product Development: Challenges & Process, Consumer Adoption Process, Diffusion of Innovation.

## Module III: Pricing Considerations and Strategies

Introduction to various objectives of pricing, Pricing Process. Adapting the price: Concept of geographical pricing, promotional pricing, discriminatory pricing. Understanding various pricing strategies and their application.

## Module IV: Distribution and Logistics Decision

Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions, Channel Dynamics. Introduction to Wholesaling, Retailing and Logistics.

## Module V: Deciding on the Marketing Communications Mix

The process of deciding the Marketing communication mix, Marketing communication budget. Introduction to various elements of integrated marketing communications briefly.

## Module VI: Introduction to global market place

Challenges and opportunities of Globalization. Factors governing entry into foreign markets. Marketing Mix for Global Markets. Trends in international marketing

### G. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### H. Suggested Text/Reference Books:

Kotler Philip and Armstrong Gray, **Principles of Marketing**, Eleventh Edition, Pearson Education.  
Ramaswamy VS, Namakumari S, **Marketing Management, Planning Implementation & Control**, Third Edition, MacMillan.

### I. Lecture Plan

| Lecture | Topics                                                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Product: concept & levels, Classification of products consumer and industrial   | Lecture          | BBA 402.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Product: concept & levels, Classification of products consumer and industrial   | Lecture          | BBA 402.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | product differentiation, product mix, Product Life Cycle and various strategies | Lecture          | BBA 402.1        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                 |         |           |                                 |
|----|---------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 4  | product differentiation, product mix, Product Life Cycle and various strategies | Lecture | BBA 402.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Branding: concept and challenges, brand decisions. Packaging and labeling.      | Lecture | BBA 402.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Branding: concept and challenges, brand decisions. Packaging and labeling.      | Lecture | BBA 402.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Branding: concept and challenges, brand decisions. Packaging and labeling.      | Lecture | BBA 402.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Branding: concept and challenges, brand decisions. Packaging and labeling.      | Lecture | BBA 402.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Product Line Decision                                                           | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | New Product Development                                                         | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Challenges & Process                                                            | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Product Line Decision: case study                                               | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Consumer Adoption Process: Introduction                                         | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Consumer Adoption Process: case study                                           | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Consumer Adoption Process: Introduction                                         | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Examples : case study                                                           | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Introduction to various objectives of pricing                                   | Lecture | BBA 402.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Pricing Process.                                                                | Lecture | BBA 402.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Adapting the price                                                              | Lecture | BBA 402.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Concept of geographical pricing                                                 | Lecture | BBA 402.3 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                         |         |           |                                 |
|----|---------------------------------------------------------|---------|-----------|---------------------------------|
| 21 | Promotional pricing, discriminatory pricing             | Lecture | BBA 402.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Pricing strategies and their application.               | Lecture | BBA 402.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Understanding various pricing strategies                | Lecture | BBA 402.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Pricing strategies and their application.               | Lecture | BBA 402.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Nature of Marketing Channels                            | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Channel Functions and Flows                             | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Marketing Channels: Introduction                        | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Channel Design and Management Decisions                 | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Channel Dynamics.                                       | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Introduction to Wholesaling                             | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Retailing                                               | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Logistics                                               | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | The process of deciding the Marketing communication mix | Lecture | BBA 402.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | The process of deciding the Marketing communication mix | Lecture | BBA 402.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | The process of deciding the Marketing communication mix | Lecture | BBA 402.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Marketing communication budget: Introduction            | Lecture | BBA 402.5 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Marketing communication budget: case                    | Lecture | BBA 402.5 | Quiz & End Sem Exam             |
| 38 | Marketing communications briefly: functions             | Lecture | BBA 402.5 | Quiz & End Sem Exam             |
| 39 | Introduction to various elements of integrated          | Lecture | BBA 402.5 | Quiz & End Sem Exam             |

|    |                                                   |         |           |                     |
|----|---------------------------------------------------|---------|-----------|---------------------|
|    | marketing communications briefly.                 |         |           |                     |
| 40 | Integrated marketing communications: case studies | Lecture | BBA 402.5 | Quiz & End Sem Exam |
| 41 | Challenges of Globalization                       | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 42 | Opportunities of Globalization.                   | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 43 | Factors governing entry into foreign markets      | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 44 | Marketing Mix for Global Markets: Introduction    | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 45 | Marketing Mix for Global Markets.: case study     | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 46 | Trends in international marketing: Introduction   | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 47 | Trends in international marketing: case studies   | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 48 | Examples: Trends in international marketing       | Lecture | BBA 402.6 | Quiz & End Sem Exam |

#### J. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                       | CORRELATION WITH PROGRAMME OUTCOMES |     |     |          |          |     |     |          |          |          |
|-----------------|-----------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|----------|----------|-----|-----|----------|----------|----------|
|                 |                                                                                                                 | PO 1                                | PO2 | PO3 | PO4      | PO5      | PO6 | PO7 | PO8      | PO9      | PO 10    |
| <b>BBA402.1</b> | To learn about the industrial, product differentiation, product mix, Product Life Cycle and various strategies. | <b>2</b>                            | -   | -   | <b>3</b> | <b>2</b> | -   | -   | <b>2</b> | <b>3</b> | <b>1</b> |

|                  |                                                                                                                                         |          |          |          |          |          |          |          |          |          |          |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  |                                                                                                                                         |          |          |          |          |          |          |          |          |          |          |
| <b>BBA 402.2</b> | to study about the Product Line Decision, New Product Development: Challenges & Process.                                                | <b>3</b> | -        | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>1</b> | -        | <b>2</b> | <b>1</b> |
| <b>BBA402.3</b>  | to study about the Understanding various pricing strategies and their application.                                                      | <b>2</b> | -        | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        | <b>1</b> |
| <b>BBA 402.4</b> | To learn about the Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions                   | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA 402.5</b> | To understand about the Marketing communication budget. Introduction to various elements of integrated marketing communications briefly | -        | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> | <b>1</b> |
| <b>BBA 402.6</b> | To learn about the Challenges and opportunities of Globalization. Factors governing entry into foreign markets                          | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> |

[illegible]

## Sample Question Paper

|                                                                                                                                                          |              |                                                                   |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School                                                                                                                                    |              |                                                                   |          |           |                |          |
| I MID-SEMESTER (SEM –IV) 2018-2019                                                                                                                       |              |                                                                   |          |           |                |          |
| Class: B.B.A IV Semester                                                                                                                                 |              |                                                                   |          |           |                |          |
| Subject Name:<br>BBA 402 Marketing Management                                                                                                            |              | Time: 2 Hrs                                                       |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                           | Remembering  | Understanding                                                     | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                         | Q.1          | Q.4                                                               | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| Student will be able to<br>CO1: List the broad perceptive of cloud architecture and model.<br>CO2: Apply different cloud programming models as per need. |              |                                                                   |          |           |                |          |
| CO Map                                                                                                                                                   | Question No. | Question                                                          |          |           |                | Marks    |
| BBA402.1                                                                                                                                                 | Q.1          | Explain the Product mix in details                                |          |           |                | 3        |
| BBA402.2                                                                                                                                                 | Q.2a         | Explain the Different Stages of New Product Development           |          |           |                | 3        |
|                                                                                                                                                          | Q.2b         | Write down the Challenges and Process of new Product Development. |          |           |                | 3        |
| BBA402.1                                                                                                                                                 | Q.3          | Write down the Product Life Cycle and various strategies          |          |           |                | 6        |
| BBA402.2                                                                                                                                                 | Q.4          | Explain the Product Line Decision                                 |          |           |                | 3        |
| BBA402.1                                                                                                                                                 | Q.5a         | Explain the Brand decision in details                             |          |           |                | 3        |
|                                                                                                                                                          | Q.5b         | Explain the Packaging and labeling in details                     |          |           |                | 3        |
| BBA402.2                                                                                                                                                 | Q 6          | Explain the Diffusion of Innovation                               |          |           |                | 6        |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



## BBA 402

# Attainment

|                         |                           |
|-------------------------|---------------------------|
| <b>Session</b>          | 2018-19                   |
| <b>Course Name</b>      | BBA                       |
| <b>Semester</b>         | 4th Semester              |
| <b>Subject Code</b>     | BBA 402                   |
| <b>Subject Name</b>     | MARKETING MANAGEMENT – II |
| <b>Attainment Level</b> | Level 2                   |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
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# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**Amity Business School**

## PROGRAMME OUTCOMES

**Bachelor of Business Administration**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |     |
|-------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 |
| IV Sem.                       | BBA<br>403 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1   |



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|                                                                                           |
|-------------------------------------------------------------------------------------------|
|                                                                                           |
| <b>Course Handout</b>                                                                     |
| Course : Research Methodologies and Report Préparation                                    |
| Course Code : BBA 403, Crédits : 03,<br>Session :2018-19(Even Sem.), Class : BBA 2nd Year |

**A. Introduction :** To understand the way in which systematic research can be conducted to describe, explain, and predict phenomena of interest; To develop practical knowledge and skills to understand and carry out research projects; To develop understanding of the basic techniques and tools for conducting research, To develop contents and organization of both the written report and oral presentation for which the research study was done.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 403.1** To learn about Conceptualization and Formulation of a Research Problem, Introduction to Research Design.

**BBA 403.2** To study about Concept of Primary and Secondary Data; Data Collection Methods: Observation, Survey, Questionnaire; Steps in Constructing Questionnaire

**BBA 403.3** To study about Concept Nature of Sampling, Steps of Sampling Design, Sampling Frame, Sample Selection Methods.

**BBA 403.4** To understand about Fieldwork procedure, Common sources of error in the fieldwork

**BBA 403.5** To study about the Data analysis-I: Test of significance Z, t, F and chi-square

**BBA 403.6** To learn about Research presentation and research process examination

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### C. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## D. Syllabus

### Module I: Introduction

Meaning and Importance of Research, Conceptualization and Formulation of a Research Problem, Introduction to Research Design, Scales and Measurements: Ordinal, Nominal, Ratio, Interval, Likert. Preliminary Research: Literature Review, Construction of Hypotheses

### Module II: Data collection methods

Primary And Secondary Data; Data Collection Methods: Observation, Survey, Questionnaire; Steps in Constructing Questionnaire, Type of Questions, Introduction to Projective techniques

### Module III: Sampling

Nature of Sampling, Steps of Sampling Design, Sampling Frame, Sample Selection Methods - Probability and Non Probability, Sample Size, Sampling Errors and Principles of Sampling.

### Module IV: Data Collection Field Work

Fieldwork procedure, Common sources of error in the fieldwork, Minimizing fieldwork errors, Tabulation of collected data

### Module V: Data Analysis

Data analysis-I: Test of significance Z, t, F and chi-square, Data analysis-II: Correlation and Regression techniques, Data analysis – III: Introduction to Statistical Package

### Module VI: Report Writing

Research presentation and research process examination; Report writing – Format and Types of research report.

#### *Examination Scheme:*

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### E. Suggested Text/Reference Books:

Luck, David J and Rubin, Ronald S., Marketing Research(7th edition), Prentice Hall of India  
Aaker, David A; Kumar V and George S., Marketing Research(6th edition), John Wiley & Sons.  
Boyd, Harper W, Westphall, Ralph & Stasch, Stanely F, Market Research : Text & Cases, Richard D. Irwin Inc.

## F. Lecture Plan

| Lecture | Topics                                                                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Meaning and Importance of Research, Conceptualization and Formulation of a Research Problem | Lecture          | BBA 403.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction to Research Design, Scales and Measurements                                    | Lecture          | BBA 403.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Ordinal, Nominal, Ratio, Interval, Likert                                                   | Lecture          | BBA 403.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Preliminary Research</i>                                                                 | Lecture          | BBA 403.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Literature Review                                                                           | Lecture          | BBA 403.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Construction of Hypotheses                                                                  | Lecture          | BBA 403.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Primary And Secondary Data                                                                  | Lecture          | BBA 403.2        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Data Collection Methods                                                                     | Lecture          | BBA 403.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Observation, Survey, Questionnaire; Steps in Constructing Questionnaire                     | Lecture          | BBA 403.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Type of Questions,                                                                          | Lecture          | BBA 403.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Introduction to Projective techniques                                                       | Lecture          | BBA 403.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Type of Questions, Introduction to Projective techniques                                    | Lecture          | BBA 403.2        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Nature of Sampling                                                                          | Lecture          | BBA 403.3        | Mid Term-1, Quiz & End Sem Exam |
| 14      | Steps of Sampling Design, Sampling Frame                                                    | Lecture          | BBA 403.3        | Mid Term-1, Quiz & End Sem Exam |
| 15      | Sample Selection Methods                                                                    | Lecture          | BBA 403.3        | Mid Term-1, Quiz & End Sem Exam |
| 16      | Probability and Non-Probability                                                             | Lecture          | BBA 403.3        | Mid Term-1, Quiz & End Sem Exam |
| 17      | Sample Size                                                                                 | Lecture          | BBA 403.3        | Mid Term-1, Quiz & End Sem Exam |
| 18      | Sampling Errors and Principles of Sampling.                                                 | Lecture          | BBA 403.3        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                           |         |           |                                 |
|----|-----------------------------------------------------------|---------|-----------|---------------------------------|
| 19 | Fieldwork procedure                                       | Lecture | BBA 403.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Common sources of error in the fieldwork                  | Lecture | BBA 403.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Fieldwork procedure : case study                          | Lecture | BBA 403.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Minimizing fieldwork errors : Introduction                | Lecture | BBA 403.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Minimizing fieldwork errors, Tabulation of collected data | Lecture | BBA 403.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Minimizing fieldwork errors, Tabulation of collected data | Lecture | BBA 403.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Data analysis-I:                                          | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Test of significance Z, t, F                              | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | chi-square                                                | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Data analysis-II                                          | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Correlation and Regression techniques, Data analysis      | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Introduction to Statistical Package                       | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Research presentation                                     | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Research process examination                              | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Research presentation and research process examination    | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Report writing                                            | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Format and Types of research report.                      | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Report writing                                            | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |



### G. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  |                                                                                                                                                        | PO 1                                | PO2      | PO3      | PO4      | PO5      | PO6      | PO 7     | PO8      | PO9      | PO 10    |
| <b>BBA403.1</b>  | To learn about Conceptualization and Formulation of a Research Problem, Introduction to Research Design                                                | <b>2</b>                            | -        | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | <b>3</b> | <b>1</b> |
| <b>BBA 403.2</b> | To study about Concept of Primary And Secondary Data; Data Collection Methods: Observation, Survey, Questionnaire; Steps in Constructing Questionnaire | <b>3</b>                            | -        | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>1</b> | -        | <b>2</b> | <b>1</b> |
| <b>BBA403.3</b>  | To study about Concept Nature of Sampling, Steps of Sampling Design, Sampling Frame, Sample Selection Methods                                          | <b>2</b>                            | -        | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        | <b>1</b> |
| <b>BBA 403.4</b> | To understand about Fieldwork procedure, Common sources of error in the fieldwork                                                                      | -                                   | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> | <b>1</b> |

|                  |                                                                                 |   |   |   |   |   |   |   |   |   |   |
|------------------|---------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BBA 403.5</b> | To study about the Data analysis-I: Test of significance Z, t, F and chi-square | - | 2 | - | 3 | - | 2 | 3 | - | 1 | 1 |
| <b>BBA 403.6</b> | To learn about Research presentation and research process examination           | 2 | - | 2 | 3 | 2 | - | 2 | 3 | 2 | 1 |

## Sample Question Paper

| <p style="text-align: center;">Amity Business School<br/>Department of Business Management<br/>I MID-SEMESTER (SEM –IV) 2018-2019</p>                                                                                                                                                                                   |              |                                                            |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.B.A IV Semester                                                                                                                                                                                                                                                                                                |              |                                                            |          |           |                |          |
| Subject Name:<br>Research Méthodologies and<br>Report Préparation                                                                                                                                                                                                                                                       |              | Time: 2 Hrs                                                |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                 | Remembering  | Understanding                                              | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                     | Q.1          | Q.4                                                        | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| <p>Student will be able to</p> <p>CO1: To learn about Conceptualization and Formulation of a Research Problem, Introduction to Research Design .</p> <p>CO2: To study about Concept of Primary and Secondary Data; Data Collection Methods: Observation, Survey, Questionnaire; Steps in Constructing Questionnaire</p> |              |                                                            |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                  | Question No. | Question                                                   |          |           |                | Marks    |
| BBA403.1                                                                                                                                                                                                                                                                                                                | Q.1          | Write down a formulation of Research Problem.              |          |           |                | 3        |
| BBA403.2                                                                                                                                                                                                                                                                                                                | Q.2a         | Write down the method of data collection of Primary data.  |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                         | Q.2b         | Write down the sources of Secondary data collection.       |          |           |                | 3        |
| BBA403.1                                                                                                                                                                                                                                                                                                                | Q.3          | Write about the scale and measurement.                     |          |           |                | 6        |
| BBA403.2                                                                                                                                                                                                                                                                                                                | Q.4          | Write down the steps in the construction of Questionnaire. |          |           |                | 3        |
| BBA403.1                                                                                                                                                                                                                                                                                                                | Q.5a         | Explain about the nominal and ordinal scale.               |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                         | Q.5b         | Write down about the ratio, likert and interval scale      |          |           |                | 3        |
| BBA403.2                                                                                                                                                                                                                                                                                                                | Q 6          | Write down about the projective technique                  |          |           |                | 6        |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
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## BBA 403

# Attainment

|                         |                                           |
|-------------------------|-------------------------------------------|
| <b>Session</b>          | 2018-19                                   |
| <b>Course Name</b>      | BBA                                       |
| <b>Semester</b>         | 4th Semester                              |
| <b>Subject Code</b>     | BBA 403                                   |
| <b>Subject Name</b>     | RESEARCH METHODOLOGY & REPORT PREPARATION |
| <b>Attainment Level</b> | Level 1                                   |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
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**2018-19**

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

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1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |     |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 |
| BBA IV SEM                    | BBA 404 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1   |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| <b>Course Handout</b>                                                             |
|-----------------------------------------------------------------------------------|
| Course : ENTREPRENEURSHIP DEVELOPMENT                                             |
| Course Code : BBA 404, Crédits : 03,<br>Session : 2018-19 (Odd Sem.), Class : BBA |

**A. Introduction:** The aim of the course is to orient the students in theories and practices of management so as to apply the acquired knowledge in actual business practices. This is a gateway to the real world of management and decision-making.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 404.1.** Knowledge of venture idea generation and overview of setting up an enterprise.

**BBA 404.2.** Understand the significance of project appraisal with business plans.

**BBA 404.3.** Describe the Financial Analysis with venture capital Proposal.

**BBA 404.4.** Understand the complexities associated with Market and Materials Management Analysis these complexities.

**BBA 404.5.** Understand project management and legal issues for the entrepreneur.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social



problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Programme Specific Outcomes:NA**

**E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-----------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                    | CT          | 15%                |
|                                | Mid Term 2                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be | A           | 5%                 |

|                          |                                                                                                                                                                 |    |             |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                                                                                                        | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                 |    | <b>100%</b> |

## F. Syllabus

### Module I: Basic Concepts

Qualities, Characteristics of an entrepreneur, Venture idea generation, Ideas and the entrepreneurship, Women entrepreneurs, Preliminary Screening, Drawbacks or Problems of entrepreneurship, Reasons of failure, Overview of setting up an enterprise with organizational forms – MSMED Act.

Project Based Learning -1

Group task: studying various success stories of entrepreneurs and discussing their characteristics and reasons for success.

### Module II: Project Appraisal

Pre-feasibility Report, Project Report, Comparative Rating of Product ideas, Cash Flow, Financial Analysis and Planning, Sources of Finance. Stages of Project Feasibility Analysis-Market, Technical, Financial, Social Analysis, Project Implementation Stages.

Project Based Learning – 2

Activities and assignments: Students asked to finalize on their ideas and start writing business plans.

### Module III: Financial Analysis

Financing the project, Sources of finance, Venture Capital Sources, What Investor looks in the Investment Proposal, Outline for a Venture Capital Proposal.

### Module IV: Market and Materials Management Analysis

Vendor development, vendor selection decision factors, methods of price determination, direct and hidden cost in material management, market development, market feasibility, activities and decisions in materials management – International Markets.

### Module V: Project Management

Steps and procedure for setting up small scale, Role of Banks and Financial Institutions in Development, E-Commerce, E-Business, E-Auction. Project management problems. SEZ, Cluster Development. Legal Issues for the Entrepreneur: Patents, Trademarks, Copyrights.

## G. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## **H. Suggested Text/Reference Books:**

- Essential of Management, Koontz O' Donnell
- Management, Stoner, Freemond & Gilbert
- Principles & practice of Mgmt., L.M. Prasad
- Management Today, Burton & Thakur
- Principles & Practices of Mgmt., C.B. Gupta

## **I. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                                                                                                                               | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1.             | Qualities, Characteristics of an entrepreneur                                                                                                                                               | Lecture                 | BBA 404.1               | Mid Term-1, Quiz & End Sem Exam |
| 2.             | Venture idea generation                                                                                                                                                                     | Group Discussion        | BBA 404.1               | Mid Term-1, Quiz & End Sem Exam |
| 3.             | Ideas and the entrepreneurship                                                                                                                                                              | Lecture                 | BBA 404.1               | Mid Term-1, Quiz & End Sem Exam |
| 4.             | Women entrepreneurs                                                                                                                                                                         | Lecture                 | BBA 404.1               | Mid Term-1, Quiz & End Sem Exam |
| 5.             | Preliminary Screening                                                                                                                                                                       | Lecture                 | BBA 404.1               | Mid Term-1, Quiz & End Sem Exam |
| 6.             | Drawbacks or Problems of entrepreneurship                                                                                                                                                   | Home Assignment         | BBA 404.1               | Mid Term-1, Quiz & End Sem Exam |
| 7.             | Reasons of failure                                                                                                                                                                          | Lecture                 | BBA 404.1               | Mid Term-1, Quiz & End Sem Exam |
| 8.             | Overview of setting up an enterprise with organizational forms – MSMED Act. studying various success stories of entrepreneurs and discussing their characteristics and reasons for success. | Case Study              | BBA 404.1               | Mid Term-1, Quiz & End Sem Exam |
| 9.             | Pre-feasibility Report                                                                                                                                                                      | Lecture                 | BBA 404.2               | Mid Term-1, Quiz & End          |

|     |                                                                                                                                  |                  |           |                                       |
|-----|----------------------------------------------------------------------------------------------------------------------------------|------------------|-----------|---------------------------------------|
|     |                                                                                                                                  |                  |           | Sem Exam                              |
| 10. | Project Report                                                                                                                   | Lecture          | BBA 404.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 11. | Comparative Rating of Product ideas                                                                                              | Home Assignment  | BBA 404.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 12. | Cash Flow, Financial Analysis and Planning                                                                                       | Lecture          | BBA 404.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 13. | Sources of Finance. Stages of Project Feasibility Analysis- Market                                                               | Group Discussion | BBA 404.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 14. | Technical, Financial, Social Analysis                                                                                            | Lecture          | BBA 404.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 15. | Project Implementation Stages.                                                                                                   | Lecture          | BBA 404.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 16. | Project Based Learning : Activities and assignments: Students asked to finalize on their ideas and start writing business plans. | Lecture          | BBA 404.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 17. | Financial Analysis                                                                                                               | Group Discussion | BBA 404.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 18. | Financing the project                                                                                                            | Case Study       | BBA 404.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 19. | Sources of finance                                                                                                               | Group Discussion | BBA 404.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 20. | Venture Capital Sources                                                                                                          | Lecture          | BBA 404.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 21. | What Investor looks in the Investment Proposal                                                                                   | Lecture          | BBA 404.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 22. | Venture Capital Proposal.                                                                                                        | Group Discussion | BBA 404.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |

|     |                                                                                           |                  |           |                                 |
|-----|-------------------------------------------------------------------------------------------|------------------|-----------|---------------------------------|
| 23. | Venture Capital Proposal: Template                                                        | Home Assignment  | BBA 404.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | Venture Capital Proposal: Exercise                                                        | Lecture          | BBA 404.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | Market and Materials Management Analysis Vendor development                               | Lecture          | BBA 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 26. | vendor selection decision factors                                                         | Lecture          | BBA 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 27. | methods of price determination                                                            | Lecture          | BBA 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 28. | Direct and hidden cost in material management, market development                         | Lecture          | BBA 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | Market feasibility, activities and decisions in materials management                      | Group Discussion | BBA 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | International Markets.                                                                    | Lecture          | BBA 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | Project Management                                                                        | Lecture          | BBA 404.5 | Mid Term-2, Quiz & End Sem Exam |
| 32. | Steps and procedure for setting up small scale                                            | Lecture          | BBA 404.5 | Mid Term-2, Quiz & End Sem Exam |
| 33. | Role of Banks and Financial Institutions in Development, ECommerce, E-Business, E-Auction | Lecture          | BBA 404.5 | Mid Term-2, Quiz & End Sem Exam |
| 34. | Project management problems.                                                              | Lecture          | BBA 404.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | SEZ, Cluster Development.                                                                 | Home Assignment  | BBA 404.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | Legal Issues for the Entrepreneur: Patents,                                               | Case Study       | BBA 404.5 | Mid Term-2, Quiz & End          |

|  |                         |  |  |          |
|--|-------------------------|--|--|----------|
|  | Trademarks, Copyrights. |  |  | Sem Exam |
|--|-------------------------|--|--|----------|

**J. Course Articulation Matrix (Mapping of COs with POs)**

| Course Outcome   | Statement                                                                      |      | Correlation with Programme Outcomes |      |      |      |      |      |      |      |       |
|------------------|--------------------------------------------------------------------------------|------|-------------------------------------|------|------|------|------|------|------|------|-------|
|                  |                                                                                | PO 1 | PO 2                                | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 |
| <b>BBA 404.1</b> | Knowledge of venture idea generation and overview of setting up an enterprise. | 3    | 1                                   | 1    | -    | 3    | 2    | -    | -    | 1    | 1     |
| <b>BBA 404.2</b> | Understand the significance of project appraisal with business plans.          | 2    | 2                                   | 1    | 3    | 1    | 3    | 3    | -    | -    | 1     |
| <b>BBA 404.3</b> | Describe the Financial Analysis with venture capital Proposal                  | 3    | 3                                   | 1    | 3    | 3    | 1    | 2    | 1    | -    | 1     |

|                  |                                                                                                          |          |          |          |          |          |          |          |          |          |          |
|------------------|----------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA 404.4</b> | Understand the complexities associated with Market and Materials Management Analysis these complexities. | <b>3</b> | <b>1</b> | <b>-</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA 404.5</b> | Understand project management and legal issues for the entrepreneur.                                     | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |

## **Sample Question Paper**

|                                                                                                                                                                                                             |                     |                                                           |                      |           |                       |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>Amity Business School</b>                                                                                                                                                                                |                     |                                                           |                      |           |                       |              |
| <b>I MID-SEMESTER (SEM – IV) 2018-2019</b>                                                                                                                                                                  |                     |                                                           |                      |           |                       |              |
| <b>Class: BBA IV Semester</b>                                                                                                                                                                               |                     |                                                           |                      |           |                       |              |
| <b>Subjects Name: BBA 404<br/>Entrepreneurship Development</b>                                                                                                                                              |                     |                                                           | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                       | Remembering         | Understanding                                             | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                     | <b>Q. 2, Q. 4</b>   | <b>Q. 3, Q. 6</b>                                         | <b>Q. 1</b>          | -         | <b>Q. 5</b>           | -            |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Knowledge of principles of management and school of management thoughts.<br><b>CO 2:</b> Understand the significance of planning, and decision making. |                     |                                                           |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                               | <b>Question No.</b> | <b>Question</b>                                           |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>1.</b>           | <b>Discuss the scope and nature of Entrepreneurship.</b>  |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>2.</b>           | <b>Define Women Entrepreneurship.</b>                     |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>3.</b>           | <b>Explain the salient features of MSMED Act</b>          |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>4.</b>           | <b>What are the objectives of project Appraisal?</b>      |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>5.</b>           | <b>Describe in detail the various types of Analysis.</b>  |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>6.</b>           | <b>Discuss the steps of project implementation stage.</b> |                      |           |                       | <b>5</b>     |

\*\*\*\*\*



## Attainment

|                         |                              |
|-------------------------|------------------------------|
| <b>Session</b>          | 2018-19                      |
| <b>Course Name</b>      | BBA                          |
| <b>Semester</b>         | 4th Semester                 |
| <b>Subject Code</b>     | BBA 404                      |
| <b>Subject Name</b>     | ENTREPRENEURSHIP DEVELOPMENT |
| <b>Attainment Level</b> | Level 2                      |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

BBA 404

## Attainment

|                         |                              |
|-------------------------|------------------------------|
| <b>Session</b>          | 2018-19                      |
| <b>Course Name</b>      | BBA                          |
| <b>Semester</b>         | 4th Semester                 |
| <b>Subject Code</b>     | BBA 404                      |
| <b>Subject Name</b>     | ENTREPRENEURSHIP DEVELOPMENT |
| <b>Attainment Level</b> | Level 2                      |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2018-19**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA IV<br>SEM                 | BBA405 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



# AMITY UNIVERSITY

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|                                                                                           |
|-------------------------------------------------------------------------------------------|
|                                                                                           |
| <b>Course Handout</b>                                                                     |
| Course : E-Commerce                                                                       |
| Course Code : BBA405, Crédits : 03,<br>Session : 2018-19 (Even Sem.), Class : BBA II Year |

**A. Introduction:** In the changed business environment of today, it has become imperative for businesses to understand, appreciate and learn to create their presence in cyber space. This course focuses on exposing the students to the world of e-commerce, the opportunities, and the threats and teaches them the strategies of making businesses viable and successful.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 405.1.** To focus on the three major driving forces that permeate all aspects of e-commerce: business development and strategy, technological innovations, and social and legal issues and impacts.

**BBA 405.2.** Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences.

**BBA 405.3.** To know the concept of e-commerce and its (r)evolution. Understand current Internet business models and strategies

**BBA 405.4.** Able to Explain and develop solutions for implementing an e-commerce web presence. Discuss major ethical and legal issues surrounding e-commerce

**BBA 405.5.** To understand implement, in simulation or authentically, an e-commerce presence. Create a marketing and promotional plan for an e-commerce presence.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The

course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes: NA**

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------|-------------|--------------------|
| Continuous                     | Mid Term 1         | CT          | 15%                |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Internal Evaluation      |                                                                                                                                                                                                               |          |             |
|                          | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                          | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance               | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## F. Syllabus

### Module I: E-Commerce Concept

Meaning, definition, concept, features, function of E-Commerce, E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce, limitations of E-Commerce, precaution for secure E-Commerce, proxy services. Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI, Application areas for EDI, Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control. Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce

### Module II: Types of E-Commerce Applications of B2C

Consumers' shopping procedure on the internet; Online travel tourism services; Benefits and Impact of e-commerce on travel industry; Online stock trading and its benefits; Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards

E-Auction Applications in B2C- E-Banking, E-Trading. - Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement,

Just in time delivery. Consumer to consumer and peer to peer business model Introduction and basic concepts.

### **Module III: E-Marketing Applications in B2B**

Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets Architectural models of b2b; Characteristics of the supplier-oriented marketplace, Buyer-oriented marketplace, and Intermediary-oriented marketplace; Benefits of b2b on procurement reengineering; Marketing issue in E-Marketing, Promoting your E-Business. Direct marketing, one to one marketing.

### **Module IV: E-Finance Applications in Governance,**

E-government; E-governance – applications of the internet; Concept of government-to-business, business-to-government and citizen-to-government; E-governance models;

Areas of E-Financing, E-Banking, traditional v/s E-Banking, operations in E-Banking. E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading.

### **Module V: E-Payment Emerging Business Models**

Retail model; Media model; advisory model, Made-to-order manufacturing model; Do-it-yourself model; Information service model; Emerging hybrid models; Emerging models in India.

Transactions through Internet, Requirements of E-Payment system, Post paid payment system- Credit card solutions, cyber cash Internet cheques. Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards.

#### **G. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **H. Suggested Text/Reference Books:**

- Computer Today, S. Bansundara
- E-Commerce: The Cutting Edge of Business, Kamblesh Bajaj and Debjani Nag, McGraw Hill
- E-Commerce, S. Jaiswal



## I. Lecture Plan

| Lecture | Topics                                                                                                                            | Mode of Delivery | Corresponding CO   | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------|---------------------------------|
| 1       | Meaning, definition, concept, features, function of E-Commerce,                                                                   | Lecture          | <b>BBA 405.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce,                                             | Lecture          | <b>BBA 405.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | limitations of E-Commerce, precaution for secure E-Commerce, proxy services.                                                      | Lecture          | <b>BBA 405.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI,                                | Lecture          | <b>BBA 405.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control | Lecture          | <b>BBA 405.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature,                | Lecture          | <b>BBA 405.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 7       | Access Control. Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P,                                          | Lecture          | <b>BBA 405.1.</b>  | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                              |         |                   |                                 |
|----|----------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
|    | Ethical Issues in E commerce                                                                 |         |                   |                                 |
| 8  | Management issues relating to e-commerce.                                                    | Lecture | <b>BBA 405.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce                                  | Lecture | <b>BBA 405.1</b>  | Mid Term-1, Quiz & End Sem Exam |
| 10 | Consumers' shopping procedure on the internet; Online travel tourism services.               | Lecture | <b>BBA 405.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Benefits and Impact of e-commerce on travel industry; Online stock trading and its benefits; | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Online banking and its benefits                                                              | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Online financial services and their future                                                   | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Instant Paid payment system- Debit card, direct debit.                                       | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Online banking and its benefits Case study                                                   | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Direct debit : Case study                                                                    | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem      |

|    |                                                                                                                                                                                                                                                                   |         |                   |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
|    |                                                                                                                                                                                                                                                                   |         |                   | Exam                            |
| 17 | Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards<br>E-Auction Applications in B2C- E-Banking,                                                                                                                                   | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | E-Trading. - Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement,                                                                                                                | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | E-Trading. - Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement, Just in time delivery. Consumer to consumer and peer to peer business model<br>Introduction and basic concepts | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Just in time delivery. Consumer to consumer and peer to peer business model<br>Introduction and basic concepts<br>demption of preference shares - statutory requirements, disclosure in balance sheet; rights issue.                                              | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets Architectural models of b2b;                                                                                                                                                                | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Characteristics of                                                                                                                                                                                                                                                | Lecture | <b>BBA 405.3.</b> | Mid                             |

|    |                                                                                                           |         |                   |                                 |
|----|-----------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
|    | the supplier-oriented marketplace,                                                                        |         |                   | Term-2, Quiz & End Sem Exam     |
| 23 | Buyer-oriented marketplace, and Intermediary-oriented marketplace;                                        | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Benefits of b2b on procurement reengineering;                                                             | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Marketing issue in E-Marketing, Promoting your E-Business.                                                | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Direct marketing, one to one marketing.                                                                   | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Marketing issue in E-Marketing, Promoting your E-Business. Direct marketing, one to one marketing.        | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | E-government;E-governance applications of the internet .                                                  | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | E-governance models; Areas of E-Financing, E-Banking, traditional v/s E-Banking, operations in E-Banking. | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | E-Trading- Stock marketing                                                                                | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                               |         |                   |                                 |
|----|-------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
| 31 | Trading v/s E-Trading, Importance of E-Trading.                               | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Advantages of E-trading, operational aspects of E-Trading.                    | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | Operational aspects of E-Trading.                                             | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | E-Trading- Stock marketing, trading v/s E-Trading.                            | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | Advantages of E-trading, operational aspects of E-Trading.                    | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | Do-it-yourself model; Information service model;                              | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | Information service model; Emerging hybrid models; Emerging models in India.  | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam             |
| 38 | Transactions through Internet, Requirements of E-Payment system,              | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam             |
| 39 | Post paid payment system- Credit card solutions, cyber cash Internet cheques. | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam             |
| 40 | Preparation of statement showing                                              | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem                  |

|    |                                                                                   |         |                   |                     |
|----|-----------------------------------------------------------------------------------|---------|-------------------|---------------------|
|    | allocation of gross liability and net liability.                                  |         |                   | Exam                |
| 41 | Preparation of statement showing allocation of gross liability and net liability. | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam |
| 42 | Preparation of statement showing allocation of gross liability and net liability. | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam |
| 43 | Instant Paid payment system- Debit card, direct debit                             | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |
| 44 | Prepaid payment system- Electronic cash.                                          | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |
| 45 | Digicash                                                                          | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |
| 46 | Netcash                                                                           | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |
| 47 | Cybercash                                                                         | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |
| 48 | smart cards.                                                                      | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |

#### J. Course Articulation Matrix (Mapping of COs with POs)

| C<br>O | STAT<br>EME<br>NT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|--------|-------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|        |                   | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |

[illegible]

|                                                          |                                                                                                                    |          |          |          |          |          |          |          |          |          |          |
|----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>5<br/>·<br/>2<br/>·</b> | Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences.          | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>5<br/>·<br/>3<br/>·</b> | To know the concept of e-commerce and its (r)evolution. Understand current Internet business models and strategies | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>5<br/>·</b>             | Able to Explain and develop solutions for implementing an e-                                                       | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> |



[illegible]

### Sample question Paper

| Amity Business School                                                                                                                                                                                                                                                                                                                                        |              |                                                                         |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------|----------|-----------|----------------|----------|
| I MID-SEMESTER (SEM –IV) 2018-2019                                                                                                                                                                                                                                                                                                                           |              |                                                                         |          |           |                |          |
| Class: B.B.A IV Semester                                                                                                                                                                                                                                                                                                                                     |              |                                                                         |          |           |                |          |
| Subject Name: E Commerce BBA 405                                                                                                                                                                                                                                                                                                                             |              | Time: 2 Hrs                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                               | Remembering  | Understanding                                                           | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                             | Q.1,4        | Q.2,3                                                                   | Q.4      | Q.2,5,6   | Q 6            | -        |
| <p>Student will be able to</p> <p>CO1: To focuses on the three major driving forces that permeate all aspects of e-commerce: business development and strategy, technological innovations, and social and legal issues and impacts</p> <p>CO2: Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences.</p> |              |                                                                         |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                       | Question No. | Question                                                                |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                          | Q.1          | Explain in brief the functions of ecommerce.                            |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                          | Q.2a         | What are the essential features of digital marketing?                   |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                              | Q.2b         | Write a short note on SEO.                                              |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                          | Q.3          | State the significance of digital marketing in present scenario.        |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                          | Q.4          | Explain functions of W.W.W.                                             |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                          | Q.5a         | Elaborate B to B, B to C and C to C.                                    |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                              | Q.5b         | Write short note on development of e-commerce in India.                 |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                          | Q 6          | Evaluating the role of digital marketing in development of the economy. |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## BBA 405

### Attainment

|                  |              |
|------------------|--------------|
| Session          | 2018-19      |
| Course Name      | BBA          |
| Semester         | 4th Semester |
| Subject Code     | BBA 405      |
| Subject Name     | E-COMMERCE   |
| Attainment Level | Level 1      |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## **PROGRAMME OUTCOMES**

### **Bachelor of Business Administration 2018-19**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):**

Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA IV<br>SEM                 | BBA406 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| Course Handout                                                                              |
|---------------------------------------------------------------------------------------------|
| Course : Human Resource Management                                                          |
| Course Code : BBA 406 , Credits : 03,<br>Session :2018-19(Odd Sem.), Class : BBA IIInd year |

**A. Introduction:** The objective of this course is to orient the students towards the basic concepts of Human Resource Management and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

BBA 406.1 Understand basic concepts of Human Resource Management

BBA 406 2. Analyse Acquisition of Human Resource

BBA 406.3 Apply Development of Human resource

BBA 406.4 Understand maintenance of Human Resource

BBA 406.5. Analyse Retention and separation process

BBA 406.6. Understand current issues in HRM

**C. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**A. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |
|                                |                                                                                                                                                                                                               |             |                    |



## **A. Syllabus**

### **HUMAN RESOURCE MANAGEMENT**

**Course Code:**

**BBA 406**

**Credit Units: 03**

#### **Course Objective:**

The objectives of this course are to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India.

#### **Course Contents:**

##### **Module I: Fundamentals of HRM**

Introduction, Concept and Functions, Scope and Significance of Human Resource Management, Difference between Personnel Management and HRM, Overview of basic HRM Model, Role and Responsibilities of the Human Resource Manager and essentials of Sound HR Policies.

##### **Module II: Acquisition of Human Resources**

Objectives, Policies and Process of Human Resource Planning, Job Analysis, Recruitment (process, methods: internal, external), Selection (process, tests, interviews), Induction, Placement.

##### **Module III: Development of Human Resources**

Training and Development (process, methods: On-the job, Off-the job), Evaluation of training( Kirkpatrick model) and Performance Appraisal-concept, significance, process, methods

##### **Module IV: Maintenance of Human Resources**

Job Evaluation: concept, process, compensation: concept, components, Designing and Administering the Wage and Salary Structure, Grievance Procedure and Handling.

##### **Module V: Retention and Separation Processes**

Discharge, Retirement, Layoff, Retrenchment, VRS, Promotion and Transfer, exit interview, attrition and retention (concept, significance, determinants and strategies).

##### **Module VI: Current Issues in HRM**

Increased concern for HRM (Sound IR, dual career couples, flexi-working hours, work-from home facility), International Human Resource Management-Managing inter country differences, SHRM, talent management, Employee engagement, HR audit.

**Examination Scheme:**

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

**Text & References:**

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6<sup>th</sup> Edn.), McGraw Hill, New Delhi
- Dessler G (2006). Human Resource Management, Pearson Education, India
- Mathis R L and Jackson J H (2006). Human Resource Management, (10<sup>th</sup> Edn.) Cengage Learning, Indian Print.
- Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition
- Pattanayak B,(2014), Human Resource Management, 4<sup>th</sup> Edition , PHI

**Lecture Plan**

| Lecture | Topics                                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO              |
|---------|------------------------------------------------------------|------------------|------------------|-----------------------------------|
| 1       | Introduction, Concept and Functions                        | Lecture          | BBA 406.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 2       | <i>Scope and Significance of Human Resource Management</i> | Lecture          | BBA 406.1        | Mid Term-1, Quiz & End Sem. .Exam |
| 3       | Difference between Personnel Management and HRM            | Lecture          | BBA 406.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 4       | Overview of basic HRM Model                                | Lecture          | BBA 406.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 5       | Role and Responsibilities                                  | Lecture          | BBA 406.1        | Mid                               |

|    |                                                    |         |           |                                  |
|----|----------------------------------------------------|---------|-----------|----------------------------------|
|    | of the Human Resource Manager                      |         |           | Term-1, Quiz & End Sem. Exam     |
| 6  | Essentials of Sound HR Policies                    | Lecture | BBA 406.1 | Mid Term-1, Quiz & End Sem. Exam |
| 7  | Acquisition of Human Resources Objectives          | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Policies and Process of Human Resource Planning    | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Job Analysis,                                      | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Recruitment (process, methods: internal, external) | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Selection (process, tests, interviews)             | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Induction, Placement.                              | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Training and Development: process                  | Lecture | BBA 406.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | methods: On-the job                                | Lecture | BBA 406.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Off-the job                                        | Lecture | BBA 406.3 | Mid Term-1, Quiz & End Sem.      |

|    |                                                               |         |           |                                  |
|----|---------------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                               |         |           | Exam                             |
| 16 | Evaluation of training                                        | Lecture | BBA 406.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Kirkpatrick model                                             | Lecture | BBA 406.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Performance Appraisal-concept, significance, process, methods | Lecture | BBA 406.3 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Maintenance of Human Resources                                | Lecture | BBA 406.4 | End term, Quiz & End Sem. Exam   |
| 20 | Job Evaluation: concept, process,                             | Lecture | BBA 406.4 | End term, Quiz & End Sem. Exam   |
| 21 | compensation: concept, components                             | Lecture | BBA 406.4 | End term, Quiz & End Sem. Exam   |
| 22 | Designing and Administering the Wage                          | Lecture | BBA 406.4 | End term, Quiz & End Sem. Exam   |
| 23 | Salary Structure                                              | Lecture | BBA 406.4 | End term, Quiz & End Sem. Exam   |
| 24 | Grievance Procedure and Handling.                             | Lecture | BBA 406.4 | End term, Quiz & End Sem. Exam   |
| 25 | Retention and Separation Processes                            | Lecture | BBA 406.5 | End term, Quiz & End Sem. Exam   |
| 26 | Discharge                                                     | Lecture | BBA 406.5 | End term,                        |

|    |                                                                                           |         |           |                                |
|----|-------------------------------------------------------------------------------------------|---------|-----------|--------------------------------|
|    |                                                                                           |         |           | Quiz &<br>End Sem.<br>Exam     |
| 27 | Retirement, Layoff, Retrenchment                                                          | Lecture | BBA 406.5 | End term, Quiz & End Sem. Exam |
| 28 | VRS, Promotion and Transfer                                                               | Lecture | BBA 406.5 | End term, Quiz & End Sem. Exam |
| 29 | Exit interview, attrition retention (concept, significance, determinants and strategies). | Lecture | BBA 406.5 | End term, Quiz & End Sem. Exam |
| 30 | Current Issues in HRM                                                                     | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |
| 31 | Increased concern for HRM Sound IR,                                                       | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |
| 32 | dual career couples, flexi-working hours                                                  | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |
| 33 | work-from home facility                                                                   | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |
| 34 | International Human Resource Management                                                   | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |
| 35 | Managing inter country differences, SHRM,                                                 | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |
| 36 | Talent management, Employee engagement, HR                                                | Lecture | BBA 406.6 | End term, Quiz &               |

|  |        |  |  |                  |
|--|--------|--|--|------------------|
|  | audit. |  |  | End Sem.<br>Exam |
|--|--------|--|--|------------------|

### Course Articulation Matrix (Mapping of COs with POs)

| C<br>O                                                   | STATEMENT                                                                                           | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |
|----------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                                                          |                                                                                                     | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>6<br/>·<br/>1</b>       | Able to Understand the concept and basic elements of Human Resource Management.                     | <b>1</b>                            | <b>1</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>3</b>    |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>6<br/>·<br/>2<br/>·</b> | Know the basic process of Human Resource planning and its objectives with its contemporary methods. | <b>1</b>                            | <b>1</b>    | <b>3</b>    | <b>3</b>    | <b>1</b>    | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>1</b>    |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>2<br/>·<br/>3<br/>·</b> | Able to Recognize the development of human resource and its applicability.                          | <b>1</b>                            | <b>1</b>    | <b>3</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>3</b>    |

|                                                          |                                                                                                                     |          |          |          |          |          |          |          |          |          |
|----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>6<br/>.<br/>4<br/>.</b> | Describe the role of maintenance of human resource and grievance procedure handlings with relevant case studies     | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>6<br/>.<br/>5<br/>.</b> | Demonstrate the applications functions in retention and separation process                                          | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>6<br/>.<br/>6<br/>.</b> | Able to understand the emerging concerns with performance management beyond tangible performance with HR Scorecard. | <b>2</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>1</b> |

### Sample Question Paper

| Amity Business School<br>IV MID-SEMESTER (SEM –I) 2018-2019 |             |               |          |           |                |          |
|-------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Class: BBA IV Semester                                      |             |               |          |           |                |          |
| Subject Name:<br>BBA 406 Human Resource Management          |             | Time: 2 Hours |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms                       | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |

| Taxonomy                                                                                                                       |              |                                                                      |     |         |  |       |
|--------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------|-----|---------|--|-------|
| Question Mapping                                                                                                               | Q.1,4        | Q.2,3                                                                | Q.4 | Q.2,5,6 |  |       |
| Student will be able to<br>CO1: Understand basic concepts of Human Resource Management<br>CO2: Analyse Human Resource Planning |              |                                                                      |     |         |  |       |
| CO Map                                                                                                                         | Question No. | Question                                                             |     |         |  | Marks |
| CO1                                                                                                                            | Q.1          | Explain in brief the rational for studying Human Resource Management |     |         |  | 3     |
| CO1                                                                                                                            | Q.2a         | Explain Human Resource Management                                    |     |         |  | 3     |
|                                                                                                                                | Q.2b         | Explain need of Human Resource Management.                           |     |         |  | 3     |
| CO1                                                                                                                            | Q.3          | Discuss duties of HR Manager.                                        |     |         |  | 6     |
| CO2                                                                                                                            | Q.4          | Explain HR Planning.                                                 |     |         |  | 3     |
| CO2                                                                                                                            | Q.5a         | Explain Process of HR Planning                                       |     |         |  | 3     |
|                                                                                                                                | Q.5b         | Explain importance of HR Planning.                                   |     |         |  | 3     |
| CO2                                                                                                                            | Q 6          | Explain Induction.                                                   |     |         |  | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



## **Attainment**

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session</b>          | 2018-19                                         |
| <b>Course Name</b>      | BBA                                             |
| <b>Semester</b>         | 4th Semester                                    |
| <b>Subject Code</b>     | BBA 406                                         |
| <b>Subject Name</b>     | HUMAN RESOURCE MANAGEMENT                       |
| <b>Attainment Level</b> | 58% of the students secured more than 60% marks |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                  |
|--------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>  |
| <b>AMITY BUSINESS SCHOOL</b>                     |
| <b>Course: INTERNATIONAL BUSINESS MANAGEMENT</b> |

## PROGRAMME OUTCOMES

### **Bachelor of Business Administration 2018-2019**

- [PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.
- [PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry
- [PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.
- [PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.
- [PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.
- [PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well -developed personal value system
- [PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national

development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| BBA V SEM                     | BBA 501 | 1   | -   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | -     |



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MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                        |
|----------------------------------------------------------------------------------------|
|                                                                                        |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                        |
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>Course Handout</b>                                                                  |
| Course : <b>INTERNATIONAL BUSINESS MANAGEMENT</b>                                      |
| Course Code: BBA 501, Credits: 03, Session :2018- 19(Odd Sem.), Class : BBA V Semester |
|                                                                                        |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 501.1** Understand International Business, challenges and problems of international business

**BBA 501. 2** Analyse International Economic Environment, Understand Trade policies and relations

**BBA 501.3** Identify and evaluate different modes of entry into foreign markets, Apply Licensing.

**BBA 501.4** Understand the role of World Trade Organization and other international Trade Organizations.

## **Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business

and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**A. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                           | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                            | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The | A        | 5%          |

|                          |                                                                         |    |             |
|--------------------------|-------------------------------------------------------------------------|----|-------------|
|                          | allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                | EE | 70%         |
| <b>Total</b>             |                                                                         |    | <b>100%</b> |

## A. Syllabus

### **Module I:** International Business

Definition evaluation, nature, international business approaches theories of International business, problems of international business.

**Module II:** International Economic Environment Business, Social, Cultural, technological, economic and political environment. International trade policies and relations – tariffs, subsidies, import quota, voluntary export restraints, administrative policies, international Law and business firms.

**Module III:** Modes of Entering International Business Modes of entry-exporting, licensing, Franchising, contracts, contracts of manufacturing, management contracts, turnkey projects, mergers, acquisitions. Joint ventures.

**Module IV:** World Trade Organization and Trade Blocks Economic Integrations – free trade area, custom unions, common markers, economic unions, GATT, GATS, liberalization of agriculture trade, EEC, ASEAN, SAARC, AAFTA.

Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### **Text & References:**

- Frame Works – International Business – II Edition by Roger Benneet – Financial Times management – Pitman Publishing, London.
- International Business – Text and cases. By P. Subba Rao, Himalaya Publishing House.

## Lecture Plan

| Lecture | Topics                                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO              |
|---------|-------------------------------------------------------------------------------|------------------|------------------|-----------------------------------|
| 1       | Introduction to International Business                                        | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 2       | International business approaches                                             | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. .Exam |
| 3       | Theories of International business                                            | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 4       | Problems of international business.                                           | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 5       | Problems of international business.                                           | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 6       | problems of international business.                                           | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 7       | Business, Social, Cultural, technological, economic and political environment | Lecture          | BBA 501.2        | Mid Term-1, Quiz & End Sem. Exam  |
| 8       | Business, Social, Cultural, technological, economic and political environment | Lecture          | BBA 501.2        | Mid Term-1, Quiz & End Sem. Exam  |
| 9       | International trade                                                           | Lecture          | BBA 501.2        | Mid                               |

|    |                                                                          |         |           |                                              |
|----|--------------------------------------------------------------------------|---------|-----------|----------------------------------------------|
|    | policies and relations                                                   |         |           | Term-1,<br>Quiz &<br>End Sem.<br>Exam        |
| 10 | – tariffs, subsidies,<br>import quota,<br>voluntary export<br>restraints | Lecture | BBA 501.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 11 | administrative<br>policies                                               | Lecture | BBA 501.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 12 | International Law<br>and business firms.                                 | Lecture | BBA 501.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 13 | Modes of entry-<br>exporting, licensing                                  | Lecture | BBA 501.3 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 14 | Franchising,<br>contracts                                                | Lecture | BBA 501.3 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 15 | contracts of<br>manufacturing,<br>management<br>contracts                | Lecture | BBA 501.3 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 16 | turnkey projects,                                                        | Lecture | BBA 501.3 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 17 | mergers, acquisitions                                                    | Lecture | BBA 501.3 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 18 | Joint ventures.                                                          | Lecture | BBA 501.3 | Mid<br>Term-1,                               |



|    |                                                       |         |           |                                              |
|----|-------------------------------------------------------|---------|-----------|----------------------------------------------|
|    |                                                       |         |           | Quiz &<br>End Sem.<br>Exam                   |
| 19 | Economic<br>Integrations                              | Lecture | BBA 501.4 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 20 | Economic<br>Integrations                              | Lecture | BBA 501.4 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 21 | Custom unions                                         | Lecture | BBA 501.4 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 22 | common markers,<br>economic unions                    | Lecture | BBA 501.4 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 23 | GATT, GATS,<br>liberalization of<br>agriculture trade | Lecture | BBA 501.4 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 24 | EEC, ASEAN, SAARC,<br>AAFTA                           | Lecture | BBA 501.4 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |

### A. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |
|-----------|----------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|
|           |                                                                                              | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |
| BBA 501.1 | Understand International Business, challenges and problems of international business         | 1                                   | –           | 3           | 2           | –           | 2           | 1           | –           | 2           | –            |  |
| BBA 501.2 | Analyse International Economic Environment, Understand Trade policies and relations          | 3                                   | 3           | 3           | 3           | 3           | 2           | –           | 1           | 1           | 1            |  |
| BBA 501.3 | Identify and evaluate different modes of entry into foreign markets, Apply Licensing.        | 3                                   | 3           | 3           | 3           | 3           | 2           | –           | –           | 1           | –            |  |
| BBA 501.4 | Understand the role of World Trade Organization and other international Trade Organizations. | 1                                   | –           | 2           | 2           | –           | 2           | –           | 1           | 1           | –            |  |

## Sample Question Paper

| Amity Business School<br>MID-SEMESTER (2018-2019)                                                                                                                       |              |                                                           |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BBA V Semester                                                                                                                                                   |              |                                                           |          |           |                |          |
| Subject Name:<br>BBA 501 International Business                                                                                                                         |              | Time: 1.5 Hours                                           |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                          | Remembering  | Understanding                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                        | Q.1,4        | Q.2,3                                                     | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand International Business, challenges and problems of international business<br>CO2: Analyse International Economic Environment |              |                                                           |          |           |                |          |
| CO Map                                                                                                                                                                  | Question No. | Question                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                     | Q.1          | Explain in brief the importance of International Business |          |           |                | 3        |
| CO1                                                                                                                                                                     | Q.2a         | Define International Business                             |          |           |                | 3        |
|                                                                                                                                                                         | Q.2b         | Explain technological Environment                         |          |           |                | 3        |
| CO1                                                                                                                                                                     | Q.3          | Differentiate between International and local business    |          |           |                | 6        |
| CO2                                                                                                                                                                     | Q.4          | Explain Tariff                                            |          |           |                | 3        |
| CO2                                                                                                                                                                     | Q.5a         | Explain purpose of subsidies                              |          |           |                | 3        |
|                                                                                                                                                                         | Q.5b         | Explain importance of import quota                        |          |           |                | 3        |
| CO2                                                                                                                                                                     | Q.6          | Explain evolution of licensing                            |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

## BBM 501

# Attainment

|                         |                     |
|-------------------------|---------------------|
| <b>Session</b>          | 2018-19             |
| <b>Course Name</b>      | BBA                 |
| <b>Semester</b>         | 5th Semester        |
| <b>Subject Code</b>     | BBM 501             |
| <b>Subject Name</b>     | OPERATIONS RESEARCH |
| <b>Attainment Level</b> | Level 2             |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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MADHYA PRADESH

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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course : PERSONAL FINANCIAL PLANNING**

## **Programme Outcomes**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for

citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-“

| <b>PROGRAMME ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|--------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                      |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM                      | BBA<br>502 | 3           | -           | -           | 2           | 1           | 1           | 3           | 3           | 1       | -        | 1        | 2        | 1    |

| AMITY BUSINESS SCHOOL                                                            |
|----------------------------------------------------------------------------------|
| Course Handout                                                                   |
| Course : Personal Financial Planning                                             |
| Course Code: BBA 502, Credits: 03, Session :2018-19 (Odd Sem.), Class: BBA V Sem |

**Introduction:** The aim of the course is to orient the student to the recent changes in the financial institutions and financial services industry and their link to economic development. The financial institutions and services are changing rapidly. A course that merely describes the existing institutions and services will not prepare you for the change. Thus you must familiarize yourself with the services available in the industry today and understand why they are the way they are and why they are changing. An Indian perspective will be given.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA 502.1.** Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.

**BBA 502.2.** Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ.

**BBA 502.3.** Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.

**BBA 502.4.** Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.

**BBA 502.5.** Get an conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds.

**BBA 502.6.** Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.



**Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**E. Syllabus****Module I: Introduction to personal financial planning and personal accounting**

Concept of Personal Financial Planning: Need, Significance, Scope; Ethical issues in Personal Financial Planning; Changing per capita investors. Need to maintain Accounts, Methods: Traditional & Using Electronic Media. Applying for PAN & filing of Income Tax returns.

**Module II: Investment Avenues**

Real Assets: Investment in Real Assets: Real Estate, Precious Metals, Other Fixed assets. Their relative merits & demerits. Change in their returns over the past few years.

Financial Assets: Investments in securities: Through IPO, Secondary Market. Investment in G-sec; Debt instruments, Post Office instruments, Insurance Policies, Mutual Funds, Certificate of Deposits, Foreign Market.

### **Module III: Introduction to Income tax and Income from salary**

Introduction to Income tax act 1961 and Finance Act. Previous year, Assessment year, Income, Total Income, Gross Total Income, Capital and Revenue Receipts / Expenditures, Exempted Incomes, Residential Status and incidence of Tax. Salary, Exemption:- Leave encashment, Gratuity, Pension, Annuity, Pension fund, Allowance (HRA, Entertainment, Special allowance – dependent of expense and not dependent on expenses, perquisites – rent free accommodation, Leave travel concession, medical facility), Deductions 80c to 80u. ). Sections (2(9), 2(31), 2(7), 2(24), 3, 6, 14, 288A, 288B, 2(17), 4, 9, 45, 9(1)(ii), 9(1)(iv), 9(1)(v), 10, 11, 12, 17(1), 22

### **Module IV: Income from house property, capital gains and other sources**

Income from House Property (Types of house property, Exempted house property income, Computation of GAV and NAV, Treatment of unrealized, recovered and arrears of rent), Capital Gains and other Sources (Short term & Long term capital gain, Cost of acquisition, Cost of improvement, Index cost, Income that are taxed under other sources, Deduction under other sources, Tax treatment of lotteries, puzzles. Sections 23, 24, 2528, 30, 31, 32.

### **Module V: Tax planning**

Concept, significance and problems of tax planning, Tax evasion and tax avoidance, Individual Taxation Slabs, Wealth Tax, Gift Tax, Capital Gains Tax, Service tax, Recent Tax saving schemes

### **Module VI: Retirement & Goal Planning**

Concept of risk assessment of individual, Introduction to portfolio management, Retirement planning & investment: Income generation after retirement, liability management, anticipation of expenses. Investment for major goals: House, Family, Education, Medical, Wealth Management/ Financial Advisory companies. Their role, significance & growth.

### **Module VII Insurance Planning (Life & Medical)**

Concept of Insurance, Characteristics of insurance, Concept of risk financing, Nature, Functions of Insurance and Types of Insurance, Requirements of an Insurable risk, Advantages and Disadvantages of Insurance, Approaches of life insurance. Medical Insurance, Its Features, advantages & Disadvantages.

**F. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

**G. Suggested Text/Reference Books:****Text:**

- Khan, M. Y. Indian Financial System, Tata McGraw Hill

**References:**

- Khan, M.Y. Financial Services, Tata McGraw Hill

**H. Lecture Plan:**

| Lecture | Topics                                                                                                                                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO                            |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|-------------------------------------------------|
| 1       | <b>Concept of Personal Financial Planning:</b>                                                                                                                               | Lecture          | BBA 502.1        | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2       | Need, Significance, Scope; Ethical issues in Personal Financial Planning; Changing per capita investors. Need to maintain Accounts                                           | Lecture          | BBA 502.1        | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3       | , Methods: Traditional & Using Electronic Media. Applying for PAN & filing of Income Tax returns.                                                                            | Lecture          | BBA 502.1        | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4       | Real Assets: Investment in Real Assets: Real Estate, Precious Metals, Other Fixed assets. Their relative merits & demerits. Change in their returns over the past few years. | Lecture          | BBA 502.1        | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                                                                                                                                                                                                                                    |         |           |                                                       |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|-------------------------------------------------------|
| 5  | Financial Assets:<br>Investments in securities                                                                                                                                                                                                                                     | Lecture | BBA 502.1 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 6  | Through IPO,<br>Secondary Market.<br>Investment in G-sec;<br>Debt instruments, Post<br>Office instruments,<br>Insurance Policies                                                                                                                                                   | Lecture | BBA 502.1 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 7  | Mutual Funds,<br>Certificate of Deposits,<br>Foreign Market                                                                                                                                                                                                                        | Lecture | BBA 502.1 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 8  | Introduction to Income<br>tax act 1961 and<br>Finance Act. Previous<br>year, Assessment year,<br>Income, Total Income,<br>Gross Total Income,<br>Capital and Revenue<br>Receipts /<br>Expenditures,<br>Exempted Incomes,                                                           | Lecture | BBA 502.1 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 9  | Introduction to<br>Venture Capital                                                                                                                                                                                                                                                 | Lecture | BBA 502.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 10 | Meaning and Stages of<br>Venture Capital<br>Financing                                                                                                                                                                                                                              | Lecture | BBA 502.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 11 | Venture Capital<br>Financing in India                                                                                                                                                                                                                                              | Lecture | BBA 502.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 12 | International<br>Experiences in VCI                                                                                                                                                                                                                                                | Lecture | BBA 502.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 13 | Income from House<br>Property (Types of<br>house property,<br>Exempted house<br>property income,<br>Computation of GAV<br>and NAV, Treatment<br>of unrealized,<br>recovered and arrears<br>of rent), Capital Gains<br>and other Sources<br>(Short term & Long<br>term capital gain | Lecture | BBA 502.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |

|    |                                                                                                                          |         |           |                                                 |
|----|--------------------------------------------------------------------------------------------------------------------------|---------|-----------|-------------------------------------------------|
| 14 | Key features of depository system in India                                                                               | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Tax treatment of lotteries, puzzles. Sections 23, 24, 2528, 30, 31, 32.                                                  | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Concept, significance and problems of tax planning, Tax evasion and tax avoidance, Individual Taxation Slabs, Wealth Tax | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Organization and functions of CDSL                                                                                       | Lecture | BBA 502.2 | Viva/Quiz & End Sem Examination                 |
| 18 | Gift Tax, Capital Gains Tax, Service tax, Recent Tax saving schemes                                                      | Lecture | BBA 502.2 | Viva/Quiz & End Sem Examination                 |
| 19 | Brief Introduction of NYSE and NASDAQ                                                                                    | Lecture | BBA 502.2 | Viva/Quiz & End Sem Examination                 |
| 20 | Introduction to Factoring Services                                                                                       | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 21 | Features of Factoring Services                                                                                           | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 22 | Merits and Demerits of Factoring Services                                                                                | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 23 | Cost Benefit analysis                                                                                                    | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 24 | Introduction to Forfaiting Services                                                                                      | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 25 | Features                                                                                                                 | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 26 | Merits and Demerits                                                                                                      | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 27 | Concept of risk assessment of individual, Introduction to portfolio management, Retirement planning & investment         | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 28 | Introduction to Leasing                                                                                                  | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination                 |

|    |                                                                                    |         |           |                                 |
|----|------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 29 | Development of leasing Services                                                    | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 30 | Definition And types of leasing                                                    | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 31 | Income generation after retirement, liability management, anticipation of expenses | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 32 | Merits and Demerits                                                                | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 33 | Difference between Leasing and Hire Purchase                                       | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 34 | Concept of Insurance, Characteristics of insurance, Concept of risk financing,     | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 35 | Financial Analysis                                                                 | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 36 | Taxation aspects                                                                   | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |

### I. Course Articulation Matrix (Mapping of COs with Pos,PSO)

| CO               | STATEMENT                                                                                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                                       | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 502.1</b> | <b>BBA 502.1.</b> Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic | 3                                   | -           | 3           | -           | -           | 3           | 1           | 1           | -           | 1            | -                                            | 2                | 1                |

|                  |                                                                                                                                                                                                                                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  | development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.                                                                                                                                                                                                                                            |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 502.2</b> | <b>BBA 502.2.</b> Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ. | 3 | - | 3 | - | 1 | 3 | - | 1 | - | 1 | 3 | 3 | - |
| <b>BBA 502.3</b> | <b>BBA 502.3.</b> Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.                                                                                                                                                                                                                            | 3 | - | 2 | 2 | - | 2 | - | 1 | - | 1 | 3 | 3 | - |
| <b>BBA 502.4</b> | <b>BBA 502.4.</b> Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.                                                                                                       | 3 | 2 | - | 1 | - | 2 | - | 1 | - | - | 3 | 3 | - |
| <b>BBA 502.</b>  | <b>BBA 502.5.</b> Get a conceptual overview of Mutual funds, History of                                                                                                                                                                                                                                                                                | 3 | 2 | - | 1 | - | 2 | - | 1 | - | 2 | 2 | - | 1 |



|                  |                                                                                                                                                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 5                | M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds. |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 502.6</b> | <b>BBA 502.6.</b> Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.                                                                                             | 3 | - | 1 | 1 | - | 2 | - | 1 | - | 1 | 3 | 3 | - |

### J. Sample Question Paper

|                                                                                                |               |               |                |                   |                |          |
|------------------------------------------------------------------------------------------------|---------------|---------------|----------------|-------------------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –V) 2018-2019</p> |               |               |                |                   |                |          |
| Class: BBA V Semester                                                                          |               |               |                |                   |                |          |
| Subject Name:<br>BBA 502 Financial Services                                                    |               | Time: 1.5 Hrs |                |                   | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                 | Remembering   | Understanding | Applying       | Analysing         | Evaluating     | Creating |
| Question Mapping                                                                               | Q. 1, 2, 4, 5 | Q.1, 2, 3,6   | Q.2 (b, 3)4, 5 | Q.2 b, Q 3 , 5, 6 | Q 2(b), 3,     |          |

**CO1:** Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.

**CO2:** Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing

| CO Map | Question No. | Question                                                   | Marks |
|--------|--------------|------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain Financial System and Its different Component       | 3     |
| CO2    | Q.2a         | Explain the concept of Venture Capital Financing.          | 3     |
|        | Q.2b         | Explain the different stages of Venture Capital Financing? | 3     |
| CO1    | Q.3          | Explain Cost benefit analysis in factoring services.       | 6     |
| CO1    | Q.4          | Discuss the process of Forfeiting services.                | 3     |
| CO2    | Q.5          | Write a short note on Depository services in India.        | 3     |
|        | Q.5          | Write a brief note on stock exchanges in India.            | 3     |
| CO2    | Q 6          | What is Investment Banking? Explain its functions.         | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

## BBA 502

### Attainment

|                         |                             |
|-------------------------|-----------------------------|
| <b>Session</b>          | 2018-19                     |
| <b>Course Name</b>      | BBA                         |
| <b>Semester</b>         | 5th Semester                |
| <b>Subject Code</b>     | BBA 502                     |
| <b>Subject Name</b>     | PERSONAL FINANCIAL PLANNING |
| <b>Attainment Level</b> | Level 2                     |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course: Consumer Behaviour**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **Programme Specific Outcomes:**

After graduating in this program, the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|--------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                      |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM                      | BBA<br>504 | 3           | 2           | 3           | 2           | 3           | 1           | 3           | 3           | 1       | -        | 3        | 2        | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| DEPARTMENT OF BUSINESS MANAGEMENT                                                            |
|----------------------------------------------------------------------------------------------|
| Course Handout                                                                               |
| Course : Consumer Behaviour                                                                  |
| Course Code : BBA504, Credits: 04,<br>Session : 2018-19 (Odd Sem.), Class : BBA 5th Semester |
|                                                                                              |

**A. Introduction:** To develop an understanding of how consumers behave and use the knowledge to adopt appropriate marketing strategies.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA504.1.** Demonstrate how knowledge of consumer behaviour can be applied to marketing.

**BBA504.2.** Identify and explain factors which influence consumer behaviour.

**BBA504.3.** Use appropriate personal influence and leadership in diffusing innovative practices to evaluate consumer behaviour.

**BBA504.4.** Relate internal individual dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.

**BBA504.5.** Use appropriate research approach in consumer decision making process.

**BBA504.6.** Define behavioural issues within an organisation as a consumer to the industry.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **Programme Specific Outcomes:**

After graduating in this program, the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**F. Syllabus****Module I: Introduction**

Consumer Behaviour: Definition and significance. Understanding consumer and market. Difference in individual buyer behaviour and organizational buyer behaviour. Market segmentation: lifestyle and demographic segmentation, usage segmentation, benefit segmentation. Product positioning.

**Module II: Environmental influences**

Culture: Meaning and Characteristics. Cross Cultural understanding of Consumer Behaviour. Subculture. Social Groups: Meaning and formation of a group. Reference groups. Influence of reference groups on consumer behaviour. Family: Lifecycle and its significance on consumer behaviour. Family purchase decision process.

**Module III: Personal influence and Diffusion of Innovation**

Concept, nature and significance of personal influence. Opinion leadership and its role in consumer behaviour. Concept of product adoption and adoption process. Diffusion of innovation and process of diffusion.



## Module IV: Individual determinants of Consumer Behaviour

Personality and self- concept and it's relevance in consumer behaviour. Motivation: Nature and role of motives and their significance in marketing. Information processing: Concept and Process. Attitudes: Characteristics, functions and it's importance in buyer behaviour.

## Module V: Consumer Decision process

Consumer decision process model. Problem Recognition, Search and Evaluation, Purchasing Process. Post-purchase Behaviour: Post Purchase evaluation and Product disposition.

## Module VI: Organizational buyer behaviour

Nature of Organizational Buying. Factors influencing organizational buyer behaviour. Types of decision situations. Organizational buyers decision process.

### G. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### H. Suggested Text/Reference Books:

#### Text:

- Loudon David L. & Della Bitta Albert J. Consumer Behaviour, Fourth Edition, Tata McGraw Hill.

#### References:

- Schiffman and Kanuk, Consumer Behaviour, Eighth Edition, Printice Hall.
- Hawkins, Best, Coney, Consumer Behaviour, Building Marketing Strategy, Ninth Edition, Tata McGraw Hill

### I. Lecture Plan

| Lecture | Topics                                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Introduction</b> – Consumer Behaviour: Definition and significance. | Lecture          | BBA504.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Introduction</b> – Understanding consumer and market                | Group Discussion | BBA504.1         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                             |                  |          |                                 |
|-----|-----------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 3.  | <b>Introduction</b> – Difference in individual buyer behaviour and organizational buyer behaviour.                          | Lecture          | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 4.  | <b>Introduction</b> – Difference in individual buyer behaviour and organizational buyer behaviour                           | Lecture          | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 5.  | <b>Introduction</b> – Difference in individual buyer behaviour and organizational buyer behaviour                           | Lecture          | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 6.  | <b>Introduction</b> – Market segmentation: lifestyle and demographic segmentation                                           | Home Assignment  | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | <b>Introduction</b> – Market segmentation: lifestyle and demographic segmentation                                           | Lecture          | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | <b>Introduction</b> – usage segmentation, benefit segmentation. Product positioning.                                        | Case Study       | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | <b>Introduction</b> – usage segmentation, benefit segmentation. Product positioning.                                        | Lecture          | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Environmental influences</b> - Culture: Meaning and Characteristics. Cross Cultural understanding of Consumer Behaviour. | Lecture          | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Environmental influences</b> - Subculture.                                                                               | Home Assignment  | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Environmental influences</b> - Meaning and formation of a group. Reference groups.                                       | Lecture          | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Environmental influences</b> - Reference groups. Influence of reference groups on consumer behaviour.                    | Group Discussion | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Environmental influences</b> - Family: Lifecycle and its significance on consumer behaviour.                             | Lecture          | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Environmental influences</b> - Family: Lifecycle and its significance on consumer behaviour.                             | Lecture          | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                              |                  |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 16. | <b>Environmental influences</b> - Family purchase decision process.                                                          | Lecture          | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Environmental influences</b> - Family purchase decision process.                                                          | Group Discussion | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Personal influence and Diffusion of Innovation</b> - Concept, nature and significance of personal influence.              | Case Study       | BBA504.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Personal influence and Diffusion of Innovation</b> - Concept, nature and significance of personal influence.              | Group Discussion | BBA504.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>Personal influence and Diffusion of Innovation</b> - Opinion leadership and its role in consumer behaviour.               | Lecture          | BBA504.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Personal influence and Diffusion of Innovation</b> - Opinion leadership and its role in consumer behaviour.               | Lecture          | BBA504.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Personal influence and Diffusion of Innovation</b> - Concept of product adoption and adoption process.                    | Group Discussion | BBA504.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Personal influence and Diffusion of Innovation</b> - Concept of product adoption and adoption process.                    | Home Assignment  | BBA504.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Personal influence and Diffusion of Innovation</b> - Diffusion of innovation and process of diffusion.                    | Lecture          | BBA504.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Personal influence and Diffusion of Innovation</b> - Diffusion of innovation and process of diffusion.                    | Lecture          | BBA504.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Individual determinants of Consumer Behaviour</b> - Personality and self-concept and its relevance in consumer behaviour. | Lecture          | BBA504.5 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Individual determinants of Consumer Behaviour</b> - Personality and self-concept                                          | Lecture          | BBA504.5 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                                                                                     |                  |          |                                 |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | and its relevance in consumer behaviour.                                                                                                                                            |                  |          |                                 |
| 28. | <b>Individual determinants of Consumer Behaviour</b> - Personality and self-concept and its relevance in consumer behaviour.                                                        | Lecture          | BBA504.5 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Individual determinants of Consumer Behaviour</b> - Motivation: Nature and role of motives and their significance in marketing. functions and its importance in buyer behaviour. | Group Discussion | BBA504.5 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Individual determinants of Consumer Behaviour</b> - Motivation: Nature and role of motives and their significance in marketing.                                                  | Lecture          | BBA504.5 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Individual determinants of Consumer Behaviour</b> - Information processing: Concept and Process. Attitudes: Characteristics, functions and its importance in buyer behaviour.    | Lecture          | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Individual determinants of Consumer Behaviour</b> - Information processing: Concept and Process. Attitudes: Characteristics, functions and its importance in buyer behaviour.    | Lecture          | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Consumer Decision process</b> - Consumer decision process model.                                                                                                                 | Lecture          | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Consumer Decision process</b> - Consumer decision process model.                                                                                                                 | Lecture          | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Consumer Decision process</b> - Problem Recognition, Search and Evaluation, Purchasing Process.                                                                                  | Home Assignment  | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Consumer Decision process</b> - Problem Recognition, Search and Evaluation, Purchasing Process.                                                                                  | Case Study       | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                  |                 |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 37. | <b>Consumer Decision process</b><br>- Problem Recognition, Search and Evaluation, Purchasing Process.            | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 38. | <b>Consumer Decision process</b><br>- Post-purchase Behaviour: Post Purchase evaluation and Product disposition. | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 39. | <b>Consumer Decision process</b><br>- Post-purchase Behaviour: Post Purchase evaluation and Product disposition. | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 40. | <b>Consumer Decision process</b><br>- Post-purchase Behaviour: Post Purchase evaluation and Product disposition. | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 41. | <b>Organizational buyer behaviour</b> - Nature of Organizational Buying.                                         | Home Assignment | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 42. | <b>Organizational buyer behaviour</b> - Nature of Organizational Buying.                                         | Case Study      | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 43. | <b>Organizational buyer behaviour</b> - Factors influencing organizational buyer behaviour.                      | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 44. | <b>Organizational buyer behaviour</b> - Factors influencing organizational buyer behaviour.                      | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 45. | <b>Organizational buyer behaviour</b> - Factors influencing organizational buyer behaviour.                      | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 46. | <b>Organizational buyer behaviour</b> - Types of decision situations.                                            | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 47. | <b>Organizational buyer behaviour</b> - Types of decision situations.                                            | Home Assignment | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 48. | <b>Organizational buyer behaviour</b> Organizational buyers decision process.                                    | Case Study      | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |

### J. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                            | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |       | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |       |       |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|----------------------------------------------|-------|-------|
|                  |                                                                                                                                      | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PSO 1                                        | PSO 2 | PSO 3 |
| <b>BBA 504.1</b> | Demonstrate how knowledge of consumer behaviour can be applied to marketing.                                                         | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    | 1     | 3                                            | 1     | 2     |
| <b>BBA 504.2</b> | Identify and explain factors which influence consumer behaviour.                                                                     | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    | -     | 3                                            | -     | 1     |
| <b>BBA 504.3</b> | Use appropriate personal influence and leadership in diffusing innovative practices to evaluate consumer behaviour.                  | 3                                   | 3    | 1    | 3    | 3    | 1    | 2    | 1    | -    | 1     | -                                            | -     | 1     |
| <b>BBA 504.4</b> | Relate internal individual dynamics such as personality, perception, learning motivation and attitude to the choices consumers make. | 3                                   | 1    | -    | 1    | 3    | 1    | 3    | 2    | 1    | 1     | -                                            | -     | 2     |
| <b>BBA 504.5</b> | Use appropriate research approach in consumer decision making process.                                                               | 3                                   | 2    | 3    | 3    | 3    | 2    | 3    | 3    | 1    | 1     | -                                            | 1     | 1     |

|                           |                                                                                |          |          |          |          |          |          |          |          |          |          |          |          |          |
|---------------------------|--------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA<br/>504.<br/>6</b> | Define behavioural issues within an organisation as a consumer to the industry | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>-</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>-</b> | <b>1</b> | <b>1</b> |
|---------------------------|--------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|

## Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM – V) 2018-2019</b><br><b>Class: BBA V Semester</b>                                                                                                      |              |                                                                                          |                 |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------------------------------|-----------------|-----------|----------------|----------|
| Subjects Name: BBA 504 Consumer Behavior                                                                                                                                                                       |              |                                                                                          | Time: 1.5 hours |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                 | Remembering  | Understanding                                                                            | Applying        | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                               | Q. 2, Q. 4   | Q. 6                                                                                     | Q. 1            | -         | Q. 5           | Q. 3     |
| <b>Students will be able to:</b><br><b>CO 1:</b> Demonstrate how knowledge of consumer behaviour can be applied to marketing.<br><b>CO 2:</b> Identify and explain factors which influence consumer behaviour. |              |                                                                                          |                 |           |                |          |
| CO Map                                                                                                                                                                                                         | Question No. | Question                                                                                 |                 |           |                | Marks    |
| CO 1                                                                                                                                                                                                           | 1.           | Define consumer behavior                                                                 |                 |           |                | 5        |
| CO 1                                                                                                                                                                                                           | 2.           | State the difference between individual and organisational buying behaviour.             |                 |           |                | 5        |
| CO 1                                                                                                                                                                                                           | 3.           | How can you specify the segmentation of market through lifestyle? Explain with examples. |                 |           |                | 5        |
| CO 2                                                                                                                                                                                                           | 4.           | What are the internal and external factors that influence buying behaviour?              |                 |           |                | 5        |
| CO 2                                                                                                                                                                                                           | 5.           | What issues of cross- cultural population influence consumer?                            |                 |           |                | 5        |
| CO 2                                                                                                                                                                                                           | 6.           | Describe family life cycle.                                                              |                 |           |                | 5        |

### **Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

.....



## Attainment

|                         |                    |
|-------------------------|--------------------|
| <b>Session</b>          | 2018-19            |
| <b>Course Name</b>      | BBA                |
| <b>Semester</b>         | 5th Semester       |
| <b>Subject Code</b>     | BBA 504            |
| <b>Subject Name</b>     | CONSUMER BEHAVIOUR |
| <b>Attainment Level</b> | Level 2            |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**COURSE: SERVICE MARKETING**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **Programme Specific Outcomes:**

After graduating in this program the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION MATRIX</b> |        |             |             |             |             |             |             |             |             |         |          |          |          |      |
|--------------------------------------|--------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                      |        | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM                      | BBA505 | 1           | 2           | 1           | 2           | 3           | 1           | -           | -           | 1       | 1        | 3        | 2        | -    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                          |
|------------------------------------------------------------------------------------------------|
| Course Handout                                                                                 |
| Course : Service Marketing                                                                     |
| Course Code: BBA 505, Credits: 04,<br>Session : 2018-2019 (Odd Sem.), Class : BBA 5th Semester |
|                                                                                                |

**A. Introduction:** The course has been designed to familiarize students with characteristics of services, their design and delivery and the complexities of handling intangibles.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA505.1.** Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products

**BBA505.2.** Identify the characteristics of the services industry and the modus operandi of consumers.

**BBA505.3.** Analyse the role and relevance of Quality in Services

**BBA505.4.** Measure service quality and assess the impact of service quality on consumer Behaviour.

**BBA505.5.** Identify GAPS between end user and service provider and devise strategies to close them.

**BBA505.6.** Develop services pricing strategies and identify and analyse best service practices in the industry.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this program the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**F. Syllabus**

**Module I: Services an Overview**

Services: concept, characteristics. Marketing of goods v/s marketing of services. Significance of services marketing. Role of services sector in economy. Growth of service sector. Services- Global and Indian Scenario. Introduction to service marketing mix: Seven Ps of Service Marketing, Classification of services,

**Module II: Consumer Behaviour in Services**

Consumer decision-making process. Consumer Expectations: Concept. Factors influencing customer expectation of services. Service encounter and moments of truths. Managing Customer Satisfaction. Service failure and recovery.

**Module III: Service Quality & Productivity**

Managing service operations. Concept of productivity in service context. Approaches to improve productivity. Managing service demand and capacity: Understanding capacity constraints, understanding demand patterns. Strategies for matching demand and supply; service blueprinting, physical evidence & Servicescape.

#### **Module IV: Service Quality**

Concept of service quality, Gap model of service quality, measuring & improving service quality, concept of SERVQUAL system, concept of CRM & enhancing quality through it. Introduction to Six Sigma.

#### **Module V: Managing Service Personnel**

Role of service personnel and developing customer-focused personnel. Job characteristics. Internal marketing, Strategies for delivering quality through people.

#### **Module VI: Pricing and Distribution for Services**

Price determinants, pricing modifications. Approaches to pricing services. Pricing strategies linking to value definitions. Customer-focused pricing. Channel structures, distribution-growth options. Service industries: insurance, banking, air transportation, courier, education etc.

#### **G. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **H. Suggested Text/Reference Books:**

Text:

- Clow Kenneth E. and Kurtz David L., Services marketing operations, management and strategy, biztantra innovations in management, John Willey & Sons

References:

- Valarie A Zeithaml and mary J Bitner, Services Marketing, Third Edition, Tata McGraw Hill Companies
- Christopher lovelock, Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.
- Rampal M.K., Gupta S.L., Service Marketing, 2006 Galgotia Publishing Company.

## I. Lecture Plan

| Lecture | Topics                                                                                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Services an Overview</b> - Services: concept, characteristics. Marketing of goods v/s marketing of services. | Lecture          | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Services an Overview</b> - Significance of services marketing.                                               | Group Discussion | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Services an Overview</b> - Role of services sector in economy.                                               | Lecture          | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Services an Overview</b> - Role of services sector in economy.                                               | Lecture          | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |
| 5.      | <b>Services an Overview</b> - Growth of service sector. Services- Global and Indian Scenario.                   | Lecture          | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |
| 6.      | <b>Services an Overview</b> - Growth of service sector. Services- Global and Indian Scenario.                   | Home Assignment  | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |
| 7.      | <b>Services an Overview</b> - Introduction to service marketing mix: Seven Ps of Service Marketing,             | Lecture          | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |
| 8.      | <b>Services an Overview</b> - Introduction to service marketing mix: Seven Ps of Service Marketing,             | Case Study       | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |
| 9.      | <b>Services an Overview</b> - Classification of services                                                        | Lecture          | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |
| 10.     | <b>Consumer Behaviour in Services</b> - Consumer decision-making process. Consumer Expectations: Concept.       | Lecture          | BBA505.2         | Mid Term-1, Quiz & End Sem Exam |
| 11.     | <b>Consumer Behaviour in Services</b> - Factors influencing customer expectation of services                    | Home Assignment  | BBA505.2         | Mid Term-1, Quiz & End Sem Exam |



|     |                                                                                                                      |                  |          |                                 |
|-----|----------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 12. | <b>Consumer Behaviour in Services</b> - Service encounter and moments of truths.                                     | Lecture          | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Consumer Behaviour in Services</b> - Service encounter and moments of truths.                                     | Group Discussion | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Consumer Behaviour in Services</b> - Managing Customer Satisfaction.                                              | Lecture          | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Consumer Behaviour in Services</b> - Managing Customer Satisfaction.                                              | Lecture          | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Consumer Behaviour in Services</b> - Service failure and recovery.                                                | Lecture          | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Consumer Behaviour in Services</b> - Service failure and recovery.                                                | Group Discussion | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Service Quality &amp; Productivity</b> - Managing service operations. Concept of productivity in service context. | Case Study       | BBA505.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Service Quality &amp; Productivity</b> - Approaches to improve productivity. Managing service demand and capacity | Group Discussion | BBA505.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>Service Quality &amp; Productivity</b> - Understanding capacity constraints, understanding demand patterns.       | Lecture          | BBA505.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Service Quality &amp; Productivity</b> - Strategies for matching demand and supply                                | Lecture          | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Service Quality &amp; Productivity</b> - service blueprinting,                                                    | Group Discussion | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Service Quality &amp; Productivity</b> - service blueprinting,                                                    | Home Assignment  | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Service Quality &amp; Productivity</b> - physical evidence & Servicescape.                                        | Lecture          | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Service Quality &amp; Productivity</b> - physical evidence & Servicescape.                                        | Lecture          | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                          |                  |          |                                 |
|-----|----------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 26. | <b>Service Quality</b> - Concept of service quality                                                      | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Service Quality</b> - Gap model of service quality.                                                   | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Service Quality</b> - Gap model of service quality                                                    | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Service Quality</b> - measuring & improving service quality,                                          | Group Discussion | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Service Quality</b> - Concept of SERVQUAL system.                                                     | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Service Quality</b> - Concept of CRM & enhancing quality through it.                                  | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Service Quality</b> - Concept of CRM & enhancing quality through it.                                  | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Service Quality</b> - Introduction to Six Sigma.                                                      | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Managing Service Personnel</b> - Role of service personnel and developing customer-focused personnel. | Lecture          | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Managing Service Personnel</b> - Job characteristics.                                                 | Home Assignment  | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Managing Service Personnel</b> - Internal marketing,                                                  | Case Study       | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 37. | <b>Managing Service Personnel</b> - Internal marketing,                                                  | Lecture          | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 38. | <b>Managing Service Personnel</b> - Strategies for delivering quality through people.                    | Lecture          | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 39. | <b>Managing Service Personnel</b> - Strategies for delivering quality through people.                    | Lecture          | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 40. | <b>Managing Service Personnel</b> - Strategies for delivering quality through people.                    | Lecture          | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                                   |                 |          |                                 |
|-----|-----------------------------------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 41. | <b>Pricing and Distribution for Services-</b> Price determinants, pricing modifications. Approaches to pricing services.          | Home Assignment | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 42. | <b>Pricing and Distribution for Services-</b> Pricing strategies linking to value definitions.                                    | Case Study      | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 43. | <b>Pricing and Distribution for Services-</b> Customer-focused pricing.                                                           | Lecture         | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 44. | <b>Pricing and Distribution for Services-</b> Channel structures, distribution-growth options.                                    | Lecture         | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 45. | <b>Pricing and Distribution for Services-</b> Channel structures, distribution-growth options.                                    | Lecture         | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 46. | <b>Pricing and Distribution for Services-</b> Service industries: insurance, banking, air transportation, courier, education etc. | Lecture         | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 47. | <b>Pricing and Distribution for Services-</b> Service industries: insurance, banking, air transportation, courier, education etc. | Home Assignment | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 48. | <b>Pricing and Distribution for Services-</b> Service industries: insurance, banking, air transportation, courier, education etc. | Case Study      | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |

## J. Course Articulation Matrix (Mapping of COs with Pos, PSO)

| CO               | STATEMENT                                                                                                                         | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                   | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 505.1</b> | Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products | 3                                   | 1           | 1           | -           | 3           | 2           | -           | -           | 1           | -<br>1       | 3                                            | 1                | 1                |
| <b>BBA 505.2</b> | Identify the characteristics of the services industry and the modus operandi of consumers.                                        | 2                                   | 2           | 1           | 3           | 1           | 3           | 3           | -           | -           | 1            | 3                                            | 1                | 2                |
| <b>BBA 505.3</b> | Analyse the role and relevance of Quality in Services                                                                             | 3                                   | 3           | 1           | 3           | 3           | 1           | 2           | 1           | -           | 1            | -                                            | -                | 1                |
| <b>BBA 505.4</b> | Measure service quality and assess the impact of service quality on consumer Behaviour.                                           | 3                                   | 1           | -           | 1           | 3           | 1           | 3           | 2           | 1           | 1            | -                                            | -                | 2                |
| <b>BBA 505.5</b> | Identify GAPs between end user and service                                                                                        | 3                                   | 2           | 3           | 3           | 3           | 2           | 3           | 1           | 1           | 1            | -                                            | 1                | 1                |

|                           |                                                                                                      |          |          |          |          |          |          |          |          |          |          |          |          |          |
|---------------------------|------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                           | provider and devise strategies to close them.                                                        |          |          |          |          |          |          |          |          |          |          |          |          |          |
| <b>BBA<br/>505.<br/>6</b> | Develop services pricing strategies and identify and analyse best service practices in the industry. | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>-</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>-</b> | <b>-</b> | <b>1</b> | <b>1</b> |

## **Sample Question Paper**

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM – V) 2018-2019</b><br><b>Class: BBA V Semester</b>                                                                                                                                                                                      |              |                                                                                         |                        |           |                       |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------|------------------------|-----------|-----------------------|----------|
| <b>Subject Name: BBA505 Services Marketing</b>                                                                                                                                                                                                                                                 |              |                                                                                         | <b>Time: 1.5 hours</b> |           | <b>Max. Marks: 30</b> |          |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                          | Remembering  | Understanding                                                                           | Applying               | Analyzing | Evaluating            | Creating |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                        | Q. 2, Q. 4   | Q. 6                                                                                    | Q. 1                   | -         | Q. 5                  | Q. 3     |
| <b>Students will be able to:</b><br><b>CO 1:</b> Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products.<br><b>CO 2:</b> Identify the characteristics of the services industry and the modus operandi of consumers. |              |                                                                                         |                        |           |                       |          |
| CO Map                                                                                                                                                                                                                                                                                         | Question No. | Question                                                                                |                        |           |                       | Marks    |
| CO 1                                                                                                                                                                                                                                                                                           | 1.           | What is service marketing? State its features.                                          |                        |           |                       | 5        |
| CO 1                                                                                                                                                                                                                                                                                           | 2.           | How does service industry influence the economy?                                        |                        |           |                       | 5        |
| CO 1                                                                                                                                                                                                                                                                                           | 3.           | What impact does the service industry bring in the growth of global and Indian markets? |                        |           |                       | 5        |
| CO 2                                                                                                                                                                                                                                                                                           | 4.           | Elaborate consumer decision process for services?                                       |                        |           |                       | 5        |
| CO 2                                                                                                                                                                                                                                                                                           | 5.           | What are the factors that influence the customer expectations?                          |                        |           |                       | 5        |
| CO 2                                                                                                                                                                                                                                                                                           | 6.           | State the reasons for service failure.                                                  |                        |           |                       | 5        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

## Attainment

|                         |                   |
|-------------------------|-------------------|
| <b>Session</b>          | 2018-19           |
| <b>Course Name</b>      | BBA               |
| <b>Semester</b>         | 5th Semester      |
| <b>Subject Code</b>     | BBA 505           |
| <b>Subject Name</b>     | SERVICE MARKETING |
| <b>Attainment Level</b> | Level 3           |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

Course: International Marketing

## PROGRAMME OUTCOMES

Bachelor of Business Administration

2018-2019

### Programme Outcomes:

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.



**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Programme Specific Outcomes:**

After graduating in this program the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2] Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3] Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |             |             |             |             |             |             |             |             |         |          |          |          |      |
|-------------------------------|--------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                               |        | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM               | BBA506 | 3           | 2           | 1           | 2           | 3           | -           | 1           | 3           | 1       | 2        | 2        | 2        | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                          |
|------------------------------------------------------------------------------------------------|
| Course Handout                                                                                 |
| Course : International Marketing                                                               |
| Course Code : BBA506, Credits: 04,<br>Session : 2018-2019 (Odd Sem.), Class : BBA 5th Semester |
|                                                                                                |

**A. Introduction:** After giving students an introduction of marketing management, it is necessary to give them an overview about the international scenario keeping in view the ever growing importance of international market.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA506.1.** Building awareness for the concept of international marketing.

**BBA506.2.** Identifying the emerging markets and marketing challenges in the international marketing environment

**BBA506.3.** Identifying the emerging markets and marketing challenges in the international marketing environment

**BBA506.4.** Use appropriate research approaches and information systems in planning for international marketing situations

**BBA506.5.** Evaluate different methods of marketing decisions in international environment.

**BBA506.6.** Understanding the policies and procedures prevalent in India for export and import.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**E. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**F. Syllabus****Module I: Introduction**

Meaning, scope and challenges of international marketing. International dimensions of marketing, international marketing v/s domestic marketing. Benefits of International Marketing.

**Module II: Global Business Environment**

WTO and its impact on international business operations. Tariff and non-tariff barriers. Regional economic groupings and their significance.

**Module III: International Marketing Environment**

International marketing environment- Geographical, demographic, economic, political, legal, socio cultural environment- Elements of culture. Cultural challenges Business customs and practices. Emerging markets and marketing challenges.

**Module IV: Planning for International Marketing**

International Marketing Research and Information System. Modes of entering into foreign markets. International Product Life Cycle. International market segmentation, targeting and positioning.

### Module V: International Marketing Decisions

International pricing strategy- Factors influencing price, pricing methods. Global Branding Decisions. International distribution – Types and functions of foreign distribution channels; distribution logistics. Promotion Decisions- International advertising, selection of media, challenges of international advertising, personal selling publicity and sales promotion.

### Module VI: The Indian Scenario

The Export Import Scene in India. EXIM Policy. Export Documentation, Export Procedure

#### G. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### H. Suggested Text/Reference Books:

Text:

- Onkvist Sak Onkvist, Shaw John J. International Marketing Analysis & Strategy, Third Edition, Prentice Hall.

References:

- Graham Cateora, International Marketing, Twelfth Edition, Tata McGraw Hill.
- Keegan Warren J. Global Marketing Management, Seventh Edition, Prentice Hall.

#### I. Lecture Plan

| Lecture | Topics                                                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Introduction</b> - Meaning, scope and challenges of international marketing. | Lecture          | BBA506.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Introduction</b> - Meaning, scope and challenges of international marketing. | Group Discussion | BBA506.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Introduction</b> - Meaning, scope and challenges of international marketing. | Lecture          | BBA506.1         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                              |                  |          |                                 |
|-----|--------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 4.  | <b>Introduction</b> - Meaning, scope and challenges of international marketing                               | Lecture          | BBA506.1 | Mid Term-1, Quiz & End Sem Exam |
| 5.  | <b>Introduction</b> - International dimensions of marketing, international marketing v/s domestic marketing. | Lecture          | BBA506.1 | Mid Term-1, Quiz & End Sem Exam |
| 6.  | <b>Introduction</b> - International dimensions of marketing, international marketing v/s domestic marketing. | Home Assignment  | BBA506.1 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | <b>Introduction</b> - International dimensions of marketing, international marketing v/s domestic marketing. | Lecture          | BBA506.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | <b>Introduction</b> - Benefits of International Marketing.                                                   | Case Study       | BBA506.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | <b>Introduction</b> - Benefits of International Marketing.                                                   | Lecture          | BBA506.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Global Business Environment</b> - WTO and its impact on international business operations.                | Lecture          | BBA506.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Global Business Environment</b> - WTO and its impact on international business operations.                | Home Assignment  | BBA506.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Global Business Environment</b> - WTO and its impact on international business operations.                | Lecture          | BBA506.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Global Business Environment</b> - Tariff and non-tariff barriers.                                         | Group Discussion | BBA506.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Global Business Environment</b> - Tariff and non-tariff barriers.                                         | Lecture          | BBA506.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Global Business Environment</b> - Regional economic groupings and their significance.                     | Lecture          | BBA506.2 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                           |                  |          |                                 |
|-----|---------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 16. | <b>Global Business Environment</b> - Regional economic groupings and their significance.                                  | Lecture          | BBA506.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Global Business Environment</b> - Regional economic groupings and their significance.                                  | Group Discussion | BBA506.2 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>International Marketing Environment</b> - International marketing environment- Geographical, demographic, environment. | Case Study       | BBA506.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>International Marketing Environment</b> - International marketing environment- economic, political, legal environment  | Group Discussion | BBA506.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>International Marketing Environment</b> - socio cultural environment- Elements of culture.                             | Lecture          | BBA506.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>International Marketing Environment</b> - Cultural challenges Business customs and practices.                          | Lecture          | BBA506.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>International Marketing Environment</b> - Cultural challenges Business customs and practices.                          | Group Discussion | BBA506.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>International Marketing Environment</b> - markets and marketing challenges.                                            | Home Assignment  | BBA506.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>International Marketing Environment</b> - Emerging markets and marketing challenges.                                   | Lecture          | BBA506.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>International Marketing Environment</b> - Emerging markets and marketing challenges.                                   | Lecture          | BBA506.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Planning for International Marketing</b> - International Marketing Research and Information System.                    | Lecture          | BBA506.4 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                                                       |                  |          |                                 |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 27. | <b>Planning for International Marketing</b> - International Marketing Research and Information System.                                                | Lecture          | BBA506.4 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Planning for International Marketing</b> - Modes of entering into foreign markets.                                                                 | Lecture          | BBA506.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Planning for International Marketing</b> - Modes of entering into foreign markets.                                                                 | Group Discussion | BBA506.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Planning for International Marketing</b> - International market segmentation, targeting and positioning.                                           | Lecture          | BBA506.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Planning for International Marketing</b> - International market segmentation, targeting and positioning.                                           | Lecture          | BBA506.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Planning for International Marketing</b> - International market segmentation, targeting and positioning.                                           | Lecture          | BBA506.4 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>International Marketing Decisions</b> - International pricing strategy- Factors influencing price, pricing methods. Global Branding Decisions.     | Lecture          | BBA506.5 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>International Marketing Decisions</b> - International pricing strategy- Factors influencing price, pricing methods. Global Branding Decisions.     | Lecture          | BBA506.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>International Marketing Decisions</b> - International distribution – Types and functions of foreign distribution channels; distribution logistics. | Home Assignment  | BBA506.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>International Marketing Decisions</b> - International distribution – Types and functions of foreign                                                | Case Study       | BBA506.5 | Mid Term-2, Quiz & End Sem Exam |



|     |                                                                                                               |                    |          |                                       |
|-----|---------------------------------------------------------------------------------------------------------------|--------------------|----------|---------------------------------------|
|     | distribution channels;<br>distribution logistics.                                                             |                    |          |                                       |
| 37. | <b>International Marketing Decisions</b> - Promotion Decisions- International advertising, selection of media | Lecture            | BBA506.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 38. | <b>International Marketing Decisions</b> - Promotion Decisions- International advertising, selection of media | Lecture            | BBA506.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 39. | <b>International Marketing Decisions</b> - challenges of international advertising                            | Lecture            | BBA506.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 40. | <b>International Marketing Decisions</b> - personal selling publicity and sales promotion.                    | Lecture            | BBA506.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 41. | <b>International Marketing Decisions</b> - personal selling publicity and sales promotion.                    | Home<br>Assignment | BBA506.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 42. | <b>The Indian Scenario</b> - The Export Import Scene in India.                                                | Case Study         | BBA506.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 43. | <b>The Indian Scenario</b> - EXIM Policy.                                                                     | Lecture            | BBA506.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 44. | <b>The Indian Scenario</b> - Export Documentation                                                             | Lecture            | BBA506.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 45. | <b>The Indian Scenario</b> - Export Documentation                                                             | Lecture            | BBA506.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 46. | <b>The Indian Scenario</b> - Export Procedure                                                                 | Lecture            | BBA506.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 47. | <b>The Indian Scenario</b> - Export Procedure                                                                 | Home<br>Assignment | BBA506.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 48. | <b>The Indian Scenario</b> - Export Procedure                                                                 | Case Study         | BBA506.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |

# J. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |     |     |     |     |     |     |     |     |      | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |      |      |
|------------------|----------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|----------------------------------------------|------|------|
|                  |                                                                                                                | PO1                                 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1                                         | PSO2 | PSO3 |
| <b>BBA 506.1</b> | Building awareness for the concept of international marketing.                                                 | 3                                   | 1   | 1   | -   | 3   | 2   | -   | -   | 1   | -    | -                                            | 1    | 2    |
| <b>BBA 506.2</b> | Acquire Knowledge and understand the global business environment and their operations                          | 2                                   | 2   | 1   | 3   | 1   | 3   | 3   | -   | -   | 1    | -                                            | 3    | 2    |
| <b>BBA 506.3</b> | Identifying the emerging markets and marketing challenges in the international marketing environment           | 3                                   | 3   | 1   | 3   | 3   | 1   | 2   | 1   | 3   | -    | 2                                            | -    | 1    |
| <b>BBA 506.4</b> | Use appropriate research approaches and information systems in planning for international marketing situations | 3                                   | 1   | -   | 1   | 3   | 1   | 3   | 2   | 1   | 2    | -                                            | -    | 2    |
| <b>BBA 506.5</b> | Evaluate different methods of marketing decisions in international environment.                                | 3                                   | 2   | 3   | 3   | 3   | 2   | 3   | 3   | 1   | -    | -                                            | 1    | 1    |

|                           |                                                                                     |          |          |          |          |          |          |          |          |          |          |          |          |          |
|---------------------------|-------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA<br/>506.<br/>6</b> | Understanding the policies and procedures prevalent in India for export and import. | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>-</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>-</b> | <b>2</b> | <b>1</b> |
|---------------------------|-------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|

## Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM – V) 2018-2019</b>                                                                                                                                             |              |                                                                                         |                        |           |                       |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------|------------------------|-----------|-----------------------|----------|
| <b>Class: BBA V Semester</b>                                                                                                                                                                                          |              |                                                                                         |                        |           |                       |          |
| <b>Subject Name: BBA506 International Marketing</b>                                                                                                                                                                   |              |                                                                                         | <b>Time: 1.5 hours</b> |           | <b>Max. Marks: 30</b> |          |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                 | Remembering  | Understanding                                                                           | Applying               | Analyzing | Evaluating            | Creating |
| <b>Question Mapping</b>                                                                                                                                                                                               | Q. 2, Q. 4   | Q. 6                                                                                    | Q. 1                   | -         | Q. 5                  | Q. 3     |
| <b>Students will be able to:</b><br><b>CO 1:</b> Building awareness for the concept of international marketing.<br><b>CO 2:</b> Acquire Knowledge and understand the global business environment and their operations |              |                                                                                         |                        |           |                       |          |
| CO Map                                                                                                                                                                                                                | Question No. | Question                                                                                |                        |           |                       | Marks    |
| CO 1                                                                                                                                                                                                                  | 1.           | State the challenges of International Marketing.                                        |                        |           |                       | 5        |
| CO 1                                                                                                                                                                                                                  | 2.           | What are the dimensions of international marketing?                                     |                        |           |                       | 5        |
| CO 1                                                                                                                                                                                                                  | 3.           | What benefits can be attained if marketed in international territories?                 |                        |           |                       | 5        |
| CO 2                                                                                                                                                                                                                  | 4.           | Give the difference between tariff and non- tariff barriers of international marketing. |                        |           |                       | 5        |
| CO 2                                                                                                                                                                                                                  | 5.           | What factors influence regional economic groupings?                                     |                        |           |                       | 5        |
| CO 2                                                                                                                                                                                                                  | 6.           | Write a note on WTO.                                                                    |                        |           |                       | 5        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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## Attainment

|                         |                         |
|-------------------------|-------------------------|
| <b>Session</b>          | 2018-19                 |
| <b>Course Name</b>      | BBA                     |
| <b>Semester</b>         | 5th Semester            |
| <b>Subject Code</b>     | BBA 506                 |
| <b>Subject Name</b>     | INTERNATIONAL MARKETING |
| <b>Attainment Level</b> | Level 3                 |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| <b>Course: Financial Services</b>               |

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2018-2019**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

| <b>PROGRAMME ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|--------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                      |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM                      | BBA<br>507 | 3           | 1           | 3           | -           | -           | 3           | 2           | 1           | -       | -        | 3        | 1        | 1    |

|                                                                                        |
|----------------------------------------------------------------------------------------|
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>Course Handout</b>                                                                  |
| <b>Course: Financial Services</b>                                                      |
| Course Code: BBA 507, Crédits: 04, Session :2018-19 (Odd Sem.), Class : BBA V Semester |

**Introduction:** The aim of the course is to orient the student to the recent changes in the financial institutions and financial services industry and their link to economic development. The financial institutions and services are changing rapidly. A course that merely describes the existing institutions and services will not prepare you for the change. Thus, you must familiarize yourself with the services available in the industry today and understand why they are the way they are and why they are changing. An Indian perspective will be given.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA507.1.** Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.

**BBA507.2.** Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ.

**BBA507.3.** Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.

**BBA507.4.** Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.

**BBA507.5.** Get an conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds.

**BBA507.6.** Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.



## **B. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### C. PROGRAM SPECIFIC OUTCOMES:

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## D. Syllabus

### Course Contents:

#### Module I: Financial Services

Introduction: An Overview of Indian Financial System, Components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India. Investment Banking: Introduction and Functions

#### Module II: Venture Capital & Depository System

Venture Capital, Stages of Venture Capital Financing, International Experiences in Venture Capital Financing, Venture Capital Financing in India, Pitfalls to be Avoided.

Overview of Depository system, Key features of depository system in India, Agreement between depository and Issuer, Organisation and functions of NSDL and CDSL. Brief introduction of BSE, NSE, NYSE AND NASDAQ.

#### Module III: Factoring & Forfaiting

Factoring Services – Features, Merits and Demerits, Cost Benefit Analysis. Forfaiting: Features, Merits & Limitations

#### Module IV: Leasing and Hire Purchase

Development and Definition of Leasing and Hire Purchase, Types of Leasing, Differences between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.

#### Module V: Mutual funds

The concept & Role of M/Fs, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent, Selecting the Right Investment Products for Investors, Comparison of Investment products, Measuring of Risk In M/Fs, recommending model Portfolios & selecting the right funds.

#### Module VI: Credit rating

Credit rating concept of Credit rating, Types of credit rating, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process, Individual Credit rating, Sovereign Credit Rating Practices.

### E. Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

**(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)**

**F. Suggested Text/Reference Books:**

**Text:**

- Khan, M. Y. Indian Financial System, Tata McGraw Hill

**References:**

- Khan, M.Y. Financial Services, Tata McGraw Hill

**E. Lecture Plan:**

| <b>Lecture</b> | <b>Topics</b>                                      | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|----------------|----------------------------------------------------|-------------------------|-------------------------|-------------------------------------------------|
| 1              | Introduction-Financial Services                    | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2              | Overview of Indian Financial System                | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3              | Overview of Indian Financial System                | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4              | Components of Indian Financial System              | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5              | Role of Financial Services in Economic Development | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6              | Evolution of Financial Services Sector in India    | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7              | Investment Banking: Introduction                   | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8              | Functions of Investment Banking                    | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9              | Introduction to Venture Capital                    | Lecture                 | BBA507.2                | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                 |         |          |                                                 |
|----|-------------------------------------------------|---------|----------|-------------------------------------------------|
| 10 | Meaning and Stages of Venture Capital Financing | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | Venture Capital Financing in India              | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | International Experiences in VCI                | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Introduction to Depository System               | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Key features of depository system in India      | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Agreement Between Depository and Issuer         | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Organization and functions of NSDL              | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Organization and functions of CDSL              | Lecture | BBA507.2 | Viva/Quiz & End Sem Examination                 |
| 18 | Brief Introduction of NSE AND BSE               | Lecture | BBA507.2 | Viva/Quiz & End Sem Examination                 |
| 19 | Brief Introduction of NYSE and NASDAQ           | Lecture | BBA507.2 | Viva/Quiz & End Sem Examination                 |
| 20 | Introduction to Factoring Services              | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 21 | Features of Factoring Services                  | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 22 | Merits and Demerits of Factoring Services       | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 23 | Cost Benefit analysis                           | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 24 | Introduction to Forfaiting Services             | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 25 | Features                                        | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 26 | Merits and Demerits                             | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |

|    |                                                                                |         |           |                                 |
|----|--------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 27 | Flowchart of Forfeiting services                                               | Lecture | BBA507.3  | Viva/Quiz & End Sem Examination |
| 28 | Introduction to Leasing                                                        | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 29 | Development of leasing Services                                                | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 30 | Definition And types of leasing                                                | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 31 | Meaning of Hire Purchase                                                       | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 32 | Merits and Demerits                                                            | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 33 | Difference between Leasing and Hire Purchase                                   | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 34 | Pricing methodology                                                            | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 35 | Financial Analysis                                                             | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 36 | Taxation aspects                                                               | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 38 | Legal Framework for Leasing and Hire Purchase                                  | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 39 | Concept and Role of Mutual Funds                                               | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 40 | History and Types of Mutual Funds                                              | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 41 | Fund Structure & Constituent,                                                  | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 42 | Selecting the Right Investment Products for Investors,                         | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 43 | Comparison of Investment products,                                             | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 44 | Measuring of Risk In M/Fs, Recommending model Portfolios & selecting the right | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |

|    |                                                                                                                        |         |          |                                 |
|----|------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | funds.                                                                                                                 |         |          |                                 |
| 45 | Credit rating concept of Credit rating                                                                                 | Lecture | BBA507.6 | Viva/Quiz & End Sem Examination |
| 46 | Types of credit rating,                                                                                                | Lecture | BBA507.6 | Viva/Quiz & End Sem Examination |
| 47 | Advantages and Disadvantages of credit rating,                                                                         | Lecture | BBA507.6 | Viva/Quiz & End Sem Examination |
| 48 | Credit rating agencies and their methodology and process, Individual Credit rating, Sovereign Credit Rating Practices. | Lecture | BBA507.6 | Viva/Quiz & End Sem Examination |

#### F. Course Articulation Matrix (Mapping of COs with Pos & PSOs)

| CO               | STATEMENT                                                                                                                                                                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                                                                                                                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 507.1</b> | <b>BBA507.1.</b> Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking. | 3                                   | -           | 3           | -           | -           | 3           | -           | 1           | -           | 2            | 3                                            | 2                | 1                |

|                  |                                                                                                                                                                                                                                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA 507.2</b> | <b>BBA507.2.</b> Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ. | 3 | - | 3 | - | - | 3 | - | 3 | - | 1 | 3 | 3 | 2 |
| <b>BBA 507.3</b> | <b>BBA507.3.</b> Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.                                                                                                                                                                                                                            | 3 | - | - | - | - | 2 | 1 | - | 2 | - | - | 2 | 1 |
| <b>BBA 507.4</b> | <b>BBA507.4.</b> Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.                                                                                                       | 3 | - | 2 | - | - | 2 | - | 1 | 1 | - | 3 | 3 | - |



|                  |                                                                                                                                                                                                                                                                                                                                                |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA 507.5</b> | <b>BBA507.5.</b> Get an conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds. | 3 | 2 | - | - | - | 2 | - | - | 1 | - | 1 | 1 | - |
| <b>BBA 507.6</b> | <b>BBA507.6.</b> Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.                                                                                                                                                                      | 3 | 1 | - | 1 | - | 2 | - | 2 | 2 | - | 3 | 1 | - |

### G. Sample Question Paper

|                                                          |               |               |                |                   |                |          |
|----------------------------------------------------------|---------------|---------------|----------------|-------------------|----------------|----------|
| Amity Business School<br>MID-SEMESTER (SEM –V) 2018-2019 |               |               |                |                   |                |          |
| Class: BBA V Semester                                    |               |               |                |                   |                |          |
| Subject Name:<br>BBA 507 Financial Services              |               | Time: 1.5 Hrs |                |                   | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy           | Remembering   | Understanding | Applying       | Analysing         | Evaluating     | Creating |
| Question Mapping                                         | Q. 1, 2, 4, 5 | Q.1, 2, 3,6   | Q.2 (b, 3)4, 5 | Q.2 b, Q 3 , 5, 6 | Q 2(b), 3,     |          |

**CO1:** Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.

**CO2:** Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing

| CO Map | Question No. | Question                                                   | Marks |
|--------|--------------|------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain Financial System and Its different Component       | 3     |
| CO2    | Q.2a         | Explain the concept of Venture Capital Financing.          | 3     |
|        | Q.2b         | Explain the different stages of Venture Capital Financing? | 3     |
| CO1    | Q.3          | Explain Cost benefit analysis in factoring services.       | 6     |
| CO1    | Q.4          | Discuss the process of Forfeiting services.                | 3     |
| CO2    | Q.5          | Write a short note on Depository services in India.        | 3     |
|        | Q.5          | Write a brief note on stock exchanges in India.            | 3     |
| CO2    | Q.6          | What is Investment Banking? Explain its functions.         | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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**BBA 507**

## **Attainment**

|                         |                    |
|-------------------------|--------------------|
| <b>Session</b>          | 2018-19            |
| <b>Course Name</b>      | BBA                |
| <b>Semester</b>         | 5th Semester       |
| <b>Subject Code</b>     | BBA 507            |
| <b>Subject Name</b>     | FINANCIAL SERVICES |
| <b>Attainment Level</b> | Level 3            |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**COURSE: PRINCIPLES OF INVESTMENT MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

| <b>PROGRAMME ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |             |              |          |          |      |
|--------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------|----------|------|
|                                      |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM                      | BBA<br>508 | 2           | -           | 1           | 3           | -           | 3           | 1           | 1           | -           | 2            | 1        | -        | 2    |

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| AMITY BUSINESS SCHOOL                                                                    |
|------------------------------------------------------------------------------------------|
| Course Handout                                                                           |
| Course: PRINCIPLES OF INVESTMENT MANAGEMENT                                              |
| Course Code: BBA 508, Crédits: 04, Session :2018-2019 (Odd Sem.), Class : BBA V Semester |

**Introduction:** The course aims at equipping the undergraduate students with financial tools, which help in making decisions for investment in financial securities. It is also aimed at imparting a basic understanding of the influence of changing economic scenario on the decisions and important theories and models, techniques and regulations underlying these decisions.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA508.1.** Get an overview on concept of Investments, Avenues for Investment including introduction to derivatives, Investments and Speculation, Features of a Good Investment programme, Process of Investment Decision Making, Risks involved in Investments including the concept of beta, Principle of Dominance.

**BBA508.2.** Get an overview of the Stock Markets in India, its Nature and Functions, about OTCEI & BSE, NSE & Role of Depositories, Market Indices, The Brokerage Business.

**BBA508.3.** Know about valuation of securities such as bonds, preference shares and equity shares.

**BBA508.4.** Learn the security analysis on fundamental and technical basis.

**BBA508.5.** Get acquainted with portfolio analysis and its management, different models for selection of securities for portfolio management.

**A. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**E. Syllabus****Module I: Introduction to Investments**

Investments: Introduction, Avenues for Investment including introduction to derivatives, Investments and Speculation, Features of a Good Investment programme, Process of Investment Decision Making, Risks involved in Investments including the concept of beta, Principle of Dominance.

**Module II: The Stock Markets in India**

Nature and Functions of the Stock Market, OTCEI & BSE, NSE & Role of Depositories, Market Indices, The Brokerage Business

**Module III: Valuation of Securities**

Bond Valuation and Analysis, Preference share Valuation and Analysis, Equity Share Valuation

**Module IV: Security Analysis**

Fundamental Security Analysis, Technical Security Analysis



## Module V: Portfolio Analysis and Management

Portfolio Analysis: Risk and Return, Portfolio Choice: Utility Theory and Indifference Curves, Markowitz: Portfolio Selection Model, Capital Asset Pricing Model, Sharpe's Single Index Model and Portfolio Evaluation Treynor, Sharpe and Jensen.

### F. Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

### G. Suggested Text/Reference Books:

Text:

- Sharpe, William F. Alexander and Bailey, Investments, Sixth Edition Prentice - Hall, India

### References:

- Fisher, Donald E & Jordan, Ronald., Securities Analysis & Portfolio Management:, Sixth Edition, Prentice Hall
- Haugen, Robert. Modern Investment Theory, Fifth Edition, Prentice Hall
- Bhalla, V. K. Investment Management, S. Chand & Co.

### H. Lecture Plan:

| Lecture | Topics                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO                            |
|---------|---------------------------------------------|------------------|------------------|-------------------------------------------------|
| 1       | Introduction to Subject/Syllabus Discussion | Lecture          | BBA508.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2       | Investments: Introduction                   | Lecture          | BBA508.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3       | Avenues for Investment                      | Lecture          | BBA508.1         | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                                 |         |          |                                                 |
|----|---------------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 4  | Introduction to derivatives                                                     | Lecture | BBA508.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5  | ,Investments and Speculation,.                                                  | Lecture | BBA508.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6  | Features of a Good Investment programme, Process of Investment Decision Making, | Lecture | BBA508.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7  | Risks involved in Investments including the concept of beta,                    | Lecture | BBA508.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8  | Principle of Dominance                                                          | Lecture | BBA508.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9  | Problem Solving Session                                                         | Lecture | BBA508.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10 | Overview on The Stock Markets in India                                          | Lecture | BBA508.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | Nature and Functions of the Stock Market,                                       | Lecture | BBA508.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | About OTCEI                                                                     | Lecture | BBA508.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Introduction to BSE, NSE                                                        | Lecture | BBA508.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Role of Depositories,                                                           | Lecture | BBA508.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Market Indices                                                                  | Lecture | BBA508.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | The Brokerage Business                                                          | Lecture | BBA508.2 | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                         |         |          |                                 |
|----|-----------------------------------------|---------|----------|---------------------------------|
| 17 | Group Discussion Session                | Lecture | BBA508.2 | Viva/Quiz & End Sem Examination |
| 18 | Introduction to Valuation of Securities | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination |
| 19 | Bond Valuation and Analysis             | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination |
| 20 | Bond Valuation and Analysis             | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination |
| 21 | Preference share Valuation and Analysis | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination |
| 22 | Preference share Valuation and Analysis | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination |
| 23 | Equity Share Valuation                  | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination |
| 24 | Equity Share Valuation                  | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination |
| 25 | Numericals                              | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination |
| 26 | Problem Solving Session                 | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination |
| 27 | Introduction to Security Analysis       | Lecture | BBA508.4 | Viva/Quiz & End Sem Examination |
| 28 | Fundamental Security Analysis           | Lecture | BBA508.4 | Viva/Quiz & End Sem Examination |
| 29 | Fundamental Security Analysis           | Lecture | BBA508.4 | Viva/Quiz & End Sem Examination |
| 30 | Fundamental Security Analysis           | Lecture | BBA508.4 | Viva/Quiz & End Sem Examination |
| 31 | Fundamental Security Analysis           | Lecture | BBA508.4 | Viva/Quiz & End Sem Examination |
| 32 | Technical Security Analysis             | Lecture | BBA508.4 | Viva/Quiz & End Sem Examination |
| 33 | Technical Security Analysis             | Lecture | BBA508.4 | Viva/Quiz & End Sem Examination |
| 34 | Technical Security Analysis             | Lecture | BBA508.4 | Viva/Quiz & End Sem Examination |

|    |                                                   |         |           |                                 |
|----|---------------------------------------------------|---------|-----------|---------------------------------|
| 35 | Technical Security Analysis                       | Lecture | BBA508.4  | Viva/Quiz & End Sem Examination |
| 36 | Technical Security Analysis                       | Lecture | BBA508.4  | Viva/Quiz & End Sem Examination |
| 38 | Problem Solving Session                           | Lecture | BBA508.4  | Viva/Quiz & End Sem Examination |
| 39 | Introduction to Portfolio Analysis and Management | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 40 | Portfolio Analysis: Risk and Return,              | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 41 | Portfolio Choice:                                 | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 42 | Utility Theory and Indifference Curves,           | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 43 | Markowitz: Portfolio Selection Model,             | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 44 | Capital Asset Pricing Model,                      | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 45 | Sharpe's Single Index Model and                   | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 46 | Portfolio Evaluation Treynor,                     | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 47 | Sharpe and Jensen.                                | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 48 | Problem Solving Session                           | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |

## I. Course Articulation Matrix (Mapping of COs with Pos, PSO)

| CO                 | STATEMENT                                                                                                                                                                                                                                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                    |                                                                                                                                                                                                                                                                                                            | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 508. 1.</b> | Get an overview on concept of Investments, Avenues for Investment including introduction to derivatives, Investments and Speculation, Features of a Good Investment programme, Process of Investment Decision Making, Risks involved in Investments including the concept of beta, Principle of Dominance. | 1                                   | 2           | -           | 1           | 3           | -           | 3           | -           | -           | 1            | 2                                            | -                | 1                |
| <b>BBA 508. 2</b>  | Get an overview of the Stock Markets in India, its Nature and Functions, about OTCEI & BSE, NSE & Role of Depositories, Market Indices, The Brokerage Business.                                                                                                                                            | -                                   | -           | 2           | 1           | -           | 1           | 1           | -           | 1           | -            | 2                                            | -                | 1                |
| <b>BBA 508. 3</b>  | Know about valuation of securities such as bonds, preference shares and equity shares.                                                                                                                                                                                                                     | 1                                   | -           | -           | 2           | -           | 1           | 1           | 2           | 2           | -            | 3                                            | -                | 2                |

[illegible]

## J. Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                    |                      |                     |                         |                       |                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------------|---------------------|-------------------------|-----------------------|-----------------|
| <p align="center"><b>Amity Business School</b><br/> <b>I MID-SEMESTER (SEM –V) 2018-2019</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                    |                      |                     |                         |                       |                 |
| <p align="center"><b>Class: BBA V Semester</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                    |                      |                     |                         |                       |                 |
| <b>Subject Name:</b><br><b>BBA 508 Principles of Investment Management</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                    | <b>Time: 1.5 Hrs</b> |                     |                         | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Remembering</b> | <b>Understanding</b> | <b>Applying</b>     | <b>Analyzing</b>        | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Q. 1, 2</b>     | <b>Q.1, 2a, 5</b>    | <b>Q.2, 4, 5, 6</b> | <b>Q.2 b, Q 3, 5, 6</b> | <b>Q 5 and 6</b>      |                 |
| <p>Student will be able to</p> <p>CO1: Get an overview on concept of Investments, Avenues for Investment including introduction to derivatives, Investments and Speculation, Features of a Good Investment programme, Process of Investment Decision Making, Risks involved in Investments including the concept of beta, Principle of Dominance.</p> <p>CO2: Get an overview of the Stock Markets in India, its Nature and Functions, about OTCEI &amp; BSE, NSE &amp; Role of Depositories, Market Indices, The Brokerage Business.</p> <p>CO4: Learn the security analysis on fundamental and technical basis.</p> |                    |                      |                     |                         |                       |                 |

| CO Map | Question No. | Question                                                                | Marks |
|--------|--------------|-------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Discuss the different avenues for investment                            | 3     |
| CO1    | Q.2a         | Discuss the features of Good Investment Programme.                      | 3     |
|        | Q.2b         | Differentiate between investment and speculation.                       | 3     |
| CO2    | Q.3          | Explain the different functions of stock market.                        | 6     |
| CO2    | Q.4          | Explain 5 types of stock indices.                                       | 3     |
| CO4    | Q.5 a        | Explain in detail the fundamental analysis for securities of Companies. | 3     |
|        | Q.5 b        |                                                                         | 3     |
| CO4    | Q 6          | Explain technical analysis in detail.                                   | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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**BBA 508**

## **Attainment**

|                         |                                     |
|-------------------------|-------------------------------------|
| <b>Session</b>          | 2018-19                             |
| <b>Course Name</b>      | BBA                                 |
| <b>Semester</b>         | 5th Semester                        |
| <b>Subject Code</b>     | BBA 508                             |
| <b>Subject Name</b>     | PRINCIPLES OF INVESTMENT MANAGEMENT |
| <b>Attainment Level</b> | Level 3                             |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |





|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| <b>Course: Financial Derivatives</b>            |

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2018-2019**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

| <b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|----------------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                              |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| V<br>SE<br>M                                 | BBA5<br>09 | -           | -           | 3           | 2           | -           | 3           | 3           | -           | -       | -        | 3        | 3        | 3    |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course: Financial Derivatives                                                           |
| Course Code: BBA 509, Crédits: 04, Session: 2018-2019 (Odd Sem.), Class: BBA V Semester |

**Introduction:** This course attempts to give an overview of the derivatives market with special reference to India. A financial manager must understand how derivatives can be used to the advantage of the firm. An introduction to Derivatives will equip the students to understand the mechanics of this highly intriguing & innovative field of study.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA509.1.** Get an overview of derivative trading, concept of Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives, types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India.

**BBA509.2.** Get a conceptual understanding on Forward and future contracts, Differences between forwards and futures, concept of Early delivery, extension & cancellation of forward contracts, Futures terminology and pricing of futures contract and types of future contracts.

**BBA509.3.** Learn the options fundamentals and its Terminology like call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM , Options positions(payload graphs), Types of Stock options.

**BBA509.4.** Understand the concept of Option Valuation and Trading strategies.

**BBA509.5.** Get an overview on **Swaps**, LIBOR, MIBOR, Swap basis, Interest rate swaps,. Learn how to determine LIBOR/MIBOR, Various types of swaps & features and about Swaptions.

**BBA509.6.** Get aware of recent developments in derivatives market., New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc. and different scams in derivatives market.

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

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**PROGRAM SPECIFIC OUTCOMES:**

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**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**E. Syllabus**

**Module I:**

Introduction to financial derivatives Introduction to derivative trading, Characteristics of derivatives, Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives as an investment option, introduction to types of derivatives,

Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India.

### **Module II:**

Forwards & Futures: Forward contracts: Limitations of forward markets, Differences between forwards and futures, Early delivery, extension & cancellation of forward contracts, Futures terminology, pricing of futures contract, Introduction to currency futures, Interest rate futures, Treasury bond futures, Eurodollar futures, commodity futures, Index futures & Stock Futures (Hedging, speculation and arbitrage).

### **Module III:**

Options: Fundamentals, Terminology - call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM, Options positions (payoff graphs), Types of Stock options, futures options vs spot options, Options on stock Indices, currencies & futures, Warrants & executive stock options, Exotic options

### **Module IV: Principles of trading & Hedging with Options**

Option Valuation: The BS-Merton Model (Solving for BS model, assumption application and criticism), Trading strategies - Option trading using bull and bear spreads (payoff graphs)

### **Module V: Swaps**

Terminology: LIBOR, MIBOR, Swap basis, Interest rate swaps, Determining LIBOR/MIBOR swap zero rates, Currency swaps: Various types of swaps & features, Introduction to Swaptions.

### **Module VI: Recent Developments**

New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc. Role of derivatives in the economic meltdown of 2007 - 2008, Major Derivative mishaps in the world including The Baring Bank disaster (1995), The Sumitomo corporation scandal (1996) the Swiss Bank scam (2011), US Subprime Crisis (2008), Forex derivatives scam by Indian banks (25 lakh crores)

### **F. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

**(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)**

**G. Suggested Text/Reference Books:**

**Text:**

- Hull, John C, An introduction to futures and options markets, Second Edition Prentice Hall of India

**References:**

Gupta, S .L., Financial Derivatives Theory, Concepts and Problem 2005, Prentice - Hall, India

**H. Lecture Plan:**

| <b>Lecture</b> | <b>Topics</b>                                                                   | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|----------------|---------------------------------------------------------------------------------|-------------------------|-------------------------|-------------------------------------------------|
| 1              | Introduction to the course                                                      | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2              | Derivative Trading-Meaning, Characteristics of Derivatives                      | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3              | Concept of Underlying Assets (Equity, Bonds /Loans, Foreign Currency, Commodity | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4              | Importance of derivatives as an investment option                               | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5              | Introduction to types of derivatives                                            | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6              | Participants in derivatives market (Hedgers, Speculators , Arbitrageurs         | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7              | Evolution of Derivates markets in India                                         | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                         |         |          |                                                       |
|----|-------------------------------------------------------------------------|---------|----------|-------------------------------------------------------|
| 8  | Forward Contracts:<br>Limitations of Forward<br>Markets                 | Lecture | BBA509.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 9  | Difference between<br>forwards and futures                              | Lecture | BBA509.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 10 | Early Delivery,<br>Extensions &<br>Cancellation of forward<br>contracts | Lecture | BBA509.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 11 | Futures terminology                                                     | Lecture | BBA509.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 12 | Pricing of Futures<br>contract, introduction<br>to currency future      | Lecture | BBA509.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 13 | Interest Rate Futures                                                   | Lecture | BBA509.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 14 | Treasury Bond Futures                                                   | Lecture | BBA509.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 15 | Eurodollar futures,<br>commodity futures                                | Lecture | BBA509.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 16 | Problem solving session                                                 | Lecture | BBA509.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 17 | Introduction to Options                                                 | Lecture | BBA509.3 | Viva/Quiz & End Sem<br>Examination                    |
| 18 | Terminology - call, put,<br>writer, buyer, premium                      | Lecture | BBA509.3 | Viva/Quiz & End Sem<br>Examination                    |
| 19 | Intrinsic value, time<br>value, expiry date,<br>settlement date         | Lecture | BBA509.3 | Viva/Quiz & End Sem<br>Examination                    |
| 20 | Strike price, ATM, OTM<br>& ITM                                         | Lecture | BBA509.3 | Viva/Quiz & End Sem<br>Examination                    |
| 21 | Options positions<br>(payoff graphs)                                    | Lecture | BBA509.3 | Viva/Quiz & End Sem<br>Examination                    |
| 22 | Types of Stock options,<br>futures options vs spot<br>options           | Lecture | BBA509.3 | Viva/Quiz & End Sem<br>Examination                    |



|    |                                                                                 |         |          |                                 |
|----|---------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 23 | Options on stock Indices, currencies & futures                                  | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination |
| 24 | Warrants & executive stock options, Exotic options                              | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination |
| 25 | Problem Solving Session                                                         | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination |
| 26 | Principles of trading & Hedging with Options                                    | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 27 | Option Valuation: The BS-Merton Model                                           | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 28 | Solving for BS model, assumption                                                | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 29 | application and criticism),                                                     | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 30 | Trading strategies - Option trading using bull and bear spreads (payoff graphs) | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 31 | Trading strategies - Option trading using bull and bear spreads (payoff graphs) | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 32 | Trading strategies - Option trading using bull and bear spreads (payoff graphs) | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 33 | Trading strategies - Option trading using bull and bear spreads (payoff graphs) | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 34 | Practical session on using option strategies in derivatives trading             | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 35 | Practical session on using option strategies in derivatives trading             | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 36 | Swaps: Introduction                                                             | Lecture | BBA509.5 | Viva/Quiz & End Sem Examination |
| 38 | Terminology:- LIBOR, MIBOR,                                                     | Lecture | BBA509.5 | Viva/Quiz & End Sem Examination |

|    |                                                                                                                                                       |         |           |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 39 | Swap basis, Interest rate swaps,                                                                                                                      | Lecture | BBA509.5  | Viva/Quiz & End Sem Examination |
| 40 | swap zero rates                                                                                                                                       | Lecture | BBA509.5  | Viva/Quiz & End Sem Examination |
| 41 | Currency swaps:                                                                                                                                       | Lecture | BBA509.5  | Viva/Quiz & End Sem Examination |
| 42 | Various types of swaps & features,                                                                                                                    | Lecture | BBA509.5  | Viva/Quiz & End Sem Examination |
| 43 | Introduction to Swaptions.                                                                                                                            | Lecture | BBA509.5  | Viva/Quiz & End Sem Examination |
| 44 | New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc.                                                  | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |
| 45 | Role of derivatives in the economic meltdown of 2007 - 2008,                                                                                          | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |
| 46 | Major Derivative mishaps in the world including The Baring Bank disaster (1995),                                                                      | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |
| 47 | The Sumitomo corporation scandal(1996) the Swiss Bank scam (2011), US Subprime Crisis (2008), Forex derivatives scam by Indian banks (25 lakh crores) | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |
| 48 | Problem Solving Session                                                                                                                               | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |

### I. Course Articulation Matrix (Mapping of COs with Pos, PSOs)

| CO                 | STATEMENT                                                                                                                                                                                                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                    |                                                                                                                                                                                                                                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 509. 1.</b> | Get an overview of derivative trading, concept of Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives, types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India. | -                                   | -           | 3           | -           | 2           | 3           | -           | 1           | -           | 1            | 3                                            | 3                | 3                |
| <b>BBA 509. 2</b>  | Get a conceptual understanding on Forward and future contracts, Differences between forwards and futures, concept of Early delivery, extension & cancellation of forward contracts, Futures terminology and pricing of futures contract and                                                    | 2                                   | -           | 3           | 2           | 2           | 3           | -           | 1           | -           | -            | 3                                            | 3                | 2                |

|                   |                                                                                                                                                                                                                                                |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | types of future contracts                                                                                                                                                                                                                      |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 509. 3</b> | Learn the options fundamentals and its Terminology like call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM , Options positions(payoff graphs), Types of Stock options. | 1 | - | - | 3 | - | 3 | 2 | - | - | 1 | 3 | 3 | 2 |
| <b>BBA 509. 4</b> | Understand the concept of Option Valuation and Trading strategies.                                                                                                                                                                             | 1 | - | 3 | - | - | 2 | 3 | - | - | - | 1 | - | 2 |
| <b>BBA 509. 5</b> | Get an overview on <b>Swaps</b> , LIBOR, MIBOR, Swap basis, Interest rate swaps,. Learn how to determine LIBOR/MIBOR, Various types of swaps & features and about Swaptions.                                                                   | - | 1 | 3 | - | - | 2 | 3 | - | - | 1 | 2 | - | 2 |
| <b>BBA 509. 6</b> | Get aware of recent developments in derivatives market., New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc. and different scams in derivatives market.                                       | 1 | 2 | 3 | 3 | - | 2 | - | - | - |   | 1 | 2 | - |

## J. Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |              |                                                                    |           |                   |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------|-----------|-------------------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –V) 2018-2019</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              |                                                                    |           |                   |                |          |
| Class: BBA V Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |              |                                                                    |           |                   |                |          |
| Subject Name:<br>BBA 509 Financial Derivatives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              | Time: 1.5 Hrs                                                      |           |                   | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Remembering  | Understanding                                                      | Applying  | Analyzing         | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q. 1, 2      | Q.1, 2, 5                                                          | Q.4, 5, 6 | Q.2 b, Q 3 , 5, 6 | Q 5 and 6      |          |
| <p>Student will be able to</p> <p>CO1: Get an overview of derivative trading, concept of Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives, types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India.</p> <p>CO2: Get a conceptual understanding on Forward and future contracts, Differences between forwards and futures, concept of Early delivery, extension &amp; cancellation of forward contracts, Futures terminology and pricing of futures contract and types of future contracts.</p> <p>CO3: Learn the options fundamentals and its Terminology like call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM &amp; ITM , Options positions(payoff graphs), Types of Stock options.</p> |              |                                                                    |           |                   |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Question No. | Question                                                           |           |                   |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.1          | What is a derivative? Explain the characteristics of a derivative. |           |                   |                | 3        |

|     |       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |   |
|-----|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| CO2 | Q.2a  | What is meant by a futures? Explain different types of futures contracts.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 3 |
|     | Q.2b  | A sugar mill in Uttar Pradesh is expected to produce 100 MT of sugar in the month of April. The current price today (in the month of February) is Rs. 22 per kg. April future contract in sugar due on 20 April is trading at Rs. 25 per kg. The sugar mill apprehends that a lesser price than Rs. 25 per kg will prevail in April due to excessive supply expected at that time. How can the sugar mill hedge its position against the anticipated decline in sugar prices in April? (Quantity to be hedged is 100 MT and Quantity in each future contract is 10 MT) | 3 |
| CO2 | Q.3   | Explain the following concepts with reference to future contracts:<br>1- Short Position and Long Position<br>2- Speculation with Futures<br>3- Margin                                                                                                                                                                                                                                                                                                                                                                                                                  | 6 |
| CO3 | Q.4   | What are options? Explain the concepts of strike price, underlying price and option premium.                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 3 |
| CO2 | Q.5 a | Explain the different types of future contracts.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 3 |
|     | Q.5 b | Differentiate between future and forwards contracts.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 3 |
| CO1 | Q 6   | What are stock indices? Discuss about few of the Indian stock indices with their basis.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
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| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |
|             |   |                                                            |

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**BBA 509**

## **Attainment**

|                         |                       |
|-------------------------|-----------------------|
| <b>Session</b>          | 2018-19               |
| <b>Course Name</b>      | BBA                   |
| <b>Semester</b>         | 5th Semester          |
| <b>Subject Code</b>     | BBA 509               |
| <b>Subject Name</b>     | FINANCIAL DERIVATIVES |
| <b>Attainment Level</b> | Level 3               |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
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| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



|                                                      |
|------------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>      |
| <b>AMITY BUSINESS SCHOOL</b>                         |
| <b>Course: ORGANISATIONAL DEVELOPMENT AND CHANGE</b> |

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2018-2019**

**Programme Outcomes:**

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**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.



**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labor law with its applications at national and international level in the individual, team and at organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM               | BBA<br>510 | 3           | 1           | 3           | -           | 2           | 3           | 2           | 1           | -       | -        | 3        | 1        | 1    |

|                                                                                         |
|-----------------------------------------------------------------------------------------|
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>Course Handout</b>                                                                   |
| <b>Course: ORGANISATIONAL DEVELOPMENT AND CHANGE</b>                                    |
| Course Code: BBA 510, Crédits: 04, Session: 2018-2019 (Odd Sem.), Class: BBA V Semester |

**Introduction:** The objective of this course is to familiarize the budding managers with how course will help students to acquire the conceptual input of meaning, characteristics, process and influences of organizational development and change management. It gives comprehensive overview of human capital from the prospective of organizational excellence in the light of transitional phase of Indian Industries. It gives the imperatives, assumptions, role and skills of O.D. specialists through experiential learning methods it facilitates teamwork, team building and the concepts of transformational Leadership

**Course Outcomes:** At the end of the course, students will be able to:

- 1.**BBA 510.1.** Able to Understand the concept of organizational development and analysing the values and assumption underlying organization development (OD).
- 2.**BBA 510.2.** Know the basic of organisational development process and steps involved in OD with relevant factors affecting OD with contemporary techniques of organisational diagnosis.
- 3.**BBA 510.3.** Able to Recognize the need of Classification of OD interventions in relations to Human Strategic interventions with Evaluation and institutionalization of interventions.
- 4.**BBA 510.4.** Describe the role of change management and factors causing change with contemporary model and techniques involved in change management.
- 5.**BBA 510.5.** Demonstrate the applications and implementation of change models by implementing the Lewin's force model field analysis and Kotler's eight step model with action research model to improve Total Quality Management, Business Process Reengineering, Learning Organization.

**6.BBA 510.6.** Able to understand the trends in OD by analyse the different role & styles of OD practitioners and HRD interface in relations to OD in global settings with contemporary OD issues for today's managers.

**Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### A. Programme Specific Outcomes:

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

#### Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## B. Syllabus

### Module I: Organizational Development

Nature, basic assumptions, characteristics & importance, values and assumption underlying organization development (OD).

### Module II: Organizational Development Process

OD process, Steps involved in OD, Role of Managers, Factors affecting OD, Techniques of organizational diagnosis - Questionnaires, interviews.

### Module III: Structural and Comprehensive OD interventions

Classification of OD interventions: Human Process, Techno structural, HRM, Strategic interventions, Evaluation and institutionalization of interventions.

### Module IV: Change Management

Need for the change, Factors causing change, environmental, Technological, Legal, Political, Social and cultural factors of change, Models and Techniques involved in change management,

### Module V: Implementation of Change Models

Lewin's force field analysis, Kotler's eight step model, action research model.  
Total Quality Management, Business Process Reengineering, Learning Organization.

### Module VI: Trends in OD

Role & styles of OD practitioners, OD-HRD interface; OD in global settings; contemporary OD issues for today's managers.

**Assignment:** Experiential learning: Managing leadership talent to support change (Class activity)  
Designing organizational diagnosis tool (Class activity)  
Cases study: Change management success and failure

### Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

#### Text:

- French W L & Bell, Organizational Development, Prentice Hall of India
- Ravishankar S & Mishra R.K., Organizational Development, Vision Books Pvt. Ltd.

#### References:

- Pereek U & Rao T V, Designing & Managing HR System, Oxford & IBH Publishing company
- Pereek U & Rao T V Making Organization Roles Effective, TATA McGraw Hill

### C. Lecture Plan

| Lecture | Topics                                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Organizational development: Definition and scope.               | Lecture          | BBA 510.1.       | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of characteristics & importance OF OD                   | Lecture          | BBA 510.1.       | Mid Term-1, Quiz & End Sem Exam |
| 3       | values and assumption underlying organization development (OD). | Lecture          | BBA 510.1.       | Mid Term-1, Quiz & End Sem Exam |
| 4       | Organizational Development: Case studies                        | Lecture          | BBA 510.1.       | Mid Term-1, Quiz & End Sem Exam |
| 5       | Organizational Development Process: Introduction                | Lecture          | BBA 510.2.       | Mid Term-1, Quiz & End Sem Exam |
| 6       | OD process                                                      | Lecture          | BBA 510.2.       | Mid Term-1, Quiz & End Sem Exam |
| 7       | Steps involved in OD                                            | Lecture          | BBA 510.2.       | Mid Term-1, Quiz & End Sem Exam |
| 8       | Role of Managers                                                | Lecture          | BBA 510.2.       | Mid Term-1, Quiz & End Sem Exam |
| 9       | Factors affecting                                               | Lecture          | BBA 510.2.       | Mid                             |

|    |                                                     |         |            |                                             |
|----|-----------------------------------------------------|---------|------------|---------------------------------------------|
|    | OD                                                  |         |            | Term-1,<br>Quiz &<br>End Sem<br>Exam        |
| 10 | Techniques of<br>organizational<br>diagnosis -.     | Lecture | BBA 510.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 11 | Questionnaires,<br>interviews.                      | Lecture | BBA 510.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 12 | Structural and<br>Comprehensive<br>OD interventions | Lecture | BBA 510.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 13 | Classification of OD<br>interventions               | Lecture | BBA 510.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 14 | Human Process,<br>Techno structural                 | Lecture | BBA 510.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 15 | HRM, Strategic<br>interventions,                    | Lecture | BBA 510.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 16 | Evaluation of<br>interventions                      | Lecture | BBA 510.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 17 | Institutionalization<br>of intervention             | Lecture | BBA 510.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |

|    |                                                                                                                                                                                             |         |            |                                             |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------|---------------------------------------------|
| 18 | Change Management:<br>Need for the change                                                                                                                                                   | Lecture | BBA 510.4. | Mid<br>Term-1,<br>Quiz&<br>End Sem<br>Exam  |
| 19 | Factors causing<br>change,<br>environmental,<br>Technological, Legal,<br>Political, Social and<br>cultural factors of<br>change, Models and<br>Techniques involved in<br>change management, | Lecture | BBA 510.4. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 20 | Technological<br>Techniques involved in<br>change management,                                                                                                                               | Lecture | BBA 510.4. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 21 | Legal techniques<br>involved in change<br>management,                                                                                                                                       | Lecture | BBA 510.4. | Quiz &<br>End Sem<br>Exam                   |
| 22 | Political, Social and<br>cultural factors of<br>change, Models and<br>Techniques involved in<br>change management,                                                                          | Lecture | BBA 510.4. | Quiz &<br>End Sem<br>Exam                   |
| 23 | cultural factors of<br>change, Models and<br>Techniques involved in<br>change management,                                                                                                   | Lecture | BBA 510.4. | Quiz &<br>End Sem<br>Exam                   |
| 24 | Models and<br>Techniques<br>involved in change<br>management.                                                                                                                               | Lecture | BBA 510.4. | Quiz &<br>End Sem<br>Exam                   |
| 25 | Implementation of<br>Change Models                                                                                                                                                          | Lecture | BBA 510.5. | Quiz &<br>End Sem<br>Exam                   |
| 26 | Lewin's force field<br>analysis,                                                                                                                                                            | Lecture | BBA 510.5. | Quiz &<br>End Sem<br>Exam                   |



|    |                                               |         |            |                     |
|----|-----------------------------------------------|---------|------------|---------------------|
| 27 | Kotler's eight step model                     | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 28 | Action research model.                        | Lecture | BBA 510.5  | Quiz & End Sem Exam |
| 29 | Action research model: case study             | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 30 | Total Quality Management: meaning             | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 31 | Business Process Reengineering                | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 32 | Business Process Reengineering: case study    | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 33 | Learning Organization: Introduction           | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 34 | Learning Organization: case study             | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 35 | Trends in OD: introduction                    | Lecture | BBA 510.6  | Quiz & End Sem Exam |
| 36 | Trends in OD: case study                      | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 37 | Role of OD: Introduction                      | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 38 | Styles of OD practitioners                    | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 39 | Role & styles of OD practitioners: case study | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 40 | OD-HRD interface:                             | Lecture | BBA 510.6. | Quiz &              |

|    |                                                               |         |            |                     |
|----|---------------------------------------------------------------|---------|------------|---------------------|
|    | Introduction                                                  |         |            | End Sem Exam        |
| 41 | OD-HRD interface: case study                                  | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 42 | OD in global settings                                         | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 43 | contemporary OD issues for today's managers.                  | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 44 | Experiential learning                                         | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 45 | Managing leadership talent to support change (Class activity) | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 46 | Designing organizational diagnosis tool (Class activity)      | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 47 | Cases study: Change management success and failure            | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 48 | OD in global settings: case study                             | Lecture | BBA 510.6. | Quiz & End Sem Exam |

## Course Articulation Matrix (Mapping of COs with Pos & PSOs)

| CO                | STATEMENT                                                                                                                                                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                                                           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 510. 1</b> | Able to understand the trends in OD by analyse the different role & styles of OD practitioners and HRD interface in relations to OD in global settings with contemporary OD issues for today's managers . | 1                                   | 1           | 3           | 2           | 1           | 1           | 1           | 1           | 3           | 2            | 3                                            | 2                | 1                |
| <b>BBA 510. 2</b> | Able to Understand the concept of organizational development and analysing the values and assumption underlying organization development (OD).                                                            | 1                                   | 1           | 3           | 3           | 1           | 1           | 2           | 2           | 1           | 1            | 3                                            | 3                | 2                |
| <b>BBA 510. 3</b> | Know the basic of organisational development process and steps involved in OD with relevant factors affecting OD with contemporary techniques of organisational diagnosis.                                | 1                                   | 1           | 3           | 3           | 2           | 1           | 1           | 1           | 3           | -            | -                                            | 2                | 1                |
| <b>BBA 510. 4</b> | Able to Recognize the need of Classification of OD interventions in relations to Human Strategic interventions with Evaluation and                                                                        | 3                                   | 1           | 2           | 1           | 1           | 1           | 2           | 1           | 1           | -            | 3                                            | 3                | -                |

|                  |                                                                                                                                                                                                                                                                              |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  | institutionalization of interventions.                                                                                                                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 510.5</b> | Describe the role of change management and factors causing change with contemporary model and techniques involved in change management.                                                                                                                                      | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | - | 1 | 1 | - |
| <b>BBA 510.6</b> | Demonstrate the applications and implementation of change models by implementing the Lewin's force model field analysis and Kotler's eight step model with action research model to improve Total Quality Management, Business Process Reengineering, Learning Organization. | 3 | 1 | - | 1 | - | 2 | - | 2 | 2 | - | 3 | 1 | - |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –V) 2018-2019     |             |               |          |           |                |          |
|----------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Class: BBA V Semester                                          |             |               |          |           |                |          |
| Subject Name: BBA 510<br>Organizational development and Change |             | Time: 1.5 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                 | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                               | Q.1,4       | Q.2,3         | Q.4      | Q.5,6     |                |          |

Student will be able to -

CO1: Able to Understand the concept of organizational development and analysing the values and assumption underlying organization development (OD).

CO2: Know the basic of organisational development process and steps involved in OD with relevant factors affecting OD with contemporary techniques of organisational diagnosis.

CO3: Able to Recognize the need of Classification of OD interventions in relations to Human Strategic interventions with Evaluation and institutionalization of interventions.

| CO Map | Question No. | Question                                                                                            | Marks |
|--------|--------------|-----------------------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief the basic concept of Organisational Development and its importance and philosophy. | 6     |
| CO2    | Q.2          | What are the different values and assumptions underlying organisational development?                | 6     |
| CO3    | Q.3          | Write the name of Classifications of organizational Development Interventions.                      | 3     |
| CO1    | Q.4          | Describe the different Techniques of organizational development.                                    | 6     |
| CO1    | Q.5          | Demonstrate the functions related to training styles.                                               | 6     |
| CO2    | Q .6.        | Write short note on steps involved in OD.                                                           | 3     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

**BBA 510**

## **Attainment**

|                         |                                     |
|-------------------------|-------------------------------------|
| <b>Session</b>          | 2018-19                             |
| <b>Course Name</b>      | BBA                                 |
| <b>Semester</b>         | 5th Semester                        |
| <b>Subject Code</b>     | BBA 510                             |
| <b>Subject Name</b>     | ORGANIZATIONAL DEVELOPMENT & CHANGE |
| <b>Attainment Level</b> | Level 3                             |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| <b>COURSE: TRAINING AND DEVELOPMENT</b>         |

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2018-2019**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### Programme Specific Outcomes:

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM               | BBA<br>511 | 3           | 1           | 1           | 3           | 1           | 2           | 2           | 1           | 1       | -        | 3        | 1        | 1    |



|                                                                                        |
|----------------------------------------------------------------------------------------|
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>Course Handout</b>                                                                  |
| <b>Course: Training and Development</b>                                                |
| Course Code: BBA 511, Crédits: 04, Session :2018-19 (Odd Sem.), Class : BBA V Semester |

**Introduction:** The objective of this course is to familiarize the budding managers with how course will help students to help students acquire and enhance their knowledge of how to plan, develop, carry out, and evaluate training and executive development programmes in Business Organizations and familiarize students with the dynamics of training and development for an organization and individuals. It will develop an understanding of various training and their evaluation. Further it will develop a right perspective in them towards managing and improving performance. It aims to equip the students to focuses on understanding the basic concepts, theories and functioning of training system on organisation and its applications.

**A. Course Outcomes:** At the end of the course, students will be able to:

- 1.**BBA 511.1.** Able to Understand the concept of Training and its strategy in relations to education, culture and context.
- 2.**BBA 511.2.** Know the basic of process of training with need assessment in relations to person analysis, task analysis and organisational analysis, focus on recent on training methods with styles.
- 3.**BBA 511.3.** Able to Recognize the need for Training Evaluation and Measuring Training Effectiveness in relation to Return on Investment and Cost – Benefit Analysis with models of Training Evaluation.
- 4.**BBA 511.4.** Describe the role of training system and its actions for better career development and succession planning to gain the full advantage of diversity training.
- 5.**BBA 511.5.** Demonstrate the applications functions of Changes in Training Needs for Modern Organizations focus on Learning Organizations by which the Training for Trainers concept by conducting a sensitivity Training, Computer Based Training, Training transfer to workplace.

6.**BBA 511.6.** Able to understand the Executive Development significance and identify the role of HRD in 21<sup>st</sup> century.

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

## B. Programme Specific Outcomes:

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

### Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## C. Syllabus

### Module I: Introduction

Meaning and definition of training, Training vs education, Culture and Context, Introduction to training Strategy.

### Module II: Process of Training

Establishing objectives, training need assessment (Person Analysis, Task Analysis, Organization Analysis, designing the programs, training methods, trainers and training styles, Introduction to Management Development program.

### Module III: Evaluation of Training & Development

Training Evaluation – Need for evaluation, Measuring Training Effectiveness, Concept of Return on Investment, Cost – Benefit Analysis, Models of Training Evaluation.

### Module IV: Training Systems

Action Research for better training, knowledge management, career development, succession planning, diversity training, orientation training.

**Module V:** Changes in Training Needs for Modern Organizations, Concept and Need for Learning Organizations, Trainer Identification) & Training for Trainers, Leadership, Basics of Sensitivity Training, Computer Based Training. Training transfer to workplace

### Module VI: Development

Executive Development – significance & nature, identifying development needs and setting objectives. Techniques of development and advantages. Role of HRD in 21<sup>st</sup> Century.

**Assignment** – Visit an organization & find out their training needs.

### Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

#### Text:

- Lynton R.P and Pareek U (1990). Training for Development. Vistaar Publications, New Delhi

#### References:

- Goldstein, Training in Organizations, Thomson Learning.
- Pareek Udai, Training and Development, Tata McGraw Hill.
- Srivastava, S., Recruitment, Selection & Retention, ABS Course pack, 1999.
- Wexley, K & Lathan Gary, Developing & Training HR in Organization. P. Hall, 2002.

#### D. Lecture Plan

| Lecture | Topics                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | What is training? definition and scope.              | Lecture          | BBA 511.1.       | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of training Strategy.                        | Lecture          | BBA 511.1.       | Mid Term-1, Quiz & End Sem Exam |
| 3       | Nature, Importance, Philosophy, Objectives: Training | Lecture          | BBA 511.1.       | Mid Term-1, Quiz & End Sem Exam |
| 4       | Definition, Goals: Training vs. education            | Lecture          | BBA 511.1.       | Mid Term-1, Quiz & End Sem Exam |
| 5       | Process of Training                                  | Lecture          | BBA 511.2.       | Mid Term-1, Quiz & End Sem Exam |
| 6       | Establishing objectives, training need assessment    | Lecture          | BBA 511.2.       | Mid Term-1, Quiz & End Sem Exam |
| 7       | Person Analysis                                      | Lecture          | BBA 511.2.       | Mid Term-1, Quiz & End Sem Exam |
| 8       | Task Analysis                                        | Lecture          | BBA 511.2.       | Mid Term-1, Quiz & End Sem Exam |
| 9       | Organization                                         | Lecture          | BBA 511.2.       | Mid                             |

|    |                                                         |         |            |                                             |
|----|---------------------------------------------------------|---------|------------|---------------------------------------------|
|    | Analysis                                                |         |            | Term-1,<br>Quiz &<br>End Sem<br>Exam        |
| 10 | Designing the<br>programs:<br>Introduction and<br>steps | Lecture | BBA 511.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 11 | Designing the<br>programs                               | Lecture | BBA 511.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 12 | Training<br>methods: off the<br>job                     | Lecture | BBA 511.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 13 | Training<br>methods: on the<br>job                      | Lecture | BBA 511.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 14 | Training methods: off<br>the job : implications         | Lecture | BBA 511.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 15 | Trainers: Role<br>,importance and<br>significance       | Lecture | BBA 511.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 16 | Training styles :<br>Introduction and<br>methods        | Lecture | BBA 511.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 17 | Training styles :<br>case studies                       | Lecture | BBA 511.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 18 | Introduction to<br>Management                           | Lecture | BBA 511.2. | Mid<br>Term-1,                              |

|    |                                                                   |         |            |                                 |
|----|-------------------------------------------------------------------|---------|------------|---------------------------------|
|    | Development program: Introduction                                 |         |            | Quiz& End Sem Exam              |
| 19 | Evaluation of Training & Development: Introduction                | Lecture | BBA 511.3. | Mid Term-1, Quiz & End Sem Exam |
| 20 | Training Evaluation role and significance                         | Lecture | BBA 511.3. | Mid Term-1, Quiz & End Sem Exam |
| 21 | Need for evaluation: Training                                     | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 22 | Measuring Training Effectiveness: Introduction                    | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 23 | Concept of Return on Investment: Introduction                     | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 24 | Cost – Benefit Analysis: Introduction :                           | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 25 | Models of Training Evaluation: Introduction                       | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 26 | Models of Training Evaluation: The Kirkpatrick-Phillips Model     | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 27 | Models of Training Evaluation: Anderson's Value of Learning Model | Lecture | BBA 511.3. | Quiz & End Sem Exam             |

|    |                                                                   |         |            |                     |
|----|-------------------------------------------------------------------|---------|------------|---------------------|
| 28 | Models of Training Evaluation: Brinkerhoff's Success Case Method. | Lecture | BBA 511.3  | Quiz & End Sem Exam |
| 29 | Learning Transfer Evaluation Model (LTEM).                        | Lecture | BBA 511.3. | Quiz & End Sem Exam |
| 30 | Models of Training Evaluation: summary                            | Lecture | BBA 511.3. | Quiz & End Sem Exam |
| 31 | Training Systems: Introductions                                   | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 32 | Action Research for better training: Introductions                | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 33 | knowledge management: Importance                                  | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 34 | career development: Introductions                                 | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 35 | Retirement benefits, Employees' service benefits: Types           | Lecture | BBA 511.4  | Quiz & End Sem Exam |
| 36 | succession planning: Introduction: steps                          | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 37 | Diversity training: Introduction and steps                        | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 38 | Orientation training: introduction and steps                      | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 39 | Changes in Training Needs                                         | Lecture | BBA 511.5. | Quiz & End Sem      |



|    |                                                                      |         |            |                     |
|----|----------------------------------------------------------------------|---------|------------|---------------------|
|    | for Modern Organizations                                             |         |            | Exam                |
| 40 | Concept and Need for Learning Organizations, Trainer Identification) | Lecture | BBA 511.5. | Quiz & End Sem Exam |
| 41 | Training for Trainers                                                | Lecture | BBA 511.5. | Quiz & End Sem Exam |
| 42 | Leadership                                                           | Lecture | BBA 511.5. | Quiz & End Sem Exam |
| 43 | Basics of Sensitivity Training, Computer Based Training.             | Lecture | BBA 511.5. | Quiz & End Sem Exam |
| 44 | Training transfer to workplace                                       | Lecture | BBA 511.5. | Quiz & End Sem Exam |
| 45 | Executive Development: significance & nature                         | Lecture | BBA 511.6. | Quiz & End Sem Exam |
| 46 | Identifying development needs                                        | Lecture | BBA 511.6. | Quiz & End Sem Exam |
| 47 | Setting objectives. Techniques of development and advantages         | Lecture | BBA 511.6. | Quiz & End Sem Exam |
| 48 | Role of HRD in 21 <sup>st</sup> Century.                             | Lecture | BBA 511.6. | Quiz & End Sem Exam |

### E. Course Articulation Matrix (Mapping of COs with Pos & PSOs)

| CO               | STATEMENT                                                                                                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 511.1</b> | Able to Understand the concept of Training and its strategy in relations to education, culture and context.                                                                                 | 1                                   | 1           | 3           | 2           | 1           | 1           | 1           | 1           | 3           | 2            | 3                                            | 2                | 1                |
| <b>BBA 511.2</b> | Know the basic of process of training with need assessment in relations to person analysis, task analysis and organisational analysis, focus on recent on training methods with styles.     | 1                                   | 1           | 3           | 3           | 1           | 1           | 2           | 2           | 1           | 1            | 3                                            | 3                | 2                |
| <b>BBA 511.3</b> | Able to Recognize the need for Training Evaluation and Measuring Training Effectiveness in relation to Return on Investment and Cost – Benefit Analysis with models of Training Evaluation. | 1                                   | 1           | 3           | 3           | 2           | 1           | 1           | 1           | 3           | -            | -                                            | 2                | 1                |
| <b>BBA 511.4</b> | Describe the role of training system and its                                                                                                                                                | 3                                   | 1           | 2           | 1           | 1           | 1           | 2           | 1           | 1           | -            | 3                                            | 3                | -                |

|                  |                                                                                                                                                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  | actions for better career development and succession planning to gain the full advantage of diversity training.                                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 511.5</b> | Demonstrate the applications functions of Changes in Training Needs for Modern Organizations focus on Learning Organizations by which the Training for Trainers concept by conducting a sensitivity Training, Computer Based Training, Training transfer to workplace. | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | - | 1 | 1 | - |
| <b>BBA 511.6</b> | Able to understand the Executive Development significance and identify the role of HRD in 21 <sup>st</sup> century.                                                                                                                                                    | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | - | 3 | 1 | - |

## Sample question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –V) 2018-2019                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |              |                                                                                   |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BBA V Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              |                                                                                   |          |           |                |          |
| Subject Name: BBA 511<br>Training and Development                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              | Time: 1.5 Hrs                                                                     |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Remembering  | Understanding                                                                     | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                                             | Q.4      | Q.5,6     |                |          |
| <p>Student will be able to</p> <p>CO1: Able to Understand the concept of Training and its strategy in relations to education, culture and context.</p> <p>CO2: Know the basic of process of training with need assessment in relations to person analysis, task analysis and organisational analysis, focus on recent on training methods with styles.</p> <p>CO3: Able to Recognize the need for Training Evaluation and Measuring Training Effectiveness in relation to Return on Investment and Cost – Benefit Analysis with models of Training Evaluation.</p> |              |                                                                                   |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Question No. | Question                                                                          |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.1          | Explain in brief the basic concept of Training and its importance and philosophy. |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.2          | What are the different training need assessment?                                  |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.3          | Write a short note on: Management development program.                            |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.4          | Describe the different classification of training and methods.                    |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.5          | Demonstrate the functions related to training styles.                             |          |           |                | 6        |

|     |       |                                        |   |
|-----|-------|----------------------------------------|---|
| CO2 | Q .6. | Write short note on: Training strategy | 3 |
|-----|-------|----------------------------------------|---|

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

.....

**BBA 511**

## **Attainment**

|                         |                        |
|-------------------------|------------------------|
| <b>Session</b>          | 2018-19                |
| <b>Course Name</b>      | BBA                    |
| <b>Semester</b>         | 5th Semester           |
| <b>Subject Code</b>     | BBA 511                |
| <b>Subject Name</b>     | TRAINING & DEVELOPMENT |
| <b>Attainment Level</b> | Level 3                |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**PROGRAMME OUTCOMES**

|                                                         |
|---------------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>         |
| <b>AMITY BUSINESS SCHOOL</b>                            |
| <b>Course : International Human Resource Management</b> |

**Bachelor of Business Administration  
2018-2019**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|--------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                      |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM                      | BBA<br>512 | 3           | 1           | 1           | 3           | 1           | 2           | 2           | 1           | 1       | 1        | 3        | 1        | 1    |



| AMITY BUSINESS SCHOOL                                                                    |
|------------------------------------------------------------------------------------------|
| Course Handout                                                                           |
| Course : International Human Resource Management                                         |
| Course Code : BBA 512, Crédits : 04, Session :2018-19 (Odd Sem.), Class : BBA V semester |

**Introduction:** The main objective of this course is to explore the dynamics of global business development and to prepare the students about examining significant business investment opportunities and maximization of returns in context with human resources.

**Course Outcomes:** At the end of the course, students will be able to:

- 1.**BBA512.1.** Able to Understand the concept and benefits of International Human Resource Management with basic factors influencing the global work environment.
- 2.**BBA512.2.** Know the basic of strategic Human Resource Management with integrating the business and formulating HR Strategies with relationship at SIHRM.
- 3.**BBA512.3.** Able to Recognize the need of Cross- cultural management with cultural diversity in consortia formation with basic determinants of cultural identify frameworks in context to Hofstede model.
- 4.**BBA512.4.** Describe the role of international recruitment from host county and reward strategies for international execution with expatriate approach along with training global executives.
- 5.**BBA512.5.** Demonstrate the applications and implementation performance management and compensation in international business with compensation issues of double taxation.
- 6.**BBA512.6.** Able to understand the trends in best HR Practices across northern Europe , China emerging economy and Japan culture of enfolding relationship with trends and future of HR in high performing .

**Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

## **A. Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

### Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

### B. Syllabus

**Module I: Internationalization:** Broad overview of International Human Resource Management features, elements, benefits and limitations, Domestic and International HRM, Factors influencing the global work environment.

## **Module II: Strategic Human Resource Management**

Strategic HRM, Aims of SHRM, Integrating the business and HR strategies, Formulating HR strategy, Content of HR strategies, Relationship between International Strategy and SIHRM.

## **Module III: Cross-Cultural Management**

Cultural diversity in consortia formation, Developing cognitive framework to appreciate the impact of culture on managerial behaviour, Introduction, Understanding Culture, Key Concepts, Determinants of Cultural Identity, Frameworks for Mapping the Culture, Concept of Geert Hofstede

## **Module IV: International Recruitment, Training and Rewards**

Recruiting from Host country, Reward strategies for international execution, the expatriate approach, international values and reward policy, designing rewards for the international business unit, Training Global executives.

## **Module V: Performance Management and Compensation in International Business**

Context for international performance management, framework for performance management, Compensation, issue of double taxation.

## **Module VI: Best HR Practices**

Emerging Trends, North America, South America, some key pointers, Northern Europe, Value based management in Nordic countries, China emerging economy,, Japan – a culture of enfolding relationship, Trends and Future of HR in high performing Co., Essay on Dream Organisational.

## **Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

## **Text & References:**

### *Text:*

- Dowling, Peter; Title: International human resource management - Managing people in a multinational context; Publisher: Thompson.

### References:

- By Monir H. Tayeb International Human Resource Management: A Multinational Company Perspective, Oxford University Press.
- By Paul Sparrow, Chris Brewster, Hilary Harris; Pub. Taylor and Francis, Globalizing Human Resource Management; Oxford University Press.

### C. Lecture Plan

| Lecture | Topics                                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Internationalization: Definition                               | Lecture          | BBA51 2.1.       | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of characteristics human resource management features. | Lecture          | BBA51 2.1.       | Mid Term-1, Quiz & End Sem Exam |
| 3       | Benefits and limitations, Domestic and International HRM       | Lecture          | BBA51 2.1.       | Mid Term-1, Quiz & End Sem Exam |
| 4       | Global work environment.                                       | Lecture          | BBA51 2.1.       | Mid Term-1, Quiz & End Sem Exam |
| 5       | Factors influencing the global work environment.               | Lecture          | BBA51 2.1.       | Mid Term-1, Quiz & End Sem Exam |
| 6       | Strategic Human Resource Management: Introduction              | Lecture          | BBA51 2.1.       | Mid Term-1, Quiz & End Sem Exam |
| 7       | Strategic Human Resource Management                            | Lecture          | BBA51 2.2.       | Mid Term-1, Quiz & End Sem Exam |
| 8       | Strategic HRM: Introduction                                    | Lecture          | BBA51 2.2.       | Mid Term-1, Quiz & End          |

|    |                                                                                                             |         |               |                                       |
|----|-------------------------------------------------------------------------------------------------------------|---------|---------------|---------------------------------------|
|    |                                                                                                             |         |               | Sem Exam                              |
| 9  | Aims of SHRM                                                                                                | Lecture | BBA51<br>2.2. | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 10 | Integrating the<br>business and HR<br>strategies :<br>Introduction                                          | Lecture | BBA51<br>2.2. | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 11 | Content of HR<br>strategies                                                                                 | Lecture | BBA51<br>2.2. | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 12 | Relationship<br>between<br>International<br>Strategy and<br>SIHRM.                                          | Lecture | BBA51<br>2.2. | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 13 | Cross-Cultural<br>Management:<br>Introduction                                                               | Lecture | BBA51<br>2.3. | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 14 | Cultural diversity in<br>consortia formation:<br>Introduction and<br>classification                         | Lecture | BBA51<br>2.3. | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 15 | Developing<br>cognitive<br>framework to<br>appreciate the<br>impact of culture<br>on managerial<br>behavior | Lecture | BBA51<br>2.3. | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 16 | Understanding<br>Culture:<br>Introduction                                                                   | Lecture | BBA51<br>2.3. | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 17 | Understanding<br>Culture: Key<br>concepts                                                                   | Lecture | BBA51<br>2.3. | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 18 | Understanding<br>Culture: case study                                                                        | Lecture | BBA51<br>2.3. | Mid Term-1,<br>Quiz& End<br>Sem Exam  |
| 19 | Determinants of<br>Cultural Identity:<br>Meaning                                                            | Lecture | BBA51<br>2.3. | Mid Term-1,<br>Quiz & End<br>Sem Exam |

|    |                                                       |         |            |                                 |
|----|-------------------------------------------------------|---------|------------|---------------------------------|
|    |                                                       |         |            |                                 |
| 20 | Frameworks for Mapping the Culture: Introduction      | Lecture | BBA51 2.3. | Mid Term-1, Quiz & End Sem Exam |
| 21 | Concept of Geert Hofstede: case study                 | Lecture | BBA51 2.3. | Quiz & End Sem Exam             |
| 22 | Geert Hofstede model: characteristics                 | Lecture | BBA51 2.3. | Quiz & End Sem Exam             |
| 23 | International Recruitment, Training and Rewards       | Lecture | BBA51 2.4. | Quiz & End Sem Exam             |
| 24 | Recruiting from Host country                          | Lecture | BBA51 2.4. | Quiz & End Sem Exam             |
| 25 | Recruiting from Host country: case study              | Lecture | BBA51 2.4. | Quiz & End Sem Exam             |
| 26 | Reward strategies for international execution         | Lecture | BBA51 2.4. | Quiz & End Sem Exam             |
| 27 |                                                       | Lecture | BBA51 2.4. | Quiz & End Sem Exam             |
| 28 | The expatriate approach                               | Lecture | BBA51 2.4  | Quiz & End Sem Exam             |
| 29 |                                                       | Lecture | BBA51 2.4. | Quiz & End Sem Exam             |
| 30 | International values and reward policy                | Lecture | BBA51 2.4. | Quiz & End Sem Exam             |
| 31 |                                                       | Lecture | BBA51 2.4. | Quiz & End Sem Exam             |
| 32 | Designing rewards for the international business unit | Lecture | BBA51 2.4. | Quiz & End Sem Exam             |
| 33 | Training Global executives                            | Lecture | BBA51 2.4. | Quiz & End Sem Exam             |
| 34 | Performance Management and Compensation in            | Lecture | BBA51 2.5. | Quiz & End Sem Exam             |

|    |                                                                               |         |            |                     |
|----|-------------------------------------------------------------------------------|---------|------------|---------------------|
|    | International Business                                                        |         |            |                     |
| 35 | Context for international performance management,                             | Lecture | BBA51 2.5  | Quiz & End Sem Exam |
| 36 | Framework for performance management                                          | Lecture | BBA51 2.5. | Quiz & End Sem Exam |
| 37 | Framework for performance management, Compensation, issue of double taxation. | Lecture | BBA51 2.5. | Quiz & End Sem Exam |
| 38 | Best HR Practices                                                             | Lecture | BBA51 2.6. | Quiz & End Sem Exam |
| 39 | Best HR Practices : Emerging Trends                                           | Lecture | BBA51 2.6. | Quiz & End Sem Exam |
| 40 | HR Practices : North America, South America                                   | Lecture | BBA51 2.6. | Quiz & End Sem Exam |
| 41 | Some key pointers, Northern Europe                                            | Lecture | BBA51 2.6. | Quiz & End Sem Exam |
| 42 | Value based management in Nordic countries,                                   | Lecture | BBA51 2.6. | Quiz & End Sem Exam |
| 43 | China emerging economy                                                        | Lecture | BBA51 2.6. | Quiz & End Sem Exam |
| 44 | Japan – a culture of enfolding relationship                                   | Lecture | BBA51 2.6. | Quiz & End Sem Exam |
| 45 | Trends and Future of HR in high performing Co.,                               | Lecture | BBA51 2.6. | Quiz & End Sem Exam |
| 46 | Trends and Future of HR in high performing Co: Case study                     | Lecture | BBA51 2.6. | Quiz & End Sem Exam |
| 47 | Dream Organizational                                                          | Lecture | BBA51 2.6. | Quiz & End Sem Exam |



|    |                                     |         |               |                        |
|----|-------------------------------------|---------|---------------|------------------------|
| 48 | Dream Organisational:<br>case study | Lecture | BBA51<br>2.6. | Quiz & End<br>Sem Exam |
|----|-------------------------------------|---------|---------------|------------------------|

### D. Course Articulation Matrix (Mapping of COs with Pos & PSO)

| CO               | STATEMENT                                                                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 512.1</b> | Able to Understand the concept and benefits of International Human Resource Management with basic factors influencing the global work environment. | 1                                   | 1           | 3           | 2           | 1           | 1           | 1           | 1           | 3           | -            | 3                                            | 2                | 1                |
| <b>BBA 512.2</b> | Know the basic of strategic Human Resource Management with integrating the business and formulating HR Strategies with relationship at SIHRM.      | 1                                   | 1           | 3           | 3           | 1           | 1           | 2           | 2           | 1           | 1            | 3                                            | 3                | 2                |
| <b>BBA 512.</b>  | Able to Recognize the need of Cross-                                                                                                               | 1                                   | 1           | 3           | 3           | 2           | 1           | 1           | 1           | 3           | 1            | -                                            | 2                | 1                |

|            |                                                                                                                                                                                   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 3          | cultural management with cultural diversity in consortia formation with basic determinants of cultural identify frameworks in context to Hofstede model.                          |   |   |   |   |   |   |   |   |   |   |   |   |   |
| BBA 512. 4 | Describe the role of international recruitment from host county and reward strategies for international execution with expatriate approach along with training global executives. | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | - | 3 | 3 | - |
| BBA 512. 5 | Demonstrate the applications and implementation performance management and compensation in international business with compensation issues of double taxation.                    | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | - | 1 | 1 | - |

|                  |                                                                                                                                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA 512.6</b> | Able to understand the trends in best HR Practices across northern Europe, China emerging economy and Japan culture of enfolding relationship with trends and future of HR in high performing | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | 1 | 3 | 1 | - |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|

### Sample question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –V) 2018-2019                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |              |               |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------|----------|-----------|----------------|----------|
| Class: BBA V Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              |               |          |           |                |          |
| Subject Name: BBA 512<br>International Human Resource Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              | Time: 1.5 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Remembering  | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3         | Q.4      | Q.5,6     |                |          |
| <p>Student will be able to-</p> <p>CO1: Able to Understand the concept and benefits of International Human Resource Management with basic factors influencing the global work environment.</p> <p>CO2: Know the basic of strategic Human Resource Management with integrating the business and formulating HR Strategies with relationship at SIHRM.</p> <p>CO3: Able to Recognize the need of Cross- cultural management with cultural diversity in consortia formation with basic determinants of cultural identify frameworks in context to Hofstede model.</p> |              |               |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Question No. | Question      |          |           |                | Marks    |

|     |       |                                                                         |   |
|-----|-------|-------------------------------------------------------------------------|---|
| CO1 | Q.1   | Explain in brief the basic concept of Internationalization.             | 6 |
| CO2 | Q.2   | What are the different factors influencing the global work environment? | 6 |
| CO3 | Q.3   | Write a short note on formulating HR Strategy.                          | 3 |
| CO1 | Q.4   | Describe the relationship between international strategy and SIHRM.     | 6 |
| CO1 | Q.5   | Demonstrate the Geert Hofstede model.                                   | 6 |
| CO2 | Q .6. | Write short note on - Cross cultural management.                        | 3 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

.....

## BBA 512

### Attainment

|                         |                                         |
|-------------------------|-----------------------------------------|
| <b>Session</b>          | 2018-19                                 |
| <b>Course Name</b>      | BBA                                     |
| <b>Semester</b>         | 5th Semester                            |
| <b>Subject Code</b>     | BBA 512                                 |
| <b>Subject Name</b>     | International Human Resource Management |
| <b>Attainment Level</b> | Level 3                                 |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):**

Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA VI SEM                    | BBA605 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                          |
|------------------------------------------------------------------------------------------------|
| Course Handout                                                                                 |
| Course : Brand Management                                                                      |
| Course Code : BBA 605, Credits: 04,<br>Session : 2018-19 (Even Sem.), Class : BBA 6th Semester |
|                                                                                                |

**A. Introduction:** The objective of the course is to help the students understand and appreciate the theoretical concepts of brands. To generate the ability to apply the concepts in real life.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA605.1.** Building awareness for the concept of branding and brand equity and to identify the scope and significance of brand management in domain industry.

**BBA605.2.** Identifying the emerging markets and marketing challenges in the developing brand equity and brand value

**BBA605.3.** Acquire knowledge and understand the brand elements and develop product and price strategies.

**BBA605.4.** Evaluate different methods and use appropriate research approaches for building brand hierarchy and brand extension.

**BBA605.5.** Understanding the policies and procedures prevalent to audit brand and also acquiring knowledge to develop global brand strategy.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.



**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

| <b>PROGRAMME ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|--------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                      |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| VI<br>SE<br>M                        | BBA6<br>05 | -           | -           | -           | -           | -           | 3           | 2           | -           | 2       | -        | -        | -        | 3    |

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **F. Syllabus**

##### **Module I: Introduction**

Meaning and importance of brands. Brands v/s products. Challenges and opportunities of branding. Concept of Brand Equity. Brand management process. Role of CRM in building brands.

##### **Module II: Brand Positioning and value**

Sources of brand equity. Brand Building. Implications of brand building. Brand positioning: Brand value. Internal branding.

##### **Module III: Brand Marketing**

Criteria for choosing Brand elements. Building brand equity: Product strategy, pricing strategy. Integrated marketing communication. Brand Personality, Brand Image, Celebrity endorsements. Concept of co-branding

#### **Module IV: Brand Performance and Branding strategies**

Brand value chain, Brand equity management system. Brand hierarchy. Designing branding strategy. Brand extension: Concept, Advantages and disadvantages. Evaluating opportunities of brand extension, Managing Brands over time, Branding strategy over PLC.

#### **Module V: Managing Brands**

Brand Audit: Meaning, Need and Significance, Reinforcing Brands. Brands revitalization Managing brands internationally, Standardization v/s customization. Global Brand strategy.

#### **Module VI: The Indian Scenario**

The Export Import Scene in India. EXIM Policy. Export Documentation, Export Procedure

#### **G. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **H. Suggested Text/Reference Books:**

Text:

- Keller Kevin Lane, Strategic Brand Management: Building, Measuring and Managing Brand Equity, Second Edition, Prentice Hall.

References:

- Jean Noel Kampferer, Kogan Page, Strategic Brand Management, Second Edition
- Understanding Brands, Cowley D.

## I. Lecture Plan

| Lecture | Topics                                                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Introduction</b> - Meaning and importance of brands.                              | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Introduction</b> - Meaning and importance of brands.                              | Group Discussion | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Introduction</b> - Brands v/s products. Challenges and opportunities of branding. | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Introduction</b> - Challenges and opportunities of branding.                      | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 5.      | <b>Introduction</b> - Concept of Brand Equity                                        | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 6.      | <b>Introduction</b> - Concept of Brand Equity.                                       | Home Assignment  | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 7.      | <b>Introduction</b> - Brand management process.                                      | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 8.      | <b>Introduction</b> - Brand management process.                                      | Case Study       | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 9.      | <b>Introduction</b> - Role of CRM in building brands.                                | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 10.     | <b>Introduction</b> - Role of CRM in building brands.                                | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 11.     | <b>Brand Positioning and value</b> - Sources of brand equity.                        | Home Assignment  | BBA605.2         | Mid Term-1, Quiz & End Sem Exam |
| 12.     | <b>Brand Positioning and value</b> - Brand Building.                                 | Lecture          | BBA605.2         | Mid Term-1, Quiz & End Sem Exam |
| 13.     | <b>Brand Positioning and value</b> - Implications of brand building.                 | Group Discussion | BBA605.2         | Mid Term-1, Quiz & End Sem Exam |
| 14.     | <b>Brand Positioning and value</b> - Implications of brand building                  | Lecture          | BBA605.2         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                      |                  |          |                                 |
|-----|------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 15. | <b>Brand Positioning and value</b> - Brand positioning:                                              | Lecture          | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Brand Positioning and value</b> - Brand positioning                                               | Lecture          | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Brand Positioning and value</b> - Brand value.                                                    | Group Discussion | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Brand Positioning and value</b> - Internal branding.                                              | Case Study       | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Brand Positioning and value</b> - Internal branding.                                              | Group Discussion | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>Brand Marketing</b> - Criteria for choosing Brand elements.                                       | Lecture          | BBA605.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Brand Marketing</b> - Building brand equity: Product strategy, pricing strategy.                  | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Brand Marketing</b> - Building brand equity: Product strategy, pricing strategy.                  | Group Discussion | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Brand Marketing</b> - Integrated marketing communication.                                         | Home Assignment  | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Brand Marketing</b> - Integrated marketing communication.                                         | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Brand Marketing</b> - Brand Personality                                                           | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Brand Marketing</b> - Brand Image                                                                 | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Brand Marketing</b> - Celebrity endorsements.                                                     | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Brand Marketing</b> - Concept of co-branding                                                      | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Brand Marketing</b> - Concept of co-branding                                                      | Group Discussion | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Brand Performance and Branding strategies</b> - Brand value chain, Brand equity management system | Lecture          | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                            |                 |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 31. | <b>Brand Performance and Branding strategies</b> - Brand hierarchy.                                        | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Brand Performance and Branding strategies</b> - Designing branding strategy                             | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Brand Performance and Branding strategies</b> - Brand extension: Concept, Advantages and disadvantages. | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Brand Performance and Branding strategies</b> - Brand extension: Concept, Advantages and disadvantages. | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Brand Performance and Branding strategies</b> - Evaluating opportunities of brand extension             | Home Assignment | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Brand Performance and Branding strategies</b> - Evaluating opportunities of brand extension             | Case Study      | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 37. | <b>Brand Performance and Branding strategies</b> - Managing Brands over time                               | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 38. | <b>Brand Performance and Branding strategies</b> - Branding strategy over PLC.                             | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 39. | <b>Brand Performance and Branding strategies</b> - Branding strategy over PLC.                             | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 40. | <b>Managing Brands</b> - Brand Audit: Meaning, Need and Significance                                       | Lecture         | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |
| 41. | <b>Managing Brands</b> - Reinforcing Brands.                                                               | Home Assignment | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |
| 42. | <b>Managing Brands</b> - Reinforcing Brands.                                                               | Case Study      | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |
| 43. | <b>Managing Brands</b> - Brands revitalization                                                             | Lecture         | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |
| 44. | <b>Managing Brands</b> - Brands revitalization                                                             | Lecture         | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                    |                 |          |                                 |
|-----|------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 45. | <b>Managing Brands</b> - Managing brands internationally,                          | Lecture         | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |
| 46. | <b>Managing Brands</b> - Standardization v/s customization. Global Brand strategy. | Lecture         | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |
| 47. | <b>Managing Brands</b> - Standardization v/s customization. Global Brand strategy. | Home Assignment | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |
| 48. | <b>Managing Brands</b> -. Global Brand strategy.                                   | Case Study      | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs, PSOs)**

| CO               | STATEMENT                                                                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 605.1</b> | Building awareness for the concept of branding and brand equity and to identify the scope and significance of brand management in domain industry. | 3                                   | 1           | 1           | -           | 3           | 2           | -           | -           | 1           | -            | -                                            | 1                | 2                |
| <b>BBA 605.2</b> | Identifying the emerging markets and marketing challenges in the developing brand equity and brand value                                           | 2                                   | 2           | 1           | 3           | 1           | 3           | 3           | -           | -           | 3            | 1                                            | 1                | 1                |

|                           |                                                                                                                                   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>605.<br/>3</b> | Acquire knowledge and understand the brand elements and develop product and price strategies.                                     | 3 | 3 | 1 | 3 | 3 | 1 | 2 | 1 | - | 2 | - | - | 1 |
| <b>BBA<br/>605.<br/>4</b> | Evaluate different methods and use appropriate research approaches for building brand hierarchy and brand extension.              | 3 | 1 | - | 1 | 3 | 1 | 3 | 2 | 1 | 2 | - | 2 | 1 |
| <b>BBA<br/>605.<br/>5</b> | Understanding the policies and procedures prevalent to audit brand and also acquiring knowledge to develop global brand strategy. | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 1 | - | 1 | 3 | - |



## **Sample Question Paper**

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM - VI) 2021-22</b><br><b>Class: BBA VI Semester</b>                                                                                                                                                                                                                     |                     |                                                                      |                        |           |                       |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------|------------------------|-----------|-----------------------|--------------|
| <b>Subject Name: BBA605 Brand Management</b>                                                                                                                                                                                                                                                                                  |                     |                                                                      | <b>Time: 1.5 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                         | Remembering         | Understanding                                                        | Applying               | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                       | <b>Q. 2, Q. 4</b>   | <b>Q. 6</b>                                                          | <b>Q. 1</b>            | <b>-</b>  | <b>Q. 5</b>           | <b>Q. 3</b>  |
| <b>Students will be able to:</b><br><b>CO 1:</b> Building awareness for the concept of branding and brand equity and to identify the scope and significance of brand management in domain industry.<br><b>CO 2:</b> Identifying the emerging markets and marketing challenges in the developing brand equity and brand value. |                     |                                                                      |                        |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                 | <b>Question No.</b> | <b>Question</b>                                                      |                        |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                   | <b>1.</b>           | <b>Define branding and state the importance of brands.</b>           |                        |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                   | <b>2.</b>           | <b>Differentiate between brands and products.</b>                    |                        |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                   | <b>3.</b>           | <b>Elaborate the process of brand management.</b>                    |                        |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                   | <b>4.</b>           | <b>What are the sources of brand equity?</b>                         |                        |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                   | <b>5.</b>           | <b>Discuss the concept of Internal Branding.</b>                     |                        |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                   | <b>6.</b>           | <b>State the importance of developing brand value in the market.</b> |                        |           |                       | <b>5</b>     |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

.....

## Attainment

|                         |                  |
|-------------------------|------------------|
| <b>Session</b>          | 2018-19          |
| <b>Course Name</b>      | BBA              |
| <b>Semester</b>         | 6th Semester     |
| <b>Subject Code</b>     | BBA 605          |
| <b>Subject Name</b>     | BRAND MANAGEMENT |
| <b>Attainment Level</b> | Level 1          |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course: Advertising & Sales Promotion**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management, and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain, and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand, and analyze the knowledge of principles of management to find solutions to real-world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

After graduating in this Program, the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b> |        |             |             |             |             |             |             |             |             |         |          |          |          |      |
|----------------------------------------------|--------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                              |        | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA VI<br>SEM                                | BBA606 | 3           | 2           | 3           | 2           | 3           | 1           | 3           | 3           | 1       | 1        | 2        | -        | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course: Advertising & Sales Promotion                                                   |
| Course Code: BBA606, Crédits: 04, Session: 2018-19 (Even Sem.), Class: BBA 6th Semester |

**Introduction:** The objective of the course is to familiarize students with advertising concepts and strategies, the methods and tools used. Enabling them to develop advertising strategies and plans and to develop the judgment parameters required in product management, to evaluate advertising.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA606.1.** Understand the concept of advertising and evaluate the concept of integrated communication

**BBA606.2.** Identify the objectives and importance of advertising as a promotional tool.

**BBA606.3.** Remember the approaches of advertising campaign planning and develop ethics in advertising.

**BBA606.4.** Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market.

**BBA606.5.** Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.

**BBA606.6.** Create sales promotion strategies and identify the latest trends and practices in the industry.

**B. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **C. Programme Specific Outcomes:**

After graduating in this Program, the students will be able to:

**[PS0.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PS0.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q /HA   | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **E. Syllabus**

##### **Module I: Introduction**

Role of Promotion in Marketing Mix. Components of promotion mix viz Advertising Publicity, Personal selling, Public relations and Sales promotion. Concept of integrated marketing communication.

##### **Module II: Advertising**

Need, scope objectives and importance of advertising, Strengths and Weaknesses of Advertising as a Promotion Tool, role of advertising in current market, advertising and society- latest trends in advertisements different types of advertisements.

##### **Module III: Advertising Campaign Planning**

Setting advertising goals and objectives- The DAGMAR Approach. Message strategies and tactics- Creative approaches, Copywriting and testing. Advertising copy design. Copy

layout, Advertising appeals and themes, Classification of advertisement copies-Essentials of a good copy Ethics in advertising.

#### **Module IV: Advertising Media and Agencies**

Types of media, media planning and scheduling. Advertising budgets. Approaches to advertising budgeting. Measuring advertising effectiveness. Advertising business in India. Rural advertising. Legal and ethical aspects of advertising, Advertising and society. Advertising in international perspective.

#### **Module V: Sales Promotion**

Need, scope objectives and importance of sales promotion. Management of sales Promotion at the consumer, trade and sales force levels. Strengths and weaknesses of Sales Promotion.

#### **Module VI: Sales Promotion Strategy**

Planning and designing sales promotion programme with specific reference to sales contest, trade in discount coupons etc. sales display and merchandising. Latest trends in sales promotion.

#### **F. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **G. Suggested Text/Reference Books:**

Text:

- Belch and Belch, Advertising and Promotion, Sixth Edition, Tata McGraw Hill

References:

- Batra Rajeev, Aaker, David A and Myere John G. Advertising Management, Fifth Edition, Pearson Education
- Advertising Management – Chunawalla



## H. Lecture Plan

| Lecture | Topics                                                                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Introduction</b> - Role of Promotion in Marketing Mix.                                      | Lecture          | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Introduction</b> - Role of Promotion in Marketing Mix.                                      | Group Discussion | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Introduction</b> - Role of Promotion in Marketing Mix.                                      | Lecture          | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Introduction</b> - Components of promotion mix viz Advertising Publicity, Personal selling, | Lecture          | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 5.      | <b>Introduction</b> - Components of promotion mix viz Advertising Publicity, Personal selling, | Lecture          | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 6.      | <b>Introduction</b> - Public relations and Sales promotion.                                    | Home Assignment  | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 7.      | <b>Introduction</b> - Public relations and Sales promotion.                                    | Lecture          | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 8.      | <b>Introduction</b> - Concept of integrated marketing communication.                           | Case Study       | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 9.      | <b>Introduction</b> - Concept of integrated marketing communication.                           | Lecture          | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 10.     | <b>Advertising</b> - Need, scope objectives and importance of advertising                      | Lecture          | BBA606.2         | Mid Term-1, Quiz & End Sem Exam |
| 11.     | <b>Advertising</b> - Strengths and Weaknesses of Advertising as a Promotion Tool.              | Home Assignment  | BBA606.2         | Mid Term-1, Quiz & End Sem Exam |
| 12.     | <b>Advertising</b> -Strengths and Weaknesses of Advertising as a Promotion Tool                | Lecture          | BBA606.2         | Mid Term-1, Quiz & End Sem Exam |
| 13.     | <b>Advertising</b> - role of advertising in current market, advertising and society            | Group Discussion | BBA606.2         | Mid Term-1, Quiz & End Sem Exam |
| 14.     | <b>Advertising</b> - role of advertising in current                                            | Lecture          | BBA606.2         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                        |                  |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | market, advertising and society-                                                                                       |                  |          |                                 |
| 15. | <b>Advertising</b> - trends in advertisements different types of advertisements.                                       | Lecture          | BBA606.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Advertising</b> - latest trends in advertisements different types of advertisements.                                | Lecture          | BBA606.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Advertising Campaign Planning</b> - Setting advertising goals and objectives                                        | Group Discussion | BBA606.3 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Advertising Campaign Planning</b> - The DAGMAR Approach.                                                            | Case Study       | BBA606.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Advertising Campaign Planning</b> - The DAGMAR Approach.                                                            | Group Discussion | BBA606.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>Advertising Campaign Planning</b> - - Message strategies and tactics- Creative approaches, Copywriting and testing. | Lecture          | BBA606.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Advertising Campaign Planning</b> - Message strategies and tactics- Creative approaches, Copywriting and testing.   | Lecture          | BBA606.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Advertising Campaign Planning</b> - Advertising copy design. Copy layout, Advertising appeals and themes            | Group Discussion | BBA606.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Advertising Campaign Planning</b> - Advertising copy design. Copy layout, Advertising appeals and themes            | Home Assignment  | BBA606.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Advertising Campaign Planning</b> - Classification of advertisement copies- Essentials of a good copy               | Lecture          | BBA606.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Advertising Campaign Planning</b> - Ethics in advertising.                                                          | Lecture          | BBA606.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Advertising Media and Agencies</b> - Types of media, media planning and scheduling. Advertising budgets.            | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                    |                  |          |                                 |
|-----|--------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 27. | <b>Advertising Media and Agencies</b> -. Approaches to advertising budgeting. Measuring advertising effectiveness. | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Advertising Media and Agencies</b> - Advertising business in India. Rural advertising.                          | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Advertising Media and Agencies</b> - Advertising business in India. Rural advertising.                          | Group Discussion | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Advertising Media and Agencies</b> - Legal and ethical aspects of advertising,                                  | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Advertising Media and Agencies</b> - Legal and ethical aspects of advertising,                                  | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Advertising Media and Agencies</b> - Advertising in international perspective.                                  | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Advertising Media and Agencies</b> - Advertising in international perspective.                                  | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Sales Promotion</b> - Need, scope objectives of sales promotion.                                                | Lecture          | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Sales Promotion</b> - Need, scope objectives and importance of sales promotion.                                 | Home Assignment  | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Sales Promotion</b> - importance of sales promotion.                                                            | Case Study       | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 37. | <b>Sales Promotion</b> - Management of sales Promotion Promotion.                                                  | Lecture          | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 38. | <b>Sales Promotion</b> - Promotion at the consumer, trade and sales force levels.                                  | Lecture          | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 39. | <b>Sales Promotion</b> - Promotion at the consumer, trade and sales force levels.                                  | Lecture          | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 40. | <b>Sales Promotion</b> - Strengths and weaknesses of Sales Promotion.                                              | Lecture          | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 41. | <b>Sales Promotion</b> - Strengths and weaknesses of Sales Promotion.                                              | Home Assignment  | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                              |                 |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 42. | <b>Sales Promotion Strategy</b> - Planning and designing sales promotion programme with specific reference to sales contest, | Case Study      | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |
| 43. | <b>Sales Promotion Strategy</b> - Planning and designing sales promotion programme with specific reference to sales contest, | Lecture         | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |
| 44. | <b>Sales Promotion Strategy</b> - trade in discount coupons etc.                                                             | Lecture         | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |
| 45. | <b>Sales Promotion Strategy</b> - trade in discount coupons etc.                                                             | Lecture         | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |
| 46. | <b>Sales Promotion Strategy</b> - sales display and merchandising.                                                           | Lecture         | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |
| 47. | <b>Sales Promotion Strategy</b> - Latest trends in sales promotion.                                                          | Home Assignment | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |
| 48. | <b>Sales Promotion Strategy</b> - Latest trends in sales promotion.                                                          | Case Study      | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                 | STATEMENT                                                         | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |       | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |      |      |
|--------------------|-------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|----------------------------------------------|------|------|
|                    |                                                                   | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 1                                         | PO 2 | PO 3 |
| <b>BBA 606. 1.</b> | Understand the concept of advertising and evaluate the concept of | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    | 1     | 3                                            | 2    | -    |

|                   |                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | integrated communication.                                                                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 606. 2</b> | Identify the objectives and importance of advertising as a promotional tool.                                                          | 2 | 2 | 1 | 3 | 1 | 3 | 3 | - | - | 1 | - | 2 | 1 |
| <b>BBA 606. 3</b> | Remember the approaches of advertising campaign planning and develop ethics in advertising.                                           | 3 | 3 | 1 | 3 | 3 | 1 | 2 | 1 | - | 1 | 1 | 1 | - |
| <b>BBA 606. 4</b> | Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market. | 3 | 1 | - | 1 | 3 | 1 | 3 | 2 | 1 | 1 | 3 | 1 | - |
| <b>BBA 606. 5</b> | Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.                                | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 1 | 1 | - | 2 | 1 |
| <b>BBA 606. 6</b> | Create sales promotion strategies and identify the latest trends and practices in the industry.                                       | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 1 | 1 | 2 | 1 | 1 |

## **Sample Question Paper**

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM - VI) 2018-2019</b> |             |               |                        |           |                       |          |
|----------------------------------------------------------------------------|-------------|---------------|------------------------|-----------|-----------------------|----------|
| <b>Class: BBA VI Semester</b>                                              |             |               |                        |           |                       |          |
| <b>Subject Name: BBA606 Advertising &amp; Sales Promotion</b>              |             |               | <b>Time: 1.5 hours</b> |           | <b>Max. Marks: 30</b> |          |
| <b>Levels of the questions as per Blooms Taxonomy</b>                      | Remembering | Understanding | Applying               | Analyzing | Evaluating            | Creating |
| <b>Question Mapping</b>                                                    | Q. 2, Q. 4  | Q. 6          | Q. 1                   | -         | Q. 5                  | Q. 3     |

**Students will be able to:**

**CO 1:** Understand the concept of advertising and evaluate the concept of integrated communication.

**CO 2:** Identify the objectives and importance of advertising as a promotional tool.

| <b>CO Map</b> | <b>Question No.</b> | <b>Question</b>                                                   | <b>Marks</b> |
|---------------|---------------------|-------------------------------------------------------------------|--------------|
| CO 1          | 1.                  | Elaborate the role of marketing mix in advertising.               | 5            |
| CO 1          | 2.                  | Differentiate between Publicity, Personal Selling and advertising | 5            |
| CO 1          | 3.                  | Define integrated marketing communications.                       | 5            |
| CO 2          | 4.                  | Give the SWOT analysis of advertising as a promotional tool.      | 5            |
| CO 2          | 5.                  | How does the prevailing market influence advertising? Elaborate.  | 5            |
| CO 2          | 6.                  | Describe the types of advertisements.                             | 5            |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

## Attainment

|                         |                               |
|-------------------------|-------------------------------|
| <b>Session</b>          | 2018-19                       |
| <b>Course Name</b>      | BBA                           |
| <b>Semester</b>         | 6th Semester                  |
| <b>Subject Code</b>     | BBA 606                       |
| <b>Subject Name</b>     | Advertising & Sales Promotion |
| <b>Attainment Level</b> | Level 2                       |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

Course: Retail Management

## PROGRAMME OUTCOMES

Bachelor of Business Administration

2018-2019

### Programme Outcomes:

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.



**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **PROGRAM SPECIFIC OUTCOMES:**

After graduating in this Program, the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “ - ”

| <b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|----------------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                              |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| VI<br>SE<br>M                                | BBA<br>607 | 3           | 2           | 3           | 2           | 3           | 1           | 3           | 3           | 1       | 1        | -        | 2        | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                       |
|---------------------------------------------------------------------------------------------|
| Course Handout                                                                              |
| Course: Retail Management                                                                   |
| Course Code: BBA 607, Crédits : 04, Session : 2018-19 (Even Sem.), Class : BBA 6th Semester |

**A. Introduction:** Keeping in view the growth of the retail industry, the course has been designed to familiarize students with the basics of retail industry and give them an overview about rural marketing practices.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA607.1.** Remember the concept of retailing and evaluate the change due to the influencing environment, lifestyle and technological changes.

**BBA607.2.** Identify the buying decision process in retailing and the types of buying decisions used by consumers.

**BBA607.3.** Create strategies for retail marketing and analyse the customer loyalty programmes. Identify GAPS between end user and service provider and devise strategies to close them.

**BBA607.4.** Understand the concept of merchandise management, its planning and establishing strategies of retail.

**BBA607.5.** Evaluate the concept of store management, store layout and atmospherics. Develop compensation schemes and control of store employees.

**BBA607.6.** Develop strategies to implement rural marketing and evaluate social and sustainability aspects of rural retailing in the industry.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program, the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using

criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **F. Syllabus**

##### **Module I: Introduction**

Nature, scope and importance of retailing, retail competition theories, Retail management process, Influence of changing environment on retailing viz demographic changes, lifestyle changes, technology changes (e-business), Retail Environment.

##### **Module II: Consumer Behaviour in Retailing**

Consumer Behaviour in retailing, Buying decision process in retailing, Types of buying decision, market segmentation for retailing, generational cohorts.

##### **Module III: Retail Marketing Strategy& Customer Service**

Types of retailers, multichannel retailing, Retail strategy concept & its elements, Strategic retail planning process, Retail Pricing, Retail Promotion tool, Customer Loyalty Programme, global retailing growth strategies & international market entry strategies, Advantages through customer service, Customer evaluation of service quality, GAP model for improving service.

## **Module IV: Merchandise management**

Retail Information system & supply chain management, Concept of merchandise management. Planning Merchandise – organizing buying process, developing an assortment plan, allocating merchandise to stores meeting vendors and establishing strategic relations with them, branding strategies for retail (e.g., private labels).

## **Module V: Store management & visual merchandising**

Store layout & space planning, atmospherics, Choosing store location, visual merchandising, Recruitment, selection, Training, motivation, Compensation and Control of store employees.

## **Module VI: Rural Retailing**

Introduction to rural retailing, Relevance, Importance and the Emerging Scenario of Rural markets, Major problem areas in rural retailing, Strategies for Rural Retailing, Social and sustainability aspects of rural retailing.

### **G. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### **H. Suggested Text/Reference Books:**

Text:

- Levy & Weitz, Retailing Management, Fifth edition, Tata McGraw Hill,
- Kashyap Pradeep, Raut Siddhartha, The Rural Marketing Book, 2006, Biztantra.

References:

- Retailing management, Swapna Pradhan, 3rd edition Tata McGraw Hill.
- Retail Marketing Management, David Gilbert.
- Barry Berman & Joel R. Evans, Retail Management, A Strategic Approach, Ninth Edition, Pearson Education.

## I. Lecture Plan

| Lecture | Topics                                                                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Introduction</b> - Nature, scope and importance of retailing,                                    | Lecture          | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Introduction</b> - Nature, scope and importance of retailing,                                    | Group Discussion | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Introduction</b> - retail competition theories,                                                  | Lecture          | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Introduction</b> - retail competition theories,                                                  | Lecture          | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 5.      | <b>Introduction</b> - Retail management process, Influence of changing environment on retailing     | Lecture          | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 6.      | <b>Introduction</b> - Retail management process, Influence of changing environment on retailing viz | Home Assignment  | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 7.      | <b>Introduction</b> - demographic changes, lifestyle changes, technology changes (e-business)       | Lecture          | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 8.      | <b>Introduction</b> - demographic changes, lifestyle changes, technology changes (e-business)       | Case Study       | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 9.      | <b>Introduction</b> - Retail Environment.                                                           | Lecture          | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 10.     | <b>Consumer Behaviour in Retailing</b> - Consumer Behaviour in retailing,                           | Lecture          | BBA607.2         | Mid Term-1, Quiz & End Sem Exam |
| 11.     | <b>Consumer Behaviour in Retailing</b> - Buying decision process in retailing                       | Home Assignment  | BBA607.2         | Mid Term-1, Quiz & End Sem Exam |
| 12.     | <b>Consumer Behaviour in Retailing</b> - Buying decision process in retailing,                      | Lecture          | BBA607.2         | Mid Term-1, Quiz & End Sem Exam |
| 13.     | <b>Consumer Behaviour in Retailing</b> - Types of buying                                            | Group Discussion | BBA607.2         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                                                                  |                  |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | decision, market segmentation for retailing,                                                                                                                     |                  |          |                                 |
| 14. | <b>Consumer Behaviour in Retailing</b> - Types of buying decision, market segmentation for retailing,                                                            | Lecture          | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Consumer Behaviour in Retailing</b> - generational cohorts.                                                                                                   | Lecture          | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Consumer Behaviour in Retailing</b> - generational cohorts.                                                                                                   | Lecture          | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Types of retailers, multichannel retailing.                                                            | Group Discussion | BBA607.3 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Retail strategy concept & its elements,                                                                | Case Study       | BBA607.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Strategic retail planning process, Retail Pricing, Retail Promotion tool                               | Group Discussion | BBA607.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Strategic retail planning process, Retail Pricing, Retail Promotion tool                               | Lecture          | BBA607.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Customer Loyalty Programme, global retailing growth strategies & international market entry strategies | Lecture          | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Advantages through customer service                                                                    | Group Discussion | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Advantages through customer service,                                                                   | Home Assignment  | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Customer evaluation of service quality                                                                 | Lecture          | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                                  |                  |          |                                 |
|-----|----------------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 25. | <b>Retail Marketing Strategy &amp; Customer Service</b> - GAP model for improving service.                                       | Lecture          | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Merchandise management</b> - Retail Information system & supply chain management,                                             | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Merchandise management</b> - Concept of merchandise management.                                                               | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Merchandise management</b> - Concept of merchandise management.                                                               | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Merchandise management</b> - Planning Merchandise – organizing buying process, developing an assortment plan                  | Group Discussion | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Merchandise management</b> - Planning Merchandise – organizing buying process, developing an assortment plan                  | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Merchandise management</b> - allocating merchandise to stores meeting vendors and establishing strategic relations with them, | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Merchandise management</b> - branding strategies for retail (e.g., private labels).                                           | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Merchandise management</b> - branding strategies for retail (e.g., private labels).                                           | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Store management &amp; visual merchandising</b> - Store layout & space planning, atmospherics,                                | Lecture          | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Store management &amp; visual merchandising</b> - Store layout & space planning, atmospherics,                                | Home Assignment  | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Store management &amp; visual merchandising</b> - Choosing store location                                                     | Case Study       | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |
| 37. | <b>Store management &amp; visual merchandising</b> - visual merchandising                                                        | Lecture          | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |



|     |                                                                                                   |                 |          |                                 |
|-----|---------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 38. | <b>Store management &amp; visual merchandising</b> - Recruitment, selection of store employees.   | Lecture         | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |
| 39. | <b>Store management &amp; visual merchandising</b> - Training, motivation, store employees.       | Lecture         | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |
| 40. | <b>Store management &amp; visual merchandising</b> - Compensation and Control of store employees. | Lecture         | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |
| 41. | <b>Store management &amp; visual merchandising</b> - Compensation and Control of store employees. | Home Assignment | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |
| 42. | <b>Rural Retailing</b> - Introduction to rural retailing                                          | Case Study      | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 43. | <b>Rural Retailing</b> - Relevance, Importance and the Emerging Scenario of Rural markets         | Lecture         | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 44. | <b>Rural Retailing</b> - Major problem areas in rural retailing,                                  | Lecture         | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 45. | <b>Rural Retailing</b> - Major problem areas in rural retailing,                                  | Lecture         | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 46. | <b>Rural Retailing</b> - Strategies for Rural Retailing,                                          | Lecture         | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 47. | <b>Rural Retailing</b> - Social and sustainability aspects of rural retailing.                    | Home Assignment | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 48. | <b>Rural Retailing</b> - Social and sustainability aspects of rural retailing.                    | Case Study      | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |

# J. Course Articulation Matrix (Mapping of COs with POs and P)

| CO                | STATEMENT                                                                                                                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |       | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |      |      |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|----------------------------------------------|------|------|
|                   |                                                                                                                                                                              | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 1                                         | PO 2 | PO 3 |
| <b>BBA 607.1.</b> | Remember the concept of retailing and evaluate the change due to the influencing environment, lifestyle and technological changes.                                           | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    | 2     | -                                            | 1    | 1    |
| <b>BBA 607.2</b>  | Identify the buying decision process in retailing and the types of buying decisions used by consumers.                                                                       | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | 2    | -     | 1                                            | 2    | 1    |
| <b>BBA 607.3</b>  | Create strategies for retail marketing and analyse the customer loyalty programmes. Identify GAPs between end user and service provider and devise strategies to close them. | 3                                   | 3    | 1    | 3    | 3    | 1    | 2    | 1    | -    | 2     | -                                            | 3    | 1    |
| <b>BBA 607.4</b>  | Understand the concept of merchandise management, its planning and establishing strategies of retail.                                                                        | 3                                   | 1    | -    | 1    | 3    | 1    | 3    | 2    | 1    | 2     | -                                            | 1    | -    |

|                      |                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>607.5</b> | Evaluate the concept of store management, store layout and atmospherics. Develop compensation schemes and control of store employees. | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 1 | 1 | 1 | - | 3 |
| <b>BBA<br/>607.6</b> | Develop strategies to implement rural marketing and evaluate social and sustainability aspects of rural retailing in the industry.    | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 1 | 2 | - | 2 | - |

### Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM - VI) 2018-2019</b><br><b>Class: BBA VI Semester</b>                                                                                                                                                                                                |              |                                                                          |                 |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------|-----------------|-----------|----------------|----------|
| Subject Name: BBA607 Retail Management                                                                                                                                                                                                                                                                     |              |                                                                          | Time: 1.5 hours |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                             | Remembering  | Understanding                                                            | Applying        | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                           | Q. 2, Q. 4   | Q. 6                                                                     | Q. 1            | -         | Q. 5           | Q. 3     |
| <b>Students will be able to:</b><br><b>CO 1:</b> Remember the concept of retailing and evaluate the change due to the influencing environment, lifestyle and technological changes.<br><b>CO 2:</b> Identify the buying decision process in retailing and the types of buying decisions used by consumers. |              |                                                                          |                 |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                     | Question No. | Question                                                                 |                 |           |                | Marks    |
| CO 1                                                                                                                                                                                                                                                                                                       | 1.           | Define retailing. State its importance and scope.                        |                 |           |                | 5        |
| CO 1                                                                                                                                                                                                                                                                                                       | 2.           | Elaborate the factors influencing the changing environment of retailing. |                 |           |                | 5        |
| CO 1                                                                                                                                                                                                                                                                                                       | 3.           | Write a note on Retail Environment.                                      |                 |           |                | 5        |
| CO 2                                                                                                                                                                                                                                                                                                       | 4.           | What are the types of buying decisions in retail industry?               |                 |           |                | 5        |
| CO 2                                                                                                                                                                                                                                                                                                       | 5.           | How does consumer behaviour influence retail sector?                     |                 |           |                | 5        |
| CO 2                                                                                                                                                                                                                                                                                                       | 6.           | Write a note on generation cohorts.                                      |                 |           |                | 5        |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

## Attainment

|                         |                   |
|-------------------------|-------------------|
| <b>Session</b>          | 2018-19           |
| <b>Course Name</b>      | BBA               |
| <b>Semester</b>         | 6th Semester      |
| <b>Subject Code</b>     | BBA 607           |
| <b>Subject Name</b>     | RETAIL MANAGEMENT |
| <b>Attainment Level</b> | Level 2           |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| <b>Course: CORPORATE TAX PLANNING</b>           |

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2018-2019**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| VI<br>SE<br>M                 | BBA<br>608 | 1           | -           | 2           | 2           | -           | 3           | 3           | -           | 3       | -        | 1        | -        | 3    |

| AMITY BUSINESS SCHOOL                                                                |
|--------------------------------------------------------------------------------------|
| Course Handout                                                                       |
| Course: CORPORATE TAX PLANNING                                                       |
| Course Code: BBA 608, Credits: 04, Session :2018-19 (Even Sem.), Class: BBA 3rd Year |

**Introduction:** To provide understanding of Direct Tax including Rules pertaining there to and application to different business situations. To understand principles underlying the Service Tax and concepts of VAT.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA608.1.** Get an overview on tax management, Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation.

**BBA608.2.** Determine the Residential Status of companies, and computing Taxable income under Business and Profession, Assessment of Retail Business and Deemed incomes.

**BBA608.3.** Learn about different Deductions allowed under business and profession

**BBA608.4.** Get an overview of International accounting and Taxation concepts.

**BBA608.5.** Get an overview of GST, Classification of goods and services with GST rates, Basic terminologies- CGST/SGST, IGST, Input Tax Credit, Transitional Provisions, Electronic Commerce etc

**BBA608.6.** Understand the Tax planning concepts relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports. Learn about Tax deductions and collection at source, Advance payment of tax.

**A. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.



**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**E. Syllabus****Module I: Introduction to Tax Management**

Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation.

**Module II Income from business**

Residential Status of companies, Taxable income under Business and Profession, Computation of Profit and Gains from business & profession, Deemed business profits, Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of accounts)

**Module III: Deductions allowed under business and profession**

Deduction Expressly allowed section 30-35, Depreciation deduction calculation, Setoff and carry forward of unabsorbed depreciation section 32(2). Determining Actual Cost<sup>43</sup>(1), Set-off and Carry Forward Losses, Bonus or commission to employees section, Interest on borrowed capital, Insurance premium 36(1(i)), Employees contribution to provident fund, Bad debts 36, Revenue expenditure incurred by statutory corporation, Banking transaction tax, Security transaction tax, Commodity transaction tax, provision for admissibility of general deduction 37(1),

#### **Module IV: International accounting and Taxation**

Comparison of GST of Two Western Country with India. Analysis of foreign financial statement, Accounting standard: US GAAP, Indian GAAP, IAS, IFRS. Transfer Pricing – Meaning, measurement, strategic considerations Norms & Practices, tax havens, Double taxation agreement among countries, Tax implication of activities of foreign enterprise in India: Mode of entry and taxation respectively.

#### **Module V: Introduction to Goods and Services Tax (GST)**

Meaning, Scope and Significance of GST, Principles of sub summation and taxes subsumed, Classification of goods and services with GST rates, Basic terminologies- CGST/SGST, IGST, Input Tax Credit, Transitional Provisions, Electronic Commerce.

#### **Module VI: Tax Planning and Financial Management Decisions**

Tax planning relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports. Tax deductions and collection at source, Advance payment of tax.

#### **F. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

#### **G. Suggested Text/Reference Books:**

Text:

- Lal & Vashisht, Direct Taxes, 29<sup>th</sup> Edition, Pearson

References:

- Singhania & Singhania, Income Tax, 39<sup>th</sup> Edition, Taxmann

## H. Lecture Plan

| Lecture | Topics                                                    | Mode of Delivery | Corresponding CO | Mode of Assessing CO                            |
|---------|-----------------------------------------------------------|------------------|------------------|-------------------------------------------------|
| 1       | Introduction to syllabus                                  | Lecture          | BBA608.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2       | Introduction to Tax Management                            | Lecture          | BBA608.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3       | Concept of tax planning,                                  | Lecture          | BBA608.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4       | Tax avoidance and tax evasions,                           | Lecture          | BBA608.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5       | Concept of Corporate taxation.                            | Lecture          | BBA608.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6       | Introduction to Income from Business & Profession         | Lecture          | BBA608.2         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7       | Residential Status of companies                           | Lecture          | BBA608.2         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8       | Taxable income under Business and Profession,             | Lecture          | BBA608.2         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9       | Computation of Profit and Gains from business profession, | Lecture          | BBA608.2         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10      | Deemed business profits,                                  | Lecture          | BBA608.2         | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                                                                                                                                                                                 |         |          |                                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 11 | Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of accounts). | Lecture | BBA608.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of accounts)  | Lecture | BBA608.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of Accounts)  | Lecture | BBA608.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Problem Solving Session                                                                                                                                                                                                         | Lecture | BBA608.2 | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                                                     |         |          |                                                 |
|----|-----------------------------------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 15 | Deductions allowed under business and profession                                                    | Lecture | BBA608.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Deduction Expressly allowed section 30-35,                                                          | Lecture | BBA608.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Depreciation deduction calculation                                                                  | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 18 | Setoff and carry forward of unabsorbed depreciation section 32(2).                                  | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 19 | Determining Actual Cost43(1)                                                                        | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 20 | Set-off and Carry Forward Losses                                                                    | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 21 | Bonus or commission to employees section, Interest on borrowed capital, Insurance premium 36(1(i)), | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 22 | Employees contribution to provident fund,                                                           | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 23 | Bad debts 36, Revenue expenditure incurred by statutory corporation,                                | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 24 | Banking transaction tax, Security transaction tax,)                                                 | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 25 | Commodity transaction tax                                                                           | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 26 | provision for admisibility of general deduction 37(1)                                               | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 27 | Problem Solving Session                                                                             | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 28 | Comparison of GST of Two Western Country with India.                                                | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination                 |
| 29 | Analysis of foreign financial statement,                                                            | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination                 |

|    |                                                                |         |          |                                 |
|----|----------------------------------------------------------------|---------|----------|---------------------------------|
| 30 | Accounting standard: US GAAP, Indian GAAP, IAS,                | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 31 | IFRS. Transfer Pricing – Meaning, measurement,                 | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 32 | Strategic considerations Norms & Practices,                    | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 33 | Tax havens, Double taxation agreement among countries          | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 34 | Tax implication of activities of foreign enterprise in India:  | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 35 | Mode of entry and taxation                                     | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 36 | Problem Solving Session                                        | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 38 | Meaning, Scope and Significance of GST,                        | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 39 | Principles of sub summation and taxes subsumed                 | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 40 | Classification of goods and services with GST rates,           | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 41 | Basic terminologies- CGST/SGST, IGST,                          | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 42 | Input Tax Credit, Transitional Provisions, Electronic Commerce | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 43 | Tax planning relating to capital structure decision            | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |
| 44 | Dividend policy, Inter – corporate,                            | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |
| 45 | Dividends and bonus shares                                     | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |

|    |                                                                                       |         |          |                                 |
|----|---------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 46 | Tax provisions relating to free trade zones, Infrastructure sector and backward areas | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |
| 47 | Tax incentives for exports.                                                           | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |
| 48 | Tax deductions and collection at source, Advance payment of tax.                      | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |

### I. Course Articulation Matrix (Mapping of COs with Pos, PSOs)

| CO                | STATEMENT                                                                                                       | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                 | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 608.1.</b> | Get an overview on tax management, Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation. | -                                   | -           | 3           | -           | -           | 3           | 3           | -           | -           |              | -                                            | -                | 3                |



|                            |                                                                                                                                                                                                                                                                                                |   |   |   |   |   |   |   |   |   |  |   |   |   |
|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|--|---|---|---|
| <b>BBA<br/>608.<br/>2.</b> | Determine the Residential Status of companies, and computing Taxable income under Business and Profession, Assessment of Retail Business and Deemed incomes.                                                                                                                                   | - | - | 3 | - | - | 3 | 3 | - | - |  | - | - | 3 |
| <b>BBA<br/>608.<br/>3.</b> | Learn about different Deductions allowed under business and profession                                                                                                                                                                                                                         | - | 3 | - | 3 | - | 3 | 3 | - | - |  | - | - | 3 |
| <b>BBA<br/>608.<br/>4.</b> | Get an overview of International accounting and Taxation concepts.                                                                                                                                                                                                                             | - | - | 3 | - | - | 2 | 3 | - | - |  | - | - | 3 |
| <b>BBA<br/>608.<br/>5.</b> | Get an overview of GST, Classification of goods and services with GST rates, Basic terminologies- CGST/SGST, IGST, Input Tax Credit, Transitional Provisions, Electronic Commerce etc                                                                                                          | - | - | 3 | - | - | 2 | - | - | - |  | - | - | 3 |
| <b>BBA<br/>608.<br/>6.</b> | Understand the Tax planning concepts relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports. Learn about Tax deductions and | - | - | 3 | - | - | 2 | 3 | - | - |  | - | - | 3 |

|  |                                                  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|
|  | collection at source,<br>Advance payment of tax. |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|

### J. Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –VI) 2018-2019                                                                                                                                                                                                                                                                                                                                                              |                 |                                                                          |                 |                        |                 |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------------------------------------------------------------------------|-----------------|------------------------|-----------------|--------------|
| Class: BBA III Year                                                                                                                                                                                                                                                                                                                                                                                                      |                 |                                                                          |                 |                        |                 |              |
| Subject Name: Corporate Tax<br>Planning BBA 608                                                                                                                                                                                                                                                                                                                                                                          |                 | Time: 1.5 Hrs                                                            |                 |                        | Max. Marks: 30  |              |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                  | Rememberin<br>g | Understandin<br>g                                                        | Applyin<br>g    | Analyzi<br>ng          | Evaluati<br>ng  | Creatin<br>g |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                      | Q. 1, 2a, 3     | Q.1, 2a and<br>b, 5                                                      | Q.3, 4,<br>5, 6 | Q.2 b,<br>Q 3, 5,<br>6 | Q 2, 5<br>and 6 |              |
| <p>Student will be able to -</p> <p>CO1: Get an overview on tax management, Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation</p> <p>CO2: Determine the Residential Status of companies, and computing Taxable income under Business and Profession, Assessment of Retail Business and Deemed incomes.</p> <p>CO3: Learn about different Deductions allowed under business and profession.</p> |                 |                                                                          |                 |                        |                 |              |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                   | Question No.    | Question                                                                 |                 |                        |                 | Marks        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1             | Explain the rules for determining the residential status of companies.   |                 |                        |                 | 3            |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.2a            | Explain the concept of tax planning.                                     |                 |                        |                 | 3            |
|                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.2b            | What do you mean by tax avoidance and tax evasions? Differentiate.       |                 |                        |                 | 3            |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.3             | Briefly describe the deductions allowed from sec 30-35.                  |                 |                        |                 | 6            |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                      | Q4              | Explain banking transaction tax and security transaction tax.            |                 |                        |                 | 3            |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.5             | Differentiate between US GAAP and Indian GAAP?                           |                 |                        |                 | 6            |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                      | Q 6             | Describe in detail the tax implications of foreign enterprises in India. |                 |                        |                 | 6            |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

.....

## BBA 608

# Attainment

|                         |                        |
|-------------------------|------------------------|
| <b>Session</b>          | 2018-19                |
| <b>Course Name</b>      | BBA                    |
| <b>Semester</b>         | 6th Semester           |
| <b>Subject Code</b>     | BBA 608                |
| <b>Subject Name</b>     | CORPORATE TAX PLANNING |
| <b>Attainment Level</b> | Level 2                |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course: Banking and Financial Institutions**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |          |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|----------|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PSO<br>1 | PSO<br>2 | PSO<br>3 |
| BBA<br>VI<br>SEM              | BBA<br>609 | 2           | -           | 1           | 3           | -           | 3           | 2           | -           | 1       | -        | 3        | 2        | -        |

| AMITY BUSINESS SCHOOL                                                                |
|--------------------------------------------------------------------------------------|
| Course Handout                                                                       |
| Course: Banking and Financial Institutions                                           |
| Course Code: BBA 609, Credits: 04, Session :2018-19 (Even Sem.), Class: BBA 3rd Year |

**Introduction:** The aim of the course is to orient the finance students to the change in the banking industry. The financial industry much like the computer industry is changing rapidly. The students will be familiarized with institutions of today and developing an understanding why they are the way they are, and why they are changing is the core aim of the course. An Indian perspective will be added but conceptually the Global frameworks will be used.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA609.1.** Understand the concept of Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing.

**BBA609.2.** Understand the Banking System & Operations, Types of banks, about NBFCs- its types; comparison between Banks and NBFCs, International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing), Banking Operation: An overview Principles of Lending, Study of Borrowers & Project Evaluation Criteria

**BBA609.3.** Know about Banking Sector Reforms, Provisions of Banking Regulation Act, Regulatory Institutions RBI & SEBI, Basle Committee Recommendations, Asset Liability Management in Commercial Banks.

**BBA609.4.** Understand the Insurance & Pension Institutions. Learn about IRDA, Its objectives, functions, concept of Bancassurance, Role of Insurance companies in Industrial Financing, New Pension Scheme, Pension Fund Regulatory and Development Authority (PFRDA) Role and guidelines.

**BBA609.5.** Get a conceptual understanding on Financial Inclusion, Challenges in India, Scope of Financial Inclusion in banking activities & financial services, Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, Principles of microfinance- institutional structures and delivery mechanisms. Enforcement and savings

**BBA609.6.** Know about recent Trends in Banking and Banking Innovations. Marketing of banking services and Latest Banking Technology.

## **B. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.



**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

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**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **E. Syllabus**

### **Module I: Introduction**

Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing.

### **Module II: Banking System & Operations.**

Banking system and structure in India- Types of banks in operation and their functions, Retail and Wholesale Banking, Near Banks, Rural Banking. Cooperative Banking. Universal Banking, Payment Banks, NBFCs- its types; comparison between Banks and NBFCs; International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing) Banking Operation: An overview Principles of Lending, Study of Borrowers & Project Evaluation Criteria

### **Module III: Banking Sector Reforms**

Provisions of Banking Regulation Act, Prudential Norms - Narsimhan Committee Recommendations, Regulatory Institutions RBI & SEBI, Basle Committee Recommendations- I, II, III & IV. Asset Liability Management in Commercial Banks.

### **Module IV: Insurance & Pension Institutions**

Introduction to Insurance – Elements of Insurance Risk, Principles of Insurance, Types of Insurance – Life Insurance and General Insurance Products including unit linked plans, Re-insurance, regulatory institution: IRDA – Objective and key functions; Bancassurance- concepts, critical issues & functional aspects. Role of Insurance companies in Industrial Financing, New Pension Scheme, Pension Fund Regulatory and Development Authority (PFRDA) Role and guidelines.

### **Module V: Financial Inclusion**

Concept, Financial Inclusion in India: Challenges, Scope of Financial Inclusion in banking activities & financial services. Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, Principles of microfinance- institutional structures and delivery mechanisms. Enforcement and savings

### **Module VI: Trends in Banking**

Banking Innovations. Marketing of banking services; Latest Banking Technology - Core banking solution (CBS); RTGS, Internet banking, Personal Banking, ATMs, mobile banking; Banking Technology - ECS, debit, credit and smart cards, Securitization (SARFAECI Act, SPV, ARC)

**F. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

**G. Suggested Text/Reference Books:****Text:**

Khan,M. 3rd Reprint, 1998, Financial Institutions and Markets, Tata McGraw Hill Publishing Company Limited.

**References:**

Cornett and Sauunders, 1999, Fundamentals of Financial Institutions Management, 1999 McGraw Hill Publishing Company Limited.

**H. Lecture Plan:**

| <b>I.</b> | <b>Topics</b>                                               | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|-----------|-------------------------------------------------------------|-------------------------|-------------------------|-------------------------------------------------|
| 1         | Introduction to syllabus                                    | Lecture                 | BBA609.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2         | Money, Process of Capital Formation.                        | Lecture                 | BBA609.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3         | Banking and Financial Institutions and economic development | Lecture                 | BBA609.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4         | Role of Development Banks in Industrial Financing.          | Lecture                 | BBA609.1                | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                    |         |          |                                                       |
|----|--------------------------------------------------------------------|---------|----------|-------------------------------------------------------|
| 5  | Case Study Discussion                                              | Lecture | BBA609.1 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 6  | Banking system and structure in India                              | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 7  | Types of banks in operation and their functions                    | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 8  | Retail and Wholesale Banking,                                      | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 9  | Near Banks, Rural Banking.                                         | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 10 | Cooperative Banking. Universal Banking                             | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 11 | Payment Banks                                                      | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 12 | NBFCs- its types;                                                  | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 13 | Comparison between Banks and NBFCs;                                | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 14 | International Banking- financing exporters and importers           | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 15 | Important ECGC Policies and guarantees governing export financing) | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 16 | Banking Operation: An overview Principles of Lending,              | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 17 | Study of Borrowers & Project Evaluation Criteria                   | Lecture | BBA609.2 | Viva/Quiz & End Sem Examination                       |
| 18 | Case Study Discussion                                              | Lecture | BBA609.2 | Viva/Quiz & End Sem Examination                       |

|    |                                                                                                   |         |          |                                 |
|----|---------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 19 | Introduction to banking sector reforms                                                            | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 20 | Provisions of Banking Regulation Act                                                              | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 21 | Prudential Norms - Narsimhan Committee Recommendations,                                           | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 22 | Regulatory Institutions RBI                                                                       | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 23 | Regulatory Institutions - SEBI,                                                                   | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 24 | Basle Committee Recommendations- I, II, III & IV. Asset Liability Management in Commercial Banks. | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 25 | Basle Committee Recommendations- I, II, III & IV.                                                 | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 26 | Asset Liability Management in Commercial Banks.                                                   | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 27 | Group Discussion                                                                                  | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 28 | Introduction to Insurance – Elements of Insurance Risk,                                           | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 29 | Principles of Insurance                                                                           | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 30 | <u>Types of Insurance</u> – Life Insurance and <u>General Insurance</u>                           | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 31 | Products including unit linked plans, Re-insurance, regulatory institution:                       | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |

|    |                                                                                                                |         |          |                                 |
|----|----------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 32 | IRDA – Objective and key functions;                                                                            | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 33 | Bancassurance- concepts, critical issues & functional aspects.                                                 | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 34 | Role of Insurance companies in Industrial Financing, New Pension Scheme,                                       | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 35 | Pension Fund Regulatory and Development Authority (PFRDA) Role and guidelines.                                 | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 36 | Group Discussion                                                                                               | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 38 | Concept of Financial Inclusion                                                                                 | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |
| 39 | Financial Inclusion in India: Challenges                                                                       | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |
| 40 | Scope of Financial Inclusion in banking activities & financial services.                                       | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |
| 41 | Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |
| 42 | Principles of microfinance- institutional structures and delivery mechanisms. Enforcement and savings          | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |
| 43 | Recent Trends in Banking                                                                                       | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |
| 44 | Banking Innovations. Marketing of banking services;                                                            | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |

|    |                                                                                                          |         |          |                                 |
|----|----------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 45 | Latest Banking Technology - Core banking solution (CBS); RTGS, Internet banking, Personal Banking, ATMs, | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |
| 46 | Mobile banking; Banking Technology - ECS, debit, credit and smart cards,                                 | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |
| 47 | Securitization (SARFAECI Act, SPV, ARC)                                                                  | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |
| 48 | Case Study Discussion                                                                                    | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |

#### J. Course Articulation Matrix (Mapping of COs with POs & PSO)

| CO                | STATEMENT                                                                                                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 609.1.</b> | <b>BBA609.1.</b> Understand the concept of Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing. | 3                                   | -           | -           | 2           | -           | 2           | -           | 1           | -           | -            | 3                                            | 1                | 3                |

|                           |                                                                                                                                                                                                                                                                                                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>609.<br/>2</b> | Understand the Banking System & Operations, Types of banks, about NBFCs- its types; comparison between Banks and NBFCs, International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing), Banking Operation: An overview Principles of Lending, Study of Borrowers & Project Evaluation Criteria | 3 | - | 3 | - | - | 3 | - | 2 | - | 1 | 3 | - | - |
| <b>BBA<br/>609.<br/>3</b> | Know about Banking Sector Reforms, Provisions of Banking Regulation Act, Regulatory Institutions RBI & SEBI, Basle Committee Recommendations, Asset Liability Management in Commercial Banks.                                                                                                                                                                 | 3 | 3 | - | 3 | - | 3 | 3 | - | - | 1 | - | 1 | 2 |



|                           |                                                                                                                                                                                                                                                                                                                                                                            |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>609.<br/>4</b> | Understand the Insurance & Pension Institutions. Learn about IRDA, Its objectives, functions, concept of Bancassurance, Role of Insurance companies in Industrial Financing, New Pension Scheme, Pension Fund Regulatory and Development Authority ( PFRDA) Role and guidelines,                                                                                           | 3 | - | 3 | 2 | - | 2 | - | - | - | 1 | 3 | - | 2 |
| <b>BBA<br/>609.<br/>5</b> | Get an conceptual understanding on Financial Inclusion, Challenges in India, Scope of Financial Inclusion in banking activities & financial services, Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, Principles of microfinance- institutional structures and delivery mechanisms. Enforcement and savings | 3 | - | - | 3 | - | 2 | 1 | 1 | 1 | - | 3 | - | 2 |
| <b>BBA<br/>609.<br/>6</b> | Know about recent Trends in Banking and Banking Innovations. Marketing of banking services and Latest Banking Technology.                                                                                                                                                                                                                                                  | 3 | - | - | 2 | - | 2 | - | 1 | - | 2 | 3 | - | 2 |

## K. Sample Question Paper

| Amity Business School<br>MID-SEMESTER (SEM –VI) 2018-2019                                                                                                                                                                                                                                                                                                                                                                                                                                             |              |                                                            |           |                  |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------|-----------|------------------|----------------|----------|
| Class: BBA III Year                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                            |           |                  |                |          |
| Subject Name: BBA 609 Banking and Financial Institution                                                                                                                                                                                                                                                                                                                                                                                                                                               |              | Time: 1.5 Hrs                                              |           |                  | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Remembering  | Understanding                                              | Applying  | Analyzing        | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q. 1, 2, 3   | Q.1, 2, 3, 5                                               | Q.4, 5, 6 | Q.2 b, Q 3, 5, 6 | Q 4            |          |
| <p>Student will be able to -</p> <p>CO1: Understand the concept of Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing.</p> <p>CO2: Understand the Banking System &amp; Operations, Types of banks, about NBFCs- its types and can compare between Banks and NBFCs, International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing</p> |              |                                                            |           |                  |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                                   |           |                  |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1          | Define Money.                                              |           |                  |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2a         | Explain the process of capital formation.                  |           |                  |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.2b         | Write a short note on role of development banks in India.  |           |                  |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.3          | Explain retail and whole sale banking and their functions. |           |                  |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.4          | Explain the criteria for project evaluation.               |           |                  |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5 a        | Write 5 functions of RBI.                                  |           |                  |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.5 b        | Briefly explain the provisions of Banking sector reform.   |           |                  |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q 6          | What is asset liability management?                        |           |                  |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## BBA 609

# Attainment

|                         |                                   |
|-------------------------|-----------------------------------|
| <b>Session</b>          | 2018-19                           |
| <b>Course Name</b>      | BBA                               |
| <b>Semester</b>         | 6th Semester                      |
| <b>Subject Code</b>     | BBA 609                           |
| <b>Subject Name</b>     | BANKING and Financial Institution |
| <b>Attainment Level</b> | Level 2                           |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| <b>Course: ADVANCE CORPORATE FINANCE</b>        |

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2018-2019**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|--------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                      |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| VI<br>SEM                            | BBA61<br>0 | 1           | 1           | -           | 2           | -           | 3           | 2           | -           | 2       | -        | 1        | -        | 3    |

| AMITY BUSINESS SCHOOL                                                                            |
|--------------------------------------------------------------------------------------------------|
| Course Handout                                                                                   |
| Course: ADVANCE CORPORATE FINANCE                                                                |
| Course Code: BBA 610, Credits: 04, Session :2018-19 (Even Sem.), Class: BBA 3 <sup>rd</sup> Year |
|                                                                                                  |

**Introduction:** The basic objective of this course is to acquaint the students with the latest developments in the field of corporate finance. This course will be a step above Financial Management II where they will learn advanced topics related to behavioural finance, corporate restructuring & corporate governance.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA610.1.** Get a conceptual overview on Corporate finance and its objective, Shareholder wealth maximization. Agency Problems, Management Compensation & measurement of Performance

**BBA610.2.** Learn the different **Valuation Models, Application of Valuation Model, EVA/MVA, Balanced scorecard** and other methods/measures of financial performance.

**BBA610.3.** Know Corporate restructuring, Theory of Mergers, Operating Synergy & Pure Diversification: Theory of mergers, Costs and Benefits of Merger, Evaluation of Merger as a Capital Budgeting Decision, Poison Pills, Turnaround Strategies, Tax Planning relating to mergers and Amalgamation

**BBA610.4.** Understand the concept **Corporate Governance & Business Ethics**, Implementation of Corporate Governance, Ethics and finance, Ethical practices in market place, corporate responsibility, social audit and ethical investing.

**BBA610.5.** Get an overview of concept of Behavioural Finance, Expected Utility, Non-Expected Utility Preferences, A review of classical probability theory, Beliefs, Biases and Heuristics, Preferences and Anomalies in the Financial markets

**BBA610.6.** Understand the concept **Strategic Cost management**, Financial aspects of supply chain management, Operations management perspective on Costs, Strategic cost analysis (using activity based costing, target costing and life cycle costing) and product pricing at Different stages of product's life cycle

**Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |



## **E. Syllabus**

### **Module I: Introduction**

Objectives of Corporate finance. Shareholder wealth maximization. Agency Problems, Management Compensation & measurement of Performance

### **Module II: Valuation Concepts**

Valuation Models, Application of Valuation Model, EVA/MVA, Balanced scorecard and other methods/measures of financial performance.

### **Module III: Corporate restructuring**

Differential Efficiency & Financial Synergy: Theory of Mergers, Operating Synergy & Pure Diversification: Theory of mergers, Costs and Benefits of Merger, Evaluation of Merger as a Capital Budgeting Decision, Poison Pills, Turnaround Strategies, Tax Planning relating to mergers and Amalgamation

### **Module IV: Corporate Governance & Business Ethics**

Implementation of Corporate Governance, Ethics and finance, Ethical practices in market place, corporate responsibility, social audit and ethical investing.

### **Module V: Behavioural Finance**

Introduction and Expected Utility, Non-Expected Utility Preferences, A review of classical probability theory, Beliefs, Biases and Heuristics, Preferences and Anomalies in the Financial markets

### **Module VI: Strategic Cost management**

Financial aspects of supply chain management, Operations management perspective on Costs, Strategic cost analysis (using activity based costing, target costing and life cycle costing) and product pricing at Different stages of product's life cycle.

## **F. Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b>     | <b>5</b> | <b>70</b> |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

## **G. Suggested Text/Reference Books:**

**Text:**

- Brealey and Myers, Principles of Corporate Finance, Eighth Edition, Tata McGraw Hill Publishing Company Limited.

**References:**

- Ross, Westerfield and Jaffe, Seventeenth Edition, Tata McGraw Hill.
- Quiry, P., Dallochio, M., YannLE Fur,.Antonio Salvi, Seventh Edition, John Wiley and Sons

**H. Lecture Plan:**

| Lecture | Topics                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO                            |
|---------|------------------------------------------------------|------------------|------------------|-------------------------------------------------|
| 1       | Introduction to Syllabus                             | Lecture          | BBA610.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2       | Objectives of Corporate finance.                     | Lecture          | BBA610.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3       | Shareholder wealth maximization.                     | Lecture          | BBA610.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4       | Agency Problems                                      | Lecture          | BBA610.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5       | Management Compensation measurement & of Performance | Lecture          | BBA610.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6       | Group discussion                                     | Lecture          | BBA610.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7       | Valuation Concepts                                   | Lecture          | BBA610.2         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8       | Valuation Models                                     | Lecture          | BBA610.2         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9       | Valuation Models                                     | Lecture          | BBA610.2         | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                               |         |          |                                                 |
|----|---------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 10 | Application of Valuation Model,                               | Lecture | BBA610.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | EVA/MVA                                                       | Lecture | BBA610.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | Balanced scorecard                                            | Lecture | BBA610.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Other methods/measures of financial performance.              | Lecture | BBA610.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Other methods/measures of financial performance.              | Lecture | BBA610.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Valuation Models                                              | Lecture | BBA610.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Case Study Discussion                                         | Lecture | BBA610.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Corporate restructuring                                       | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination                 |
| 18 | Differential Efficiency & Financial Synergy Theory of Mergers | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination                 |
| 19 | Theory of Mergers                                             | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination                 |
| 20 | Operating Synergy & Pure Diversification: Theory of mergers,  | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination                 |
| 21 | Costs and Benefits of Merger,                                 | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination                 |
| 22 | Evaluation of Merger as a Capital Budgeting Decision,         | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination                 |
| 23 | Poison Pills, Turnaround Strategies,                          | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination                 |

|    |                                                   |         |          |                                 |
|----|---------------------------------------------------|---------|----------|---------------------------------|
| 24 | Tax Planning relating to mergers and Amalgamation | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination |
| 25 | Tax Planning relating to mergers and Amalgamation | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination |
| 26 | Case study discussion                             | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination |
| 27 | Case study discussion                             | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination |
| 28 | Corporate Governance & Business Ethics            | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 29 | Implementation of Corporate Governance,           | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 30 | Ethics and finance,                               | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 31 | Ethical practices in market place,                | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 32 | Corporate responsibility,                         | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 33 | social audit and ethical investing.               | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 34 | Group Discussion                                  | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 35 | Case Study Discussion                             | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 36 | Behavioural Finance                               | Lecture | BBA610.5 | Viva/Quiz & End Sem Examination |
| 38 | Introduction and Expected Utility,                | Lecture | BBA610.5 | Viva/Quiz & End Sem Examination |
| 39 | Non-Expected Utility Preferences,                 | Lecture | BBA610.5 | Viva/Quiz & End Sem Examination |
| 40 | A review of classical probability theory,         | Lecture | BBA610.5 | Viva/Quiz & End Sem Examination |
| 41 | Beliefs, Biases and Heuristics,                   | Lecture | BBA610.5 | Viva/Quiz & End Sem Examination |

|    |                                                                                               |         |          |                                 |
|----|-----------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 42 | Preferences and Anomalies in the Financial markets                                            | Lecture | BBA610.5 | Viva/Quiz & End Sem Examination |
| 43 | Strategic Cost management -Concept                                                            | Lecture | BBA610.6 | Viva/Quiz & End Sem Examination |
| 44 | Financial aspects of supply chain management,                                                 | Lecture | BBA610.6 | Viva/Quiz & End Sem Examination |
| 45 | Operations management perspective on Costs,                                                   | Lecture | BBA610.6 | Viva/Quiz & End Sem Examination |
| 46 | Strategic cost analysis (using activity based costing, target costing and life cycle costing) | Lecture | BBA610.6 | Viva/Quiz & End Sem Examination |
| 47 | Product pricing at Different stages of product's life cycle                                   | Lecture | BBA610.6 | Viva/Quiz & End Sem Examination |
| 48 | Case Study Discussion                                                                         | Lecture | BBA610.6 | Viva/Quiz & End Sem Examination |

#### I. Course Articulation Matrix (Mapping of COs with POs, PSO)

| CO                | STATEMENT                                                                                                                                                                | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |       | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |       |       |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|----------------------------------------------|-------|-------|
|                   |                                                                                                                                                                          | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PSO 1                                        | PSO 2 | PSO 3 |
| <b>BBA 610.1.</b> | Get a conceptual overview on Corporate finance and its objective, Shareholder wealth maximization. Agency Problems, Management Compensation & measurement of Performance | 1                                   | -    | 2    | 3    | -    | 3    | -    | -    | 2    | 1     | 1                                            | -     | 3     |

|                            |                                                                                                                                                                                                                                                                                          |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>610.<br/>2.</b> | Learn the different Valuation Models, Application of Valuation Model, EVA/MVA, Balanced scorecard and other methods/measures of financial performance.                                                                                                                                   | 2 | - | 2 | 3 | - | 3 | 2 | 2 | 2 | 1 | 2 | - | 3 |
| <b>BBA<br/>610.<br/>3.</b> | Know Corporate restructuring, Theory of Mergers, Operating Synergy & Pure Diversification: Theory of mergers, Costs and Benefits of Merger, Evaluation of Merger as a Capital Budgeting Decision, Poison Pills, Turnaround Strategies, Tax Planning relating to mergers and Amalgamation | 2 | 1 | - | 3 | - | 3 | 3 | 1 | - | 1 | 1 | - | 3 |
| <b>BBA<br/>610.<br/>4.</b> | Understand the concept <b>Corporate Governance &amp; Business Ethics</b> , Implementation of Corporate Governance, Ethics and finance, Ethical practices in market place, corporate responsibility, social audit and ethical investing.                                                  | 2 | - | 1 | 1 | - | 3 | 2 | - | 3 | 1 | 1 | - | 3 |
| <b>BBA<br/>610.<br/>5.</b> | Get an overview of concept of Behavioural Finance, Expected Utility, Non-Expected Utility Preferences, A review of classical probability theory, Beliefs, Biases and Heuristics, Preferences and                                                                                         | 1 | - | 2 | 2 | - | 3 | 3 | - | 3 | 1 | 2 | - | 3 |

|                   |                                                                                                                                                                                                                                                                                                                   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | Anomalies in the Financial markets                                                                                                                                                                                                                                                                                |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 610.6.</b> | Understand the concept <b>Strategic Cost management</b> , Financial aspects of supply chain management, Operations management perspective on Costs, Strategic cost analysis (using activity based costing, target costing and life cycle costing) and product pricing at Different stages of product's life cycle | 3 | - | 2 | - | 2 | 3 | 3 | - | 2 | 1 | - | 1 | 3 |

#### J. Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –VI) 2018-2019                                                                                                                                                                                                                                                                                                                                  |              |               |           |                   |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------|-----------|-------------------|----------------|----------|
| Class: BBA III Year                                                                                                                                                                                                                                                                                                                                                                          |              |               |           |                   |                |          |
| Subject Name: BBA 610 Advance Corporate Finance                                                                                                                                                                                                                                                                                                                                              |              | Time: 1.5 Hrs |           |                   | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                               | Remembering  | Understanding | Applying  | Analyzing         | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                             | Q. 1, 2, 3   | Q.1, 2, 5     | Q.4, 5, 6 | Q.2 b, Q 3 , 5, 6 | Q 5 and 6      |          |
| <p>Student will be able to -</p> <p>CO1: Get a conceptual overview on Corporate finance and its objective, Shareholder wealth maximization. Agency Problems, Management Compensation &amp; measurement of Performance</p> <p>CO2: Learn the different Valuation Models, Application of Valuation Model, EVA/MVA, Balanced scorecard and other methods/measures of financial performance.</p> |              |               |           |                   |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                       | Question No. | Question      |           |                   |                | Marks    |

|     |      |                                                                      |   |
|-----|------|----------------------------------------------------------------------|---|
| CO1 | Q.1  | What do you mean Corporate Finance?                                  | 3 |
| CO1 | Q.2a | Define shareholder wealth maximization concept.                      | 3 |
|     | Q.2b | Explain the objectives of corporate finance.                         | 3 |
| CO2 | Q.3  | Explain the Balanced Scorecard and its different perspectives.       | 6 |
| CO2 | Q.4  | Define EVA/MVA.                                                      | 3 |
| CO1 | Q.5  | What is Corporate Restructuring.                                     | 3 |
|     | Q.5  | Explain cost and benefits of merger.                                 | 3 |
| CO2 | Q 6  | Explain operating synergy and pure diversification theory of merger. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

.....



## BBA 610

### Attainment

|                         |                           |
|-------------------------|---------------------------|
| <b>Session</b>          | 2018-19                   |
| <b>Course Name</b>      | BBA                       |
| <b>Semester</b>         | 6th Semester              |
| <b>Subject Code</b>     | BBA 610                   |
| <b>Subject Name</b>     | ADVANCE CORPORATE FINANCE |
| <b>Attainment Level</b> | Level 2                   |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course : PERFORMANCE MANAGEMENT SYSTEM**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management, and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand, and analyze the knowledge of principles of management to find solutions to real-world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate, and provide innovative solution frameworks to real-world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need to be proactive and keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communication skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate, and Resolve Conflicts):** Define, explain, and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognize, explain, and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future Leaders:** The program will develop the foundations of business ethics, and prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **PROGRAM SPECIFIC OUTCOMES:**

**PSO1:** - Understand the basic concepts of Human resources management and the role of Industrial relations and labour law with its applications at national and international levels in the individual, team, and at organizational levels.

**PSO2:** - Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** - Practical knowledge of training and development in various areas and hands-on session compensation and reward management with current trends and its benefits.

**Note:** - Correlation levels 1, 2, and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium), and 3: Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|----------------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                              |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| VI<br>SEM                                    | BBA6<br>12 | 3           | 1           | 1           | 3           | 1           | 2           | 2           | 1           | 1       | 1        | -        | 1        | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course: PERFORMANCE MANAGEMENT SYSTEM                                                   |
| Course Code: BBA 612, Crédits : 04, Session: 2018-2019 (Even Sem.), Class: BBA 3rd Year |

**Introduction:** The objective of this course is to familiarize the budding managers with how the course will help students understand the significance of appraisal for an organization and individuals. It will develop an understanding of various Performance Appraisal tools and their applications and potential appraisal. Further it will develop a right perspective in them towards managing and improving performance. It aims to equip the students to focus on understanding the basic concepts, theories and functioning of performance management system on organisation and its applications.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA 612. 1.** Able to Understand the concept of performance management and basic elements of performance appraisal and motivational-related theory that impact planning performance.

**BBA 612. 2.** Know the basic process of performance appraisal and its objectives with methods of appraisal with its contemporary methods.

**BBA 612. 3.** Able to Recognize the essential features of 360-degree feedback with the RSDQ Model and its applicability.

**BBA 612. 4.** Describe the role of potential appraisal in relation to competency mapping with relevant case studies.

**BBA 612. 5.** Demonstrate the application functions in performance management related to creating high-performance organizations.

**BBA 612. 6.** Able to understand the emerging concerns with performance management beyond tangible performance with HR Scorecard.

**B. Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management, and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain, and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyze the knowledge of principles of management to find solutions to real-world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real-world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need to be proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communication skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain, and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognize, explain, and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### C. Programme Specific Outcomes:

**PSO1:** Understand the basic concepts of Human resources management and the role of Industrial relations and labour law with its applications at national and international level in the individual, team, and at organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands-on session compensation and reward management with current trends and its benefits.

### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## D. Syllabus

### Module I: Overview of Performance Management

Employee Motivation & Needs (Vroom's & Adam's Theory of Motivation), Performance Appraisal: The past & the future, Human Resource Development & Performance Appraisal, Planning Performance & Role Clarity, Accountability and Effectiveness.

### Module II: Process of Performance Appraisal

Measuring Performance Appraisal – Objectives & Indicators, Methods of Appraisal – Contemporary & Modern methods, Performance feedback & counseling, PMS.

### Module III: 360-degree Feedback

Definition, methodology, advantages/disadvantages of Feedback, RSDQ Model, and Criteria for Success, Experiences in 360 appraisals.

### Module IV: Potential Appraisal

Concept, difference between performance appraisal and potential appraisal, Competency mapping & potential appraisal –case studies

### Module V: Performance Management in Application

Performance Management and development, Performance Management and Pay, Creating a High-Performance organization.

### Module VI: Emerging Concerns & Performance Management

Appraisal for future – going beyond tangible performance, HR Scorecard.

Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

Text & References:

#### Text:

- T.V. Rao; Performance Management and Appraisal; Jaico Publication
- Dinesh K. Srivastava, "Strategies for Performance Management", New Delhi, 2005, Excel Books,

#### References:

- K Aswathappa; Human Resource and Personnel Management; McGraw- Hill Companies
- Desimone; Human Resource Development Thomson Learning.

### E. Lecture Plan

| Lecture | Topics                                                | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | What is Performance Management? definition and scope. | Lecture          | BBA 612.1.       | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of Employee Motivation & Needs.               | Lecture          | BBA 612.1.       | Mid Term-1, Quiz & End Sem Exam |
| 3       | Vroom's & Adam's Theory of Motivation                 | Lecture          | BBA 612.1.       | Mid Term-1, Quiz & End Sem Exam |
| 4       | Performance Appraisal                                 | Lecture          | BBA 612.1.       | Mid Term-1, Quiz & End Sem Exam |
| 5       | Performance appraisal: The past & the future          | Lecture          | BBA 612.1.       | Mid Term-1, Quiz & End Sem Exam |
| 6       | Human Resource Development & Performance              | Lecture          | BBA 612.1.       | Mid Term-1, Quiz & End Sem Exam |
| 7       | Planning Performance & Role Clarity,                  | Lecture          | BBA 612.1.       | Mid Term-1, Quiz & End Sem Exam |
| 8       | Accountability and Effectiveness                      | Lecture          | BBA 612.1.       | Mid Term-1, Quiz & End Sem Exam |



|    |                                                           |         |            |                                 |
|----|-----------------------------------------------------------|---------|------------|---------------------------------|
| 9  | Process of Performance Appraisal                          | Lecture | BBA 612.2. | Mid Term-1, Quiz & End Sem Exam |
| 10 | Measuring Performance Appraisal – Objectives & Indicators | Lecture | BBA 612.2. | Mid Term-1, Quiz & End Sem Exam |
| 11 | Methods of Appraisal                                      | Lecture | BBA 612.2. | Mid Term-1, Quiz & End Sem Exam |
| 12 | Contemporary & Modern methods                             | Lecture | BBA 612.2. | Mid Term-1, Quiz & End Sem Exam |
| 13 | Performance feedback                                      | Lecture | BBA 612.2. | Mid Term-1, Quiz & End Sem Exam |
| 14 | counseling, PMS.                                          | Lecture | BBA 612.2. | Mid Term-1, Quiz & End Sem Exam |
| 15 | 360-degree Feedback                                       | Lecture | BBA 612.3. | Mid Term-1, Quiz & End Sem Exam |
| 16 | 360-degree Feedback: Definition, methodology              | Lecture | BBA 612.3. | Mid Term-1, Quiz & End Sem Exam |
| 17 | Advantages/disadvantages of Feedback.                     | Lecture | BBA 612.3. | Mid Term-1, Quiz & End Sem Exam |
| 18 | RSDQ Model:                                               | Lecture | BBA 612.3. | Mid                             |

|    |                                                                           |         |            |                                             |
|----|---------------------------------------------------------------------------|---------|------------|---------------------------------------------|
|    | introduction                                                              |         |            | Term-1,<br>Quiz&<br>End Sem<br>Exam         |
| 19 | Criteria for success,<br>Experiences in 360<br>appraisals.                | Lecture | BBA 612.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 20 | Potential Appraisal:<br>Introduction                                      | Lecture | BBA 612.4. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 21 | Potential Appraisal:<br>concept                                           | Lecture | BBA 612.4. | Quiz &<br>End Sem<br>Exam                   |
| 22 | Difference between<br>performance<br>appraisal and<br>potential appraisal | Lecture | BBA 612.4. | Quiz &<br>End Sem<br>Exam                   |
| 23 | Competency mapping                                                        | Lecture | BBA 612.4. | Quiz &<br>End Sem<br>Exam                   |
| 24 | Potential appraisal-<br>case studies                                      | Lecture | BBA 612.4. | Quiz &<br>End Sem<br>Exam                   |
| 25 | Competency<br>mapping:<br>Introduction .                                  | Lecture | BBA 612.4. | Quiz &<br>End Sem<br>Exam                   |
| 26 | Competency<br>mapping: Factors.                                           | Lecture | BBA 612.4. | Quiz &<br>End Sem<br>Exam                   |
| 27 | Competency<br>mapping: Case<br>studies.                                   | Lecture | BBA 612.4. | Quiz &<br>End Sem<br>Exam                   |
| 28 | Competency<br>mapping: model and<br>skill gap.                            | Lecture | BBA 612.4  | Quiz &<br>End Sem<br>Exam                   |
| 29 | Performance<br>Management in<br>application:<br>Introduction              | Lecture | BBA 612.5. | Quiz &<br>End Sem<br>Exam                   |
| 30 | Performance<br>Management in<br>application: case                         | Lecture | BBA 612.5. | Quiz &<br>End Sem<br>Exam                   |

|    |                                                          |         |            |                     |
|----|----------------------------------------------------------|---------|------------|---------------------|
|    | study                                                    |         |            |                     |
| 31 | Performance Management and development                   | Lecture | BBA 612.5. | Quiz & End Sem Exam |
| 32 | Performance Management and development: case studies     | Lecture | BBA 612.5. | Quiz & End Sem Exam |
| 33 | Performance Management and Pay                           | Lecture | BBA 612.5. | Quiz & End Sem Exam |
| 34 | Performance Management and Pay: Case studies             | Lecture | BBA 612.5. | Quiz & End Sem Exam |
| 35 | Creating High Performance organization: Introduction     | Lecture | BBA 612.5. | Quiz & End Sem Exam |
| 36 | Emerging Concerns & Performance Management               | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 37 | Emerging Concerns & Performance Management: Introduction | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 38 | Appraisal for future: Introduction                       | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 39 | Appraisal for future: case studies                       | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 40 | Going beyond tangible performance: Introduction          | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 41 | Tangible performance: case studies                       | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 42 | HR Scorecard.                                            | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 43 | HR Scorecard: Introduction                               | Lecture | BBA 612.6. | Quiz & End Sem Exam |

|    |                                                          |         |            |                     |
|----|----------------------------------------------------------|---------|------------|---------------------|
| 44 | HR Scorecard: relevance                                  | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 45 | HR Scorecard: case studies                               | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 46 | Emerging Concerns & Performance Management: summary      | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 47 | Emerging Concerns & Performance Management: case studies | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 48 | various Performance Appraisal tools                      | Lecture | BBA 612.6. | Quiz & End Sem Exam |

**F. Course Articulation Matrix (Mapping of COs with POs & PSO)**

| CO                | STATEMENT                                                                                                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |       | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |       |       |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|----------------------------------------------|-------|-------|
|                   |                                                                                                                                                                            | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PSO 1                                        | PSO 2 | PSO 3 |
| <b>BBA 612.1.</b> | Able to Understand the concept of performance management and basic elements of performance appraisal and motivational related theory which impact on planning performance. | 1                                   | 1    | 3    | 2    | 1    | 1    | 1    | 1    | 3    | 1     | -                                            | 1     | 3     |

|                           |                                                                                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>612.<br/>2</b> | Know the basic process of performance appraisal and its objectives with methods of appraisal with its contemporary methods. | 1 | 1 | 3 | 3 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | - |
| <b>BBA<br/>612.<br/>3</b> | Able to Recognize the essential features of 360-degree feedback with RSDQ Model and its applicability.                      | 1 | 1 | 3 | 3 | 2 | 1 | 1 | 1 | 3 | 1 | - | 1 | 3 |
| <b>BBA<br/>612.<br/>4</b> | Describe the role of potential appraisal in relations to competency mapping with relevant case studies                      | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 3 | - | 2 |
| <b>BBA<br/>612.<br/>5</b> | Demonstrate the applications functions in performance management related to creating high performance organization          | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | 1 | 2 | 2 | 1 |
| <b>BBA<br/>612.<br/>6</b> | Able to understand the emerging concerns with performance management beyond tangible performance with HR Scorecard.         | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | 1 | 3 | 1 | 1 |

## Sample question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –VI) 2018-2019                                                                                                                                                                                                                                                                                                                                                                                                                      |              |                                                                                                                                        |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BBA III Year                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              |                                                                                                                                        |          |           |                |          |
| Subject Name: BBA 612<br>Performance Management System                                                                                                                                                                                                                                                                                                                                                                                                                           |              | Time: 1.5 Hrs                                                                                                                          |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                   | Remembering  | Understanding                                                                                                                          | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.1,4        | Q.2,3                                                                                                                                  | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Able to Understand the concept of performance management and basic elements of performance appraisal and motivational related theory which impact on planning performance.</p> <p>CO2: Know the basic process of performance appraisal and its objectives with methods of appraisal with its contemporary methods.</p> <p>CO3: Able to Recognize the essential features of 360-degree feedback with RSDQ Model and its applicability.</p> |              |                                                                                                                                        |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Question No. | Question                                                                                                                               |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.1          | Explain in brief the basic elements of performance appraisal and one motivational related theory which impact on planning performance. |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.2          | What is the process of performance appraisal.                                                                                          |          |           |                | 3        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.3          | Write a short note on: Performance management with RSDQ Model.                                                                         |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.4          | Describe the role concept of performance appraisal.                                                                                    |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.5          | Demonstrate the functions related to planning performance.                                                                             |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.6.         | Write short note on :360 degree feedback .                                                                                             |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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**BBA 612**

## **Attainment**

|                         |                               |
|-------------------------|-------------------------------|
| <b>Session</b>          | 2018-19                       |
| <b>Course Name</b>      | BBA                           |
| <b>Semester</b>         | 6th Semester                  |
| <b>Subject Code</b>     | BBA 612                       |
| <b>Subject Name</b>     | PERFORMANCE MANAGEMENT SYSTEM |
| <b>Attainment Level</b> | Level 2                       |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                            |
|--------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR   |
| AMITY BUSINESS SCHOOL                      |
| Course: Compensation and Reward Management |

## PROGRAMME OUTCOMES

**Bachelor of Business Administration**

**2018-2019**

### Programme Outcomes:

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future Leaders:** The program will develop the foundations of business ethics, and prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO1:** Understand the basic concepts of Human resources management and the role of Industrial relations and labour law with its applications at national and international levels in the individual, team, and organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands-on session compensation and reward management with current trends and its benefits.

**Note:** - Correlation levels 1, 2, and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium), and 3: Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME<br/>ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |          |
|------------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|----------|
|                                          |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PSO<br>1 | PSO<br>2 | PSO<br>3 |
| VI SEM                                   | BBA<br>613 | 3           | 1           | 1           | 3           | 1           | 2           | 2           | 1           | 1       | 1        | 3        | 1        | -        |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course: Compensation and Reward Management                                              |
| Course Code : BBA 613, Crédits : 04, Session: 2018-19( Even Sem.), Class : BBA 3rd Year |

**Introduction:** The objective of this course is to familiarize the budding managers with how course will help students to familiarize students with the dynamics of wage and salary administration and current trends in India and understand the significance of compensation and reward management for an organization and individuals. It will develop an understanding of various compensation tools and their applications and potential appraisal. Further it will develop a right perspective in them towards managing and improving performance. It aims to equip the students to focuses on understanding the basic concepts, theories and functioning of compensation and reward management system on organisation and its applications.

**A. Course Outcomes:** At the end of the course, students will be able to:

- 1. BBA 613. 1.** Able to Understand the concept of compensation management and basic elements of wages and salary administration and the Role of various parties with Legislation for compensation.
- 2. BBA 613. 2.** Know the basics of Developing Compensation Programs and Job Evaluation, with Basic wage payment systems with total Salary Structure with the help of Compensation Surveys.
- 3. BBA 613. 3.** Able to Recognize the Derivatives of Compensation with Merit pay and Performance Evaluation and Performance-based rewards with Performance Criteria Choices.

4. **BBA 613.4.** Describe the role of Incentive Plans: individual and group incentive plans and its impact on Productivity Gain sharing plans with financial incentives.

5. **BBA 613.5.** Demonstrate the application functions of Supplemented Pay benefits insurance benefits and Retirement benefits, and Employee service benefits in performance management related to creating a high-performance organization That depends on ESOPs, Flexible benefits, and Benefits Surveys. Measuring Cost-to-Company (CTC).

6. **BBA 613.6.** Able to understand the current trends in compensation and reward management.

### **Program Outcomes:**

**[PO.1]. Knowledge of Business, Management, and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain, and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyze the knowledge of principles of management to find solutions to real-world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate, and provide innovative solution frameworks to real-world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weaknesses, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive and keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communication skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both

local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **B. Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and the role of Industrial relations and labour law with its applications at national and international levels in the individual, team, and organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands-on session compensation and reward management with current trends and its benefits.

#### **C. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **D. Syllabus**

### **Module I: Introduction**

Overview of Compensation Management, Wage and Salary Administration – Nature, Importance, Philosophy, Objectives, Definition, Goals, Role of various parties – Employees, Employers, Unions & Government and

Consequences of pay, Legislations for compensation – PF, Gratuity, Pension, Bonus

### **Module II: Developing Compensation Programs**

Job Evaluation, Basic systems Time wage, Piece wage, Incentives, Wage payments and Total Salary Structure, Compensation Surveys, Hay Plan, Developing Competitive Compensation Programs, Developing Salary Structures

### **Module III: Derivatives of Compensation**

Pay for Performance, Merit pay and Performance Evaluation, Performance-based rewards, Performance Criteria Choices, and Performance-based Compensation Schemes, Benefits.

### **Module IV: Incentive Plans**

Incentive Plans: individual and group incentive plans, Productivity Gain sharing plans, Profit Sharing Plans, Non - Financial and Financial incentives,

### **Module V: Employee Benefits**

Employee Benefits: Supplemented Pay benefits (pay for time not worked) insurance benefits, Retirement benefits, Employees' service benefits, Introduction to ESOPs, Flexible benefits and Benefits Surveys. Measuring Cost-to-Company (CTC)

### **Module VI: Current Trends:**

Current Trends in Compensation and Reward Management.

### **Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b>     | <b>5</b> | <b>70</b> |

## Text & References:

Text:

- Garry Dressler, "Personnel / Human Resource Management", London, Prentice Hall, 1994.
- William B. Werther Jr. and Keith Davis "Human Resource Management". New Jersey: McGraw Hill. (1993)
- Milkovich & Newman, Compensation, Irwin/McGraw-Hill 8<sup>th</sup> Ed.

References:

- Frans Poets, The Art of HRD – Job Evaluation & Remuneration, Crest Publishing, Volume 7 1<sup>st</sup> Edition
- Michael Armstrong, Helen Murlis, The Art of HRD – Reward Management, Crest Publishing
- Michael Armstrong, Employee Reward, (University Press)
- P. Zingheim, The New Pay, Linking Employee & Organization Performance, Schuster, (Jossey-Bass)
- Sara Rynes, Compensation in Organization, Gerhart (Jossey BASS)
- Wendell L French, "Human Resource Management", USA, Houghton Mifflin Company, 1994.
- David D. Decenzo and Stephen P. Robbins, "Human Resource Management", New Delhi, Prentice Hall, 3<sup>rd</sup> Edn., 1988.

## E. Lecture Plan

| Lecture | Topics                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | What is Compensation Management? definition and scope. | Lecture          | BBA 613.1.       | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of Wage and Salary Administration              | Lecture          | BBA 613.1.       | Mid Term-1, Quiz & End Sem Exam |
| 3       | Nature, Importance, Philosophy, Objectives             | Lecture          | BBA 613.1.       | Mid Term-1, Quiz & End Sem Exam |
| 4       | Definition, Goals                                      | Lecture          | BBA 613.1.       | Mid Term-1,                     |

|    |                                                   |         |            |                                             |
|----|---------------------------------------------------|---------|------------|---------------------------------------------|
|    |                                                   |         |            | Quiz &<br>End Sem<br>Exam                   |
| 5  | Role of various<br>parties                        | Lecture | BBA 613.1. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 6  | Employees,<br>Employers, Unions &<br>Government . | Lecture | BBA 613.1. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 7  | Legislations for<br>compensation                  | Lecture | BBA 613.1. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 8  | PF, Gratuity,<br>Pension, Bonus                   | Lecture | BBA 613.1. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 9  | Developing<br>Compensation<br>Programs            | Lecture | BBA 613.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 10 | Job Evaluation                                    | Lecture | BBA 613.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 11 | Basic systems<br>Time wage                        | Lecture | BBA 613.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 12 | Piece wage,<br>Incentives                         | Lecture | BBA 613.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 13 | Wage payments                                     | Lecture | BBA 613.2. | Mid<br>Term-1,                              |



|    |                                               |         |            |                                 |
|----|-----------------------------------------------|---------|------------|---------------------------------|
|    |                                               |         |            | Quiz & End Sem Exam             |
| 14 | Total Salary Structure,                       | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 15 | Compensation Surveys                          | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 16 | Hay Plan                                      | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 17 | Developing Competitive Compensation Programs. | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 18 | Developing Salary Structures                  | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 19 | Derivatives of Compensation                   | Lecture | BBA 613.3. | Mid Term-1, Quiz & End Sem Exam |
| 20 | Pay for Performance, Merit pay .              | Lecture | BBA 613.3. | Mid Term-1, Quiz & End Sem Exam |
| 21 | Incentive Plans                               | Lecture | BBA 613.4. | Quiz & End Sem Exam             |
| 22 | Individual and group incentive plans,         | Lecture | BBA 613.4. | Quiz & End Sem Exam             |
| 23 | Individual and group incentive plans.         | Lecture | BBA 613.4. | Quiz & End Sem                  |

|    |                                                                                       |         |            |                     |
|----|---------------------------------------------------------------------------------------|---------|------------|---------------------|
|    | Introduction, classifications                                                         |         |            | Exam                |
| 24 | Individual and group incentive plans: Importance                                      | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 25 | Productivity Gain sharing plans: Introduction                                         | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 26 | Productivity Gain sharing plans: classifications                                      | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 27 | Productivity Gain sharing plans: summary                                              | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 28 | Productivity Gain sharing plans :case study                                           | Lecture | BBA 613.4  | Quiz & End Sem Exam |
| 29 | Profit Sharing Plans: Introduction                                                    | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 30 | Non - Financial and Financial incentives : Introduction , classification              | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 31 | Employee Benefits: Introductions                                                      | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 32 | Supplemented Pay benefits (pay for time not worked) insurance benefits: Introductions | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 33 | Insurance benefits: Introductions                                                     | Lecture | BBA 613.5. | Quiz & End Sem Exam |

|    |                                                                 |         |            |                     |
|----|-----------------------------------------------------------------|---------|------------|---------------------|
| 34 | Retirement benefits, Employees' service benefits: Introductions | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 35 | Retirement benefits, Employees' service benefits : Types        | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 36 | Introduction to ESOPs                                           | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 37 | ESOPs: Case studies                                             | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 38 | Flexible benefits : Introduction                                | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 39 | Benefit Surveys: classification and benefits                    | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 40 | Measuring Cost- to – Company (CTC) : meaning                    | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 41 | Measuring Cost- to – Company (CTC) : different heads under CTC. | Lecture | BBA 613.6. | Quiz & End Sem Exam |
| 42 | Measuring Cost- to – Company (CTC) : Importance                 | Lecture | BBA 613.6. | Quiz & End Sem Exam |
| 43 | Current Trends in compensation                                  | Lecture | BBA 613.6. | Quiz & End Sem Exam |
| 44 | Current Trends: case study.                                     | Lecture | BBA 613.6. | Quiz & End Sem Exam |
| 45 | Current Trends in reward management                             | Lecture | BBA 613.6. | Quiz & End Sem Exam |

|    |                                             |         |            |                     |
|----|---------------------------------------------|---------|------------|---------------------|
| 46 | Current Trends in compensation: case study  | Lecture | BBA 613.6. | Quiz & End Sem Exam |
| 47 | Reward management: summary                  | Lecture | BBA 613.6. | Quiz & End Sem Exam |
| 48 | Derivatives of Compensation: Current trends | Lecture | BBA 613.6. | Quiz & End Sem Exam |

#### F. Course Articulation Matrix (Mapping of COs with POs & PSO)

| CO                | STATEMENT                                                                                                                                                                       | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                                 | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 613.1</b>  | Able to Understand the concept of compensation management and basic elements of wages and salary administration and Role of various parties with Legislations for compensation. | 1                                   | 1           | 3           | 2           | 1           | 1           | 1           | 1           | 3           | 1            | 1                                            | 1                | -                |
| <b>BBA 613.2.</b> | Know the basic of Developing Compensation Programs and Job Evaluation, with Basic wage payment systems with total Salary Structure with help of Compensation Surveys.           | 1                                   | 1           | 3           | 3           | 1           | 1           | 2           | 2           | 1           | 1            | 2                                            | 1                | 3                |
| <b>BBA 613.3.</b> | Able to Recognize the Derivatives of Compensation with Merit                                                                                                                    | 1                                   | 1           | 3           | 3           | 2           | 1           | 1           | 1           | 3           | 1            | 1                                            | 1                | 2                |

|                    |                                                                                                                                                                                                                                                                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                    | pay and Performance Evaluation and Performance based rewards with Performance Criteria Choices.                                                                                                                                                                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 613. 4.</b> | Describe the role of Incentive Plans: individual and group incentive plans and its impact on Productivity Gain sharing plans with financial incentives.                                                                                                                                                                       | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 3 | 1 | 1 |
| <b>BBA 613. 5.</b> | Demonstrate the applications functions of Supplemented Pay benefits insurance benefits and Retirement benefits, Employees' service benefits in performance management related to creating high performance organisation Which is depends on ESOPs, Flexible benefits and Benefit Surveys. Measuring Cost- to – Company (CTC). | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | 1 | 1 | 3 | 3 |
| <b>BBA 613. 6.</b> | Able to understand the current trends in compensation and reward management.                                                                                                                                                                                                                                                  | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | 1 | 2 | - | 1 |

### Sample question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |              |                                                                                            |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –VI) 2018-2019                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |              |                                                                                            |          |           |                |          |
| Class: BBA III Year                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                                                            |          |           |                |          |
| Subject Name: BBA 613<br>Compensation and Reward<br>Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              | Time: 1.5 Hrs                                                                              |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Remembering  | Understanding                                                                              | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                                                      | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Able to Understand the concept of compensation management and basic elements of wages and salary administration and Role of various parties with Legislations for compensation.</p> <p>CO2: Know the basic of Developing Compensation Programs and Job Evaluation, with Basic wage payment systems with total Salary Structure with help of Compensation Surveys.</p> <p>CO3: Able to Recognize the Derivatives of Compensation with Merit pay and Performance Evaluation and Performance based rewards with Performance Criteria Choices.</p> |              |                                                                                            |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                                                                   |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1          | Explain in brief the basic elements of compensation management: importance and philosophy. |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2          | What are the different developing compensation programs?                                   |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.3          | Write a short note on: Gratuity, pension.                                                  |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.4          | Describe the role of developing competitive compensation programs.                         |          |           |                | 6        |

|     |       |                                                                               |   |
|-----|-------|-------------------------------------------------------------------------------|---|
| CO1 | Q.5   | Demonstrate the functions related to various parties related to compensation. | 6 |
| CO2 | Q .6. | Write short note on: wages and salary administration.                         | 3 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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**BBA 613**

## **Attainment**

|                         |                                    |
|-------------------------|------------------------------------|
| <b>Session</b>          | 2018-19                            |
| <b>Course Name</b>      | BBA                                |
| <b>Semester</b>         | 6th Semester                       |
| <b>Subject Code</b>     | BBA 613                            |
| <b>Subject Name</b>     | Compensation and Reward Management |
| <b>Attainment Level</b> | Level 2                            |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course : INDUSTRIAL RELATIONS AND LABOUR LAW**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|--------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                      |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| VI<br>SE<br>M                        | BBA<br>629 | 3           | 1           | 1           | 3           | 1           | 2           | 2           | 1           | 1       | 1        | -        | -        | 3    |

| AMITY BUSINESS SCHOOL                                                                    |
|------------------------------------------------------------------------------------------|
| Course Handout                                                                           |
| Course : INDUSTRIAL RELATIONS AND LABOUR LAW                                             |
| Course Code : BBL 629, Crédits : 04, Session :2018-19 (Even Sem.), Class : BBA. 3rd Year |
|                                                                                          |

**A. Introduction:** The objective of this course is to familiarize the budding managers with how industrial relations and labour law is an identifiable governing general functioning of employees in an organisation and also to educate student with the important provisions under these laws .This will enable them to develop the right perspective of this delicate responsibility to deal with union constructively and to maintain industrial democracy, and have a capacity to deal different laws mobilize resources and power accordingly.

**B. Course Outcomes:** At the end of the course, students will be able to:

**1.BBL629.1.** Able to Understand the concept of the industrial Relations and basic elements of labour unrest and Labour-Management Relations During Five Year Plans.

**2.BBL629.2.** Know the basic functioning of laws relating to industry and details discussion on the factories Act,1948 and industrial disputes act ,1947 .

**3.BBL629.3.** Able to Recognize the essential features of Laws relating to remunerations in relations to the payment of wages Act,1936. Minimum wages act 1948 and employees state insurance act 1948 with its applicability.

**4.BBL629.4.** Describe the role of Trade union act 1926 and recognition.

**5.BBL629.5.** Demonstrate the functions related to compensation and insurance, with respect to defense mechanism available to employer and employees etc.

**6.BBL629.6.** Able to understand the concept of provident fund, Bonus and gratuity in organisational social structure of India with respect to social security judicial activism.

**A. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **C. Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**E. Syllabus****Module I: Basic Concepts**

Background Study of Industrial Relations in India, Industrial Relations, Industrial Peace, Industrial unrest and Industrial Discipline, Labour-Management Relations During Five Year Plans. Technological Change and Industrial Relations.

**Module II: Laws Relating to Industry**

The factories Act, 1948 - Definition - Approval licencing and registration of factories - Notice by occupier, Health, and welfare measures - weekly holidays. Leave with wages, Employment of women and young person - Penalties and returns. The Industrial Disputes Act, 1947 - Definition – conciliation, court of enquiry and voluntary process for the settlement of industrial disputes - power of the Govt. under ID Act - Instrument of economic coercion - Strike & lock out, Lay off Retrenchment, Transfer and closures - Discharge and Dismissal - Managements prerogative during pendency of proceeding – Work Committee, arbitration and adjudication.

**Module III: Laws Relating to Remuneration**

The Payment of Wages Act, 1936 - Definition - Rules for payment of wages and deductions from wage. The Minimum Wages Act 1948 - Fixing of minimum wages, Procedure for raising

minimum wage - Concept of living wages, Fair wage and minimum wage. The Employees State Insurance Act 1948 - Definition - Applicability of the Act - Insurable workmen - Contribution Benefit – Penalties, The Maternity Benefit Act 1961

#### **Module IV: Laws Relating to Trade Union**

The Trade Union Act 1926. Statutory Definition - Registration of TU, Immunity granted to Registered Trade Union - Recognition of TU.

#### **Module V: Laws relating to Compensation and Insurance**

The workmen's compensation Act 1923 - Definition - Rules regarding workmen's compensation - Defense available to employer and employees.

#### **Module VI: Laws relating to Provident Fund, Bonus and Gratuity**

The Employees Provident Fund and Miscellaneous Provisions Act, 1952 and Employees family pension scheme - definition - Coverage of the organization and employees under the Act - Employees Provident Fund and pension fund scheme - Calculation of contribution withdrawal of Provident Fund amount - Penalties for offence. The. The Payment of Bonus Act 1965 - Applicability of Act - Coverage of employee - Calculation of bonus Rate of Payable bonus - available surplus - allocable surplus Payment of Gratuity Act, 1972 - Definition - Scope and Coverage of the Act - Eligibility criteria - Calculation of Gratuity Nomination

#### **Assignment:**

1. Students need to select an organization and gather information of any industrial dispute in the said organization. Each student is required to articulate on the following:

- a. The key issues in the situation
- b. The key role players in solving or increasing the conflict
- c. To give suggestions as how such situations can be avoided in future.

2. Case Study Air India Pilots, Monnapa Arun, Industrial Relations, Pages(218-242), TataMacGrow Hill,2010.

#### **Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

## Text & References:

### Text:

- P L Malik, Handbook of Labour and Industrial Law Eastern Book Publication 9th Edition 2005

### References:

- R. C. Chawla and K.C. Garg, "Industrial Law", Ludhiana, Kalyani Publishers, 1993.
- P.L. Malik, "Industrial Law", Lucknow, Eastern Book Co., 1995. 19<sup>th</sup> edition reprinted 2006
- J.K. Bareja, "Industrial Law", New Delhi, Galgotia Publishing Co., 2001.
- M.Y. Pylee and George Simon, "Industrial Relations and Personnel Management", New Delhi, Vikas Publishing House, 1996.
- P. Subba Rao, "Essentials of Human Resource Management and Industrial Relations: Text, Cases and Games", Mumbai, Himalaya, 2000.
- S.C. Shrivastava, "Industrial Relations and Labour Laws", New Delhi, Vikas Publishing House, 2000 Fourth revised Edition. Reprinted 2006

## F. Lecture Plan

| Lecture | Topics                                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | What is Background Study of Industrial Relations in India? definition and scope. | Lecture          | BBL629.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of Industrial Peace.                                                     | Lecture          | BBL629.1.        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Industrial unrest and Industrial Discipline                                      | Lecture          | BBL629.1.        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Labour-Management Relations During Five Year Plans.                              | Lecture          | BBL629.1.        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                        |         |           |                                 |
|----|------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 5  | Technological Change and Industrial Relations.                                                                         | Lecture | BBL629.1. | Mid Term-1, Quiz & End Sem Exam |
| 6  | Laws Relating to Industry: The factories Act, 1948 - Definition                                                        | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 7  | Approval licensing and registration of factories - Notice by occupier, Health, and welfare measures - weekly holidays. | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 8  | Leave with wages, Employment of women and young person - Penalties and returns.                                        | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 9  | The Industrial Disputes Act, 1947 - Definition                                                                         | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 10 | conciliation, court of enquiry and voluntary process for the settlement of industrial disputes.                        | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 11 | Power of the Govt. under ID Act - Instrument of economic coercion - Strike & lock out, Lay off Retrenchment,           | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 12 | Discharge and Dismissal -                                                                                              | Lecture | BBL629.2. | Mid Term-1, Quiz &              |



|    |                                                                   |         |           |                                 |
|----|-------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                   |         |           | End Sem Exam                    |
| 13 | Managements prerogative during pendency of proceeding             | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 14 | Work Committee                                                    | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 15 | Arbitration and adjudication.                                     | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 16 | Laws Relating to Remuneration                                     | Lecture | BBL629.3. | Mid Term-1, Quiz & End Sem Exam |
| 17 | The Payment of Wages Act, 1936                                    | Lecture | BBL629.3. | Mid Term-1, Quiz & End Sem Exam |
| 18 | Definition - Rules for payment of wages and deductions from wage. | Lecture | BBL629.3. | Mid Term-1, Quiz& End Sem Exam  |
| 19 | The Minimum Wages Act 1948                                        | Lecture | BBL629.3. | Mid Term-1, Quiz & End Sem Exam |
| 20 | Fixing of minimum wages,                                          | Lecture | BBL629.3. | Mid Term-1, Quiz & End Sem Exam |
| 21 | Procedure for raising minimum wage                                | Lecture | BBL629.3. | Quiz & End Sem Exam             |
| 22 | Concept of living wages, Fair wage                                | Lecture | BBL629.3. | Quiz & End Sem                  |

|    |                                                      |         |           |                     |
|----|------------------------------------------------------|---------|-----------|---------------------|
|    | and minimum wage                                     |         |           | Exam                |
| 23 | The Employees State Insurance Act 1948               | Lecture | BBL629.3. | Quiz & End Sem Exam |
| 24 | Applicability of the Act                             | Lecture | BBL629.3. | Quiz & End Sem Exam |
| 25 | Insurable workmen - Contribution Benefit – Penalties | Lecture | BBL629.3. | Quiz & End Sem Exam |
| 26 | The Maternity Benefit Act 1961                       | Lecture | BBL629.3. | Quiz & End Sem Exam |
| 27 | Laws Relating to Trade Union                         | Lecture | BBL629.4. | Quiz & End Sem Exam |
| 28 | The Trade Union Act 1926.                            | Lecture | BBL629.4  | Quiz & End Sem Exam |
| 29 | Statutory Definition - Registration of TU            | Lecture | BBL629.4. | Quiz & End Sem Exam |
| 30 | Registered Trade Union - Recognition of TU.          | Lecture | BBL629.4. | Quiz & End Sem Exam |
| 31 | Laws relating to Compensation and Insurance          | Lecture | BBL629.5. | Quiz & End Sem Exam |
| 32 | The workmen's compensation Act 1923                  | Lecture | BBL629.5. | Quiz & End Sem Exam |
| 33 | Definition: The workmen's compensation Act 1923      | Lecture | BBL629.5. | Quiz & End Sem Exam |
| 34 | Defense available to employer and employees.         | Lecture | BBL629.5. | Quiz & End Sem Exam |

|    |                                                                     |         |           |                     |
|----|---------------------------------------------------------------------|---------|-----------|---------------------|
|    |                                                                     |         |           |                     |
| 35 | Laws relating to Provident Fund, Bonus and Gratuity                 | Lecture | BBL629.1. | Quiz & End Sem Exam |
| 36 | The Employees Provident Fund and Miscellaneous Provisions Act, 1952 | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 37 | Employees family pension scheme - definition                        | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 38 | Coverage of the organization and employees under the Act            | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 39 | Employees Provident Fund                                            | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 40 | pension fund scheme                                                 | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 41 | Calculation of contribution withdrawal of Provident Fund amount     | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 42 | The Payment of Bonus Act 1965 - Applicability of Act                | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 43 | Coverage of employee - Calculation of bonus Rate of Payable bonus   | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 44 | Available surplus - allocable surplus                               | Lecture | BBL629.6. | Quiz & End Sem Exam |

|    |                                    |         |           |                     |
|----|------------------------------------|---------|-----------|---------------------|
|    | Payment of Gratuity Act, 1972      |         |           |                     |
| 45 | Definition – Scope of the Act      | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 46 | Coverage of the gratuity Act       | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 47 | Eligibility criteria               | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 48 | Calculation of Gratuity Nomination | Lecture | BBL629.6. | Quiz & End Sem Exam |

**G. Course Articulation Matrix (Mapping of COs with POs & PSO)**

| CO                 | STATEMENT                                                                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |       | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |       |       |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|----------------------------------------------|-------|-------|
|                    |                                                                                                                                                        | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PSO 1                                        | PSO 2 | PSO 3 |
| <b>BBA 629. 1.</b> | Able to Understand the concept of the industrial Relations and basic elements of labour unrest and Labour-Management Relations During Five Year Plans. | 1                                   | 1    | 3    | 2    | 1    | 1    | 1    | 1    | 3    | 1     | -                                            | 1     | 3     |
| <b>BBA 629. 2.</b> | Know the basic functioning of laws relating to industry and details discussion on the factories Act, 1948 and                                          | 1                                   | 1    | 3    | 3    | 1    | 1    | 2    | 2    | 1    | 1     | -                                            | 1     | 3     |

|                    |                                                                                                                                                                                                                 |   |   |   |   |   |   |   |   |   |   |   |   |   |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                    | industrial disputes act ,1947 .                                                                                                                                                                                 |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 629. 3.</b> | Able to Recognize the essential features of Laws relating to remunerations in relations to the payment of wages Act,1936. Minimum wages act 1948 and employees state insurance act 1948 with its applicability. | 1 | 1 | 3 | 3 | 2 | 1 | 1 | 1 | 3 | 1 | 1 | - | 3 |
| <b>BBA 629. 4.</b> | Describe the role of Trade union act 1926 and recognition.                                                                                                                                                      | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 2 | 3 |
| <b>BBA 629. 5.</b> | Demonstrate the functions related to compensation and insurance, with respect to defense mechanism available to employer and employees etc.                                                                     | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | 1 | 1 | - | 3 |
| <b>BBA 629. 6.</b> | Able to understand the concept of provident fund, Bonus and gratuity in organisational social security.                                                                                                         | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | 1 | - | 1 | 3 |

### Sample question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              |                                                                                           |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –VI) 2018-2019                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |              |                                                                                           |          |           |                |          |
| Class: BBA III Year                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |              |                                                                                           |          |           |                |          |
| Subject Name: BBL 629 Industrial Relations and Labor Laws                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              | Time: 1.5 Hrs                                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Remembering  | Understanding                                                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.1,4        | Q.2,3                                                                                     | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Able to Understand the concept of the industrial Relations and basic elements of labour unrest and Labour-Management Relations During Five Year Plans.</p> <p>CO2: Know the basic functioning of laws relating to industry and details discussion on the factories Act,1948 and industrial disputes act ,1947 .</p> <p>CO3: Able to Recognize the essential features of Laws relating to remunerations in relations to the payment of wages Act,1936. Minimum wages act 1948 and employees state insurance act 1948 with its applicability.</p> |              |                                                                                           |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Question No. | Question                                                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.1          | Explain in brief the functions of Management Relations During Five Year Plans.            |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.2          | What are the essential features of factories Act ,1948?                                   |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.3          | Write a short note on: Minimum wages act 1948                                             |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.4          | Describe the role concept of the industrial Relations and labour unrest.                  |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.5          | Demonstrate the functions related to compensation and insurance.                          |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q .6.        | Write short note on: industrial disputes act ,1947 . and different of functioning of laws |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

.....

**BBL629**

## **Attainment**

|                         |                                   |
|-------------------------|-----------------------------------|
| <b>Session</b>          | 2018-19                           |
| <b>Course Name</b>      | BBA                               |
| <b>Semester</b>         | 6th Semester                      |
| <b>Subject Code</b>     | BBL629                            |
| <b>Subject Name</b>     | INDUSTRIAL RELATIONS & LABOUR LAW |
| <b>Attainment Level</b> | Level 3                           |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| I SEM                         | MBA101 | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 1   | 2    |  |  |  |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : **ORGANIZATION BEHAVIOUR**

Course Code : MBA 101, Crédits : 02, Session :2018-19 (Odd Sem.), Class : MBA. 1st Year

**A. Introduction:** The objective of this course is to help the students gain understanding of the functions and responsibilities of the manager and to provide the student understand Human Behaviour in organizations so as to improve his managerial effectiveness. It provides a comprehensive analysis of individual and group behavior in organizations. This course will expose students to approaches and processes that can help in effectively leading and managing others in organizations.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA101.1.** Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.

**MBA101.2.** Analyze the complexities associated with management of the group behavior in the organization

**MBA101.3.** Demonstrate the applicability of analyzing the complexities in making organization decision associated with technology, culture and design of the organization.

**MBA101.4.** Demonstrate how the organizational behavior can help in managing the conflict in the organization considering power and politics to facilitate changes in the organization.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

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**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### E. Syllabus

**Module I: Introduction and Individual Behaviour:** Introduction, Nature and structure of organization, Foundations of individual behavior-Ability, Attitudes, Job Satisfaction, Personality, Values, Perception, Motivation–Theories, leadership

**Module II: Group Behaviour:** Foundations of Group behavior -Group development; Group properties: Roles, norms, status, size and cohesiveness, Group decision making, Techniques, Work teams

**Module III: Understanding organizations:** Managing organizational culture, Technology and organizational design, Organizational decision making

**Module IV: Organizational Culture and Change Management:** Managing organizational conflict, power & politics and Organisational change.

**Case Study** - Inclusive Leadership: The Mary Barra Way  
<http://www.icmrindia.org/casestudies/catalogue/Leadership%20and%20Entrepreneurship/LDEN099.htm>

#### F. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### G. Suggested Text/Reference Books:

- Luthans, F. (2005), Organizational Behaviour, McGraw – Hill International Edition.
- Robbins, S.P, Judge TA, Sanghi S, Organizational Behaviour, Thirteenth Edition, Pearson.
- Greenberg, J. & Baron, R.A. (2005), Behaviour in Organizations, Pearson Education.
- Newstrom John W. and Davis Keith, (1993), Organizational Behaviour: Human Behaviour at Work, Tata McGraw Hill, New Delhi
- P. Subba Rao (2010), Management and Organisation and Behaviour, Himalaya Publishing House, New Delhi
- Pierce Gardner with Dunham (2011) Managing Organizational Behaviour. Cengage Learning India.
- L M Prasad, Organisational Behavior, Sultan Chand
- M Gregory & G Ricky, Organisational Behavior, Biztantra Publication

#### H. Lecture Plan

| Lecture | Topics                                                                  | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction, Nature and structure of organization                      | Lecture          | MBA101.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Foundations of individual behavior-Ability, Attitudes, Job Satisfaction | Lecture          | MBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Personality, Values,                                                    | Lecture          | MBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Perception                                                              | Lecture          | MBA101.1         | Mid Term-1,                     |

|    |                                                |         |          |                                 |
|----|------------------------------------------------|---------|----------|---------------------------------|
|    |                                                |         |          | Quiz & End Sem Exam             |
| 5  | Motivation–Theories                            | Lecture | MBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Leadership                                     | Lecture | MBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Group development                              | Lecture | MBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Group properties: Roles, norms, status         | Lecture | MBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Group properties: size and cohesiveness        | Lecture | MBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Group decision making                          | Lecture | MBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Group decision Techniques                      | Lecture | MBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Work teams                                     | Lecture | MBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Managing organizational culture                | Lecture | MBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Managing organizational culture and technology | Lecture | MBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Managing organizational Technology             | Lecture | MBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Managing organizational Technology and design  | Lecture | MBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Organizational design                          | Lecture | MBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Organizational decision making                 | Lecture | MBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Managing organizational conflict               | Lecture | MBA101.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Managing organizational conflict               | Lecture | MBA101.4 | Mid Term-1, Quiz & End Sem Exam |

|    |                       |         |          |                                 |
|----|-----------------------|---------|----------|---------------------------------|
| 21 | Power & politics      | Lecture | MBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Power & politics      | Lecture | MBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Organisational change | Lecture | MBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Organisational change | Lecture | MBA101.4 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                         | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                 |                                                                                                                                   | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA101.1</b> | Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            |  |  |  |
| <b>MBA101.2</b> | Analyze the complexities associated with management of the group behavior in the organization.                                    | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            |  |  |  |
| <b>MBA101.3</b> | Demonstrate the applicability of analyzing the complexities in making organization decision                                       | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            |  |  |  |

|                 |                                                                                                                                                                             |   |   |   |   |   |   |   |   |   |   |  |  |  |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
|                 | associated with technology, culture and design of the organization.                                                                                                         |   |   |   |   |   |   |   |   |   |   |  |  |  |
| <b>MBA101.4</b> | Demonstrate how the organizational behavior can help in managing the conflict in the organization considering power and politics to facilitate changes in the organization. | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 2 |  |  |  |



### Sample Question Paper

|                                                                                                                                                                                                                                                                         |              |                                                                                 |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR<br>AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –I) 2018-19                                                                                                                                                                    |              |                                                                                 |          |           |                |          |
| Class: MBA I Semester                                                                                                                                                                                                                                                   |              |                                                                                 |          |           |                |          |
| Subject Name:<br>MBA 101 Organization Behaviour                                                                                                                                                                                                                         |              | Time: 1.5 Hrs                                                                   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                          | Remembering  | Understanding                                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                        | Q.1,4        | Q.2,3                                                                           | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.<br>CO2: Analyze the complexities associated with management of the group behavior in the organization |              |                                                                                 |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                  | Question No. | Question                                                                        |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                     | Q.1          | Explain in brief Organizational Behaviour.                                      |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                     | Q.2a         | What is the nature of the organization?                                         |          |           |                | 3        |
|                                                                                                                                                                                                                                                                         | Q.2b         | How ability and attitude develop the behaviour of an organization?              |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                     | Q.3          | Elaborate the types of leadership style.                                        |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                     | Q.4          | Explain the significance of group behaviour in the organization.                |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                     | Q.5a         | Elaborate different group norms with status.                                    |          |           |                | 3        |
|                                                                                                                                                                                                                                                                         | Q.5b         | Describe in brief all the group properties.                                     |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                     | Q 6          | How groups are formed in the organization? Discuss the importance of work team. |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



## Attainment

|                  |                                          |
|------------------|------------------------------------------|
| Session          | 2018-19                                  |
| Course Name      | MBA                                      |
| Semester         | 1st Semester                             |
| Subject Code     | MBA 101                                  |
| Subject Name     | OB                                       |
| Attainment Level | 56% of the students scored more than 60% |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**PROGRAMME OUTCOMES**  
**Master of Business Administration**  
**2018-2019**

**Programme Outcomes:**

|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| I SEM                         | MBA 102 | 3   | 3   | 3   | 1   | 2   | 2   | 1   | 1   | 1   | 2    |  |  |  |

|       |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
|-------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
| I SEM | MBA 102 | 3   | 3   | 3   | 1   | 2   | 2   | 1   | 1   | 1   | 2    |  |  |  |



## AMITY BUSINESS SCHOOL

### Course Handout

Course : FINANCIAL REPORTING, STATEMENTS AND ANALYSIS

Course Code : MBA 102, Crédits : 03, Session :2018-19 (Odd Sem.), Class : MBA. 1st Year

**Introduction:** The objective of this course is to familiarize the prospective management aspirants with the necessary skills & techniques in finance & accounting information as a platform for decision-making. It aims to equip the students with standard concepts and tools at a master level that will serve them well towards tackling more advanced & real-life issues of accountancy, management accounting and applications that they would find useful in their disciplines.

**Course Outcomes:** At the end of the course, students will be able to:

**MBA102.1.** Learn the important concepts & policies of accounting with principles & the differences in accounting done globally like IFRS & GAAPS.

**MBA102.2.** Come to know the applications of double entry & preparation of final statements & able to solve the complex real-life situation of business associated to the accounting domain with building an increasingly sophisticated level of understanding.

**MBA102.3.** Able to prepare & solve problems associated to earnings statements, balance sheets, and cash flow reports etc., & interpretation of the results as well.

**MBA102.4.** Develop the skills & ability to analyse financial statements to deal more effectively with strategic options for management accounting.

**Programme Outcomes:**

[PO.1]. **Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

[PO.2]. **Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

[PO.3]. **Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4]. **Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. **Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams.

[PO.6]. **Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[PO.7]. **Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[PO.8]. **Effective Communication:** Developing effective presentation and communications

skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### J. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Project/Assignment/Quiz/Numerical/Presentation                                                                                                                                                                | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### K. Syllabus

- Module I: Accounting Basics: Introduction, Foundations, Accounting policies- Accounting principles, concepts and conventions, accounting process, IFRS, Concept of XBRL, Branches of accounting, Recording of transactions and classification, Trial Balance & Errors, Cash book.
- Module II: Final Accounts: Preparation, Adjustments, Analysis, Depreciation Accounting, Reserves & Provisions. Form and contents of financial statements with reference to Indian Companies Act. Financial Reporting, Reporting practices.
- Module III: Financial Statement Analysis: Relation and Comparison of Accounting data and using financial statement information, Ratio Analysis, Cash flow analysis.
- Module IV: Management Accounting: Emergence of Management Accounting, Scope, Managerial perspective

#### L. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### M. Text & References:

- Bhattacharya, S.K. and Dearden, J (2006), Accounting for Management, Vikas Publishing House

- Narayanaswamy R (2005), Financial Accounting - A Managerial Perspective, Prentice Hall of India.
- Maheshwari S N and S K Maheshwari (2006), Accounting for Management, Vikas Publishing House.
- Tulsian, P.C (2006), Financial Accounting, Tata McGraw Hill.
- Banerjee, A (2005), Financial Accounting, Excel Books.
- Ghosh, T.P (2005), Fundamentals of Management Accounting, Excel Books

#### N. Lecture Plan

| Lecture | Topics                                                                | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction                                                          | Lecture          | MBA102.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Foundations, Accounting policies                                      | Lecture          | MBA102.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Accounting principles & concepts                                      | Lecture          | MBA102.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Accounting conventions,                                               | Lecture          | MBA102.1         | Mid Term, Quiz & End Sem Exam   |
| 5       | Accounting process,                                                   | Lecture          | MBA102.1         | Mid Term, Quiz & End Sem Exam   |
| 6       | IFRS, Concept of XBRL,                                                | Lecture          | MBA102.1         | Mid Term, Quiz & End Sem Exam   |
| 7       | Branches of accounting, Recording of transactions and classification, | Lecture          | MBA102.1         | Mid Term, Quiz & End Sem Exam   |
| 8       | Trial Balance & Errors, Cash book.                                    | Lecture          | MBA102.1         | Mid Term, Quiz & End Sem Exam   |
| 9       | Trial Balance & Errors, Cash book.                                    | Lecture          | MBA102.1         | Mid Term, Quiz & End Sem Exam   |
| 10      | Final Accounts Preparation,                                           | Lecture          | MBA102.2         | Mid Term, Quiz & End Sem Exam   |
| 11      | Final Accounts Preparation,                                           | Lecture          | MBA102.2         | Mid Term, Quiz & End Sem Exam   |
| 12      | Final Accounts adjustments,                                           | Lecture          | MBA102.2         | Mid Term, Quiz & End Sem Exam   |



|    |                                                                                   |         |          |                               |
|----|-----------------------------------------------------------------------------------|---------|----------|-------------------------------|
| 13 | Final Accounts adjustments,                                                       | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 14 | Final Accounts adjustments,                                                       | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 15 | Final Accounts Analysis,                                                          | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 16 | Depreciation Accounting, Reserves & Provisions.                                   | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 17 | Depreciation Accounting, Reserves & Provisions.                                   | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 18 | Depreciation Accounting, Reserves & Provisions.                                   | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 19 | Form and contents of financial statements with reference to Indian Companies Act. | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 20 | Form and contents of financial statements with reference to Indian Companies Act. | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 21 | Financial Reporting, Reporting practices                                          | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 22 | Relation and Comparison of Accounting data                                        | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 23 | Relation and Comparison of Accounting data                                        | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 24 | Using financial statement information                                             | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 25 | Using financial statement information                                             | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 26 | Ratio Analysis                                                                    | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 27 | Ratio Analysis                                                                    | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 28 | Ratio Analysis                                                                    | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |

|    |                                    |         |          |                               |
|----|------------------------------------|---------|----------|-------------------------------|
| 29 | Ratio Analysis                     | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 30 | Cash flow analysis.                | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 31 | Cash flow analysis.                | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 32 | Cash flow analysis.                | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 33 | Emergence of Management Accounting | Lecture | MBA102.4 | Quiz & End Sem Exam           |
| 34 | Scope of Management Accounting     | Lecture | MBA102.4 | Quiz & End Sem Exam           |
| 35 | Managerial perspective             | Lecture | MBA102.4 | Quiz & End Sem Exam           |
| 36 | Managerial perspective             | Lecture | MBA102.4 | Quiz & End Sem Exam           |

**O. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |      |  |  |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|------|--|--|
|                  |                                                                                                                                        | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO10 |  |  |
| <b>MBA 102.1</b> | Learn the important concepts & policies of accounting with principles & the differences in accounting done globally like IFRS & GAAPS. | 2                                   | 3    | 1    | 1    | 1    | 3    | 1    | 2    | 2    | 2    |  |  |

|                      |                                                                                                                                                                                                                                                     |   |   |   |   |   |   |   |   |   |   |  |  |  |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
| <b>MBA<br/>102.2</b> | Come to know the applications of double entry & preparation of final statements & able to solve the complex real-life situation of business associated to the accounting domain with building an increasingly sophisticated level of understanding. | 3 | 3 | 3 | 1 | - | 2 | 1 | 3 | - | 2 |  |  |  |
| <b>MBA<br/>102.3</b> | Able to prepare & solve problems associated to earnings statement, balance sheets, and cash flow reports etc., & interpretation of the results as well.                                                                                             | 3 | 3 | 3 | - | 2 | 1 | 1 | 1 | 1 | 2 |  |  |  |
| <b>MBA102.<br/>4</b> | Develop the skills & ability to analyse financial statements to deal more effectively with strategic options for management accounting.                                                                                                             | 3 | 3 | 3 | 1 | 2 | 1 | 2 | - | 3 | 3 |  |  |  |

**Sample Question Paper**

| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR<br>AMITY BUSINESS SCHOOL<br>MID-SEMESTER (SEM –I) 2018-19                                                                                                                                                                                                                                                                                                                                 |              |                                                                                                                |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA I Semester                                                                                                                                                                                                                                                                                                                                                                                                              |              |                                                                                                                |          |           |                |          |
| Subject Name:<br>MBA 102 FINANCIAL REPORTING,<br>STATEMENTS AND ANALYSIS                                                                                                                                                                                                                                                                                                                                                           |              | Time: 1.5 Hrs                                                                                                  |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                     | Remembering  | Understanding                                                                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1,6        | Q.2a,5                                                                                                         | Q. 4     | Q.2b,3    |                |          |
| Student will be able to<br>CO1: Learn the important concepts & policies of accounting with principles & the differences in accounting done globally like IFRS & GAAPS.<br>CO2: Come to know the applications of double entry & preparation of final statements & able to solve the complex real-life situation of business associated to the accounting domain with building an increasingly sophisticated level of understanding. |              |                                                                                                                |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                             | Question No. | Question                                                                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.1          | Explain in brief the concepts and conventions.                                                                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.2a         | Discuss in detail about the Branches of accounting?                                                            |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.2b         | How record keeping is related to accounting?<br>Explain the steps of record keeping in brief.                  |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.3          | Explain the concept of Depreciation Accounting with a dummy example in detail.                                 |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.4          | Explain the significance Ratio Analysis in detail. What is the difference between quick ratio & current ratio? |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.5a         | Explain the emergence of Management Accounting in detail.                                                      |          |           |                | 3        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.5b         | Write the importance of Cash flow statement in detail?                                                         |          |           |                | 3        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                | Q 6          | Write the difference between the Reserves & Provisions?                                                        |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

|                  |                                          |
|------------------|------------------------------------------|
| Session          | 2018-19                                  |
| Course Name      | MBA                                      |
| Semester         | 1st Semester                             |
| Subject Code     | MBA 102                                  |
| Subject Name     | Financial Reporting                      |
| Attainment Level | 53% of the students scored more than 60% |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |             |              |   |   |   |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|---|---|---|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |   |   |   |
| I<br>SEM                      | MBA10<br>1 |             |             |             |             |             |             |             |             |             |              | - | - | - |
|                               | MBA10<br>2 | -           | -           | -           | -           | -           | -           | -           | -           | -           | -            | - | - | - |
|                               | MBA10<br>3 | 1           | 3           | 2           | 1           | 2           | 3           | 2           | 1           | 3           | 2            | - | - | - |
|                               | MBA10<br>4 | -           | -           | -           | -           | -           | -           | -           | -           | -           | -            | - | - | - |
|                               | MBA10<br>5 | -           | -           | -           | -           | -           | -           | -           | -           | -           | -            | - | - | - |
|                               | MBA10<br>6 | -           | -           | -           | -           | -           | -           | -           | -           | -           | -            | - | - | - |
|                               | MBA10<br>7 | -           | -           | -           | -           | -           | -           | -           | -           | -           | -            | - | - | - |
|                               | MBA10<br>8 | -           | -           | -           | -           | -           | -           | -           | -           | -           | -            | - | - | - |
|                               | MBA10<br>9 | -           | -           | -           | -           | -           | -           | -           | -           | -           | -            | - | - | - |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : **MANAGERIAL MICRO ECONOMICS**

Course Code : MBA 103, Crédits : 03, Session :2018-19 (Odd Sem.), Class : MBA. 1st Year

**P. Introduction:** The objective of this course is to impart the knowledge of micro economics as a subject and its importance while business. The business decisions are made scientifically on the basis of all available information. So understanding and interpreting basic economic concepts/variables for e.g. demand and supply functions, forecasting demand, productions, costs will make them aware of various operations carried in business.

**Q. Course Outcomes:** At the end of the course, students will be able to:

**MBA103.1** To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations.

**MBA103.2.** To apply marginal Theory of Demand and Supply under different market conditions.

**MBA103.3** To analyse Theory of Production and Cost of different market conditions.

**MBA103.4** To integrate the concept of price and output decisions of firms under various market structures.

**R. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.



**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### S. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage%  |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### T. Syllabus

##### Module I: Theory of Demand and Supply

Nature and scope of economic analysis: its relevance for managerial decision making, Demand analysis: nature of demand for a product- individual demand and market demand, demand by market segmentation. Demand function and determinants of demand.

## **Demand Analysis- II Marshallian, Hicksian and Revealed Preferences approaches.**

Concept of elasticity of demand- income, cross, price and advertizing elasticity. Theorems on the price elasticity of demand. Applications of the concept of price elasticity of demand in business decisions.

## **Module II: Theory of Production and Cost**

Production analysis: Production function-neo-classical, Cobb- Douglas, Leontief. Least cost combination of inputs for a firm. Concept of an isoquant-smooth curvature and right angle. Returns to scale and returns to a factor. Expansion path of a firm. Cost Analysis: Cost relevant for management decision making. Economies of scale: Cost Function: Cost and output relationship. An Analysis of the Objectives of a Business Firm: Profit Maximization Model, Baumoul's Sales Maximization Model, Marris's Model of 'Managerial Enterprise' Williamson's Model Of 'Managerial Discretion.

## **Module III: Market Structure: Price and Output Decisions**

Pricing and Output decisions – Perfectly Competitive and Monopoly Market Pricing and Output Decisions- Under Monopolistically Competitive Market- Product Differentiation; Price Discriminating Monopolist; Models of Oligopolistic Market: Price Rigidity – The Kinky Demand Curve Model Interdependence - The Cournot Model, Price Leadership Models, Cartels and Collusion. Game theory and its applications

### **U. Examination Scheme:**

| <b>Components</b>    | <b>Mid Term Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/<br/>Presentation</b> | <b>ESE</b> |
|----------------------|----------------------|-------------------|--------------------------------------------------|------------|
| <b>Weightage (%)</b> | 15                   | 5                 | 10                                               | 70         |

### **V. Suggested Text/Reference Books:**

- Gupta, G.S. (2006), Managerial Economics, Tata McGraw Hill
- Peterson, H.C and Lewis, W.C. (2005), Managerial Economics, Prentice Hall of India
- R Ferguson, R., Ferguson, G.J and Rothschild, R. (1993) Business Economics, Macmillan India.
- Chandra, P. (2006), Project: Preparation, Appraisal, Implementation and Review, Tata McGraw Hill.

### **W. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                         | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|---------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Nature and scope of economic analysis | Lecture                 | MBA103.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Demand analysis                       | Lecture                 | MBA103.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | Nature of demand for a product        | Lecture                 | MBA103.2                | Mid Term-1, Quiz & End Sem Exam |
| 4              | Individual demand and market          | Lecture                 | MBA103.2                | Mid Term-1, Quiz                |

|    |                                                                                  |         |          |                                 |
|----|----------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | demand                                                                           |         |          | & End Sem Exam                  |
| 5  | Demand by market segmentation                                                    | Lecture | MBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Demand function                                                                  | Lecture | MBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Determinants of demand                                                           | Lecture | MBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Demand Analysis- II Marshallian                                                  | Lecture | MBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Hicksian approaches.                                                             | Lecture | MBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Revealed Preferences approaches.                                                 | Lecture | MBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Concept of elasticity of demand                                                  | Lecture | MBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Income, cross, price and advertizing elasticity                                  | Lecture | MBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Theorems on the price elasticity of demand                                       | Lecture | MBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Applications of the concept of price elasticity of demand in business decisions. | Lecture | MBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Production analysis                                                              | Lecture | MBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Production function-neo-classical                                                | Lecture | MBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Cobb- Douglas, Leontief                                                          | Lecture | MBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Least cost combination of inputs for a firm                                      | Lecture | MBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Concept of an isoquant-smooth curvature and right angle                          | Lecture | MBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Returns to scale and returns to a factor.                                        | Lecture | MBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Expansion path of a firm                                                         | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Cost Analysis: Cost relevant for management decision making.                     | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Economies of scale:                                                              | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Cost Function                                                                    | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Cost and output relationship                                                     | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | An Analysis of the Objectives of a Business Firm                                 | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Profit Maximization Model                                                        | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                           |         |          |                                 |
|----|-----------------------------------------------------------|---------|----------|---------------------------------|
| 28 | Baumoul's Sales Maximization Model                        | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Marris's Model of 'Managerial Enterprise'                 | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Pricing and Output decisions                              | Lecture | MBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Perfectly Competitive and Monopoly Market Pricing         | Lecture | MBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Product Differentiation                                   | Lecture | MBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Price Discriminating Monopolist;                          | Lecture | MBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Models of Oligopolistic Market                            | Lecture | MBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Rigidity – The Kinky Demand Curve Model Interdependence - | Lecture | MBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | The Cournot Model                                         | Lecture | MBA103.4 | Mid Term-2, Quiz & End Sem Exam |

### Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|-------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|----------------------------------------------|------------------|------------------|
|                 |                                                                                                       | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA103.1</b> | To understand the concepts of cost, nature of production and its relationship to Business operations. | -                                   | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  |                                              |                  |                  |
| <b>MBA103.2</b> | To apply marginal Theory of Demand and Supply under different market conditions.                      | 1                                   | 3           | 3           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |                                              |                  |                  |
| <b>MBA103.3</b> | To analyse Theory of Production and Cost of different market conditions.                              | -                                   | 3           | 2           | -           | 1           | 3           | 3           | 2           | 3           | 3            |  |  |                                              |                  |                  |

|                 |                                                                                                 |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |
|-----------------|-------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|--|
| <b>MBA103.4</b> | To integrate the concept of price and output decisions of firms under various market structure. | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |  |  |  |
|-----------------|-------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|--|

### **Sample Question Paper**

|                                                                                                                                                                                                                                      |              |                                                                             |               |           |            |                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------|---------------|-----------|------------|----------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b><br><b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –I) 2018-19</b>                                                                                                            |              |                                                                             |               |           |            |                |
| Class: MBA I Semester                                                                                                                                                                                                                |              |                                                                             |               |           |            |                |
| Subject Name:<br>MBA 103 MANAGERIAL (MICRO)<br>ECONOMICS                                                                                                                                                                             |              |                                                                             | Time: 1.5 Hrs |           |            | Max. Marks: 30 |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                       | Remembering  | Unders tanding                                                              | Applying      | Analyzing | Evaluating | Creating       |
| Question Mapping                                                                                                                                                                                                                     | Q.1,4        | Q.2,3                                                                       | Q.4           | Q.2,5,6   |            |                |
| Student will be able to<br>CO1 To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations.<br>CO2. To apply marginal Theory of Demand and Supply under different market conditions. |              |                                                                             |               |           |            |                |
| CO Map                                                                                                                                                                                                                               | Question No. | Question                                                                    |               |           |            | Marks          |
| CO1                                                                                                                                                                                                                                  | Q.1          | Explain in brief on Micro Economics.                                        |               |           |            | 3              |
| CO2                                                                                                                                                                                                                                  | Q.2a         | What is the nature of Demand Analysis?                                      |               |           |            | 3              |
|                                                                                                                                                                                                                                      | Q.2b         | How concept of price elasticity of demand is applied in business decisions? |               |           |            | 3              |
| CO2                                                                                                                                                                                                                                  | Q.3          | Elaborate Demand function and determinants of demand.                       |               |           |            | 6              |
| CO2                                                                                                                                                                                                                                  | Q.4          | Explain the significance of elasticity of demand.                           |               |           |            | 3              |
| CO3                                                                                                                                                                                                                                  | Q.5a         | Elaborate different types of Production function.                           |               |           |            | 3              |
|                                                                                                                                                                                                                                      | Q.5b         | Describe in brief Profit Maximization Model.                                |               |           |            | 3              |
| CO4                                                                                                                                                                                                                                  | Q. 6         | How Cartels and Collusion are formed.                                       |               |           |            | 6              |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# Attainment

|                  |                            |
|------------------|----------------------------|
| Session          | 2018-19                    |
| Course Name      | MBA                        |
| Semester         | 1st Semester               |
| Subject Code     | MBA 103                    |
| Subject Name     | Managerial Micro economics |
| Attainment Level | Level 2                    |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.



**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

[illegible]



## AMITY BUSINESS SCHOOL

### Course Handout

Course : **MARKETING MANAGEMENT**

Course Code : MBA 104, Crédits : 03, Session :2018-19 (Odd Sem.), Class : MBA. 1st Year

**Introduction:** Marketing management course enables a student to understand the fundamentals of marketing concept and the role marketing plays in business. Students should be able to demonstrate their comprehension of marketing concepts and knowledge by applying those in their written exams, case studies discussions, presentations, and projects. The course methodology encourages students to explore for themselves the role of a marketing manager and the boundaries of marketing.

**Course Outcomes:** At the end of the course, students will be able to:

**MBA104.1.** The course will sensitize participants with the knowledge of the business environment and domain knowledge of the impact of the environment on the decisions and activities of a marketer.

**MBA104.2.** It will also develop critical thinking, business analytical, problem solving and innovative solution development abilities in the participant.

**MBA104.3.** Through the course participants will also become sensitive to the social responsiveness and ethical issues that a marketer needs to adhere to. Effective communication is an area that a marketing student must be well versed with, and this would be coupled with development of leadership skills and the ability to work in teams.

**MBA104.4.** With this the broader learning outcome of this course will be to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.

### Programme Outcomes:

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-------------|
| Continuous Internal Evaluation | Mid Term Exam                                                                                                                                                                                                 | CT   | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P1   | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A    | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE   | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |      | <b>100%</b> |

**Syllabus**

**Module I: Understanding Marketing in New Perspective**

Introduction to Marketing Management, Customer Value and Satisfaction, Customer Delight, Conceptualizing Tasks and Philosophies of Marketing Management, Value Chain, Scanning the Marketing Environment, Marketing Mix Elements, Difference between marketing and Selling, Relationship marketing, Social marketing, Strategic Planning in marketing, formulating the marketing plan, Holistic Marketing

**Module II: Analyzing Consumers & Selecting Markets**

The factors influencing consumer behaviour. The stages in the buying process, factors effecting the buying decision, Market Segmentations, Levels of Market Segmentations, Patterns, Procedures, Requirement for Effective Segmentation, Evaluating and Selecting the Market Segments, Target Marketing, Tool for Competitive Differentiation, Developing a Positioning Strategy. Positioning for competitive advantage.

**Module III: Managing Product & Pricing Strategies**

Classification of products and services, New Product development, stages of product development, Adoption process, Product mix decisions and line management, Length, width and depth of a line, line analysis. Packaging, Labeling, Branding and brand management, product life cycle, Stages in lifecycle and factors affecting each stage, Managing product life cycles. Product extension strategies. Pricing decisions. Setting the price, adapting the price, initiating and responding the price changes.

#### **Module IV: Channels of Distribution and Marketing Communication**

Place decisions. Channel functions and flows. Channel management decisions. Channel dynamics; vertical, horizontal and multi-channel marketing systems. Market Logistics decisions. Promotion decisions. Effective Communication, Integrated Marketing Communication, Marketing Communication Process, Promotion mix, Advertising, Personal Selling, Sales Promotion and Publicity and Public Relations, Direct Marketing.

#### **Module V: Emerging Trends in Marketing**

An Introduction to Internet Marketing, Multi-Level Marketing, Green Marketing Event Marketing, Types of Events, Sponsorship, Cause Related Marketing, Marketing for Non-Profit Organizations

#### **Module VI: Classroom Activities**

Case Discussions in the field of Marketing: Famous Coca Cola marketing campaigns

Link: <https://www.webpagefx.com/blog/marketing/case-study-coca-cola-marketing/>

Paytm: How they created “Seal of Trust”

Link: <https://www.whizsky.com/2015/05/case-study-paytm-how-they-created-seal-of-trust/>

Activity: Consumer Product Classifications: Marketing Challenges. Description in attached sheet

#### **Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/ Presentation | ESE |
|---------------|---------------|------------|-------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                              | 70  |

#### **Text & References:**

- Kotler, Keller, Koshy, Jha, (2008), Marketing Management– A South Asian Perspective, Pearson India Pvt. Ltd. (13th Edition)
- SK Sarangi (2014) Marketing Management 3rd Edition, Asian Books Pvt Ltd
- S Jaychandran (2006) Marketing Management text and Cases, Excel Books
- Kurtz, (2008) Principles of Marketing, Cengage Learning, India,

## Lecture Plan

| Lecture | Topics                                                                | Mode of Delivery  | Corresponding CO | Mode of Assessing CO                                        |
|---------|-----------------------------------------------------------------------|-------------------|------------------|-------------------------------------------------------------|
| 1       | Introduction to Marketing Management, Customer Value and Satisfaction | Lecture           | MBA104.1         | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 2       | Customer Delight                                                      | Lecture           | MBA104.1         | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 3       | Conceptualizing Tasks and Philosophies of Marketing Management        | Lecture           | MBA104.1         | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 4       | Value Chain, Scanning the Marketing Environment                       | Lecture           | MBA104.1         | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 5       | Marketing Mix Elements                                                | Group Discussion  | MBA104.1         | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 6       | Difference between marketing and selling                              | Group Discussion  | MBA104.1         | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 7       | Relationship marketing                                                | Home Assignment   | MBA104.1         | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 8       | Social marketing                                                      | Group Discussion  | MBA104.1         | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 9       | Strategic Planning in marketing,                                      | Lecture           | MBA104.2         | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 10      | formulating the marketing plan, Holistic Marketing                    | Case Presentation | MBA104.2         | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 11      | The factors influencing consumer behaviour                            | Tutorial          | MBA104.2         | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |

|    |                                                             |                   |          |                                                             |
|----|-------------------------------------------------------------|-------------------|----------|-------------------------------------------------------------|
| 12 | The stages in the buying process                            | Case Presentation | MBA104.2 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 13 | factors effecting the buying decision                       | Lecture           | MBA104.2 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 14 | Market Segmentations                                        | Lecture           | MBA104.2 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 15 | Levels of Market Segmentations, Patterns, Procedures,       | Lecture           | MBA104.2 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 16 | Rights of an unpaid seller                                  | Lecture           | MBA104.2 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 17 | Evaluating and Selecting the Market Segments                | Tutorial          | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 18 | Requirement for Effective Segmentation                      | Lecture           | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 19 | Target Marketing, Tool for Competitive Differentiation      | Lecture           | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 20 | Developing a Positioning Strategy                           | Lecture           | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 21 | Positioning for competitive advantage                       | Lecture           | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 22 | Classification of products and services                     | Lecture           | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 23 | New Product development, stages of product development      | Lecture           | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 24 | Adoption process, Product mix decisions and line management | Group Discussion  | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation &              |

|    |                                                                                                                                     |                  |          |                                                             |
|----|-------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|-------------------------------------------------------------|
|    |                                                                                                                                     |                  |          | End Sem Exam                                                |
| 25 | Length, width and depth of a line                                                                                                   | Tutorial         | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 26 | Packaging, Labeling, Branding and brand management                                                                                  | Lecture          | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 27 | line analysis., product life cycle, Stages in lifecycle and factors affecting each stage                                            | Lecture          | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 28 | Product extension strategies. Pricing decisions, Setting the price, adapting the price, initiating and responding the price changes | Lecture          | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 29 | Place decisions. Channel functions and flows. Channel management decisions.                                                         | Group Discussion | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 30 | Channel dynamics; vertical, horizontal and multi-channel marketing systems.                                                         | Tutorial         | MBA104.4 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 31 | Market Logistics decisions. Promotion decisions.                                                                                    | Lecture          | MBA104.4 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 32 | Effective Communication, Integrated Marketing Communication,                                                                        | Lecture          | MBA104.4 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 33 | Marketing Communication Process, Promotion mix, Advertising, Personal Selling                                                       | Lecture          | MBA104.4 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 34 | Sales Promotion and Publicity and Public Relations, Direct Marketing.                                                               | Lecture          | MBA104.4 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 35 | Case Discussions in the field of Marketing: Famous Coca Cola marketing campaigns                                                    | Group Discussion | MBA104.4 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |

|    |                                         |                   |          |                                                             |
|----|-----------------------------------------|-------------------|----------|-------------------------------------------------------------|
| 36 | Paytm: How they created "Seal of Trust" | Case Presentation | MBA104.4 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
|----|-----------------------------------------|-------------------|----------|-------------------------------------------------------------|

### Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                                                                                                                                                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |              |  |  |  |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------------------------------------|--------------|--|--|--|
|           |                                                                                                                                                                                                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9                                  | P<br>O<br>10 |  |  |  |
| MBA 104.1 | The course will sensitize participants with the knowledge of the business environment and domain knowledge of the impact of the environment on the decisions and activities of a marketer                                                              | 2                                   |             | 3           | 3           |             | 3           |             | 2           |                                              |              |  |  |  |
| MBA 104.2 | It will also develop critical thinking, business analytical, problem solving and innovative solution development abilities in the participant.                                                                                                         |                                     | 3           | 2           |             |             | 2           | 3           | 2           | 1                                            | 3            |  |  |  |
| MBA 104.3 | Through the course participants will also become sensitive to the social responsiveness and ethical issues that a marketer needs to adhere to. Effective communication is an area that a marketing student must be well versed with, and this would be |                                     | 3           |             | 3           |             |             | 2           |             | 3                                            |              |  |  |  |



|                  |                                                                                                                                                                                                                                                     |  |          |  |          |          |          |          |  |          |  |  |  |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------|--|----------|----------|----------|----------|--|----------|--|--|--|
|                  | coupled with development of leadership skills and the ability to work in teams.                                                                                                                                                                     |  |          |  |          |          |          |          |  |          |  |  |  |
| <b>MBA 104.4</b> | With this the broader learning outcome of this course will be to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions. |  | <b>3</b> |  | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> |  | <b>3</b> |  |  |  |

### Sample Question Paper

| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR<br>AMITY BUSINESS SCHOOL<br>MID-SEMESTER (SEM –I) 2018-19                                                                                                                                                                                                                                                                                                             |              |                                                             |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA I Semester                                                                                                                                                                                                                                                                                                                                                                                          |              |                                                             |          |           |                |          |
| Subject Name:<br>MBA104 Marketing Management                                                                                                                                                                                                                                                                                                                                                                   |              | Time: 1.5 Hrs                                               |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                 | Remembering  | Understanding                                               | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                               | Q.1, Q 3     | Q.2, Q4                                                     | Q5, Q4   | Q.6       |                |          |
| <p>Student will be able to</p> <p><b>CO1.</b> The course will sensitize participants with the knowledge of the business environment and domain knowledge of the impact of the environment on the decisions and activities of a marketer.</p> <p><b>CO2.</b> It will also develop critical thinking, business analytical, problem solving and innovative solution development abilities in the participant.</p> |              |                                                             |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                         | Question No. | Question                                                    |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                            | Q.1          | Discuss the different philosophies of marketing management? |          |           |                | 3        |

|     |     |                                                                                                                                                                                   |   |
|-----|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| CO2 | Q.2 | Analyse the different factors affecting consumer behaviour?                                                                                                                       | 6 |
| CO3 | Q.3 | Enlist and discuss the different stages of product life cycle with an illustration.                                                                                               | 6 |
| CO4 | Q.4 | Explain the concept of Integrated marketing communication and Direct marketing?                                                                                                   | 3 |
| CO5 | Q.5 | Analyze the process of evaluating and selecting different marketing segments and requirement of effective segmentation?                                                           | 6 |
| CO1 | Q.6 | In today's scenario, the internet marketing and social media marketing is the new thing. Explain and analyse the different aspects of the same with examples from the corporates. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                  |              |
|------------------|--------------|
| Session          | 2018-19      |
| Course Name      | MBA          |
| Semester         | 1st Semester |
| Subject Code     | MBA 104      |
| Subject Name     | Mkt. Mgmt.   |
| Attainment Level | Level 2      |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## PROGRAMME OUTCOMES

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Master of Business Administration**

**2018-2019**

### Programme Outcomes:

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

[illegible]



## AMITY BUSINESS SCHOOL

### Course Handout

**Course : BUSINESS STATISTICS AND ANALYTICS FOR DECISION MAKING**

Course Code : MBA 106, Crédits : 03, Session :2018-19 (Odd Sem.), Class : MBA. 1st Year

**Introduction:** This course will help to students familiar with basic statistical techniques and their applications in managerial decision making. Students will get clear understanding of graphical representation of data, measures of central tendency, dispersion and asymmetry. Basic probability concepts as an aid to business decision making. Student can choose a statistical method for solving practical problems and based on the acquired knowledge to interpret the meaning of the calculated statistical indicators

**Course Outcomes:** At the end of the course, students will be able to:

**MBA106.1** To understand the concepts of Statistics and Tabulation/Presentation of Data

**MBA106.2.** To apply concepts of Dispersion, Standard Deviation in different situations

**MBA106.3** To analyse types of Sampling and Sampling Distributions

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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#### Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### Syllabus

##### Module I

Role of statistics: Applications of inferential statistics in managerial decision-making; Tabulation and Presentation of Data: Construction of frequency distribution, Presentation of Data – Diagrams, Graphical Presentation - Histogram - Frequency polygon - Frequency curve - Ogives.

Measures of central tendency: Mean, Median and Mode and their implications;

### Module II

Measures of Dispersion: Range, Mean deviation, Standard deviation, Coefficient of Variation (C.V.), Skewness, Kurtosis.

Probability: Basic Concept of probability and its uses in business decision-making; Addition and multiplication theorems; Bayes' Theorem and its applications.

### Module III

Sampling and Sampling Distribution

Sampling: Basic Concept, Types of Sampling Errors and Precautions, Parameter and Statistic, Sampling Distribution of the mean, Sampling distribution of proportion, Estimation – point estimation, Interval Estimation of the mean -  $\sigma$  known &  $\sigma$  unknown cases, interval estimation of the proportion, determining of sample size for estimating population mean  $\mu$ , determination of sample size for estimating proportion.

### Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/<br>Presentation | ESE |
|---------------|---------------|------------|----------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                                 | 70  |

### Suggested Text/Reference Books:

- Gupta C B, Gupta V - An Introduction to Statistical Methods (Vikas1995, 23rd Edition).
- Sharma J K - Business Statistics (Ane's Student Edition)
- Render and Stair Jr - Quantitative Analysis for Management (Prentice-Hall, 7th edition)
- Levin Rubin - Statistics for Management (Pearson 2000, New Delhi, 7th Edition).

### Lecture Plan

| Lecture | Topics                                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Applications of inferential statistics in managerial decision-making | Lecture          | MBA106.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Tabulation and Presentation of Data                                  | Lecture          | MBA106.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Construction of frequency distribution                               | Lecture          | MBA106.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Presentation of Data                                                 | Lecture          | MBA106.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Graphical Presentation-Histogram                                     | Lecture          | MBA106.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Frequency polygon-Frequency curve - Ogives                           | Lecture          | MBA106.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Measures of central tendency                                         | Lecture          | MBA106.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Mean                                                                 | Lecture          | MBA106.1         | Mid Term-1, Quiz &              |



|    |                                                                           |         |          |                                 |
|----|---------------------------------------------------------------------------|---------|----------|---------------------------------|
|    |                                                                           |         |          | End Sem Exam                    |
| 9  | Median                                                                    | Lecture | MBA106.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Mode and its implications                                                 | Lecture | MBA106.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Range                                                                     | Lecture | MBA106.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Mean deviation                                                            | Lecture | MBA106.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Standard deviation                                                        | Lecture | MBA106.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Coefficient of Variation (C.V.)                                           | Lecture | MBA106.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Skewness                                                                  | Lecture | MBA106.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Kurtosis                                                                  | Lecture | MBA106.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Basic Concept of probability                                              | Lecture | MBA106.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Probability and its uses in business decision-making                      | Lecture | MBA106.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Addition and multiplication theorems                                      | Lecture | MBA106.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Bayes' Theorem                                                            | Lecture | MBA106.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Bayes' Theorem and its applications                                       | Lecture | MBA106.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Sampling: Basic Concept                                                   | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Types of Sampling                                                         | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Types of Sampling Errors                                                  | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Types of Sampling Errors and Precautions                                  | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Sampling Distribution                                                     | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Sampling Distribution of the mean                                         | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Sampling distribution of proportion                                       | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Estimation – point estimation                                             | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Interval Estimation                                                       | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Interval Estimation of the mean - $\sigma$ known & $\sigma$ unknown cases | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Interval estimation of the proportion                                     | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                 |         |          |                                 |
|----|-----------------------------------------------------------------|---------|----------|---------------------------------|
| 33 | Sample Size                                                     | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Determining of sample size for estimating population mean $\mu$ | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Determination of sample size for estimating proportion.         | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Precautions in sample size                                      | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |

### Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|----------------------------------------------|------------------|------------------|
|                 |                                                                              | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA106.1</b> | To understand the concepts of Statistics and Tabulation/Presentation of Data | 1                                   | 3           | 3           | -           | -           | 3           | 2           | 1           | 3           | 1            |  |                                              |                  |                  |
| <b>MBA106.2</b> | To apply concepts of Dispersion, Standard Deviation in different situations  | 2                                   | 3           | 3           | -           | -           | 3           | 2           | 1           | 3           | 1            |  |                                              |                  |                  |
| <b>MBA106.3</b> | To analyse types of Sampling and Sampling Distributions                      | 1                                   | 3           | 3           | -           | -           | 3           | 2           | 1           | 3           | 1            |  |                                              |                  |                  |

### Sample Question Paper

|                                                                                                      |               |                |
|------------------------------------------------------------------------------------------------------|---------------|----------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR<br>AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –I) 2018-19 |               |                |
| Class: MBA I Semester                                                                                |               |                |
| Subject Name:<br>MBA 106 BUSINESS STATISTICS<br>AND ANALYTICS FOR DECISION<br>MAKING                 | Time: 1.5 Hrs | Max. Marks: 30 |

|                                                |             |               |          |           |            |          |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analysing | Evaluating | Creating |
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to

**CO1:** To understand the concepts of Statistics and Tabulation/Presentation of Data.

**CO2:** To apply concepts of Dispersion, Standard Deviation in different situations.

| CO Map | Question No. | Question                                                                                                               | Marks |
|--------|--------------|------------------------------------------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain applications of inferential statistics in managerial decision-making                                           | 3     |
| CO1    | Q.2a         | What is Histogram and Frequency polygon?                                                                               | 3     |
|        | Q.2b         | How concept of Measures of central tendency is applied in business decisions?                                          | 3     |
| CO2    | Q.3          | Draw the probability chart of Standard Deviation. Mark 1, 2 and 3 Standard Deviation from mean with % of data covered. | 6     |
| CO2    | Q.4          | Explain the significance of coefficient of Variation.                                                                  | 3     |
| CO3    | Q.5a         | Elaborate different types of Types of Sampling Errors and Precautions.                                                 | 3     |
|        | Q.5b         | Describe in brief Interval Estimation of the mean.                                                                     | 3     |
| CO3    | Q.6          | How Parameter and Statistic are different.                                                                             | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

|                  |                                          |
|------------------|------------------------------------------|
| Session          | 2018-19                                  |
| Course Name      | MBA                                      |
| Semester         | 1st Semester                             |
| Subject Code     | MBA 106                                  |
| Subject Name     | Business Statistics                      |
| Attainment Level | 38% of the students scored more than 60% |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2018-2019**

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[illegible]



## AMITY BUSINESS SCHOOL

### Course Handout

Course : LEGAL AND BUSINESS ENVIRONMENT (MICRO & MACRO)

Course Code : MBA 107, Crédits : 03, Session :2018-19 (Odd Sem.), Class : MBA. 1st Year

**X. Introduction:** To give insight to various Legal Aspects of Business so that the students are able to interpret the provisions of some of the important laws and apply the same in commercial and industrial enterprises. Student will learn about the various legal aspect of business to implement it in society. This course will also help out to create the social responsibility amongst them.

**Y. Course Outcomes:** At the end of the course, students will be able to:

**MBA107.1.** Come to Know about basics of Laws governing commercial contracts and contractual relationships in business.

**MBA107.2.** Learn the rules regarding the Contract of Sale, Condition & Warranty.

**MBA107.3.** Know about the basics of Companies Act, 1956, Formation of a company, Company Meetings and Proceedings, Powers, Duties, Liabilities of Directors and Winding up of Company.

**MBA107.4.** Know the rules regarding the Partnership Act, 1932 and Limited Liability Partnership Act, 2008.

**MBA107.5.** Come to know about Intellectual Property Rights & Rules relating to Patents Act, 1970, Copyright Act, 1957 & Trade Marks Act, 1999.

**Z. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-------------|
| Continuous Internal Evaluation | Mid Term Exam                                                                                                                                                                                                 | CT   | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P1   | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A    | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE   | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |      | <b>100%</b> |

**Syllabus**

**Module I: Indian Contract Act, 1872**

Nature and kinds of Contracts, Concepts related to offer, Acceptance and Consideration, Principles Governing Capacity of Parties and Free Consent, Legality of Objects, Performance and Discharge of Contract, Breach of Contract and its Remedies, Special contracts of Bailment and Pledge, Indemnity and Guarantee, Contract of Agency.

**Module II: Sale of Goods Act, 1930**

Sale and Agreement to Sell, Hire Purchase – Pledge – Mortgage – Hypothecation Lease. Goods – Different types of Goods, Passing of Property in Goods, Conditions and Warranties, Doctrine of Caveat emptor, Rights of an unpaid Seller.

**Module III: Company Law**

Companies Act, 1956-Meaning and types of companies, Formation of a company, Memorandum and Articles of Association, Share Capital and Shareholders, Prospectus and Issue of Shares, Buy Back of Shares, Debentures, Company Meetings and Proceedings, Powers, Duties, Liabilities of Directors and Winding up of Company.

**Module IV: Indian Partnership Act, 1932**

Meaning and definitions, Registration of partnerships, Types of partners, Dissolution, Limited Liability Partnership Act, 1932 – Meaning & definitions, Meaning of designated partner, Registration of LLP, Types of partners, Dissolution.

**Module V: Intellectual Property Laws (IPR) and**

Overview of Law & Procedure relating to Patents, Trademarks & Copyrights, Infringement.

**AA.Examination Scheme:**



| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz / Presentation | ESE |
|---------------|---------------|------------|----------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                     | 70  |

#### BB.Suggested Text/Reference Books:

- Gulshan SS (2003), Elements of Mercantile Law, Excel Books, N. Delhi.
- Kuchhal MS (2010), Business Law, Vikas Publication
- Tulsian PC, (2002), Relevance of Business Law, Tata McGraw Hills.
- Singh Avtar, (2006), Elements of Mercantile Law, S. Chand & Sons.

#### Lecture Plan

| Lecture | Topics                                                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO                                       |
|---------|--------------------------------------------------------------------------------|------------------|------------------|------------------------------------------------------------|
| 1       | Nature and kinds of Contracts,                                                 | Lecture          | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 2       | Concepts related to offer, Acceptance and Consideration,                       | Lecture          | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 3       | Principles Governing Capacity of Parties and Free Consent, Legality of Objects | Lecture          | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 4       | Performance and Discharge of Contract,                                         | Lecture          | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 5       | Breach of Contract and its Remedies                                            | Group Discussion | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 6       | Indemnity and Guarantee                                                        | Group Discussion | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 7       | Special contracts of Bailment and Pledge                                       | Home Assignment  | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 8       | Contract of Agency.                                                            | Group Discussion | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

|    |                                                         |                   |          |                                                            |
|----|---------------------------------------------------------|-------------------|----------|------------------------------------------------------------|
| 9  | Sale and Agreement to Sell                              | Lecture           | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 10 | Hire Purchase – Pledge – Mortgage – Hypothecation Lease | Case Presentation | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 11 | Goods – Different types of Goods                        | Tutorial          | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 12 | The Price                                               | Case Presentation | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 13 | Passing of Property in Goods                            | Lecture           | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 14 | Conditions and Warranties                               | Lecture           | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 15 | Doctrine of Caveat emptor                               | Lecture           | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 16 | Rights of an unpaid seller                              | Lecture           | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 17 | Meaning and types of companies                          | Tutorial          | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 18 | Formation of a company                                  | Lecture           | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 19 | Memorandum and Articles of Association                  | Lecture           | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 20 | Share Capital and Shareholders, Prospectus              | Lecture           | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 21 | Issue of Shares, Buy Back of Shares                     | Lecture           | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 22 | Debentures                                              | Lecture           | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 23 | Company Meetings and Proceedings                        | Lecture           | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

|    |                                                                         |                   |          |                                                            |
|----|-------------------------------------------------------------------------|-------------------|----------|------------------------------------------------------------|
| 24 | Powers, Duties, Liabilities of Directors                                | Group Discussion  | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 25 | Winding up of Company.                                                  | Tutorial          | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 26 | Meaning and definitions, Registration of partnerships                   | Lecture           | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 27 | Formation of partnership kind                                           | Lecture           | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 28 | Right and duties of partner                                             | Lecture           | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 29 | Liabilities and Types of partners<br>Dissolution,                       | Group Discussion  | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 30 | Limited Liability Partnership Act-2008                                  | Tutorial          | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 31 | Designated partner                                                      | Lecture           | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 32 | Registration of LLP, Types of partners, Dissolution of partnership firm | Lecture           | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 33 | Intellectual Property Laws (IPR)- Overview of Law                       | Lecture           | MBA107.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 34 | Procedure relating to Patents,                                          | Lecture           | MBA107.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 35 | Trade mark                                                              | Group Discussion  | MBA107.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 36 | Copyrights, Infringement                                                | Case Presentation | MBA107.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

**CC. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA107.1</b>  | Come to Know about basics of Laws governing commercial contracts and contractual relationships in business.                                                                 | <b>2</b>                            |             | <b>3</b>    | <b>3</b>    |             | <b>3</b>    |             | <b>2</b>    |             |              |                                              |                  |                  |
| <b>MBA107.2</b>  | Learn the rules regarding the Contract of Sale, Condition & Warranty                                                                                                        |                                     | <b>3</b>    | <b>2</b>    |             |             | <b>2</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>3</b>     |                                              |                  |                  |
| <b>MBA107.3</b>  | Know about the basics of Companies Act, 1956, Formation of a company, Company Meetings and Proceedings, Powers, Duties, Liabilities of Directors and Winding up of Company. |                                     | <b>3</b>    |             | <b>3</b>    |             |             | <b>2</b>    |             | <b>3</b>    |              |                                              |                  |                  |
| <b>MBA107.4</b>  | Know the rules regarding the Partnership Act, 1932 and Limited Liability Partnership Act, 2008.                                                                             |                                     | <b>3</b>    |             | <b>3</b>    | <b>3</b>    | <b>1</b>    | <b>2</b>    |             | <b>3</b>    |              |                                              |                  |                  |
| <b>MBA107.5.</b> | Come to know about Intellectual Property Rights & Rules relating to Patents Act, 1970, Copyright Act, 1957 & Trade Marks Act, 1999.                                         | <b>3</b>                            |             | <b>2</b>    | <b>3</b>    |             |             | <b>3</b>    |             |             | <b>3</b>     |                                              |                  |                  |

**Sample Question Paper**

|                                                                                                                                                                                                                                         |              |                                                                                                                                                                                                                                                                                                                                                                                                                                       |          |                |            |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------------|------------|----------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR<br>AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –I) 2018-19                                                                                                                                    |              |                                                                                                                                                                                                                                                                                                                                                                                                                                       |          |                |            |          |
| Class: MBA I Semester                                                                                                                                                                                                                   |              |                                                                                                                                                                                                                                                                                                                                                                                                                                       |          |                |            |          |
| Subject Name:<br>MBA107 Legal and Business<br>Environment (Micro & Macro)                                                                                                                                                               |              | Time: 1.5 Hrs                                                                                                                                                                                                                                                                                                                                                                                                                         |          | Max. Marks: 30 |            |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                 | Remembering  | Understanding                                                                                                                                                                                                                                                                                                                                                                                                                         | Applying | Analyzing      | Evaluating | Creating |
| Question<br>Mapping                                                                                                                                                                                                                     | Q.1, Q.3     | Q.2, Q.4                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.5, Q.4 | Q.6            |            |          |
| Student will be able to<br><b>CO1:</b> Come to Know about basics of Laws governing commercial contracts and contractual relationships in business.<br><b>CO2:</b> Learn the rules regarding the Contract of Sale, Condition & Warranty. |              |                                                                                                                                                                                                                                                                                                                                                                                                                                       |          |                |            |          |
| CO Map                                                                                                                                                                                                                                  | Question No. | Question                                                                                                                                                                                                                                                                                                                                                                                                                              |          |                |            | Marks    |
| CO1                                                                                                                                                                                                                                     | Q.1          | Briefly describe the essentials of a valid consideration.                                                                                                                                                                                                                                                                                                                                                                             |          |                |            | 3        |
| CO2                                                                                                                                                                                                                                     | Q.2          | Differentiate between sale and agreement to sale.                                                                                                                                                                                                                                                                                                                                                                                     |          |                |            | 6        |
| CO3                                                                                                                                                                                                                                     | Q.3          | What is the advantage of limited liability partnership (LLP) form of business and who is 'designated partner' Also describe the detailed procedure of incorporation of LLP                                                                                                                                                                                                                                                            |          |                |            | 6        |
| CO4                                                                                                                                                                                                                                     | Q.4          | Define the major characteristics of 'Partnership form of Business'.                                                                                                                                                                                                                                                                                                                                                                   |          |                |            | 3        |
| CO5                                                                                                                                                                                                                                     | Q.5          | A patent provides an enforceable legal right to prevent others from exploiting an invention." Discuss the statement and the procedure of filing a patent                                                                                                                                                                                                                                                                              |          |                |            | 6        |
| CO1                                                                                                                                                                                                                                     | Q 6          | <b>Case Study:</b> A took a bet of Rs. 500 with B that a certain horse would win a certain race. Under the agreement A had to deposit Rs. 100 with B. Since A had no money he approached his friend C, who advanced the sum to him on the condition that A was to return Rs. 200 if he won the bet against B, but to return nothing if he lost. A won the bet against B. Can C recover Rs. 200 from A explain in detail with section. |          |                |            | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

|                  |                                          |
|------------------|------------------------------------------|
| Session          | 2018-19                                  |
| Course Name      | MBA                                      |
| Semester         | 1st Semester                             |
| Subject Code     | MBA 107                                  |
| Subject Name     | Legal & Bus. Env                         |
| Attainment Level | 56% of the students scored more than 60% |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[illegible]





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : INDIAN ETHOS AND BUSINESS ETHICS

Course Code : MBA 108, Crédits : 02, Session :2018-19 (Odd Sem.), Class : MBA. 1st Year

**DD. Introduction:** The objective of this course is to help the students appreciate the essential complementarity between 'VALUES' and 'ETHICS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings.

**EE. Course Outcomes:** At the end of the course, students will be able to:

**MBA108.1.** Come to know about Ethical Principles in Business.

**MBA108.2.** Appreciate the importance of different perspectives of managing Ethical Dilemma in different Business Areas.

**MBA108.3.** Come to know about Value system for Managing stress at Work.

**MBA108.4.** Know the rules of Indian Companies, Role of Indian Ethos in Managerial Practices, Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Indian Heritage in Business, Management-Production and Consumption.

**MBA108.5.** Come to know about Law of Ethics and Contemporary Approaches to Leadership.

**FF. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess

societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**GG. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term Exam                                                                                                                                                                                                 | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P1          | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## Syllabus

### Module I: Theories and Approaches of Ethics

Understanding the need for ethics, History & Relevance, Ethical values, myths and ambiguity, ethical codes, Ethical Principles in Business; Theories of Ethics, Absolutism verses Relativism, Teleological approach, the Deontological approach, Kohlberg's six stages of moral development (CMD).

### Module II: Managing Ethical Dilemma in different Business Areas

Managing Ethical Dilemma; Characteristics, ethical decision making, ethical reasoning, the dilemma resolution process; ethical dilemmas in different business areas of finance, marketing HRM and international business, Ethical Culture in Organization, Developing codes of Ethics and conduct, Ethical and value based leadership. Role of scriptures in understanding ethics, Indian wisdom & Indian approaches towards business ethics.

### Module III: Value system for Managing stress at Work

Trans-Cultural Human Values, Secular v/s Spiritual Values , Value System in Work Culture, Stress Management-Meditation for mental health, Yoga.

### Module IV: Indian Ethos in Managerial Practices

Principles Practiced by Indian Companies, Role of Indian Ethos in Managerial Practices, Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Indian Heritage in Business, Management-Production and Consumption. Ethics v/s Ethos , Indian v/s Western Management, Work Ethos and Values for Indian Managers- Relevance of Value Based Management in Global Change- Impact of Values on Stakeholders.

### Module V: Law of Ethics

Contemporary Approaches to Leadership- Joint Hindu Family Business—Leadership Qualities of Karta, Indian Systems of Learning-Gurukul System of Learning, Advantages- Disadvantages of Karma, importance of Karma to Managers-Nishkama Karma- Laws of Karma, Law of Creation- Law of Humility- Law of Growth- Law of Responsibility- Law of Connection- Corporate Karma Leadership.

## HH. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/<br>Presentation | ESE |
|---------------|---------------|------------|----------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                                 | 70  |

## II. Suggested Text/Reference Books:

- R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics, Excel books, New Delhi, 2010, ISBN 978-8-174-46781-2
- B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.

- A.N. Tripathy, 2003, Human Values, New Age International Publishers.
- E G Seebauer & Robert L. Berry, 2000, Fundamentals of Ethics for Scientists & Engineers, Oxford University Press
- B P Banerjee, 2005, Foundations of Ethics and Management, Excel Books. 13.
- B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.

## JJ. Lecture Plan

| Lecture | Topics                                                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO                                       |
|---------|---------------------------------------------------------------------------------|------------------|------------------|------------------------------------------------------------|
| 1       | Understanding the need for ethics                                               | Lecture          | MBA108.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 2       | History & Relevance, Ethical values, myths and ambiguity, ethical codes         | Lecture          | MBA108.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 3       | Ethical Principles in Business; Theories of Ethics                              | Group Discussion | MBA108.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 4       | Absolutism verses Relativism, Teleological approach, the Deontological approach | Group Discussion | MBA108.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 5       | Kohlberg's six stages of moral development (CMD).                               | Group Discussion | MBA108.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 6       | Managing Ethical Dilemma; Characteristics                                       | Lecture          | MBA108.2         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 7       | Ethical dilemmas in different business areas of finance,                        | Lecture          | MBA108.2         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 8       | Marketing HRM and international business                                        | Lecture          | MBA108.2         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 9       | Ethical Culture in Organization                                                 | Lecture          | MBA108.2         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 10      | Developing codes of ethics and conduct                                          | Lecture          | MBA108.2         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 11      | Ethical and value-based leadership.                                             | Tutorial         | MBA108.2         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 12      | Role of scriptures in understanding ethics                                      | Lecture          | MBA108.2         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 13      | Indian wisdom & Indian approaches towards business ethics.                      | Lecture          | MBA108.3         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 14      | Trans-Cultural Human Values, Secular v/s Spiritual Values                       | Lecture          | MBA108.3         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

|    |                                                                                                                                    |                  |          |                                                            |
|----|------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|------------------------------------------------------------|
| 15 | Value System in Work Culture                                                                                                       | Lecture          | MBA108.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 16 | Stress Management- Meditation for mental health, Yoga                                                                              | Group Discussion | MBA108.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 17 | Principles Practiced by Indian Companies                                                                                           | Tutorial         | MBA108.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 18 | Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Indian Heritage in Business                     | Lecture          | MBA108.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 19 | Management-Production and Consumption. Ethics v/s Ethos, Indian v/s Western Management                                             | Lecture          | MBA108.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 20 | Work Ethos and Values for Indian Managers- Relevance of Value Based Management in Global Change- Impact of Values on Stakeholders. | Group Discussion | MBA108.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 21 | Contemporary Approaches to Leadership- Joint Hindu Family Business-Leadership Qualities of Karta                                   | Lecture          | MBA108.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 22 | Indian Systems of Learning- Gurukul System of Learning, Advantages- Disadvantages of Karma                                         | Lecture          | MBA108.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 23 | Importance of Karma to Managers-Nishkama Karma- Laws of Karma                                                                      | Lecture          | MBA108.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 24 | Law of Creation- Law of Humility- Law of Growth- Law of Responsibility- Law of Connection-Corporate Karma Leadership.              | Group Discussion | MBA108.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

#### KK. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                          | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|----------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA108.1.</b> | Come to know about Ethical Principles in Business. |                                     |             |             | <b>3</b>    | <b>3</b>    | <b>2</b>    | <b>3</b>    |             |             | <b>1</b>     |                                              |                  |                  |

|                  |                                                                                                                                                                                                                                          |          |          |          |          |          |          |          |          |          |          |  |  |  |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|--|--|--|
| <b>MBA108.2</b>  | Appreciate the importance of different perspectives of managing Ethical Dilemma in different Business Areas.                                                                                                                             |          | <b>3</b> |          | <b>1</b> |          | <b>3</b> |          | <b>2</b> | <b>3</b> | <b>3</b> |  |  |  |
| <b>MBA108.3</b>  | Come to know about Value system for Managing stress at Work.                                                                                                                                                                             |          | <b>3</b> | <b>1</b> |          |          | <b>3</b> | <b>2</b> |          | <b>3</b> |          |  |  |  |
| <b>MBA108.4</b>  | Know the rules of Indian Companies, Role of Indian Ethos in Managerial Practices, Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Indian Heritage in Business, Management-Production and Consumption. | <b>3</b> | <b>1</b> | <b>2</b> |          |          |          | <b>2</b> |          | <b>3</b> |          |  |  |  |
| <b>MBA108.5.</b> | Come to know about Law of Ethics and Contemporary Approaches to Leadership.                                                                                                                                                              |          |          | <b>2</b> |          | <b>3</b> |          |          |          |          | <b>3</b> |  |  |  |

### Sample Question Paper

|                                                                                                                                                                                                                                        |              |               |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------|----------|-----------|----------------|----------|
| <p align="center">AMITY UNIVERSITY MADHYA PRADESH, GWALIOR<br/>AMITY BUSINESS SCHOOL<br/>I MID-SEMESTER (SEM –I) 2018-19</p>                                                                                                           |              |               |          |           |                |          |
| Class: MBA I Semester                                                                                                                                                                                                                  |              |               |          |           |                |          |
| Subject Name:<br>MBA108 Indian Ethos and Business Ethics                                                                                                                                                                               |              | Time: 1.5 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                         | Remembering  | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                       | Q.1, Q.3     | Q.2, Q.4      | Q.5, Q.4 | Q.6       |                |          |
| <p>Student will be able to</p> <p><b>CO.1.</b> Come to know about Ethical Principles in Business.</p> <p><b>CO.2.</b> Appreciate the importance of different perspectives of managing Ethical Dilemma in different Business Areas.</p> |              |               |          |           |                |          |
| CO Map                                                                                                                                                                                                                                 | Question No. | Question      |          |           |                | Marks    |

|     |     |                                                                                                               |   |
|-----|-----|---------------------------------------------------------------------------------------------------------------|---|
| CO1 | Q.1 | Explain the Concept of karma – meaning and importance to managers / corporate karma.                          | 3 |
| CO2 | Q.2 | Write a note on Leadership qualities with special reference to Indian thoughts.                               | 6 |
| CO3 | Q.3 | What is Indian Ethos? Explain the principles and characteristics of Indian Ethos.                             | 6 |
| CO4 | Q.4 | Write a note on Personality Development through Yoga.                                                         | 3 |
| CO5 | Q.5 | Write your views about economic issues and competitive issues related with business ethics.                   | 6 |
| CO1 | Q.6 | Briefly explain the following: (a) Workers Rights and Duties (b) Workplace Safety (c) Employee Discrimination | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                  |                            |
|------------------|----------------------------|
| Session          | 2018-19                    |
| Course Name      | MBA                        |
| Semester         | 1st Semester               |
| Subject Code     | MBA 108                    |
| Subject Name     | Indian Ethos & Bus. Ethics |
| Attainment Level | Level 2                    |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

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**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |  |  |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |
| I SEM                         | MBA 109 | 3   | 3   | 2   | 1   | -   | 1   | 1   | -   | 2   | 2    |  |  |



## AMITY BUSINESS SCHOOL

### Course Handout

Course : INDIAN FINANCIAL SYSTEM AND FINANCIAL MARKETS

Course Code : MBA 109, Crédits : 02, Session :2018-19 (Odd Sem.), Class : MBA. 1st Year

**LL. Introduction:** The objective of this course is to familiarize the prospective management aspirants with financial system & financial market in India with the role played by different financial markets as a platform for decision-making. It aims to equip the students with in-depth knowledge of business environment and domain knowledge, critical thinking, business analysis, problem solving and innovative solutions, global exposure and cross-cultural understanding, social responsiveness and ethics that they would find useful in their disciplines.

**MM. Course Outcomes:** At the end of the course, students will be able to:

**MBA109.1.** Learn the important concepts financial system in India with the role played by different financial markets and the policies different agencies to provide strength to the economy of country.

**MBA109.2.** Learn about the various bodies and agencies like Merchant & Investment Banks in financial system, and related provisions of different Act's governing them to solve the complex real-life situation of business associated to the fund acquisition and help in building an increasingly sophisticated level of understanding about the subject.

**MBA109.3.** Develop the understanding about the financial market, financial sector reforms to mitigate the contemporary issues of business associated to the fund acquisition from the public directly.

**MBA109.4.** Develop the skills & ability to analyse financial markets to deal more effectively with strategic options like mutual funds to help management.

**MBA109.5.** Develop the ability to understand the methodology and process used by various contemporary financial service providers to deal more effectively with the real life conditions faced by organisation or business in long & short run.

**NN. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams.

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage

managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**OO. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Project/Assignment/Quiz/Numerical/ Presentation                                                                                                                                                               | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**PP. Syllabus**

- **Module I:** Introduction- Meaning, Importance, Role in the Indian Financial System, overview of Financial Services in India-Nature Scope and Types of Financial Services: fund based and non-fund based financial services, Financial services, Role of Financial Services in Economic Development.
- **Module II:** Merchant & Investment Banking- Counselling, Project Counselling and Appraisal, Loan Syndication and Accessing Debt and Capital Markets, Procedural aspects of public issues, bought out deals, Book Building, Pre-Issue Decision; Post Issue Management and related provisions of Companies Act and SEBI guidelines for Protection of Interests of Investors, New Products in Capital Markets.
- **Module III:** Financial Market- Equity, Debt and Currency markets, Markets for short term financing requirements, financial sector reforms and financial markets, contemporary issues.
- **Module IV:** Mutual Funds- Concept of mutual fund and its advantages as a financial service, Mutual Funds types, Exchange Traded Funds, Fund of Funds, Organization and Management, Regulations of Mutual Funds.
- **Module V:** Other Financial services- Credit Rating: Concept of Credit Rating, Types of Credit Rating, Advantages and Disadvantages of Credit Rating, Credit Rating Agencies and Their Methodology and Process, Marketing of Financial Services, Cross Selling of Banking Services, Up-Selling, Wealth Management.

**QQ. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

### RR. Text & References:

- Khan M Y, (1999), Indian Financial System, Tata McGraw Hill
- Chandra, P. (1999), Financial Management: Theory and Practice, Tata McGraw Hill.
- Dietrich J Kimball, (1996), Financial Services & Financial Institutions, Value Creation in theory and Practice, Prentice Hall.
- Pandey, I.M. (1999), Financial Management, Vikas Publishing House.
- Sriram, K. (1996), Handbook of Leasing, Hire Purchase and Factoring, ICFAI.
- Bhole L M, (2000), Financial Institutions and Markets: Structure, Growth & Innovations, Tata McGraw Hill.
- Regular reading of the Financial & Business Journals, Analyst, and Economist is essential.

### SS. Lecture Plan

| Lecture | Topics                                                                                                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction & Meaning, Importance, Role in the Indian Financial System                                                    | Lecture          | MBA109.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Overview of Financial Services in India                                                                                    | Lecture          | MBA109.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Nature Scope and Types of Financial Services: fund based and non-fund based financial services                             | Lecture          | MBA109.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Nature Scope and Types of Financial Services: fund based and non-fund based financial services                             | Lecture          | MBA109.1         | Mid Term, Quiz & End Sem Exam   |
| 5       | Role of Financial Services in Economic Development                                                                         | Lecture          | MBA109.1         | Mid Term, Quiz & End Sem Exam   |
| 6       | Counselling, Project Counselling and Appraisal                                                                             | Lecture          | MBA109.2         | Mid Term, Quiz & End Sem Exam   |
| 7       | Loan Syndication and Accessing Debt and Capital Markets                                                                    | Lecture          | MBA109.2         | Mid Term, Quiz & End Sem Exam   |
| 8       | Procedural aspects of public issues, bought out deals, Book Building                                                       | Lecture          | MBA109.2         | Mid Term, Quiz & End Sem Exam   |
| 9       | Pre-Issue Decision; Post Issue Management.                                                                                 | Lecture          | MBA109.2         | Mid Term, Quiz & End Sem Exam   |
| 10      | Provisions of Companies Act and SEBI guidelines for Protection of Interests of Investors & New Products in Capital Markets | Lecture          | MBA109.2         | Mid Term, Quiz & End Sem Exam   |
| 11      | Equity, Debt and Currency                                                                                                  | Lecture          | MBA109.3         | Mid Term, Quiz &                |

|    |                                                                     |         |          |                               |
|----|---------------------------------------------------------------------|---------|----------|-------------------------------|
|    | markets                                                             |         |          | End Sem Exam                  |
| 12 | Markets for short term financing requirements                       | Lecture | MBA109.3 | Mid Term, Quiz & End Sem Exam |
| 13 | Financial sector reforms and financial markets                      | Lecture | MBA109.3 | Mid Term, Quiz & End Sem Exam |
| 14 | Contemporary issues in Financial Market                             | Lecture | MBA109.3 | Mid Term, Quiz & End Sem Exam |
| 15 | Concept of mutual fund and its advantages as a financial service    | Lecture | MBA109.4 | Quiz & End Sem Exam           |
| 16 | Mutual Funds types                                                  | Lecture | MBA109.4 | Quiz & End Sem Exam           |
| 17 | Exchange Traded Funds, Fund of Funds.                               | Lecture | MBA109.4 | Quiz & End Sem Exam           |
| 18 | Organization and Management, Regulations of Mutual Funds            | Lecture | MBA109.4 | Quiz & End Sem Exam           |
| 19 | Credit Rating: Concept of Credit Rating                             | Lecture | MBA109.5 | Quiz & End Sem Exam           |
| 20 | Types of Credit Rating.                                             | Lecture | MBA109.5 | Quiz & End Sem Exam           |
| 21 | Advantages and Disadvantages of Credit Rating                       | Lecture | MBA109.5 | Quiz & End Sem Exam           |
| 22 | Credit Rating Agencies and Their Methodology and Process            | Lecture | MBA109.5 | Quiz & End Sem Exam           |
| 23 | Marketing of Financial Services, Cross Selling of Banking Services, | Lecture | MBA109.5 | Quiz & End Sem Exam           |
| 24 | Up-Selling, Wealth Management                                       | Lecture | MBA109.5 | Quiz & End Sem Exam           |

**TT. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                                                                                                     | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                                                                               | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 109.1</b> | Learn the important concepts financial system in India with the role played by different financial markets and the policies different agencies to provide strength to the economy of country. | 3                                   | 3           | -           | -           | 1           | 2           | 1           | -           | 2           | 2            |  |  |                                              |                  |                  |

|                  |                                                                                                                                                                                                                                                                                                                                                 |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|
| <b>MBA 109.2</b> | Learn about the various bodies and agencies like Merchant & Investment Banks in financial system, and related provisions of different Act's governing them to solve the complex real-life situation of business associated to the fund acquisition and help in building an increasingly sophisticated level of understanding about the subject. | 2 | 3 | 1 | 1 | - | 2 | 2 | - | 2 | 2 |  |  |  |  |  |
| <b>MBA 109.3</b> | Develop the understanding about the financial market, financial sector reforms to mitigate the contemporary issues of business associated to the fund acquisition from the public directly.                                                                                                                                                     | 3 | 3 | 1 | 1 | - | 1 | 3 | 2 | 3 | 2 |  |  |  |  |  |
| <b>MBA 109.4</b> | Develop the skills & ability to analyse financial markets to deal more effectively with strategic options like mutual funds to help management.                                                                                                                                                                                                 | 3 | 3 | 3 | 1 | - | 1 | - | - | 1 | 3 |  |  |  |  |  |
| <b>MBA1 09.5</b> | Develop the ability to understand the methodology and process used by various contemporary financial service providers to deal more effectively with the real life conditions faced by organisation or                                                                                                                                          | 2 | 3 | 3 | 1 | - | 1 | 1 | - | - | 2 |  |  |  |  |  |

|  |                               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|-------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
|  | business in long & short run. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|-------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|

### Sample Question Paper

| AMITY UNIVERSITY MADHYA PRADESH<br>AMITY BUSINESS SCHOOL<br>MID-SEMESTER (SEM –I) 2018-19                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              |                                                                 |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA I Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |              |                                                                 |          |           |                |          |
| Subject Name:<br>MBA 109 INDIAN FINANCIAL<br>SYSTEM AND FINANCIAL MARKETS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              | Time: 1.5 Hrs                                                   |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as per<br>Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Remembering  | Understanding                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                           | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Learn the important concepts financial system in India with the role played by different financial markets and the policies different agencies to provide strength to the economy of country.<br>CO2: Learn about the various bodies and agencies like Merchant & Investment Banks in financial system, and related provisions of different Act's governing them to solve the complex real-life situation of business associated to the fund acquisition and help in building an increasingly sophisticated level of understanding about the subject. |              |                                                                 |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                                        |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1          | Explain in brief the Indian Financial System concept.           |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2a         | What are the essential characteristics of Loan Syndication?     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.2b         | How is public issues and Capital Markets related to each other? |          |           |                | 3        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.3          | Explain Currency markets and depicts its elements?              |          |           |                | 6        |
| CO4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.4          | Explain the significance of Exchange Traded Funds               |          |           |                | 3        |
| CO4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5a         | Elaborate different Mutual Funds with example.                  |          |           |                | 3        |
| CO5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5b         | Write characteristics of Credit Rating.                         |          |           |                | 3        |
| CO5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.6          | How methodology of Credit Rating agency works?                  |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |



|       |   |                                                            |
|-------|---|------------------------------------------------------------|
| Level | 3 | IF 80% of students secure more than 60% marks then level 3 |
|-------|---|------------------------------------------------------------|

## Attainment

|                  |                         |
|------------------|-------------------------|
| Session          | 2018-19                 |
| Course Name      | MBA                     |
| Semester         | 1st Semester            |
| Subject Code     | MBA 109                 |
| Subject Name     | Indian Financial System |
| Attainment Level | Level 1                 |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA 201 | 2   | 3   | 1   | 3   | 2   | 3   | 3   | 2   | 2   | 2    |  |  |  |



## AMITY BUSINESS SCHOOL

### Course Handout

Course : **HUMAN RESOURCE MANAGEMENT**

Course Code : MBA 201, Crédits : 03, Session : 2018-19 (Even Sem.), Class : MBA. 1st Year

**UU.** Introduction: *This course will help students to develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices. The course focuses on Leadership & Team Work, critical thinking, problem solving and understanding of Business Environment. It will also facilitate learning of ethical issues in Business Organization.*

**VV.Course Outcomes:** At the end of the course, students will be able to:

**MBA 201.1.** To develop the understanding of the concept of human resource management and to understand its relevance in organizations for meeting human resource requirements.

**MBA 201.2.** To develop necessary skill set for application of various HR functions including training, development and compensation.

**MBA 201.3.** To integrate the knowledge of HR concepts to maintain employee relations.

**MBA 201.4.** Demonstrate emerging issues in human resource management.

**WW. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**XX. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**YY. Syllabus**

**Module I: Human Resource Management**

Nature and scope of HRM, HRM functions, Line and staff responsibility of HR Managers, HR as a Factor of Competitive Advantage, Human Resource Development, Changing Role of HR (Workforce diversity, Technological change, Restructuring)

**Module II: Meeting Human Resource Requirements**

Job Analysis, Job Description, Job Specification, Strategic Human Resource Planning, Recruitment, Selection Process, Methods – Interview, Tests (Online tests, Written tests ,Psychological tests for selection), Placement and Induction.

### **Module III: Training & Developing of Employees**

Training and Development, Training need analysis, Delivery Methodology, Evaluation , Capacity Building, Understanding of Performance Management Systems, Performance

Appraisal-methods, limitations and problems, Ethics in Performance Management, Potential Appraisal.

### **Module IV: Managing Compensation**

Compensation Management-,Job evaluation, Methods of Job Evaluation, Components of Pay Structure, incentives, bonus, ESOPs , Fringe Benefit, Designing and Administration of Wage and Salary Structure.

### **Module V: Employee Relations**

Overview of Industrial Relations and Labour Laws, Industrial disputes, Retirement/ Separation (Superannuation-Voluntary Retirement Schemes- Resignation-Discharge-Dismissal-Suspension-Layoff).

### **Module VI: Emerging Trends in HRM**

Career Planning & Development, Downsizing & Outplacement, Overview of Human Resource Information System (HRIS), Human Resource Outsourcing.

**Case Studies: Some cases of real business world to supplement learning from the course.**

**Case Study** - Manpower Trimming Strategy at Wipro: Replacing Human Employees with Software Robots

<http://www.icmrindia.org/casestudies/catalogue/Human%20Resource%20and%20Organization%20Behavior/HROB176.htm>

#### **ZZ. Examination Scheme:**

| <b>Components</b> | <b>Midterm Exam</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>Attendance</b> | <b>ESE</b> |
|-------------------|---------------------|---------------------------------------------|-------------------|------------|
| Weightage (%)     | 15                  | 10                                          | 5                 | 70         |

**AAA. Suggested Text/Reference Books:**

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6<sup>th</sup> Edn.), McGraw Hill, New Delhi
- Dessler G (2006). Human Resource Management, Pearson Education, India
- Mathis R L and Jackson J H (2006). Human Resource Management, (10<sup>th</sup> Edn.) Cengage Learning, Indian Print.
- Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition
- Pattanayak B, (2014), Human Resource Management, 4<sup>th</sup> Edition , PHI

**BBB. Lecture Plan**

| Lecture | Topics                                                                                                                                                                                                                                    | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Nature and scope of HRM, HRM functions, Line and staff responsibility of HR Managers, HR as a Factor of Competitive Advantage, Human Resource Development, Changing Role of HR (Workforce diversity, Technological change, Restructuring) | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | HRM functions, Line and staff responsibility of HR Managers                                                                                                                                                                               | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | HR as a Factor of Competitive Advantage                                                                                                                                                                                                   | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Human Resource Development                                                                                                                                                                                                                | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Changing Role of HR (Workforce diversity, Technological change, Restructuring)                                                                                                                                                            | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Job Analysis, Job Description                                                                                                                                                                                                             | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Job Specification                                                                                                                                                                                                                         | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Strategic Human Resource Planning                                                                                                                                                                                                         | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Recruitment, Selection Process,                                                                                                                                                                                                           | Lecture          | MBA 201.1        | Mid Term-1,                     |



|    |                                                                                              |         |           |                                 |
|----|----------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                              |         |           | Quiz & End Sem Exam             |
| 10 | Methods – Interview, Tests ( Online tests, Written tests ,Psychological tests for selection) | Lecture | MBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Placement and Induction                                                                      | Lecture | MBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Training and development                                                                     | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Training need analysis                                                                       | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Delivery Methodology, Evaluation                                                             | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Capacity Building                                                                            | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Understanding of Performance Management Systems                                              | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Performance Appraisal-methods, limitations and problems                                      | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Ethics in Performance Management, Potential Appraisal.                                       | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Compensation Management- ,Job evaluation                                                     | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Methods of Job Evaluation                                                                    | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Components of Pay Structure                                                                  | Lecture | MBA 201.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | incentives, bonus, ESOPs , Fringe Benefit                                                    | Lecture | MBA 201.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Designing and Administration of Wage and Salary Structure.                                   | Lecture | MBA 201.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Overview of Industrial Relations and Labour Laws                                             | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Industrial disputes                                                                          | Lecture | MBA 201.3 | Mid Term-2, Quiz & End          |

|    |                                                                                                                                                            |         |           |                                       |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------------|
|    |                                                                                                                                                            |         |           | Sem Exam                              |
| 26 | Retirement/ Separation                                                                                                                                     | Lecture | MBA 201.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 27 | Superannuation-Voluntary                                                                                                                                   | Lecture | MBA 201.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 28 | Retirement Schemes-                                                                                                                                        | Lecture | MBA 201.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 29 | Resignation-Discharge-<br>Dismissal-Suspension-<br>Layoff                                                                                                  | Lecture | MBA 201.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 30 | Career Planning &<br>Development, Downsizing &<br>Outplacement, Overview of<br>Human Resource Information<br>System (HRIS), Human Resource<br>Outsourcing. | Lecture | MBA 201.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 31 | Downsizing                                                                                                                                                 | Lecture | MBA 201.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 32 | Outplacement                                                                                                                                               | Lecture | MBA 201.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 33 | Overview of Human Resource<br>Information System (HRIS)                                                                                                    | Lecture | MBA 201.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 34 | Human Resource<br>Information System (HRIS)                                                                                                                | Lecture | MBA 201.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 35 | Human Resource Outsourcing.                                                                                                                                | Lecture | MBA 201.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 36 | Human Resource Outsourcing.                                                                                                                                | Lecture | MBA 201.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |

### CCC.Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |

|                  |                                                                                                                                                                    |   |   |   |   |   |   |   |   |   |   |  |  |  |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
|                  |                                                                                                                                                                    |   |   |   |   |   |   |   |   |   |   |  |  |  |
| <b>MBA 201.1</b> | To develop the understanding of the concept of human resource management and to understand its relevance in organizations for meeting human resource requirements. | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 |  |  |  |
| <b>MBA 201.2</b> | To develop necessary skill set for application of various HR functions including training, development and compensation.                                           | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |  |  |  |
| <b>MBA 201.3</b> | To integrate the knowledge of HR concepts to maintain employee relations.                                                                                          | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 |  |  |  |
| <b>MBA 201.4</b> | Demonstrate emerging issues in human resource management.                                                                                                          | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 2 |  |  |  |



## Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                    |                     |                                                                        |                 |                  |                       |                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –II) 2018-19</b>                                                                                                                                                                                                                                                                            |                     |                                                                        |                 |                  |                       |                 |
| <b>Class: MBA II Semester</b>                                                                                                                                                                                                                                                                                                                      |                     |                                                                        |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>MBA 201 Human Resource Management</b>                                                                                                                                                                                                                                                                                   |                     | <b>Time: 1.5 Hrs</b>                                                   |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                              | <b>Remembering</b>  | <b>Understanding</b>                                                   | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                                            | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                           | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <p>Student will be able to</p> <p>CO1: To develop the understanding of the concept of human resource management and to understand its relevance in organizations for meeting human resource requirements.</p> <p>CO2: To develop necessary skill set for application of various HR functions including training, development and compensation.</p> |                     |                                                                        |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                      | <b>Question No.</b> | <b>Question</b>                                                        |                 |                  |                       | <b>Marks</b>    |
| CO1                                                                                                                                                                                                                                                                                                                                                | Q.1                 | Explain in brief the scope and nature of HRM.                          |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                                                                                                                                | Q.2a                | What are the functions of HRM?                                         |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                                                                                                    | Q.2b                | Discuss the methods of interview?                                      |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                                                                                                                                | Q.3                 | Elaborate the analysis of training need.                               |                 |                  |                       | 6               |
| CO2                                                                                                                                                                                                                                                                                                                                                | Q.4                 | Explain the significance of job description.                           |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                                                                                                | Q.5a                | Differentiate between training and development.                        |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                                                                                                    | Q.5b                | Describe the changing role of HRM.                                     |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                                                                                                | Q 6                 | Explain the term ‘performance Appraisal’ and also discuss its process. |                 |                  |                       | 6               |

|                    |   |                                                            |
|--------------------|---|------------------------------------------------------------|
| <b>Attainments</b> |   | <b>Rubric</b>                                              |
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |              |
|-------------------------|--------------|
| <b>Session</b>          | 2018-19      |
| <b>Course Name</b>      | MBA          |
| <b>Semester</b>         | 2nd Semester |
| <b>Subject Code</b>     | MBA 201      |
| <b>Subject Name</b>     | HRM          |
| <b>Attainment Level</b> | Level 1      |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.



**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA 204 | 2   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 1   | 2    |  |  |  |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : **Marketing Research**

Course Code : MBA 204, Crédits : 03, Session : 2018-19 (Odd Sem.), Class : MBA. 1st Year

**Introduction:** The course aims to provide a thorough understanding of the essential characteristics and the basic tenets of research methodology and report preparation. For this we begin by explicating the role of business environment and develop the domain knowledge of the course through critical thinking, business analysis, problem solving and honing skills for finding innovative solutions. The course will focus on quantitative and descriptive research methods and techniques that are essential for the validity and reliability of the research process. The course will identify and review the components essential for preparation of research proposals, research reports, business proposals and feasibility studies in order to develop report writing and formal presentation skills of the research projects undertaken. For the same, the course will also focus on enhancement of effective communication skills. A researcher also has to be sensitive towards their social responsiveness and the expected ethical standards of research. Through various class activities, the course will also aim at developing the abilities of working in teams and leading a team.

**Course Outcomes:** At the end of the course, students will be able to:

**MBA 204.1.** To develop the understanding of research concept and research methodology to design the research framework.

**MBA 204.2.** To develop necessary skill set for choosing the sample and collecting the data for research.

**MBA 204.3.** To integrate the knowledge of statistical test and designing the research experiment.

**MBA 204.4.** Demonstrate the art of writing the research report.

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### Syllabus

**Module I: Research Methodology and Research Methods:** Background to research: Developing a research proposal-Research paradigms-Contribution of research to theory and practice. Presentation

and defence of proposal. Objective/purpose, evaluation, significance and types of research, Research Methods vis-à-vis Methodology.

**Module II: Research Problem and Research Design:** Literature review: Identifying, accessing and managing sources of information and scholarly literature. Academic writing and referencing. Steps in literature review development. Argumentation. Qualitative Methods: Nature and type of qualitative research. Quantitative research.

**Module III: Sampling Design and Scaling Techniques:** Census and sample survey, Criteria for selecting a sampling procedure, Measurement and Scaling techniques.

**Module IV: Data Collection and Field Force:** Data collection methods: Primary and secondary sources. Data entry and screening. Coding of questionnaires.

**Module V: Statistical Inference- Test of Significance:** Types of data analysis methods. Nature of Quantitative research: Descriptive and Inferential statistics. Quantitative methods: Data and variables.

**Module VI: Design and Analysis of Experiments:** Associations: Correlation coefficient, bivariate regression. Multivariate Techniques- Reliability, validity and rigour.

**Module VII: Report Writing:** Content and Format of the Marketing Research Report quantitative and qualitative, Practical considerations: Timelines, budgets, supervision and management. Common Problems Encountered when Preparing the Marketing Research Report. Writing up qualitative research.

**Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

**Suggested Text/Reference Books:**

- Cooper, Donald R and Schindler, Ramela (2000) Business Research Methods, Tata Mc Graw Hill
- Kothari C R, (1990) Research Methodology: Methods & Techniques, Vikas Publishing House Pvt. Ltd. 1978.
- Levin & Rubin (2004), Statistics for Management, 8<sup>th</sup> Ed, Prentice Hall of India
- Srivastava, Shenoy and Sharma (2002). Quantitative Techniques for Business Decisions, 4<sup>th</sup> Ed, Allied Publishers
- Dr. S. Shajahan ( 2004), Research Methods for Management 2<sup>nd</sup> Edition, Jaico Publishers
- Ranjit Kumar, (2005), Research Methodology, Pearson Education

## Lecture Plan

| Lecture | Topics                                                                                                  | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Background to research                                                                                  | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Developing a research proposal                                                                          | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Research paradigms- Contribution of research to theory and practice                                     | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Research paradigms- Contribution of research to theory and practice                                     | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Presentation and defence of proposal                                                                    | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Presentation and defence of proposal                                                                    | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Literature review: Identifying, accessing and managing sources of information and scholarly literature. | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Academic writing and referencing                                                                        | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Steps in literature review development                                                                  | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Argumentation                                                                                           | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Qualitative Methods                                                                                     | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Nature and type of qualitative research. Quantitative research.                                         | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Census and sample survey                                                                                | Lecture          | MBA 204.2        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                    |         |           |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 14 | Criteria for selecting a sampling procedure                                                                                                        | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Criteria for selecting a sampling procedure                                                                                                        | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Measurement and Scaling                                                                                                                            | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Measurement and Scaling techniques                                                                                                                 | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Data collection methods                                                                                                                            | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Data collection methods: Primary and secondary sources                                                                                             | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Data entry and screening                                                                                                                           | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Data entry and screening                                                                                                                           | Lecture | MBA 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Coding of questionnaires                                                                                                                           | Lecture | MBA 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Coding of questionnaires                                                                                                                           | Lecture | MBA 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Types of data analysis methods. Nature of Quantitative research: Descriptive and Inferential statistics. Quantitative methods: Data and variables. | Lecture | MBA 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Nature of Quantitative research                                                                                                                    | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Descriptive and Inferential statistics                                                                                                             | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Descriptive and Inferential statistics                                                                                                             | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Quantitative methods: Data and variables.                                                                                                          | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Associations: Correlation coefficient                                                                                                              | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                |         |           |                                       |
|----|--------------------------------------------------------------------------------|---------|-----------|---------------------------------------|
| 30 | bivariate regression.<br>Multivariate Techniques                               | Lecture | MBA 204.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 31 | Reliability, validity and<br>rigour                                            | Lecture | MBA 204.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 32 | Content and Format of the<br>Marketing Research Report                         | Lecture | MBA 204.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 33 | Quantitative and qualitative,<br>Practical considerations.                     | Lecture | MBA 204.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 34 | Timelines, budgets,<br>supervision and<br>management                           | Lecture | MBA 204.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 35 | Common Problems Encountered<br>when Preparing the Marketing<br>Research Report | Lecture | MBA 204.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 36 | Writing up qualitative research.                                               | Lecture | MBA 204.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |

### Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                   | CORRELATION WITH PROGRAMME<br>OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|------------------|-------------------------------------------------------------------------------------------------------------|----------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                  |                                                                                                             | P<br>O<br>1                            | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA 204.1</b> | To develop the understanding of research concept and research methodology to design the research framework. | 2                                      | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            |  |  |  |
| <b>MBA 204.2</b> | To develop necessary skill set for choosing the sample and collecting the data for research.                | 3                                      | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            |  |  |  |

|                  |                                                                                      |   |   |   |   |   |   |   |   |   |   |  |  |  |
|------------------|--------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
| <b>MBA 204.3</b> | To integrate the knowledge of statistical test and designing the research experiment | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 |  |  |  |
| <b>MBA 204.4</b> | Demonstrate the art of writing the research report.                                  | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 2 |  |  |  |





## Sample Question Paper

|                                                                                                                  |              |                                                               |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –II) 2018-19                                                        |              |                                                               |          |           |                |          |
| Class: MBA II Semester                                                                                           |              |                                                               |          |           |                |          |
| Subject Name:<br>MBA 204 Marketing Research                                                                      |              | Time: 1.5 Hrs                                                 |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                   | Remembering  | Understanding                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                 | Q.1,4        | Q.2,3                                                         | Q.4      | Q.2,5,6   |                |          |
| Student will be able to                                                                                          |              |                                                               |          |           |                |          |
| CO1: To develop the understanding of research concept and research methodology to design the research framework. |              |                                                               |          |           |                |          |
| CO2: To develop necessary skill set for choosing the sample and collecting the data for research.                |              |                                                               |          |           |                |          |
| CO Map                                                                                                           | Question No. | Question                                                      |          |           |                | Marks    |
| CO1                                                                                                              | Q.1          | Define the term 'Research'.                                   |          |           |                | 3        |
| CO1                                                                                                              | Q.2a         | What are the contribution of research to theory and practice? |          |           |                | 3        |
|                                                                                                                  | Q.2b         | What are the types of research?                               |          |           |                | 3        |
| CO1                                                                                                              | Q.3          | Explain in detail the proposal of Research.                   |          |           |                | 6        |
| CO2                                                                                                              | Q.4          | What do you mean by sample?                                   |          |           |                | 3        |
| CO2                                                                                                              | Q.5a         | Differentiate between census and sample.                      |          |           |                | 3        |
|                                                                                                                  | Q.5b         | Discuss the types of sampling.                                |          |           |                | 3        |
| CO2                                                                                                              | Q 6          | Elaborate the data collection methods.                        |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|       |   |                                                            |
|-------|---|------------------------------------------------------------|
| Level | 3 | IF 80% of students secure more than 60% marks then level 3 |
|-------|---|------------------------------------------------------------|



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**MBA 204**

## Attainment

|                  |               |
|------------------|---------------|
| Session          | 2018-19       |
| Course Name      | MBA           |
| Semester         | 2nd Semester  |
| Subject Code     | MBA 204       |
| Subject Name     | Mkt. Research |
| Attainment Level | Level 1       |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Master of Business Administration**

**2018-2019**

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.



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**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA205 | 1   | 3   | 2   | 1   | 2   | 3   | 2   | 1   | 3   | 2    |  |  |  |



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|                                                                                                 |
|-------------------------------------------------------------------------------------------------|
| Amity Business School                                                                           |
| Course Handout                                                                                  |
| Course : Operations Management                                                                  |
| Course Code: MBA205, Crédits: 03, Session: 2018-19(Even Sem.), Class: MBA. 1 <sup>st</sup> Year |

**Introduction:** The aim of this course is to develop understanding of the strategic and functional issues in the operational environment of any organization, of the various decisions involving the operational activities, and of the methods which enable taking the best possible alternative decision.

**Course Outcomes:** At the end of the course, students will be able to:

**MBA205.1** Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.

**MBA205.2.** Analyse and evaluate various strategic decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments

**MBA205.3** To analyse operations decisions of different types in different conditions.

**MBA205.4** To integrate the concept of controlling under various conditions.

**Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

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Website : [www.amity.edu/gwalior](http://www.amity.edu/gwalior), Email : [info@gwa.amity.edu](mailto:info@gwa.amity.edu); [admissions@gwa.amity.edu](mailto:admissions@gwa.amity.edu)



**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**DDD. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |



|       |  |  |      |
|-------|--|--|------|
| Total |  |  | 100% |
|-------|--|--|------|

## Syllabus

**Module I: Introduction:** Introduction of Operations Function and Operations Management; Input/output transformation; Operations as Competitive Advantage, Trade-offs and combinations

**Module II: Strategic Decisions:** Planning and Designing the Products/Services; Process Design and Planning; Designing the Facility Location and Layout; Selection and Management of Product Technology; Long-term and Short-term Capacity Planning.

**Module III: Operating Decisions:** Forecasting and its types, Inventory Management: Deterministic demand model–EOQ- Continuous and Periodic review Supply chain management; Operations Scheduling and Sequencing, Aggregate Planning and Master Production Scheduling and MRP Probabilistic Inventory Control Models, Materials Requirement Planning.

**Module IV: Controlling and Improvement Decision:** Productivity, Efficiency and Effectiveness; Measuring and Improving the Operations Processes; Green operations management.

## Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

## Suggested Text/Reference Books:

- Chase, Jacob, Aquilano, Agarwal (2008), Operations Management for Competitive Advantage, Tata McGraw-Hill
- Evans & Collier (2007), Operations Management: An Integrated Goods and Service Approach, Cengage
- Heizer, Render, Jagadeesh (2009), Operations Management, Pearson Education, India
- Klassen & Manor (2007), Cases in Operations Management, Sage Publishers
- Krajewski, Ritzman, Malhotra (2007), Operations Management: Processes and Value Chains, Prentice-Hall

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- Mahadevan (2007), Operations Management: Theory and Practice, Pearson Education, India
- Russell and Taylor (2009), Operations Management along the Supply Chain, Wiley
- Shroeder (2009), Operations Management: Contemporary Concepts and Cases, Tata McGraw-Hill

## EEE. Lecture Plan

| Lecture | Topics                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction of Operations Function            | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction of Operations Management          | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Input/output transformation                    | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Input/output transformation                    | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Operations as Competitive Advantage            | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Operations as Competitive Advantage            | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Trade-offs and combinations                    | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Trade-offs and combinations                    | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Planning and Designing the Products/Services   | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Planning and Designing the Products/Services   | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Process Design and Planning                    | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Process Design and Planning                    | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Designing the Facility                         | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Designing the Facility                         | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Location and Layout                            | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Selection and Management of Product Technology | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Selection and Management                       | Lecture          |                  | Mid Term-1, Quiz                |



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|    |                                                     |         |          |                                 |
|----|-----------------------------------------------------|---------|----------|---------------------------------|
|    | of Product Technology                               |         | MBA205.2 | & End Sem Exam                  |
| 18 | Long-term and Short-term Capacity Planning.         | Lecture | MBA205.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Forecasting and its types                           | Lecture | MBA205.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Inventory Management                                | Lecture | MBA205.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Deterministic demand model–EOQ                      | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Continuous and Periodic review                      | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Supply chain management                             | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Operations Scheduling and Sequencing                | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Aggregate Planning and Master Production Scheduling | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | MRP                                                 | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Probabilistic Inventory Control Models              | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Materials Requirement Planning                      | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Productivity                                        | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Efficiency                                          | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Effectiveness                                       | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Measuring the Operations Processes                  | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Improving the Operations Processes                  | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Green operations management                         | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Efficient operations management                     | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Effective operations management                     | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |



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## FFF. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                 |                                                                                                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA205.1</b> | Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness. | -                                   | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  |  |



|                 |                                                                                                                                                          |   |   |   |   |   |   |   |   |   |   |  |  |  |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
| <b>MBA205.2</b> | Analyse and evaluate various strategic decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments | 1 | 3 | 3 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |
| <b>MBA205.3</b> | To analyse operations decisions of different types in different conditions.                                                                              | - | 3 | 2 | - | 1 | 3 | 3 | 2 | 3 | 3 |  |  |  |
| <b>MBA205.4</b> | To integrate the concept of controlling under various conditions.                                                                                        | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |

### Sample Question Paper

|                                                           |                 |                   |              |               |                |              |
|-----------------------------------------------------------|-----------------|-------------------|--------------|---------------|----------------|--------------|
| Amity Business School<br>I MID-SEMESTER (SEM –II) 2018-19 |                 |                   |              |               |                |              |
| Class: MBA II Semester                                    |                 |                   |              |               |                |              |
| Subject Name:<br>MBA 205 Operations<br>Management         |                 | Time: 1.5 Hrs     |              |               | Max. Marks: 30 |              |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy   | Rememberin<br>g | Understandin<br>g | Applyin<br>g | Analyzi<br>ng | Evaluati<br>ng | Creatin<br>g |
| Question<br>Mapping                                       | Q.1,4           | Q.2,3             | Q.4          | Q.2,5,6       |                |              |



Student will be able to

CO1: Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.

CO2: Analyse and evaluate various strategic decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments.

| CO Map | Question No. | Question                                                                    | Marks |
|--------|--------------|-----------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief on operations management.                                  | 3     |
| CO2    | Q.2a         | What is the nature of strategic decisions?                                  | 3     |
|        | Q.2b         | How concept of production & scheduling is applied on operations decisions?  | 3     |
| CO2    | Q.3          | Elaborate development of a balanced line of production & scheduling         | 6     |
| CO2    | Q.4          | Explain the significance of sequencing techniques in operation environments | 3     |
| CO3    | Q.5a         | Elaborate operations decisions of different types.                          | 3     |
|        | Q.5b         | Describe different conditions for operations management                     | 3     |
| CO4    | Q.6          | How controlling benefits to operations management?                          | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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**MBA 205**

## Attainment

|                  |                  |
|------------------|------------------|
| Session          | 2018-19          |
| Course Name      | MBA              |
| Semester         | 2nd Semester     |
| Subject Code     | MBA 205          |
| Subject Name     | Operations Mgmt. |
| Attainment Level | Level 3          |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL  
MBA 206 QT**

**PROGRAMME OUTCOMES**

**Master of Business Administration  
2018-2019**

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.



**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA 201 | 2   | 3   | 1   | 3   | 2   | 3   | 3   | 2   | 2   | 2    |  |  |  |





| AMITY BUSINESS SCHOOL                                                                     |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : QT                                                                               |
| Course Code : MBA 206, Crédits : 03, Session : 2018-19 (Even Sem.), Class : MBA. 1st Year |

**GGG.** Introduction: *This course will help students to develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices. The course focuses on Leadership & Team Work, critical thinking, problem solving and understanding of Business Environment. It will also facilitate learning of ethical issues in Business Organization.*

**HHH.** **Course Outcomes:** At the end of the course, students will be able to:

**MBA 201.1.** To develop the understanding of the concept of human resource management and to understand its relevance in organizations for meeting human resource requirements.

**MBA 201.2.** To develop necessary skill set for application of various HR functions including training, development and compensation.

**MBA 201.3.** To integrate the knowledge of HR concepts to maintain employee relations.

**MBA 201.4.** Demonstrate emerging issues in human resource management.

### III. Programme Outcomes:

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams



**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**JJJ. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**KKK. Syllabus**

**Module I: Human Resource Management**



Nature and scope of HRM, HRM functions, Line and staff responsibility of HR Managers, HR as a Factor of Competitive Advantage, Human Resource Development, Changing Role of HR (Workforce diversity, Technological change, Restructuring)

### **Module II: Meeting Human Resource Requirements**

Job Analysis, Job Description, Job Specification, Strategic Human Resource Planning, Recruitment, Selection Process, Methods – Interview, Tests (Online tests, Written tests ,Psychological tests for selection), Placement and Induction.

### **Module III: Training & Developing of Employees**

Training and Development, Training need analysis, Delivery Methodology, Evaluation , Capacity Building, Understanding of Performance Management Systems, Performance

Appraisal-methods, limitations and problems, Ethics in Performance Management, Potential Appraisal.

### **Module IV: Managing Compensation**

Compensation Management-,Job evaluation, Methods of Job Evaluation, Components of Pay Structure, incentives, bonus, ESOPs , Fringe Benefit, Designing and Administration of Wage and Salary Structure.

### **Module V: Employee Relations**

Overview of Industrial Relations and Labour Laws, Industrial disputes, Retirement/ Separation (Superannuation-Voluntary Retirement Schemes- Resignation-Discharge-Dismissal-Suspension-Layoff).

### **Module VI: Emerging Trends in HRM**

Career Planning & Development, Downsizing & Outplacement, Overview of Human Resource Information System (HRIS), Human Resource Outsourcing.

**Case Studies: Some cases of real business world to supplement learning from the course.**



## Case Study - Manpower Trimming Strategy at Wipro: Replacing Human Employees with Software Robots

<http://www.icmrindia.org/casestudies/catalogue/Human%20Resource%20and%20Organization%20Behavior/HROB176.htm>

### LLL. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

### MMM. Suggested Text/Reference Books:

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6<sup>th</sup> Edn.), McGraw Hill, New Delhi
- Dessler G (2006). Human Resource Management, Pearson Education, India
- Mathis R L and Jackson J H (2006). Human Resource Management, (10<sup>th</sup> Edn.) Cengage Learning, Indian Print.
- Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition
- Pattanayak B, (2014), Human Resource Management, 4<sup>th</sup> Edition , PHI

### NNN. Lecture Plan

| Lecture | Topics                                                                                                                                                                                                                                    | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Nature and scope of HRM, HRM functions, Line and staff responsibility of HR Managers, HR as a Factor of Competitive Advantage, Human Resource Development, Changing Role of HR (Workforce diversity, Technological change, Restructuring) | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | HRM functions, Line and staff responsibility of HR Managers                                                                                                                                                                               | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | HR as a Factor of Competitive Advantage                                                                                                                                                                                                   | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |



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|    |                                                                                              |         |           |                                 |
|----|----------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 4  | Human Resource Development                                                                   | Lecture | MBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Changing Role of HR (Workforce diversity, Technological change, Restructuring)               | Lecture | MBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Job Analysis, Job Description                                                                | Lecture | MBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Job Specification                                                                            | Lecture | MBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Strategic Human Resource Planning                                                            | Lecture | MBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Recruitment, Selection Process,                                                              | Lecture | MBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Methods – Interview, Tests ( Online tests, Written tests ,Psychological tests for selection) | Lecture | MBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Placement and Induction                                                                      | Lecture | MBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Training and development                                                                     | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Training need analysis                                                                       | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Delivery Methodology, Evaluation                                                             | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Capacity Building                                                                            | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Understanding of Performance Management Systems                                              | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Performance Appraisal-methods, limitations and problems                                      | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                                                                             |         |           |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 18 | Ethics in Performance Management, Potential Appraisal.                                                                                      | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Compensation Management- ,Job evaluation                                                                                                    | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Methods of Job Evaluation                                                                                                                   | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Components of Pay Structure                                                                                                                 | Lecture | MBA 201.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | incentives, bonus, ESOPs , Fringe Benefit                                                                                                   | Lecture | MBA 201.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Designing and Administration of Wage and Salary Structure.                                                                                  | Lecture | MBA 201.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Overview of Industrial Relations and Labour Laws                                                                                            | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Industrial disputes                                                                                                                         | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Retirement/ Separation                                                                                                                      | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Superannuation-Voluntary                                                                                                                    | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Retirement Schemes-                                                                                                                         | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Resignation-Discharge- Dismissal-Suspension- Layoff                                                                                         | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Career Planning & Development, Downsizing & Outplacement, Overview of Human Resource Information System (HRIS), Human Resource Outsourcing. | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |



|    |                                                      |         |           |                                 |
|----|------------------------------------------------------|---------|-----------|---------------------------------|
| 31 | Downsizing                                           | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Outplacement                                         | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Overview of Human Resource Information System (HRIS) | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Human Resource Information System (HRIS)             | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Human Resource Outsourcing.                          | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Human Resource Outsourcing.                          | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |

## 000. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                  |                                                                                                                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA 201.1</b> | To develop the understanding of the concept of human resource management and to understand its relevance in organizations for meeting human resource requirements. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            |  |  |  |



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|                  |                                                                                                                          |   |   |   |   |   |   |   |   |   |   |  |  |  |
|------------------|--------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
|                  |                                                                                                                          |   |   |   |   |   |   |   |   |   |   |  |  |  |
| <b>MBA 201.2</b> | To develop necessary skill set for application of various HR functions including training, development and compensation. | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |  |  |  |
| <b>MBA 201.3</b> | To integrate the knowledge of HR concepts to maintain employee relations.                                                | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 |  |  |  |
| <b>MBA 201.4</b> | Demonstrate emerging issues in human resource management.                                                                | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 2 |  |  |  |





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## Sample Question Paper

| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –II) 2018-19</p>                                                                                                                                                                                                                                                      |              |                                                                        |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA II Semester                                                                                                                                                                                                                                                                                                                             |              |                                                                        |          |           |                |          |
| Subject Name:<br>MBA 201 Human Resource Management                                                                                                                                                                                                                                                                                                 |              | Time: 1.5 Hrs                                                          |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                     | Remembering  | Understanding                                                          | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                                  | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: To develop the understanding of the concept of human resource management and to understand its relevance in organizations for meeting human resource requirements.</p> <p>CO2: To develop necessary skill set for application of various HR functions including training, development and compensation.</p> |              |                                                                        |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                             | Question No. | Question                                                               |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                | Q.1          | Explain in brief the scope and nature of HRM.                          |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                | Q.2a         | What are the functions of HRM?                                         |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                    | Q.2b         | Discuss the methods of interview?                                      |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                | Q.3          | Elaborate the analysis of training need.                               |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                | Q.4          | Explain the significance of job description.                           |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                | Q.5a         | Differentiate between training and development.                        |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                    | Q.5b         | Describe the changing role of HRM.                                     |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                | Q 6          | Explain the term 'performance Appraisal' and also discuss its process. |          |           |                | 6        |



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| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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## MBA 206

### Attainment

|              |              |
|--------------|--------------|
| Session      | 2018-19      |
| Course Name  | MBA          |
| Semester     | 2nd Semester |
| Subject Code | MBA 206      |
| Subject Name | QT           |

**Attainment Level** 56% of the students scored more than 60%

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## PROGRAMME OUTCOMES

Master of Business Administration

2018-2019

### Programme Outcomes:

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.



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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA207 | 1   | 3   | 2   | 1   | 2   | 3   | 2   | 1   | 3   | 2    |  |  |  |



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| Amity Business School                                                                              |
|----------------------------------------------------------------------------------------------------|
| Course Handout                                                                                     |
| Course: ENTREPRENEURSHIP                                                                           |
| Course Code: MBA207, Crédits: 02, Session : 2018-19 (Even Sem.), Class : MBA. 1 <sup>st</sup> Year |

**A. Introduction:** The course is designed to understand the business environment and the domain knowledge of the entrepreneurial process. It will take the participants through the process of critical thinking, business analysis, problem solving and creating of innovative solution in the context of Organizational and Entrepreneurial behaviour - how it differs from that of professional management, organizational and Entrepreneurial processes - the activities involved in taking ideas to the commercial realization, group project to develop an appreciation for the special challenges in entrepreneurial companies that are important for today's innovative climate. With that the course will also aim at developing effective communication skills, leadership skills and the ability to work in teams. Finally the course will sensitise participants on the social responsiveness and expected ethical behaviour from an entrepreneur.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA207.1** the learner shall enlist the economic challenges and identify the Opportunities for creation of an Enterprise.

**MBA207.2.** Under exemplified conditions the Learner shall be able to discover the business models of Entrepreneurship.

**MBA207.3** Under different circumstances the learner will be able to select an appropriate form of enterprise.

**MBA207.4** Given the case the learner shall be able to interpret the business model and illustrate the reasons for success of an enterprise.

**C. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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Website : [www.amity.edu/gwalior](http://www.amity.edu/gwalior), Email : [info@gwa.amity.edu](mailto:info@gwa.amity.edu); [admissions@gwa.amity.edu](mailto:admissions@gwa.amity.edu)



**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code         | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT           | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |              |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/<br>Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A            | 5%          |



|                          |                          |    |             |
|--------------------------|--------------------------|----|-------------|
| End Semester Examination | End Semester Examination | EE | 70%         |
| <b>Total</b>             |                          |    | <b>100%</b> |

## **E. Syllabus**

**Module I: Entrepreneurial Psyche:** The entrepreneurial mind-set. Key attributes of an entrepreneur: Desirable and acquirable Behaviour, The readiness: The right time, the right age, right conditions. Myths and realities of entrepreneurship. Struggles, causes of failure, Product/market, financing, managerial resilience. How many attempts. Similarities and variances between an entrepreneur and an intrapreneur.

**Module II: Entrepreneurship Development:** Understanding the Entrepreneurial Perspective in Individuals: Ideas, opportunity and retrospective determinism- To solve something felt and experienced vs I want to be an entrepreneur – Where can ideas come from-creating and appropriating value- Scarcity, choice and trade-offs, Heuristics and gut-feel Funding and incubation, Informal capital, Friends and family. Formal capital: Personal finance, Angel- Introduction to the World of Venture Capitalists. Evaluation criteria employed by VC. Selecting the right VC. Financing mix and the financing continuum shareholding. explaining to family, entrepreneurial stress. Composition: complementarity-different life stages. Relative importance-disagreements; India's start-up revolution. Trends, imperatives, benefits. The players involved in the eco-system, business incubators, rural entrepreneurship, social entrepreneurship, women entrepreneurs. Transition from college/regular job to the World of start-ups.

**Module III: Growth and Development of Entrepreneurial Ventures:** Identifying 'paying customer'. Developing market understanding- Narrowing focus-end user profiling. Ideal persona-market segmentation, market sizing-marketing plan, pricing- strategy Rigor of another kind. Cliff-vesting schedule. Relative importance of operational involvement, Idea/Patent, driving force and capital infusion. Go live, what proof of concept is needed- Minimum viable product – Name of product/service. Website, visiting card, office space. Valuation and harvesting. Valuation methods. Term sheet Strategic sale. Negotiations – Management succession.

**Module IV: Business Plan:** How to develop it. What all should it have. What it shouldn't have. Unit economics. Scalability. Defensibility. Venture feasibility analysis. Pitching. Legal matters. Organisational form. Sole Proprietorship, partnership, corporation. Intellectual property rights. Copyrights, trademarks, patents. Tax. Personnel Law. Contract Law. Law vs Ethics. Legal expenses. Hiring the service provider. Digital haves and have nots. Digital Economy as a resource. Promotion tools. The value of likes and shares. Matchmakers. Long tail markets. Micro Apps.





## F. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

## G. Suggested Text/Reference Books:

- Histric D. Robert and Peters P. Michal Shepherd A Dean (2007); Entrepreneurship, McGraw Hill
- Timmons A. Jethrfy and Jr. Stephen Spinell (2009), New Ventures Creation; Entrepreneurship for the 21<sup>st</sup> Century, McGraw Hill.
- Amabile, T. (1988), Model of Creativity and Innovation in Organizations, in Staw, B & Cummings L., Research in Organizational Behaviour, Vol.10, Jai Preee, Greenwich.
- Luthans, F. (1998), Organizational Behaviour, McGraw Hill
- Gnyawali D & Fogel D, (1984), Environments for Entrepreneurship Development: Key Dimensions and Research Implications, Entrepreneurship theory and Practice, Spring
- Shroeder (2009), Operations Management: Contemporary Concepts and Cases, Tata McGraw-Hill

## H. Lecture Plan

| Lecture | Topics                                                                                                   | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | The entrepreneurial mind-set                                                                             | Lecture          | MBA207.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Key attributes of an entrepreneur: Desirable and acquirable Behaviour                                    | Lecture          | MBA207.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | The readiness : The right time, the right age, right conditions. Myths and realities of entrepreneurship | Lecture          | MBA207.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Struggles, causes of failure, Product/market, financing, managerial resilience.                          | Lecture          | MBA207.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | How many attempts. Similarities and variances between an Entrepreneur and an intrapreneur.               | Lecture          | MBA207.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Ideas, opportunity and                                                                                   | Lecture          | MBA207.2         | Mid Term-1, Quiz                |



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|    |                                                                                                                                                                                                                                                                                                              |         |          |                                    |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|------------------------------------|
|    | retrospective determinism-<br>To solve something felt and<br>experienced vs I want to be<br>an entrepreneur                                                                                                                                                                                                  |         |          | & End Sem Exam                     |
| 7  | Where can ideas come<br>from-creating and<br>appropriating value-<br>Scarcity, choice and trade-<br>offs, Heuristics and gut-feel<br>Funding and incubation,<br>Informal capital, Friends<br>and family. Formal capital:<br>Personal finance, Angel-<br>Introduction to the World<br>of Venture Capitalists. | Lecture | MBA207.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 8  | Evaluation criteria<br>employed by VC. Selecting<br>the right VC. Financing mix<br>and the financing<br>continuum shareholding.<br>Explaining to family,<br>entrepreneurial stress                                                                                                                           | Lecture | MBA207.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 9  | Composition:<br>complementarity-different<br>life stages. Relative<br>importance-disagreements;<br>India's start-up revolution.                                                                                                                                                                              | Lecture | MBA207.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 10 | Trends, imperatives,<br>benefits. The players<br>involved in the eco-system,<br>business incubators,                                                                                                                                                                                                         | Lecture | MBA207.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 11 | Rural entrepreneurship,<br>social entrepreneurship,<br>women entrepreneurs.<br>Transition from<br>college/regular job to the<br>world of start-ups.                                                                                                                                                          | Lecture | MBA207.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 12 | Identifying 'paying<br>customer'                                                                                                                                                                                                                                                                             | Lecture | MBA207.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 13 | Developing market<br>understanding- Narrowing<br>focus-end user profiling.                                                                                                                                                                                                                                   | Lecture | MBA207.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 14 | Ideal persona-market                                                                                                                                                                                                                                                                                         | Lecture | MBA207.3 | Mid Term-1, Quiz                   |



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|    |                                                                                                                                                                                                                                                  |         |          |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | segmentation, market sizing-marketing plan, pricing-strategy Rigor of another kind.                                                                                                                                                              |         |          | & End Sem Exam                  |
| 15 | Cliff-vesting schedule. Relative importance of operational involvement, Idea/Patent, driving force and capital infusion.                                                                                                                         | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Go live, what proof of concept is needed- Minimum viable product – Name of product/service.                                                                                                                                                      | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Website, visiting card, office space. Valuation and harvesting.                                                                                                                                                                                  | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Valuation methods. Term sheet Strategic sale. Negotiations – Management succession.                                                                                                                                                              | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | How to develop it. What all should it have. What it shouldn't have.                                                                                                                                                                              | Lecture | MBA207.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Unit economics. Scalability. Defensibility.                                                                                                                                                                                                      | Lecture | MBA207.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Venture feasibility analysis. Pitching. Legal matters.                                                                                                                                                                                           | Lecture | MBA207.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Organisational form. Sole Proprietorship, partnership, corporation.                                                                                                                                                                              | Lecture | MBA207.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Intellectual property rights. Copyrights, trademarks, patents. Tax.                                                                                                                                                                              | Lecture | MBA207.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Personnel Law. Contract Law. Law vs Ethics. Legal expenses. Hiring the service provider. Digital haves and have nots. Digital Economy as a resource. Promotion tools. The value of likes and shares. Matchmakers. Long tail markets. Micro Apps. | Lecture | MBA207.4 | Mid Term-2, Quiz & End Sem Exam |



## I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                 |                                                                                                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA207.1</b> | The learner shall enlist the economic challenges and identify the Opportunities for creation of an Enterprise.                   | 2                                   | 3           | 2           | 1           | 2           | 3           | 2           | 1           | 3           | 2            |  |  |  |
| <b>MBA207.2</b> | Under exemplified conditions the Learner shall be able to discover the business models of Entrepreneurship.                      | 1                                   | 2           | 3           | 3           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |
| <b>MBA207.3</b> | Under different circumstances the learner will be able to select an appropriate form of enterprise.                              | 3                                   | 3           | 2           | 3           | 1           | 3           | 3           | 2           | 3           | 3            |  |  |  |
| <b>MBA207.4</b> | Given the case the learner shall be able to interpret the business model and illustrate the reasons for success of a enterprise. | 1                                   | 3           | 2           | 3           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |



## Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –II) 2018-19                                                                                                                                                                                                                          |              |                                                                 |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA II Semester                                                                                                                                                                                                                                                             |              |                                                                 |          |           |                |          |
| Subject Name:<br>MBA 207 Entrepreneurship                                                                                                                                                                                                                                          |              | Time: 1.5 Hrs                                                   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                     | Remembering  | Understanding                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                           | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to:</p> <p>CO1: the learner shall enlist the economic challenges and identify the Opportunities for creation of an Enterprise.</p> <p>CO2: Under exemplified conditions the Learner shall be able to discover the business models of Entrepreneurship.</p> |              |                                                                 |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                             | Question No. | Question                                                        |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                | Q.1          | Briefly Explain the Myths and realities of entrepreneurship.    |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                | Q.2a         | What is Entrepreneurial Perspective in Individuals?             |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                    | Q.2b         | What is Financing mix and the financing continuum shareholding? |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                | Q.3          | Elaborate 'paying customer'                                     |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                | Q.4          | Explain Valuation and harvesting                                |          |           |                | 3        |
| CO3                                                                                                                                                                                                                                                                                | Q.5a         | Elaborate Venture feasibility analysis.                         |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                    | Q.5b         | Describe different conditions for operations management         |          |           |                | 3        |
| CO4                                                                                                                                                                                                                                                                                | Q.6          | Explain Intellectual property rights                            |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |



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|       |   |                                                            |
|-------|---|------------------------------------------------------------|
| Level | 3 | IF 80% of students secure more than 60% marks then level 3 |
|-------|---|------------------------------------------------------------|



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**MBA 207**

## Attainment

|                  |                  |
|------------------|------------------|
| Session          | 2018-19          |
| Course Name      | MBA              |
| Semester         | 2nd Semester     |
| Subject Code     | MBA 207          |
| Subject Name     | Entrepreneurship |
| Attainment Level | Level 3          |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## PROGRAMME OUTCOMES

Master of Business Administration

2018-2019

### Programme Outcomes:

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.





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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA208 | 1   | 3   | 2   | 1   | 3   | 3   | 2   | 1   | 3   | 2    |  |  |  |



| Amity Business School                                                                           |
|-------------------------------------------------------------------------------------------------|
| Course Handout                                                                                  |
| Course : <b>ORGANISATION DESIGN</b>                                                             |
| Course Code: MBA208, Crédits: 02, Session: 2018-19(Even Sem.), Class: MBA. 1 <sup>st</sup> Year |

**A. Introduction:** This course is designed to enhance the ability to analyze the soundness of the organizational structure of a company. It also focuses on enhancing ability to understand and overcome the main changes that entail the management of change inside an organization. It will be helpful to develop skills for understanding the impact of environment, strategy, technology, organizational culture, and organizational size on organizational and inter organizational relationships.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA208.1** Students will be able to explain the concept of Organisation Design and determine the factors that affect Organisation Design.

**MBA208.2.** The student will be able to evaluate and design functional level strategies for any organization.

**MBA208.3** The future managers/ students will be able to analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour and demonstrate skills required for working in groups (team building).

**MBA208.4** The students will be able to justify how organizational change and conflict affect working relationships within organizations and demonstrate how to apply relevant theories to solve problems of change and conflict within organizations.

**C. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.



**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code         | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT           | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |              |             |
|                                | Project/Assignment/<br>Quiz/Presentation                                                                                                                                                                      | P/A/Q<br>/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A            | 5%          |



|                          |                          |    |             |
|--------------------------|--------------------------|----|-------------|
| End Semester Examination | End Semester Examination | EE | 70%         |
| <b>Total</b>             |                          |    | <b>100%</b> |

#### E. Syllabus

**Module I: Understanding organizations:** Organization structure,-Organization and stakeholders-Organizations and environmental influences- The Environmental Domain. Environmental Uncertainty. Goals and Effectiveness  
Organizational strategy: Industry Analysis: Porter's five forces, Value Chain Activities.

**Module II: Organizational design:** The evolution of organization theory and design, Dimensions of organization design: structural and conceptual ,Alternative structures-Management process - Authority and organizational control mechanisms.

**Module III: Managing organizational culture:** Technology and organizational design- Organizational Level Technology. Departmental technology. The Impact of Technology on People. Organizational decision making and organizational learning & knowledge management.

**Module IV: Organizational Change Management:** Organizational Life cycle ,Organizational change management- Managing organizational conflict, power and politics.

#### F. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

#### G. Suggested Text/Reference Books:

- Richard D. Daft (2013), Organization Theory and Design (11 th ed.), Mason, OH: South-Western, Cengage Learning
- French W L & Bell, Organizational Development, Prentice Hall of India
- Ravishankar S & Mishra R.K., Organizational Development, Visison Books Pvt. Ltd.
- Luthans, F. (2005), Organizational Behaviour, McGraw – Hill International Edition.
- Robbins, S.P, Judge TA, Sanghi S, Organizational Behaviour, Thirteenth Edition, Pearson.
- Newstrom John W. and Davis Keith, (1993), Organizational Behaviour: Human Behaviour at Work, Tata McGraw Hill, New Delhi
- Perek U & Rao T V, Designing & Managing HR System, Oxford & IBH Publishing company
- Perek U & Rao T V Making Organization Roles Effective, TATA McGraw Hill



## H. Lecture Plan

| Lecture | Topics                                                                | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction of organizations                                         | Lecture          | MBA208.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Understanding organizations                                           | Lecture          | MBA208.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Organization structure,- Organization and stakeholders                | Lecture          | MBA208.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Organizations and environmental influences- The Environmental Domain. | Lecture          | MBA208.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Environmental Uncertainty                                             | Lecture          | MBA208.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Goals and Effectiveness<br>Organizational strategy:                   | Lecture          | MBA208.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Industry Analysis: Porter's five forces,                              | Lecture          | MBA208.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Value Chain Activities.                                               | Lecture          | MBA208.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Organizational design                                                 | Lecture          | MBA208.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | The evolution of organization theory and design                       | Lecture          | MBA208.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Dimensions of organization design structural                          | Lecture          | MBA208.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Dimensions of organization design conceptual                          | Lecture          | MBA208.2         | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                            |         |              |                                       |
|----|----------------------------------------------------------------------------|---------|--------------|---------------------------------------|
| 13 | Alternative structures-<br>Management process                              | Lecture | MBA208.<br>2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 14 | Authority and organizational<br>control mechanisms                         | Lecture | MBA208.<br>2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 15 | Managing organizational<br>culture Technology and<br>organizational design | Lecture | MBA208.<br>2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 16 | Organizational Level<br>Technology                                         | Lecture | MBA208.<br>3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 17 | Departmental technology                                                    | Lecture | MBA208.<br>3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 18 | The Impact of Technology<br>on People                                      | Lecture | MBA208.<br>3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 19 | Organizational decision<br>making                                          | Lecture | MBA208.<br>3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 20 | organizational learning and<br>knowledge management                        | Lecture | MBA208.<br>3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 21 | Organizational Life cycle                                                  | Lecture | MBA208.<br>4 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 22 | Organizational Change<br>Management                                        | Lecture | MBA208.<br>4 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 23 | Managing organizational<br>conflict                                        | Lecture | MBA208.<br>4 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 24 | Managing organizational<br>power and politics                              | Lecture | MBA208.<br>4 | Mid Term-2,<br>Quiz & End Sem<br>Exam |

## I. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME<br>OUTCOMES |  |
|----|-----------|----------------------------------------|--|
|----|-----------|----------------------------------------|--|



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|                 |                                                                                                                                                                                                                                                          | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
| <b>MBA208.1</b> | Students will be able to explain the concept of Organisation Design and determine the factors that affect Organisation Design.                                                                                                                           | 3           | 3           | 2           | 3           | 3           | 3           | 2           | 1           | 3           | 2            |  |  |  |
| <b>MBA208.2</b> | Analyse and The student will be able to evaluate and design functional level strategies for any organization.                                                                                                                                            | 1           | 3           | 3           | 2           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |
| <b>MBA208.3</b> | The future managers/ students will be able to analyze the behaviour of individuals and groups in organizations in terms of the key factors that influence organizational behavior and demonstrate skills required for working in groups (team building). | 1           | 3           | 2           | 1           | 1           | 3           | 3           | 2           | 3           | 3            |  |  |  |





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|                 |                                                                                                                                                                                                                                             |   |   |   |   |   |   |   |   |   |   |  |  |  |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
| <b>MBA208.4</b> | The students will be able to justify how organizational change and conflict affect working relationships within organizations and demonstrate how to apply relevant theories to solve problems of change and conflict within organizations. | 1 | 3 | 2 | 3 | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|

## Sample Question Paper

|                                                                                                                                                                                                                                                                                                        |                 |                   |              |               |                |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------------|--------------|---------------|----------------|--------------|
| Amity Business School<br>I MID-SEMESTER (SEM –II) 2018-19                                                                                                                                                                                                                                              |                 |                   |              |               |                |              |
| Class: MBA II Semester                                                                                                                                                                                                                                                                                 |                 |                   |              |               |                |              |
| Subject Name:<br>MBA 208 ORGANISATION<br>DESIGN                                                                                                                                                                                                                                                        |                 | Time: 1.5 Hrs     |              |               | Max. Marks: 30 |              |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                | Rememberin<br>g | Understandin<br>g | Applyin<br>g | Analyzi<br>ng | Evaluati<br>ng | Creatin<br>g |
| Question<br>Mapping                                                                                                                                                                                                                                                                                    | Q.1,4           | Q.2,3             | Q.4          | Q.2,5,6       |                |              |
| <p>Student will be able to:</p> <p><b>CO1:</b> Students will be able to explain the concept of Organisation Design and determine the factors that affect Organisation Design.</p> <p><b>CO2:</b> The student will be able to evaluate and design functional level strategies for any organization.</p> |                 |                   |              |               |                |              |





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| CO Map | Question No. | Question                                                                                                     | Marks |
|--------|--------------|--------------------------------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Describe Porter's Five Forces Analysis.                                                                      | 3     |
| CO2    | Q.2a         | What are the dimensions in organizational design?                                                            | 3     |
|        | Q.2b         | What is meant by organizational learning?                                                                    | 3     |
| CO2    | Q.3          | Explain in detail about organizational life cycle and its importance.                                        | 6     |
| CO2    | Q.4          | “In any organization, it is very vital to create and sustain the culture” – Substantiate the statement.      | 3     |
| CO3    | Q.5a         | What is Conflict? What are its causes and how it can be managed effectively? Explain.                        | 3     |
|        | Q.5b         | Define organizational change and explain why do individual resist to change.                                 | 3     |
| CO4    | Q.6          | What are the types of organizational design? Examine the need and significance of sound organization design. | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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**MBA 208**

## Attainment

|                  |                                          |
|------------------|------------------------------------------|
| Session          | 2018-19                                  |
| Course Name      | MBA                                      |
| Semester         | 2nd Semester                             |
| Subject Code     | MBA 208                                  |
| Subject Name     | Organization Design                      |
| Attainment Level | 50% of the students scored more than 60% |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

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**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.



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MADHYA PRADESH

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA209 | 1   | 3   | 2   | 1   | 3   | 3   | 2   | 1   | 3   | 2    |  |  |  |



| AMITY BUSINESS SCHOOL                                                                     |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : <b>CORPORATE STRATEGY</b>                                                        |
| Course Code : MBA 209, Crédits : 03, Session : 2018-19 (Even Sem.), Class : MBA. 1st Year |

**A. Introduction:** The course is designed to help students understand the concept of strategy and strategic management process. This starts with a clear understanding of business environment and the domain knowledge of what the top-management of an organisation does. The course will further enhance critical thinking skills, business analysis skills, problem solving skills and the ability to come up with creative and innovative solutions. The course also aims at acquainting students with basic concepts and principles of strategic management; develop and prepare organizational strategies that will be effective for the current dynamic environment and likewise to impart the strategic management conceptual framework which will increase students' skills and knowledge in identifying and describing organizations' strategic posture and direction. This will also cover global exposure and cross-cultural understanding to create an understanding of how global firms operate. The course will culminate with sensitizing participants regarding their responsibilities towards the society through training on social responsiveness and ethics.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA209.1.** Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.

**MBA209.2.** Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.

**MBA209.3.** Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level.

**MBA209.4.** Students will be able to develop their capacity to think and execute strategically.

**MBA209.5:** Enhanced ability to identify strategic issues and design appropriate courses of action.

**C. Programme Outcomes:**



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MADHYA PRADESH

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**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### D. Assessment Plan:

| Component of Evaluation        | Description | Code | Weightage % |
|--------------------------------|-------------|------|-------------|
| Continuous Internal Evaluation | Mid Term 1  | CT   | 15%         |
|                                | Mid Term 2  |      |             |



|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
|                          | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

#### **E. Syllabus**

**Module I: Introduction and Purpose of Strategy Formulation:** Evolution and Introduction to strategic management. Concept and Classification of Corporate and Business Strategy with Hierarchy definition; Purpose of Strategy Formulation: Concept of Vision, Mission and Business Definition. Importance of stakeholders in business.

**Module II: Strategic Analysis:** The external environment. PESTLE Analysis, Stakeholder analysis, Strategic Advantage Profile (SAP), Porter's Value Chain Analysis, Resource Based View of the Firm-VRIO Framework; Competitor Analysis, Industry Analysis using Porter's five forces Model; Scenario analysis and SWOT Analysis, McKinsey's 7S Framework.

**Module III: Strategic Choice – Traditional Approach:** Portfolio Analysis using BCG, GE Nine Cell Matrix, Hofer's Model, Making Strategic Choices using Strickland's Grand Strategy Selection Matrix; Ansoff's Product Market Grid; Choosing Generic Strategies using Porter's Model of competitive advantage.

**Module IV: Industry Structures and Competitive Strategies:** Industry Structures and Lifecycle stages, Non-market strategies, Advantages and Disadvantages of Defensive and Offensive strategies, Competing through business models. Competitive advantage and firm resources. The dynamics of competitive advantage, competitive advantage to corporate advantage – Integrative analysis.

**Module V: Strategy Implementation and Evaluation:** Issues in implementation: Resource Allocation, Organization Structure, Social responsibilities – Ethics and Corporate Social Responsibility (CSR). Measuring performance and establishing strategic controls.

**Module VI: Case Studies:** Concepts will be illustrated using case studies in a variety of industries  
Case studies for reference: SUNMICROSYSTEMS, KODAK, GOOGLE, SONY, DELL

**Examination Scheme:**



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/Presentation | ESE |
|---------------|---------------|------------|------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                             | 70  |

## Text & References:

- Wheelen and Hunger (2008), Essentials of Strategic Management, Prentice Hall India.
- Ramaswamy and Namakumari (1999), Strategic Planning: Formulation of Corporate Strategy Text and Cases, Macmillan India Ltd.
- Jausch & Glueck (1988), Business Policy and Strategic Management, (5<sup>th</sup> Ed.), McGraw Hill.
- Thomson & Strickland (2008), Business Policy and Strategic Management, (12<sup>th</sup> Ed.), McGraw Hill.





## F. Lecture Plan

| Lecture | Topics                                                                                  | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Evolution and Introduction to strategic management                                      | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept and Classification of Corporate and Business Strategy with Hierarchy definition | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Purpose of Strategy Formulation                                                         | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Concept of Vision, Mission and Business Definition.                                     | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Importance of stakeholders in business                                                  | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | The external environment                                                                | Lecture          | MBA209.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | PESTLE Analysis                                                                         | Lecture          | MBA209.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Stakeholder analysis                                                                    | Lecture          | MBA209.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Strategic Advantage Profile (SAP), Porter's Value Chain Analysis                        | Lecture          | MBA209.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Risk & return of single security and portfolio of securities                            | Lecture          | MBA209.3         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Measurement of risk – calculation of Mean deviation                                     | Lecture          | MBA209.3         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Standard Deviation                                                                      | Lecture          | MBA209.3         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Beta value- Ex-ante and Ex-post beta                                                    | Lecture          | MBA209.4         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Negative beta and its significance in investment decision.                              | Lecture          | MBA209.4         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Fundamental analysis: Economy analysis, Industry analysis                               | Lecture          | MBA209.4         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Company analysis- financial and non- financial analysis                                 | Lecture          | MBA209.4         | Mid Term-1, Quiz & End Sem Exam |
| 17      | International events and its impact on security market                                  | Lecture          | MBA209.4         | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                  |         |          |                                 |
|----|----------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 18 | Technical analysis - Various Technical analysis tools like Moving averages       | Lecture | MBA209.4 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Volume Analysis, Indicators                                                      | Lecture | MBA209.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | RSI, Patten analysis, Candle sticks, Market breadth analysis                     | Lecture | MBA209.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Trend analysis, Elliot wave, ROC/RSI                                             | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 22 | lagging indicators and leading indicators analysis                               | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Reading and interpretations of technical patterns and charts                     | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Other tools to Forecast the market and take Entry and exit decisions; Dow Theory | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Introduction to portfolio management                                             | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | efficient market theory                                                          | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | efficient portfolio and efficient frontier                                       | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Valuation by PE ratio /Book value to price value analysis                        | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Markowitz diversification                                                        | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Single Index Model, CAPM, Arbitrage pricing theory                               | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Estimation of Portfolio beta                                                     | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Separation of risks into systematic and unsystematic risk                        | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | motivation for partitioning of risk                                              | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | calculation of portfolio risk and return, optimal portfolio selection.           | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Role of Fund Manager                                                             | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Portfolio management services                                                    | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Churning and revision of Portfolio -                                             | Lecture | MBA209.6 | Mid Term-2, Quiz                |



|    |                                                                                                 |         |          |                                 |
|----|-------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Need for revision                                                                               |         |          | & End Sem Exam                  |
| 38 | different techniques of revision                                                                | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 39 | Modified formula plan: Dollar cost Averaging; practical problems in portfolio revision          | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 40 | Portfolio re balancing and up gradation, Sharpe"performance Index                               | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 41 | Trennor"performance Index, Jensen's performance Index                                           | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 42 | Managing equity and bond funds- Managing Mutual Funds                                           | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 43 | Practical assignment of virtual trading mechanism of stock markets on popular trading platforms | Lecture | MBA311.5 | Mid Term-2, Quiz & End Sem Exam |
| 44 | Trennor"performance Index, Jensen's performance Index                                           | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 45 | Managing equity and bond funds- Managing Mutual Funds                                           | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |

## G. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                       | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-----------------|-----------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                 |                                                                                                                 | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA209.1</b> | Students will be able to describe major theories, background work, concepts and research output in the field of | 2                                   | 2           | 2           | -           | 3           | 1           | -           | 3           | 2           | 2            |  |  |  |



|                 |                                                                                                                                                                                                                 |   |   |   |   |   |   |   |   |   |   |  |  |  |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
|                 | strategic management.                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |   |  |  |  |
| <b>MBA209.2</b> | Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature. | 2 | 2 | 1 | - | 2 | - | - | 2 | 3 | 2 |  |  |  |
| <b>MBA209.3</b> | Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level.                                                                            | 2 | 2 | - | 1 | 2 | - | - | 2 | 2 | 3 |  |  |  |
| <b>MBA209.4</b> | Students will be able to develop their capacity to think and execute strategically.                                                                                                                             | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 |  |  |  |
| <b>MBA209.5</b> | Enhanced ability to identify strategic issues and design appropriate courses of action.                                                                                                                         | 3 | 2 | - | 2 | 3 | 1 | - | 2 | 2 | 2 |  |  |  |



## Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                                            |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –II) 2018-19                                                                                                                                                                                                                                                                                                                                                         |              |                                                                            |          |           |                |          |
| Class: MBA II Semester                                                                                                                                                                                                                                                                                                                                                                                            |              |                                                                            |          |           |                |          |
| Subject Name:<br>MBA 209 CORPORATE STRATEGY                                                                                                                                                                                                                                                                                                                                                                       |              | Time: 1.5 Hrs                                                              |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                    | Remembering  | Understanding                                                              | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                  | Q.1,4        | Q.2,3                                                                      | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to:</p> <p>CO1: Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.</p> <p>CO2: Students will demonstrate a clear understanding of the concepts, tools &amp; techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.</p> |              |                                                                            |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                            | Question No. | Question                                                                   |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                               | Q.1          | Explain the Concept and Classification of Corporate and Business Strategy. |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                               | Q.2a         | What do you understand by mission and vision?                              |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2b         | Briefly explain the external environment. PESTLE Analysis.                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                               | Q.3          | Write a note on McKinsey's 7S Framework                                    |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                               | Q.4          | Explain Importance of stakeholders in business.                            |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                               | Q.5a         | Elaborate Annual Budget Regime.                                            |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5b         | Discuss Porter's Model of competitive advantage.                           |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                               | Q.6          | What do you understand by SWOT Analysis. Explain                           |          |           |                | 6        |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|  |  |              |  |
|--|--|--------------|--|
|  |  | with example |  |
|--|--|--------------|--|

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**MBA 209**

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

## **Attainment**

|                         |                    |
|-------------------------|--------------------|
| <b>Session</b>          | 2018-19            |
| <b>Course Name</b>      | MBA                |
| <b>Semester</b>         | 2nd Semester       |
| <b>Subject Code</b>     | MBA 209            |
| <b>Subject Name</b>     | Corporate Strategy |
| <b>Attainment Level</b> | Level 3            |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Master of Business Administration  
2022-2023**

**PROGRAMME OUTCOMES**

**Master of Business Administration  
2018-2019**

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.





**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA 201 | 2   | 3   | 1   | 3   | 2   | 3   | 3   | 2   | 2   | 2    |  |  |  |



| DEPARTMENT OF BUSINESS MANAGEMENT                                                       |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : Corporate Finance                                                              |
| Course Code : MBA202, Crédits : 03, Session : 2018-19 (Even Sem.), Class : MBA 1st Year |

**Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**Course Outcomes:** At the end of the course, students will be able to:

**MBA202.1.** Solve the problems of Financial Management and Agency Problem, Know about Finance Function, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return

**MBA202.2.** Come to know the valuation of Stocks and Bonds

**MBA202.3.** Will be able to make Financing Decisions and know about sources of finance - short term, long term, capital structure and cost of capital

**MBA202.4.** Will be able to do Capital Budgeting and Capital Investment Analysis

**MBA202.5.** Know about working capital management and know the factors influencing working capital policy

**MBA202.6.** Will be able to make Dividend Policy Decisions

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.



**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                         | Code     | Weightage % |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                          |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A        | 5%          |



|                          |                           |    |             |
|--------------------------|---------------------------|----|-------------|
|                          | including medical leaves. |    |             |
| End Semester Examination | End Semester Examination  | EE | 70%         |
| <b>Total</b>             |                           |    | <b>100%</b> |

## Syllabus

**Module I: Introduction:** Introduction to Financial Management: Meaning, Scope, Finance Function, Financial Goals, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return, Financial and Operating Leverage

**Module II: Valuation of stocks and Bonds:** Valuation of Stocks and Bonds

**Module III: Financing Decisions:** Sources of Finance: Short term, Long term, Capital Structure and Cost of Capital

**Module IV: Capital Budgeting/ Capital Investment Analysis:** Estimation of Cash Flows, Criteria for Capital Budgeting Decisions, Issues Involved in Capital Budgeting, Risk analysis in Capital Budgeting – An Introduction.

**Module V: Working Capital Management:** Factors Influencing Working Capital Policy, Operating Cycle Analysis, Management of Inventory, Management of Receivables, Management of Cash, Financing of Working Capital.

**Module VI: Dividend Policy Decisions:** An introduction: Different Schools of Thought on Dividend Policy.

**Assignment:** A specific company which is listed in NSE/BSE has to be allotted group of 3-5 Students. Student will analyze the whole financial structure of the company as per the movement of course by using the last five years data. This assignment will be given at the starting of module I and submission will be taken at the end.

## Examination Scheme:

| Components           | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/<br>Presentation | ESE |
|----------------------|---------------|------------|----------------------------------------------------|-----|
| <b>Weightage (%)</b> | 15            | 5          | 10                                                 | 70  |



## Text & References:

- Chandra, P. (2006), Financial Management: Theory and Practice, Tata McGraw Hill.
- Damodaran, A.(2004), Corporate Finance: Theory and Practice, Wiley & Sons.
- Van Horne, J.C. (2006), Financial Management and Policy, Prentice Hall of India.
- Brearly, R. A. and Myers, S. C. (2006), Principles of Corporate Finance, Tata McGraw Hill
- Pike, R and Neale, B. (1998), Corporate Finance and Investment: Decisions and Strategies, Prentice Hall of India
- Rustagi, R.P. (1999), Financial Management: Theory, Concepts and Problems, Galgotia Publishing Company.
- Pandey, I.M. (1999), Financial Management, Vikas Publishing House

## PPP. Lecture Plan

| Lecture | Topics                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction to Financial Management                | Lecture          | MBA202.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction to Financial Management                | Lecture          | MBA202.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Financial Management                                | Lecture          | MBA202.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Finance Function                                    | Lecture          | MBA202.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Financial Goals                                     | Lecture          | MBA202.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Agency Problem                                      | Lecture          | MBA202.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Relationship of Finance with Accounts and Economics | Lecture          | MBA202.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Time Value of Money                                 | Lecture          | MBA202.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Risk and Return                                     | Lecture          | MBA202.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Risk and Return                                     | Lecture          | MBA202.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Financial and Operating                             | Lecture          | MBA202.1         | Mid Term-1, Quiz                |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|    |                                                   |         |          |                                 |
|----|---------------------------------------------------|---------|----------|---------------------------------|
|    | Leverage                                          |         |          | & End Sem Exam                  |
| 12 | Financial and Operating Leverage                  | Lecture | MBA202.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Valuation of Stocks and Bonds                     | Lecture | MBA202.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Valuation of Stocks and Bonds                     | Lecture | MBA202.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Valuation of Stocks and Bonds                     | Lecture | MBA202.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Valuation of Stocks and Bonds                     | Lecture | MBA202.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Financing Decisions                               | Lecture | MBA202.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Short term                                        | Lecture | MBA202.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Long term                                         | Lecture | MBA202.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Capital Structure                                 | Lecture | MBA202.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Cost of Capital                                   | Lecture | MBA202.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Capital Budgeting and Capital Investment Analysis | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Estimation of Cash Flows                          | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Criteria for Capital Budgeting Decisions          | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Issues Involved in Capital Budgeting              | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Risk analysis in Capital Budgeting                | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Working Capital Management                        | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Factors Influencing Working Capital Policy        | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Operating Cycle Analysis                          | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Management of Inventory                           | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Management of Receivables                         | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Financing of Working Capital                      | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |



|    |                                                 |         |          |                                 |
|----|-------------------------------------------------|---------|----------|---------------------------------|
| 33 | Dividend Policy Decisions                       | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Different Schools of Thought on Dividend Policy | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Different Schools of Thought on Dividend Policy | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Different Schools of Thought on Dividend Policy | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |

## Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                  |                                                                                                                                                                                                       | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA2 02.1</b> | Solve the problems of Financial Management and Agency Problem, Know about Finance Function, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return | 2                                   | 3           | 3           | 1           | 2           | 3           | 3           | 1           | 2           | 1            |  |  |  |
| <b>MBA2 02.2</b> | Come to know the valuation of Stocks and Bonds                                                                                                                                                        | 2                                   | 3           | 2           | 2           | 1           | 3           | 3           | 1           | 2           | 1            |  |  |  |
| <b>MBA2 02.3</b> | Will be able to make Financing Decisions and know about sources of finance                                                                                                                            | 2                                   | 3           | 3           | 1           | 2           | 3           | 2           | 2           | 3           | 2            |  |  |  |



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|                  |                                                                                               |   |   |   |   |   |   |   |   |   |   |  |  |  |
|------------------|-----------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
|                  | - short term, long term, capital structure and cost of capital                                |   |   |   |   |   |   |   |   |   |   |  |  |  |
| <b>MBA2 02.4</b> | Will be able to do Capital Budgeting and Capital Investment Analysis                          | 2 | 3 | 3 | 1 | 2 | 3 | 3 | 1 | 2 | 1 |  |  |  |
| <b>MBA2 02.5</b> | Know about working capital management and know the factors influencing working capital policy | 2 | 3 | 3 | 1 | 2 | 3 | 3 | 2 | 2 | 3 |  |  |  |
| <b>MBA2 02.6</b> | Will be able to make Dividend Policy Decisions                                                | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 2 | 2 |  |  |  |





**Sample Question Paper**

|                                                                                                                                                                                                                                                                                                               |              |                                                           |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------|----------|-----------|----------------|----------|
| AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –II) 2018-19                                                                                                                                                                                                                                                     |              |                                                           |          |           |                |          |
| Class: MBA II Semester                                                                                                                                                                                                                                                                                        |              |                                                           |          |           |                |          |
| Subject Name:<br>MBA202 Corporate Finance                                                                                                                                                                                                                                                                     |              | Time: 1.5 Hrs                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                | Remembering  | Understanding                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                              | Q.1,3,4      | Q.2,3                                                     | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Solve the problems of Financial Management and Agency Problem, Know about Finance Function, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return.</p> <p>CO2: Come to know the valuation of Stocks and Bonds.</p> |              |                                                           |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                        | Question No. | Question                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                           | Q.1          | Explain in brief the Financial Management concept.        |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                           | Q.2a         | What are the characteristics of Financial Management?     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                               | Q.2b         | How is Finance and Economics related to each other?       |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                           | Q.3          | Write short notes on Risk and Return.                     |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                           | Q.4          | Explain the significance of valuation of Stocks and Bonds |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                           | Q.5a         | Elaborate Stocks with example.                            |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                               | Q.5b         | Write characteristics of Stocks and Bonds.                |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                           | Q 6          | How valuation of Stocks and Bonds are done?               |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |



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MADHYA PRADESH

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|       |   |                                                            |
|-------|---|------------------------------------------------------------|
| Level | 3 | IF 80% of students secure more than 60% marks then level 3 |
|-------|---|------------------------------------------------------------|



## MBA 202

### Attainment

|                  |                   |
|------------------|-------------------|
| Session          | 2018-19           |
| Course Name      | MBA               |
| Semester         | 2nd Semester      |
| Subject Code     | MBA 202           |
| Subject Name     | Corporate Finance |
| Attainment Level | Level 2           |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Master of Business Administration**

**2021-2021**

**PROGRAMME OUTCOMES**

**Master of Business Administration**

**2018-2019**

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.



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MADHYA PRADESH

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**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA203 | 2   | 3   | 2   | 2   | 2   | 3   | 2   | 2   | 3   | 3    |  |  |  |



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| DEPARTMENT OF BUSINESS MANAGEMENT                                                       |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : INDIAN ECONOMY AND POLICIES                                                    |
| Course Code : MBA203, Crédits : 02, Session : 2018-19 (Even Sem.), Class : MBA 1st Year |

**QQQ. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**RRR. Course Outcomes:** At the end of the course, students will be able to:

**MBA203.1.** To provide the basic knowledge of Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises-Growth and economic reforms in Indian Economy.

**MBA203.2.** Come to know the Macroeconomic Overview, Fiscal Policy, Monetary Policy of India, Financial Sector Reforms- Policy and Performance, Poverty and Inequality.

**MBA203.3.** Will be able to understand Policies and Performance in Agriculture Growth; productivity; agrarian structure and technology; capital formation; trade; pricing and procurement. Policies and Performance in Industry Growth; productivity; diversification; small scale industries; public sector; competition policy; foreign investment, Trends and Performance in Services.

**MBA203.4.** Know about Basic Drivers of Energy Demand, Relationship between Economic Growth and Energy Demand, Environmental externalities and state regulation of the environment; economic activity and climate change.

**SSS. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.



**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**TTT. Assessment Plan:**

| Component of Evaluation        | Description                                | Code     | Weightage % |
|--------------------------------|--------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                 | CT       | 15%         |
|                                | Mid Term 2                                 |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment     | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to | A        | 5%          |



# AMITY UNIVERSITY

MADHYA PRADESH

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|                          |                                                                                                                                                                    |    |             |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                                                                                                           | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                    |    | <b>100%</b> |

## Syllabus

**Module I:** Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises-Growth and economic reforms in Indian Economy.

**Module II:** Macroeconomic Overview, Fiscal Policy, Monetary Policy of India, Financial Sector Reforms-Policy and Performance, Poverty and Inequality.

**Module III:** Policies and Performance in Agriculture Growth; productivity; agrarian structure and technology; capital formation; trade; pricing and procurement. Policies and Performance in Industry Growth; productivity; diversification; small scale industries; public sector; competition policy; foreign investment. Trends and Performance in Services.

**Module IV:** Basic Drivers of Energy Demand, Relationship between Economic Growth and Energy Demand, Environmental externalities and state regulation of the environment; economic activity and climate change.

## Examination Scheme:





| Components    | A | CT | C | H | EE |
|---------------|---|----|---|---|----|
| Weightage (%) | 5 | 15 | 5 | 5 | 70 |

## Text & References:

- Datt, R. and K.P.M. Sundharam, Indian Economy, S. Chand & Company Ltd., New Delhi.
- Dhingra, I.C, The Indian economy: Environment and Policy, Sultan Chand & Sons, New Delhi.
- Dutt, R.C, The Economic History of India Under Early British Rule, Low Prince Publications, Delhi.
- Misra, S.K. and V.K. Puri, Indian Economy - Its Development Experience, Himalaya Publishing House, Mumbai.

## UUU. Lecture Plan

| Lecture | Topics                                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction to INDIAN ECONOMY AND POLICIES                         | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction to INDIAN ECONOMY AND POLICIES                         | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Economy of India under British Raj                                  | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Economy of India under British Raj                                  | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Major Features of the economy at independence                       | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Economic Development since Independence                             | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Business enterprises- Growth and economic reforms in Indian Economy | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Business enterprises- Growth and economic reforms in Indian Economy | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Business enterprises- Growth and economic reforms in Indian Economy | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Macroeconomic Overview                                              | Lecture          | MBA203.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Fiscal Policy and Monetary Policy of India                          | Lecture          | MBA203.2         | Mid Term-1, Quiz & End Sem Exam |



**VVV. Course Articulation Matrix (Mapping of COs with POs)**

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |



|                 |                                                                                                                                                                                                                                                                         |   |   |   |   |   |   |   |   |   |   |  |  |  |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
| <b>MBA203.1</b> | Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises- Growth and economic reforms in Indian Economy.                                                                    | 2 | 3 | 3 | 1 | 2 | 3 | 2 | 2 | 2 | 2 |  |  |  |
| <b>MBA203.2</b> | Macroeconomic Overview, Fiscal Policy, Monetary Policy of India, Financial Sector Reforms- Policy and Performance, Poverty and Inequality                                                                                                                               | 2 | 3 | 2 | 2 | 1 | 3 | 2 | 1 | 2 | 2 |  |  |  |
| <b>MBA203.3</b> | Policies and Performance in Agriculture Growth; productivity; agrarian structure and technology; capital formation; trade; pricing and procurement. Policies and Performance in Industry Growth; productivity; diversification ; small scale industries; public sector; | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 1 | 2 | 2 |  |  |  |



# AMITY UNIVERSITY

MADHYA PRADESH

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|                 |                                                                                                                                                                                                    |          |          |          |          |          |          |          |          |          |          |  |  |  |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|--|--|--|
|                 | competition policy; foreign investment. Trends and Performance in Services.                                                                                                                        |          |          |          |          |          |          |          |          |          |          |  |  |  |
| <b>MBA203.4</b> | Basic Drivers of Energy Demand, Relationship between Economic Growth and Energy Demand, Environmental externalities and state regulation of the environment; economic activity and climate change. | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> |  |  |  |



## Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                          |              |                                                                                 |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –II) 2018-19                                                                                                                                                                                                                                                                                                                                                                                                |              |                                                                                 |          |           |                |          |
| Class: MBA II Semester                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                                                 |          |           |                |          |
| Subject Name:<br>MBA203 INDIAN ECONOMY AND<br>POLICIES                                                                                                                                                                                                                                                                                                                                                                                                   |              | Time: 1.5 Hrs                                                                   |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                  | Remembering  | Understanding                                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1,3,4      | Q.2,3                                                                           | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: To provide the basic knowledge of Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises-Growth and economic reforms in Indian Economy.</p> <p>CO2: Come to know the Macroeconomic Overview, Fiscal Policy, Monetary Policy of India, Financial Sector Reforms- Policy and Performance, Poverty and Inequality.</p> |              |                                                                                 |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Question No. | Question                                                                        |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1          | Explain in brief the Economy of India under British Raj.                        |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.2a         | What are the major features of the Indian economy at independence?              |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.2b         | Explain the economic reforms in Indian Economy?                                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.3          | Write short notes on Economic Development since Independence.                   |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.4          | Explain the significance of Macroeconomics.                                     |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.5a         | Elaborate Fiscal Policy and Monetary Policy of India.                           |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.5b         | Discuss the Financial Sector Reforms in India.                                  |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q 6          | How Business enterprises-Growth and economic reforms are related to each other? |          |           |                | 6        |



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MADHYA PRADESH

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| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**MBA 203**

**Attainment**

|                         |                                          |
|-------------------------|------------------------------------------|
| <b>Session</b>          | 2018-19                                  |
| <b>Course Name</b>      | MBA                                      |
| <b>Semester</b>         | 2nd Semester                             |
| <b>Subject Code</b>     | MBA 203                                  |
| <b>Subject Name</b>     | Indian Economy & Policy                  |
| <b>Attainment Level</b> | 13% of the students scored more than 60% |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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## **PROGRAMME OUTCOMES**

### **Master of Business Administration 2018-2019**

#### **Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.





**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                                     |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| III<br>SEM                          | MBA301 | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 1   | 2    |  |  |  |

| AMITY BUSINESS SCHOOL                                                                               |
|-----------------------------------------------------------------------------------------------------|
| Course Handout                                                                                      |
| Course : <b>PROJECT MANAGEMENT</b>                                                                  |
| Course Code : MBA 301, Crédits : 03, Session : 2018-19(Odd Sem.), Class : MBA. 2 <sup>nd</sup> Year |



**WWW. Introduction:** Project Management is a broad multi-level activity. The objectives of this course are to provide a thorough understanding of its various essentials to the student. At the completion of the course, the student should be able to apply criteria of selection for identification of a project and carry out a rational appraisal. He/ She should be able to do project planning and be familiar with project control systems. To develop the thorough understanding of the subject, tools and techniques used for managing projects.

**XXX. Course Outcomes:** At the end of the course, students will be able to:

MBA 301.1: To understand the context of project management

MBA 301.2: To analyse and elaborate on the Project Selection and Appraisal.

MBA 301.3: To gain knowledge of project planning and organisation.

MBA 301.4: To identify the role of risk management plan and cost estimation.

MBA 301.5: To understand how subcontract administration and control are practiced in the industry.

***Programme Outcomes:***

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**YYY. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                     | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                      | CT       | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                            | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allow of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                        | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                 |          | <b>100%</b> |

**ZZZ. Syllabus**

**Module I: Context of Project Management**

Concept of Projects, Project Management, importance; Project Goals, Functions; Categories of Projects, Phases of Projects, 7S' of Projects; Life Cycles

**Module II: Project Selection and Appraisal**

Criteria for selection: Checklist Model, Scoring Model, Analytic Hierarchy Process, Profile Model; identification of the project; Request for Proposal; Project appraisal: Technical, Commercial, Economic, Financial and Management appraisal; Feasibility Study: Payback Period, NPV, IRR, Options Model; Detailed Project Report



### Module III: Project Planning and Organization

Project Planning: Planning steps, Master plan; Defining Project Scope, Developing Work Breakdown Structure, Project Activity, Project Coordination, Scheduling Charts; Schedule, Gantt Charts, CPM and PERT Project Team, Role of the leader; Project Organization: Pure, Matrix, Mixed; Project Portfolio Management

### Module IV: Cost Estimation, Budgeting, Measurement of Risk

Cost Estimating Process, Budgets and Estimates; Cost-Time Overrun; Risk analysis, Project Management Information System

### Module V: Project Review and Control

Control Process, Cybernetic controls, Go-No-go Controls, Post controls; Project Quality Control; Critical Chain Project Management; Project Closeout; Project Termination and Abandonment Analysis; Project Audit

,

#### AAAA. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### BBBB. Suggested Text/Reference Books:

#### Text & References:

- Gray & Larson (2008), Project Management, Tata McGraw-Hill
- Harvard Business School Press (2007), The Essentials of Project Management (for HR Professionals)
- Kerzner (2008), Project Management, John Wiley
- Kloppenborg (2009), Contemporary Project Management, Cengage.
- Maylor (2008), Project Management, Pearson India
- Meredith, Mantel, (2008), Project Management, Wiley India
- Nagarajan (2008), Project Management, New Age Publishers
- Nicholas and Steyn (2008), Project Management for Business, Engineering, & Technology, Elsevier India
- Pinto (2009), Project Management: Achieving Competitive Advantage, Pearson India, Delhi

#### CCCC. Lecture Plan



| Lecture | Topics                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------|------------------|------------------|---------------------------------|
| 1       | Concept of Projects            | Lecture          | MBA 301.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Project Management             | Lecture          | MBA 301.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Importance                     | Lecture          | MBA 301.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Project Goals                  | Lecture          | MBA 301.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Functions                      | Lecture          | MBA 301.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Categories of Projects         | Lecture          | MBA 301.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Phases of Projects             | Lecture          | MBA 301.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | 7S' of Projects                | Lecture          | MBA 301.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Life Cycles                    | Lecture          | MBA 301.1        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Criteria for selection         | Lecture          | MBA 301.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Checklist Model, Scoring Model | Lecture          | MBA 301.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Analytic Hierarchy Process     | Lecture          | MBA 301.3        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Profile Model                  | Lecture          | MBA 301.2        | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                     |         |           |                                 |
|----|---------------------------------------------------------------------|---------|-----------|---------------------------------|
| 14 | identification of the project                                       | Lecture | MBA 301.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Request for Proposal                                                | Lecture | MBA 301.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Project appraisal                                                   | Lecture | MBA 301.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Technical, Commercial, Economic, Financial and Management appraisal | Lecture | MBA 301.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Feasibility Study: Payback Period, NPV, IRR                         | Lecture | MBA 301.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Options Model; Detailed Project Report                              | Lecture | MBA 301.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Project Planning: Planning steps                                    | Lecture | MBA 301.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Master plan                                                         | Lecture | MBA 301.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Defining Project Scope                                              | Lecture | MBA 301.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Developing Work Breakdown Structure,                                | Lecture | MBA 301.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Project Activity, Project Coordination                              | Lecture | MBA 301.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Scheduling Charts; Schedule                                         | Lecture | MBA 301.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Gantt Charts, CPM and PERT Project Team                             | Lecture | MBA 301.3 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Team, Role of the leader                                            | Lecture | MBA 301.3 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Project Organization: Pure, Matrix, Mixed; Project Portfolio        | Lecture | MBA 301.3 | Mid Term-2, Quiz & End          |



|    |                                                                               |         |           |                                 |
|----|-------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Management                                                                    |         |           | Sem Exam                        |
| 29 | Cost Estimating Process                                                       | Lecture | MBA 301.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Budgets and Estimates; Cost-Time Overrun                                      | Lecture | MBA 301.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Risk analysis                                                                 | Lecture | MBA 301.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Project Management Information System                                         | Lecture | MBA 301.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Control Process, Cybernetic controls, Go-No-go Controls                       | Lecture | MBA 301.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Post controls; Project Quality Control                                        | Lecture | MBA 301.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Critical Chain Project Management                                             | Lecture | MBA 301.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Project Closeout; Project Termination and Abandonment Analysis; Project Audit | Lecture | MBA 301.5 | Mid Term-2, Quiz & End Sem Exam |

## DDDD. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |   |   |   |
|------------------|--------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|---|---|---|
|                  |                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |   |   |   |
| <b>MBA 301.1</b> | <i>To understand the context of project management</i> | 3                                   | 3           | 3           | 2           | 3           | 2           | 1           | 1           | 2           | 2            | - | - | - |



## Sample Question Paper

|                                                                                                                                                                                       |                    |                      |                 |                  |                     |                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------------|-----------------|------------------|---------------------|-----------------|
| <p style="text-align: center;">Amity Business School<br/>MID-SEMESTER(SEM-III) 2018-19</p>                                                                                            |                    |                      |                 |                  |                     |                 |
| <p style="text-align: center;">Class: MBA III Semester</p>                                                                                                                            |                    |                      |                 |                  |                     |                 |
| <p>Subject Name:<br/>MBA 301 – PROJECT<br/>MANAGEMENT</p>                                                                                                                             |                    | <p>Time: 1.5 Hrs</p> |                 |                  | <p>Max.Marks:30</p> |                 |
| <p>Levels of the<br/>questions as<br/>per Blooms<br/>Taxonomy</p>                                                                                                                     | <p>Remembering</p> | <p>Understanding</p> | <p>Applying</p> | <p>Analyzing</p> | <p>Evaluating</p>   | <p>Creating</p> |
| <p>Question<br/>Mapping</p>                                                                                                                                                           | <p>Q.1,4</p>       | <p>Q.2,3</p>         | <p>Q.4</p>      | <p>Q.2,5,6</p>   |                     |                 |
| <p>Student will be able to</p> <p><i>CO1: To understand the context of project management</i></p> <p><i>CO2: To analyse and elaborate on the Project Selection and Appraisal.</i></p> |                    |                      |                 |                  |                     |                 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| CO Map | Question No. | Question                                                                                                                      | Marks |
|--------|--------------|-------------------------------------------------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Discuss the concept of Projects.                                                                                              | 3     |
| CO1    | Q.2a         | What is 7S' of Projects? Explain                                                                                              | 3     |
|        | Q.2b         | Elaborate the Phases of Projects.                                                                                             | 3     |
| CO1    | Q.3          | Explain the Checklist Model, Scoring Model in detail.                                                                         | 6     |
| CO2    | Q.4          | What are the criteria for project selection?                                                                                  | 3     |
| CO2    | Q.5a         | Differentiate between CPM and PERT                                                                                            | 3     |
|        | Q.5b         | Describe in brief the Project appraisal management.                                                                           | 3     |
| CO2    | Q6           | Briefly explain Feasibility Study. Explain your answer with Payback Period, NPV, IRR, Options Model; Detailed Project Report. | 6     |

| Attainments |   | Rubric                                                    |
|-------------|---|-----------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level3 |



**MBA 301**

**Attainment**

|                         |                    |
|-------------------------|--------------------|
| <b>Session</b>          | 2018-19            |
| <b>Course Name</b>      | MBA                |
| <b>Semester</b>         | 3rd Semester       |
| <b>Subject Code</b>     | MBA 301            |
| <b>Subject Name</b>     | PROJECT MANAGEMENT |
| <b>Attainment Level</b> | Level 2            |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |





**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Master of Business Administration  
2018-2019**

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                               | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III-Sem                       | 3   | 2   | 1   | 2   | 3   | 2   | 3   | 2   | 2   | 2    | 2    | 2    | 3    |



| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : Valuation                                                                      |
| Course Code : MBA 307, Crédits : 03, Session :2018-19 (Odd Sem.), Class : MBA. 2nd Year |

**EEEE. Introduction:** The goal of the course is to provide students with practical tools and methods to value a broad range of assets. While the course is designed first and foremost to be very practical, the tools and methods covered in this course are presented in the framework of generally accepted financial theory.

**FFFF. Course Outcomes:** At the end of the course, students will be able to:

**MBA307.1.** Demonstrate the applicability of the concept of valuation with valuation techniques in the organization.

**MBA307.2.** Analyzing the learning and understand techniques of various valuation models

**MBA307.3.** applications and analogies to enterprise valuation and the valuation of debt and equity with various pricing model.

**MBA307.4.** Evaluating and appreciating contemporary project management tools and methodologies in Indian context.

**GGGG. Programme Outcomes:**

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**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

### **HHHH. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------|-------------|--------------------|
| Continuous Internal            | Mid Term 1         | CT          | 15%                |



|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Evaluation               | Mid Term 2                                                                                                                                                                                                    |          |             |
|                          | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

### III. Syllabus

#### Module I:

DCF estimation issues and valuation: Introduction and Discussion of Valuation Techniques, Valuing a Company using DCF. Calculating the Discount Rate: The CAPM. Calculating and un-levering/re-levering beta.

Case 1 – Air Thread (HBS Case #4263).

#### Module II:

Relative valuation: Valuing a company with comparables and multiples; selecting comparable companies; Other Valuation Models: Cost Approach, Flow to Equity, EVA. Equity Control Premiums & Liquidity Discounts. Valuing LBOs and M&A transactions, earnings accretion and dilution in M&A transactions. Valuing Financial Institutions.

Case 2 – Boston Beer (HBS Case #9---196---138)

#### Module III:

Financial Options - Descriptions and Payoff diagrams; applications and analogies to enterprise valuation and the valuation of debt and equity claims. Valuation of Financial Options - Black---Scholes and Binomial pricing models; Introduction (brief) to Real Options.

### III. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |



## KKKK. Suggested Text/Reference Books:

- Valuation: The Art & Science of Corporate Investment Decisions, by Sheridan Titman and John Martin, Prentice Hall, 2010 2nd Edition, ISBN 0136117015.
- Chandra P.(2002), Projects: Planning, Analysis, Financing, Implementation & Review, Tata McGraw-Hill Publishing.
- Meredith J.R. & Mantel S.J., Jr.( 2000), Project Management: A Managerial Approach, Ed. John Wiley & Sons.
- Patel B.M.(2000),Project Management: Strategic Financial Planning Examination & Control, Vikas Publishing House Pvt. Ltd.

## LLLL. Lecture Plan

| Lecture | Topics                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction of valuation                        | Lecture          | MBA307.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Discussion of Valuation Techniques               | Lecture          | MBA307.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Valuing a Company using DCF                      | Lecture          | MBA307.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Calculating the Discount Rate                    | Lecture          | MBA307.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | The CAPM                                         | Lecture          | MBA307.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Calculating and un-levering/re-levering beta.    | Lecture          | MBA307.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Case 1 – Air Thread (HBS Case #4263).            | Lecture          | MBA307.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Valuing a company with comparables and multiples | Lecture          | MBA307.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | selecting comparable companies                   | Lecture          | MBA307.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Other Valuation Models: Cost Approach            | Lecture          | MBA307.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Flow to Equity                                   | Lecture          | MBA307.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | EVA                                              | Lecture          | MBA307.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Equity Control Premiums & Liquidity Discounts    | Lecture          | MBA307.3         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Valuing LBOs and M&A transactions                | Lecture          | MBA307.3         | Mid Term-1, Quiz & End Sem Exam |





|    |                                                     |            |          |                                 |
|----|-----------------------------------------------------|------------|----------|---------------------------------|
| 15 | earnings accretion and dilution in M&A transactions | Lecture    | MBA307.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Valuing Financial Institutions                      | Lecture    | MBA307.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Case 2 – Boston Beer (HBS Case #9---196---138)      | Lecture    | MBA307.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Financial Options: Introduction                     | Lecture    | MBA307.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Descriptions and Payoff diagrams                    | Lecture    | MBA307.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | applications and analogies to enterprise valuation  | Lecture    | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | valuation of debt and equity claims                 | Lecture    | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Valuation of Financial Options - Black---Scholes    | Lecture    | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Binomial pricing models                             | Lecture    | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Introduction (brief) to Real Options                | Lecture    | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Case study from module 1                            | Case study | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Case study from module 1                            | Case study | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Case study from module 2                            | Case study | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Case study from module 2                            | Case study | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Case study from module 3                            | Case study | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Case study from module 3                            | Case study | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |

#### MMMM. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |
|----|-----------|-------------------------------------|----------------------------------------------|
|----|-----------|-------------------------------------|----------------------------------------------|



|                       |                                                                                                                     | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
|-----------------------|---------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
| <b>MBA3<br/>07.1.</b> | Demonstrate the applicability of the concept of valuation with valuation techniques in the organization.            | 3           | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                | 2                | 3                |
| <b>MBA3<br/>07.2.</b> | Analyzing the learning and understand techniques of various valuation models                                        | 2           | 2           | 1           | -           | 3           | -           | -           | 2           | 3           | 2            | 3                | 2                | 1                |
| <b>MBA3<br/>07.3.</b> | Applications and analogies to enterprise valuation and the valuation of debt and equity with various pricing model. | 1           | 2           | -           | 1           | 3           | -           | -           | 2           | 2           | 2            | 2                | 1                | 1                |
| <b>MBA3<br/>07.4.</b> | Evaluating and appreciating contemporary project management tools and methodologies in Indian context.              | 2           | 2           | -           | 2           | 3           | -           | -           | 2           | 2           | 2            | 3                | 2                | 1                |



# AMITY UNIVERSITY

MADHYA PRADESH

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## Sample Question

### Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |              |                                                                 |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –3) 2018-                                                                                                                                                                                                                                                                                                                                                                                                                                         |              |                                                                 |          |           |                |          |
| Class: MBA 3rd Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              |                                                                 |          |           |                |          |
| Subject Name:<br>MBA 307 Valuation                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              | Time: 1.5 Hrs                                                   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Remembering  | Understanding                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.1,4        | Q.2,3                                                           | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1 Demonstrate the applicability of the concept of valuation with valuation techniques in the organization.</p> <p>CO2 Analysing the learning and understand techniques of various valuation models.</p> <p>CO3: applications and analogies to enterprise valuation and the valuation of debt and equity with various pricing model.</p> <p>CO4: Evaluating and appreciating contemporary project management tools and methodologies in Indian context.</p> |              |                                                                 |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Question No. | Question                                                        |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.1          | Explain in brief CAPM                                           |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.2a         | Explain about valuation and Discussion of Valuation Techniques? |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.2b         | Elaborate equity control premiums & liquidity discounts         |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.3          | Elaborate valuing LBOs.                                         |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.4          | Explain Financial Options and payoff diagram.                   |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.5a         | Elaborate equity Control Premiums & Liquidity Discounts.        |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.5b         | Describe in brief about real options.                           |          |           |                | 3        |



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|     |     |                                                                             |   |
|-----|-----|-----------------------------------------------------------------------------|---|
| CO2 | Q 6 | Discuss in brief about earnings accretion and dilution in M&A transactions. | 6 |
|-----|-----|-----------------------------------------------------------------------------|---|

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**MBA 309**

**Attainment**

|                         |                       |
|-------------------------|-----------------------|
| <b>Session</b>          | 2018-19               |
| <b>Course Name</b>      | MBA                   |
| <b>Semester</b>         | 3rd Semester          |
| <b>Subject Code</b>     | MBA 309               |
| <b>Subject Name</b>     | INTERNATIONAL FINANCE |
| <b>Attainment Level</b> | Level 2               |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Master of Business Administration  
2018-2019**

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.



**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                               | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III-Sem                       | 2   | 3   | 2   | 2   | 2   | 3   | 3   | 3   | 2   | 2    | 3    | 3    | 2    |





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| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : Project appraisal and Finance                                                  |
| Course Code : MBA 308, Crédits : 03, Session :2018-19 (Odd Sem.), Class : MBA. 2nd Year |

**NNNN. Introduction:** The objective of this course is to help the students gain understanding of the functions and responsibilities of the manager and to provide the student understand Human Behaviour in organizations so as to improve his managerial effectiveness. It provides a comprehensive analysis of individual and group behavior in organizations. This course will expose students to approaches and processes that can help in effectively leading and managing others in organizations.

**O000. Course Outcomes:** At the end of the course, students will be able to:

**MBA 308.1:** Understanding the relevance of alternative project appraisal techniques, financial structuring and financing alternative identification of a project, feasibility analysis including market, technical and financial appraisal of a project and the elements of social cost benefit analysis.

**MBA 308.2:** Analyzing the learning and understand techniques for Project planning, scheduling and Execution Control

**MBA 308.3:** Applying technology tools for communication, collaboration, information management, and decision support and appraisal techniques for evaluating live projects

**MBA 308.4:** Interacting with team and stakeholders in a professional manner, respecting differences, to ensure a collaborative project environment

**MBA 308.5:** Evaluating and appreciating contemporary project management tools and methodologies in Indian context

**PPPP. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.



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MADHYA PRADESH

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**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

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**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.



**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**QQQQ. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**RRRR. Syllabus**

**Module I:** Overview and structuring of Project Financing

Cost of Project, Means of Finance, Estimates of Sales and Production, Cost of Production, Working Capital Requirements and its Financing, Profitability Projections, Break Even Point, Projected Balance Sheets, Multi Year Projections, Basic Principles for Measuring Project Cash Flows, Components of the Cash Flow Stream, Biases in Cash Flow Estimation

**Module II:** Managing project risks

Types and Measures of Project Risk, Sensitivity Analysis, Scenario Analysis, Optimal Timing, Social Cost Benefit Analysis, Net Benefit in terms of Economic Prices, Measurement of the Impact on Distribution, Savings Impact and its value, Income Distribution Impact, Little-Mirrlees Approach, Shadow Prices

**Module III:** Financing Projects: Methods of Project Financing, Share capital – equity capital and preference capital, Term loan, Debenture capital, Commercial banks, Bills discounting, Seed Capital, Stages in Project Financing

**Text & References:**

- Chandra P.(2002), Projects: Planning, Analysis, Financing, Implementation & Review, Tata McGraw-Hill Publishing.



- Meredith J.R. & Mantel S.J., Jr.( 2000), Project Management: A Managerial Approach, Ed. John Wiley & Sons.
- Machiraju H.R.(2001), Introduction to Project Finance: An Analytical Perspective, Vikas Publishing House Pvt. Ltd.
- Patel B.M.(2000),Project Management: Strategic Financial Planning Examination & Control, Vikas Publishing House Pvt. Ltd.
- Finnerty J. D.(1996), Project Financing: Asset-Based Financial Engineering, Wiley
- Newbold C.R.,(1998), Project Management in the Fast Lane: Applying Theory & Constraints, St. Lucie Press
- Anthony R.N. & Govindrajan V.(1998), Management Control Systems, Tata McGraw-Hill
- Desai V.(1997), Project Management, Himalaya Publishing House

**SSSS. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

**TTTT. Suggested Text/Reference Books:**

- Luthans, F. (2005), Organizational Behaviour, McGraw – Hill International Edition.
- Robbins, S.P, Judge TA, Sanghi S, Organizational Behaviour, Thirteenth Edition, Pearson.
- Greenberg, J. & Baron, R.A. (2005), Behaviour in Organizations, Pearson Education.
- Newstrom John W. and Davis Keith, (1993), Organizational Behaviour: Human Behaviour at Work, Tata McGraw Hill, New Delhi
- P. Subba Rao (2010), Management and Organisation and Behaviour, Himalaya Publishing House, New Delhi
- Pierce Gardner with Dunham (2011) Managing Organizational Behaviour. Cengage Learning India.
- L M Prasad, Organisational Behavior, Sultan Chand
- M Gregory & G Ricky , Organisational Behavior, Biztantra Publication

**UUUU. Lecture Plan**

| Lecture | Topics                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction of Cost of Project and Means of Finance | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Estimates of Sales and Production                    | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Cost of Production                                   | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Working Capital Requirements and its Financing       | Lecture          | MBA308.1         | Mid Term-1, Quiz                |



|    |                                                             |         |          |                                    |
|----|-------------------------------------------------------------|---------|----------|------------------------------------|
|    |                                                             |         |          | & End Sem Exam                     |
| 5  | Profitability Projections                                   | Lecture | MBA308.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 6  | Break Even Point                                            | Lecture | MBA308.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 7  | Projected Balance Sheets                                    | Lecture | MBA308.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 8  | Muti Year Projections                                       | Lecture | MBA308.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 9  | Basic Principles for<br>Measuring Project Cash<br>Flows     | Lecture | MBA308.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 10 | Components of the Cash<br>Flow Stream                       | Lecture | MBA308.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 11 | Biases in Cash Flow<br>Estimation                           | Lecture | MBA308.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 12 | Types and Measures of<br>Project Risk                       | Lecture | MBA308.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 13 | Sensitivity Analysis                                        | Lecture | MBA308.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 14 | Scenario Analysis                                           | Lecture | MBA308.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 15 | Optimal Timing                                              | Lecture | MBA308.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 16 | Social Cost Benefit Anaysis                                 | Lecture | MBA308.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 17 | Net Benefit in terms of<br>Economic Prices                  | Lecture | MBA308.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 18 | Measurement of the<br>Impact on Distribution                | Lecture | MBA308.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 19 | Savings Impact and its<br>value                             | Lecture | MBA308.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 20 | Income Distribution Impact                                  | Lecture | MBA308.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 21 | Little-Mirrlees Approach                                    | Lecture | MBA308.2 | Mid Term-2, Quiz<br>& End Sem Exam |
| 22 | Shadow Prices                                               | Lecture | MBA308.2 | Mid Term-2, Quiz<br>& End Sem Exam |
| 23 | Methods of Project<br>Financing                             | Lecture | MBA308.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 24 | Share capital - equity<br>capital and preference<br>capital | Lecture | MBA308.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 25 | Term loan                                                   | Lecture | MBA308.3 | Mid Term-2, Quiz                   |



|    |                             |            |          |                                 |
|----|-----------------------------|------------|----------|---------------------------------|
|    |                             |            |          | & End Sem Exam                  |
| 26 | Debenture capital           | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Commercial banks            | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Bills discounting           | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Seed Capital                | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Stages in Project Financing | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Case study from module 1    | Case study | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Case study from module 1    | Case study | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Case study from module 2    | Case study | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Case study from module 2    | Case study | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Case study from module 3    | Case study | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Case study from module 3    | Case study | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |

## A. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA308.1</b> | Understanding the relevance of alternative project appraisal techniques, financial | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 1            | 2                                            | 2                | 1                |



|                      |                                                                                                                                                                                                            |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                      | structuring and financing alternative identification of a project, feasibility analysis including market, technical and financial appraisal of a project and the elements of social cost benefit analysis. |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>MBA3<br/>08.2</b> | Analyzing the learning and understand techniques for Project planning, scheduling and Execution Control                                                                                                    | 2 | 3 | 1 | - | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>MBA3<br/>08.3</b> | Applying technology tools for communication, collaboration, information management, and decision support and appraisal techniques for evaluating live projects.                                            | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 3 | 2 | 1 | 1 |
| <b>MBA3<br/>08.4</b> | Interacting with team and stakeholders in a professional manner, respecting differences, to ensure a collaborative project environment                                                                     | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |





|                      |                                                                                                       |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----------------------|-------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA3<br/>08.5</b> | Evaluating and appreciating contemporary project management tools and methodologies in Indian context | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |
|----------------------|-------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|

**Sample Question Paper**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |              |               |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –3) 2018-19                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |              |               |          |           |                |          |
| Class: MBA 3 Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |               |          |           |                |          |
| Subject Name:<br>MBA 308 Project appraisal and finance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              | Time: 1.5 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Remembering  | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.1,4        | Q.2,3         | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Understanding the relevance of alternative project appraisal techniques, financial structuring and financing alternative identification of a project, feasibility analysis including market, technical and financial appraisal of a project and the elements of social cost benefit analysis.</p> <p>CO2: Analyzing the learning and understand techniques for Project planning, scheduling and Execution Control</p> <p>CO3: Applying technology tools for communication, collaboration, information management, and decision support and appraisal techniques for evaluating live projects</p> |              |               |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Question No. | Question      |          |           |                | Marks    |





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|     |      |                                                                     |   |
|-----|------|---------------------------------------------------------------------|---|
| CO1 | Q.1  | Explain in brief about Cost of Project.                             | 3 |
| CO1 | Q.2a | What do you mean by Finance with Estimates of Sales and Production? | 3 |
|     | Q.2b | Discuss basic Principles for Measuring Project Cash Flows?          | 3 |
| CO1 | Q.3  | Elaborate Components of the Cash Flow Stream.                       | 6 |
| CO2 | Q.4  | Explain Sensitivity Analysis.                                       | 3 |
| CO2 | Q.5a | Elaborate Scenario Analysis and Optimal Timing.                     | 3 |
|     | Q.5b | Describe in brief about Little-Mirrlees Approach.                   | 3 |
| CO3 | Q.6  | Explain various Methods of Project Financing                        | 6 |

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**MBA 308**

## **Attainment**

|                         |                   |
|-------------------------|-------------------|
| <b>Session</b>          | 2018-19           |
| <b>Course Name</b>      | MBA               |
| <b>Semester</b>         | 3rd Semester      |
| <b>Subject Code</b>     | MBA 309           |
| <b>Subject Name</b>     | Project Appraisal |
| <b>Attainment Level</b> | Level 2           |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
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AMITY BUSINESS SCHOOL

### **PROGRAMME OUTCOMES**

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                               | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III-Sem                       | 3   | 2   | 2   | 3   | 2   | 2   | 3   | 2   | 2   | 3    | 3    | 2    | 2    |



| AMITY BUSINESS SCHOOL                                                                  |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : <b>INTERNATIONAL FINANCE</b>                                                  |
| Course Code : MBA 309 Crédits : 03, Session :2018-19 (Odd Sem.), Class : MBA. 2nd Year |

**Introduction:** The objective of this course is to help the students to learn about International Finance. The issues will be discussed in a way that will facilitate students to appreciate empirical issues and help identify research questions in the areas discussed. The topics discussed will also include survey of few empirical studies, evaluation of econometric techniques, and research applications in the Indian and international context.

**Course Outcomes:** At the end of the course, students will be able to:

MBA 309.1. Understanding the broader problems of international finance by understanding global business scenario.

MBA 309.2. Possessing knowledge of Foreign Exchange market, Speculation and Arbitrage in term of International Finance

MBA 309.3. Demonstrating critical thinking about Hedging tools for Management of Transaction Exposure.

MBA 309.4. Conducting in depth research using different analytical tools for generating new knowledge for International Investment Proposals and Institutions of Global Finance

MBA 309.5. Preparing Analytical reports for business decision making

**VVVV. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.



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**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.



**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**WWWW. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**XXXX. Syllabus**

**Module I: International Financial Environment**

Finance function in global business scenario, International Monetary System, International Capital Markets and Instruments, Balance of Payments, Recent Developments, International Corporate Finance

**Module II: Foreign Exchange Markets**

Spot and Forward Foreign Exchange Markets, Speculation and Arbitrage in Foreign Exchange Markets and Implications of Market Efficiency, Currency Swaps, Currency Futures and Options.

**Module III: Foreign Exchange Rate Determination**

Theories of Exchange Rate Determination, Fundamental International Parity Conditions – Purchasing Power and Interest Rate Parity, Forecasting Exchange Rates - Technical Forecasting, Fundamental Forecasting.

**Module IV: Foreign Exchange Rate Exposure and Risk Management**

Exchange rate Determinants, Transaction, Translation and Operating Exposure, Exposure from Equity and Borrowing in International Financial Markets, Hedging tools for Management of Transaction Exposure and Interest Rate Exposure, Degree of Hedge.

**Module V: Issues in Foreign Investments Analysis**

Examination of International Investment Proposals, Discounted Cash Flow Analysis, Tax Adjusted Present Value Approach, Political Risk Analysis, External Investment Decision – Measuring Total Returns on Foreign Investments.

**Module VI: Institutions of Global Finance**

World Bank, IMF, BRICS, WTO, NAFTA, G-20 or Group of Twenty.

**Examination Scheme:**





| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

## YYYY. Suggested Text/Reference Books:

- Levi, M. D. (1996), International Finance, McGraw Hill International.
- Apte, P. G. (1995), International Financial Management, Tata McGraw Hill
- Errunza, V.R., Singh, D. and Srinivasan, T.S. (1994), International Business Finance, Global Business Press.
- Seth, A.K. (2000), International Financial Management, Galgotia Publishing Company.
- Hull, J. C. (1999), Introduction to Futures and Options Markets, Prentice Hall of India.
- Edwards, F. R. and Ma, C. W. (1992), Futures and Options, McGraw-Hill International.
- Kolb, R. W. (1997), Understanding Futures Markets, Prentice Hall of India.
- Rebonato, R. (1996), Interest Rate Option Models: Understanding, Analysing and Using Models for Exotic Interest Rate Options, John Wiley and Sons.
- Kohn, M. (1998), Financial Institutions and Markets, Tata McGraw Hill Publishing
- Articles from selected journals and magazines.

## ZZZZ. Lecture Plan

| Lecture | Topics                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction of Finance function in global business scenario | Lecture          | MBA309.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | International Monetary System                                | Lecture          | MBA309.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | International Capital Markets and Instruments                | Lecture          | MBA309.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Balance of Payments</i>                                   | Lecture          | MBA309.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Recent Developments                                          | Lecture          | MBA309.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | International Corporate Finance                              | Lecture          | MBA309.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Spot and Forward Foreign Exchange Markets                    | Lecture          | MBA309.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Speculation and Arbitrage in Foreign Exchange Markets        | Lecture          | MBA309.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Implications of Market Efficiency                            | Lecture          | MBA309.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Currency Swaps                                               | Lecture          | MBA309.2         | Mid Term-1, Quiz                |





|    |                                                                       |         |          |                                    |
|----|-----------------------------------------------------------------------|---------|----------|------------------------------------|
|    |                                                                       |         |          | & End Sem Exam                     |
| 11 | Currency Futures and Options                                          | Lecture | MBA309.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 12 | Theories of Exchange Rate Determination                               | Lecture | MBA309.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 13 | Fundamental International Parity Conditions                           | Lecture | MBA309.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 14 | Purchasing Power                                                      | Lecture | MBA309.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 15 | Interest Rate Parity                                                  | Lecture | MBA309.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 16 | Forecasting Exchange Rates                                            | Lecture | MBA309.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 17 | Technical Forecasting                                                 | Lecture | MBA309.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 18 | Fundamental Forecasting making                                        | Lecture | MBA309.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 19 | Exchange rate Determinants                                            | Lecture | MBA309.4 | Mid Term-1, Quiz<br>& End Sem Exam |
| 20 | Translation and Operating Exposure                                    | Lecture | MBA309.4 | Mid Term-1, Quiz<br>& End Sem Exam |
| 21 | Exposure from Equity and Borrowing in International Financial Markets | Lecture | MBA309.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 22 | Hedging tools for Management of Transaction Exposure                  | Lecture | MBA309.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 23 | Interest Rate Exposure                                                | Lecture | MBA309.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 24 | Degree of Hedge                                                       | Lecture | MBA309.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 25 | Examination of International Investment Proposals                     | Lecture | MBA309.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 26 | Discounted Cash Flow Analysis                                         | Lecture | MBA309.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 27 | Tax Adjusted Present Value Approach                                   | Lecture | MBA309.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 28 | Political Risk Analysis                                               | Lecture | MBA309.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 29 | External Investment Decision                                          | Lecture | MBA309.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 30 | Measuring Total Returns on Foreign Investments                        | Lecture | MBA309.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 31 | World Bank                                                            | Lecture | MBA309.5 | Mid Term-2, Quiz                   |



|    |                         |         |          |                                    |
|----|-------------------------|---------|----------|------------------------------------|
|    |                         |         |          | & End Sem Exam                     |
| 32 | IMF                     | Lecture | MBA309.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 33 | BRICS                   | Lecture | MBA309.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 34 | WTO                     | Lecture | MBA309.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 35 | NAFTA                   | Lecture | MBA309.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 36 | G-20 or Group of Twenty | Lecture | MBA309.5 | Mid Term-2, Quiz<br>& End Sem Exam |

## A. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA309.1</b> | Understanding the broader problems of international finance by understanding global business scenario.      | 2                                   | 3           | -           | -           | 3           | 2           | -           | 3           | 2           | 1            | 2                                            | 2                | 3                |
| <b>MBA309.2</b> | Possessing knowledge of Foreign Exchange market, Speculation and Arbitrage in term of International Finance | 2                                   | 2           | 1           | -           | 1           | -           | -           | 2           | 2           | 1            | 3                                            | 3                | 1                |
| <b>MBA309.3</b> | Demonstrating critical thinking                                                                             | 1                                   | 2           | -           | 1           | 1           | -           | -           | 2           | 3           | 2            | 2                                            | 1                | 2                |



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|                 |                                                                                                                                                                      |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                 | about Hedging tools for Management of Transaction Exposure.                                                                                                          |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>MBA309.4</b> | Conducting in depth research using different analytical tools for generating new knowledge for International Investment Proposals and Institutions of Global Finance | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>MBA309.5</b> | Preparing Analytical reports for business decision making                                                                                                            | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

## Sample Question Paper

|                                                          |               |                |
|----------------------------------------------------------|---------------|----------------|
| Amity Business School<br>I MID-SEMESTER (SEM –3) 2018-19 |               |                |
| Class: MBA III Semester                                  |               |                |
| Subject Name:<br>MBA 309 INTERNATIONAL<br>FINANCE        | Time: 1.5 Hrs | Max. Marks: 30 |



| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to

CO1. Understanding the broader problems of international finance by understanding global business scenario.

CO2. Possessing knowledge of Foreign Exchange market, Speculation and Arbitrage in term of International Finance

CO3. Demonstrating critical thinking about Hedging tools for Management of Transaction Exposure.

CO4. Conducting in depth research using different analytical tools for generating new knowledge for International Investment Proposals and Institutions of Global Finance

CO5. Preparing Analytical reports for international business decision making

| CO Map | Question No. | Question                                                                     | Marks |
|--------|--------------|------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief about finance function in global business scenario.         | 3     |
| CO1    | Q.2a         | What is the nature of Speculation and Arbitrage in Foreign Exchange Markets? | 3     |
|        | Q.2b         | Explain about Speculation and Arbitrage in Foreign Exchange Markets?         | 3     |
| CO1    | Q.3          | Elaborate Currency Futures and Options.                                      | 6     |
| CO2    | Q.4          | Explain the Theories of Exchange Rate Determination                          | 3     |
| CO2    | Q.5a         | Elaborate Hedging tools for Management of Transaction Exposure.              | 3     |
|        | Q.5b         | Describe in brief Discounted Cash Flow Analysis.                             | 3     |
| CO2    | Q 6          | Explain about World Bank, IMF and BRICS.                                     | 6     |



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| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**MBA 309**

**Attainment**

|                         |                       |
|-------------------------|-----------------------|
| <b>Session</b>          | 2018-19               |
| <b>Course Name</b>      | MBA                   |
| <b>Semester</b>         | 3rd Semester          |
| <b>Subject Code</b>     | MBA 309               |
| <b>Subject Name</b>     | INTERNATIONAL FINANCE |
| <b>Attainment Level</b> | Level 2               |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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AMITY BUSINESS SCHOOL

## **PROGRAMME OUTCOMES**

### **Master of Business Administration**

**2018-2019**

#### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                               | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III-Sem                       | 2   | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 2    | 3    | 3    | 2    |





| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>FINANCIAL MARKETS AND FINANCIAL SERVICES</b>                                |
| Course Code : MBA 310, Crédits : 03, Session :2018-19 (Odd Sem.), Class : MBA. 2nd Year |

**Introduction:** At the end of this course the students will understand: Role of Financial Services in producing and maximizing value. Understanding basic Financial Services and their need. Factors determining dynamism in the Financial Services industry. Understanding the interface of regulators and managers for quantifying and dealing with critical factors affecting the Financial Services industry. This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding, Social Responsiveness and Ethics.

**AAAAA. Course Outcomes:** At the end of the course, students will be able to:

**MBA310.1.** Demonstrate the applicability of the concept and of functions of financial markets and intermediary institutions.

**MBA310.2.** Analyze general structure of various financial markets

**MBA310.3.** Demonstrate the applicability Debt Market and Commodity Market in the organization.

**MBA310.4.** Demonstrate an awareness of the current structure and functioning of the financial services sector.

**BBBBB. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.



# AMITY UNIVERSITY

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**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.



**CCCCC. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**DDDDD. Syllabus**

**Module I: Capital market intermediaries:** Role of capital market intermediaries, stock brokers and sub-brokers, share transfer agents, bankers to an issue, trustees of trust deeds, registrars to an issue, merchant bankers, underwriters, portfolio managers, investment advisers, depositories and depository participants, custodians of securities, credit rating agencies, asset management companies, clearing members, trading members.

**Module II: Regulation of securities markets**

Security and Exchange Board of India (SEBI), Management of SEBI under SEBI act, 1992, Power and functions of SEBI, Trading rules and regulations, Secondary markets-Competition among stock exchanges-Regulation of asset managers, primary markets, trading and clearing and settlement

**Module III: Leasing Hire Purchase and Consumer Credit**

Development of Leasing Hire Purchase and Consumer Credit, Types of Leasing, Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies, Leasing Vs. Buying- NPV, Concept of Securitization, Reasons for unpopularity and future prospects of securitization

**Module IV: Venture Capital Financing**

International Experiences in Venture Capital Financing, Venture Capital Financing in India, Pitfalls to be Avoided, Private Equity and growth of Entrepreneurship

**Module V: Other Financial services**

Factoring Services - Features, Merits and Demerits, Cost Benefit Analysis, Forfeiting – Features, Merits and Demerits, Credit Rating: Concept of Credit Rating, Types of Credit Rating, Advantages and Disadvantages of Credit Rating, Credit Rating Agencies and Their Methodology and Process, Individual Credit Rating, Sovereign Credit Rating Practices, Indian Experience up to now, Housing Finance, Custodial Services- Central Depository

**EEEE. Examination Scheme:**



| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

**FFFFF. Suggested Text/Reference Books:**

- Khan M Y, (1999), Indian Financial System, Tata McGraw Hill
- Chandra, P.(1999), Financial Management: Theory and Practice, Tata McGraw Hill.
- Dietrich J Kimball,(1996), Financial Services & Financial Institutions, Value Creation in theory and Practice, Prentice Hall
- Pandey, I.M. (1999), Financial Management, Vikas Publishing House
- Sriram, K. (1996), Handbook of Leasing, Hire Purchase and Factoring, ICFAI.
- Bhole L M, (2000), Financial Institutions and Markets: Structure, Growth & Innovations, Tata McGraw Hill
- Regular reading of the Financial & Business Journals, Analyst, and Economist is essential.

**GGGGG. Lecture Plan**

| Lecture | Topics                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Role of capital market intermediaries                  | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | stock brokers and sub-brokers                          | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | share transfer agents                                  | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>bankers to an issue and trustees of trust deeds</i> | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | registrars to an issue                                 | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | merchant bankers                                       | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | underwriters                                           | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | portfolio managers                                     | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | investment advisers                                    | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | depositories and depository participants               | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | custodians of securities                               | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 12      | credit rating agencies                                 | Lecture          | MBA310.1         | Mid Term-1, Quiz                |



|    |                                                                                      |         |          |                                    |
|----|--------------------------------------------------------------------------------------|---------|----------|------------------------------------|
|    |                                                                                      |         |          | & End Sem Exam                     |
| 13 | asset management companies                                                           | Lecture | MBA310.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 14 | clearing members and trading members                                                 | Lecture | MBA310.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 15 | Security and Exchange Board of India( SEBI)                                          | Lecture | MBA310.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 16 | Management of SEBI under SEBI act, 1992                                              | Lecture | MBA310.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 17 | Power and functions of SEBI                                                          | Lecture | MBA310.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 18 | Trading rules and regulations                                                        | Lecture | MBA310.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 19 | Secondary markets-<br>Competition among stock exchanges-Regulation of asset managers | Lecture | MBA310.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 20 | trading and clearing and settlement                                                  | Lecture | MBA310.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 21 | Development of Leasing Hire Purchase and Consumer Credit                             | Lecture | MBA310.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 22 | Types of Leasing                                                                     | Lecture | MBA310.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 23 | Pricing Methodology and Financial Analysis                                           | Lecture | MBA310.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 24 | Taxation                                                                             | Lecture | MBA310.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 25 | Legal Framework for Leasing and Hire Purchase Companies                              | Lecture | MBA310.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 26 | Leasing Vs. Buying- NPV                                                              | Lecture | MBA310.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 27 | Concept of Securitization                                                            | Lecture | MBA310.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 28 | Reasons for unpopularity and future prospects of securitization                      | Lecture | MBA310.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 29 | International Experiences in Venture Capital Financing                               | Lecture | MBA310.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 30 | Venture Capital Financing in India                                                   | Lecture | MBA310.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 31 | Pitfalls to be Avoided                                                               | Lecture | MBA310.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 32 | Private Equity and growth of                                                         | Lecture | MBA310.4 | Mid Term-2, Quiz                   |



|    |                                                                                      |         |          |                                 |
|----|--------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Entrepreneurship                                                                     |         |          | & End Sem Exam                  |
| 33 | Factoring Services - Features, Merits and Demerits                                   | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Cost Benefit Analysis                                                                | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Forfeiting – Features, Merits and Demerits                                           | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Credit Rating: Concept of Credit Rating                                              | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Types of Credit Rating, Advantages and Disadvantages of Credit Rating                | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 38 | Credit Rating Agencies and Their Methodology and Process                             | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 39 | Individual Credit Rating                                                             | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 40 | Sovereign Credit Rating Practices                                                    | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 41 | Indian Experience up to now, Housing Finance, Custodial Services- Central Depository | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |

## A. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                            | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA310.1</b> | Demonstrate the applicability of the concept <i>and</i> of functions of financial markets and intermediary | 2                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                 |                                                                                                     |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------|-----------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                 | institutions.                                                                                       |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>MBA310.2</b> | Analyze general structure of various financial markets                                              | 2 | 2 | 1 | - | 1 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>MBA310.3</b> | Demonstrate the applicability Debt Market and Commodity Market in the organization.                 | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 2 | 3 | 1 | 1 |
| <b>MBA310.4</b> | Demonstrate an awareness of the current structure and functioning of the financial services sector. | 2 | 3 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

## Sample Question Paper

|                                                                  |             |               |          |           |                |          |
|------------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –III) 2018-19       |             |               |          |           |                |          |
| Class: MBA III Semester                                          |             |               |          |           |                |          |
| Subject Name:<br>MBA 310 Financial market and financial services |             | Time: 1.5 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                   | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                 | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |                |          |





Student will be able to

CO1: Demonstrate the applicability of the concept and of functions of financial markets and intermediary institutions.

CO2: Analyze general structure of various financial markets

CO3: Demonstrate the applicability Debt Market and Commodity Market in the organization.

CO4: Demonstrate an awareness of the current structure and functioning of the financial services sector.

| CO Map | Question No. | Question                                                           | Marks |
|--------|--------------|--------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief about capital market intermediaries.              | 3     |
| CO1    | Q.2a         | Explain SEBI and its guidelines?                                   | 3     |
|        | Q.2b         | Explain power and functions of SEBI?                               | 3     |
| CO1    | Q.3          | Elaborate leasing and its types.                                   | 6     |
| CO2    | Q.4          | Explain Legal Framework for Leasing and Hire Purchase Companies.   | 3     |
| CO2    | Q.5a         | Elaborate Venture Capital Financing in India.                      | 3     |
|        | Q.5b         | Describe in brief credit rating.                                   | 3     |
| CO2    | Q.6          | Elaborate Credit Rating Agencies and Their Methodology and Process | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





**MBA 310**

**Attainment**

|                         |                                          |
|-------------------------|------------------------------------------|
| <b>Session</b>          | 2018-19                                  |
| <b>Course Name</b>      | MBA                                      |
| <b>Semester</b>         | 3rd Semester                             |
| <b>Subject Code</b>     | MBA 310                                  |
| <b>Subject Name</b>     | FINANCIAL MARKETS AND FINANCIAL SERVICES |
| <b>Attainment Level</b> | Level 3                                  |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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AMITY BUSINESS SCHOOL

## **PROGRAMME OUTCOMES**

### **Master of Business Administration**

**2018-2019**

#### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.



**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                               | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III-Sem                       | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 3   | 3   | 2    | 2    | 3    | 3    |



| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT</b>                            |
| Course Code : MBA 311, Crédits : 03, Session :2018-19 (Odd Sem.), Class : MBA. 2nd Year |

**Introduction** This course will help students in developing Critical thinking, doing Business Analysis, Problem Solving and finding Innovative Solutions. Students can understand Business Environment and develop Domain Knowledge. Students will get clear understanding of the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges. Important theories, techniques, regulations and certain advancements in theory of investment will be covered with an aim of helping the participants make sound investment decisions both in the context of individual security and portfolio investment.

**HHHHH. Course Outcomes:** At the end of the course, students will be able to:

**MBA311.1.** Demonstrate and understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management.

**MBA311.2.** Analyzing stock returns and risk framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.

**MBA311.3.** Demonstrate and learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel.

**MBA311.4.** Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models.

**MBA311.5:** Measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences

**IIII. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.



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**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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## **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.



**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**JJJJ. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**KKKKK. Syllabus**

**Module I: Introduction to Security Analysis**

Introduction to security market, Role of SEBI/ OTCEI//ROC/Stock exchanges, Investors and its types: Speculators & Investors. Meaning, features and types of Investment; Concept & valuation models of equity and bonds. Introduction to security analysis, Need for investment analysis & portfolio management, Risk and Return Introduction, realized return vs. expected return. Risk & return of single security and portfolio of securities, Measurement of risk – calculation of Mean deviation, Standard Deviation, Beta value- Ex-ante and Ex-post beta, Negative beta and its significance in investment decision.

**Module II: Approaches to Security Analysis**

Fundamental analysis: Economy analysis, Industry analysis, Company analysis- financial and non- financial analysis, International events and its impact on security market. Technical analysis - Various Technical analysis tools like Moving averages, Volume Analysis, Indicators, RSI, Patten analysis, Candle sticks, Market breadth analysis, Trend analysis, Elliot wave, ROC/RSI, lagging indicators and leading indicators analysis, reading and interpretations of technical patterns and charts, Other tools to Forecast the market and take Entry and exit decisions; Dow Theory

**Module III Portfolio analysis & related models**

Introduction to portfolio management, efficient market theory, efficient portfolio and efficient frontier; Valuation by PE ratio /Book value to price value analysis, Markowitz diversification, Single Index Model, CAPM, Arbitrage pricing



theory, Estimation of Portfolio beta, Separation of risks into systematic and unsystematic risk, motivation for partitioning of risk, calculation of portfolio risk and return, optimal portfolio selection.

#### Module IV Portfolio Management Services

Role of Fund Manager, Portfolio management services, Churning and revision of Portfolio - Need for revision, different techniques of revision- formula plan: constant dollar value plan, constant ratio plan, variable ratio plan; Modified formula plan: Dollar cost Averaging; practical problems in portfolio revision, Portfolio re balancing and up gradation, Sharpe performance Index, Treynor performance Index, Jensen's performance Index. Managing equity and bond funds-Managing Mutual Funds

#### Module V Trends and Practical

Practical assignment of virtual trading mechanism of stock markets on popular trading platforms

##### LLLLL. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

##### MMMMM. Suggested Text/Reference Books:

- Chandra, P.(4th edition), Investment Analysis& Portfolio Management, Tata McGraw Hill
- Fischer, D.E. and Jordan, R.J. (1995), Security Analysis & Portfolio Management, Prentice Hall of India
- Bhat, Sudhindra;(2009); Security Analysis & Portfolio Management; Excel Books
- Dash, A.P.;(2009); Security Analysis & Portfolio Management; I.K. International
- Rangnatham M., Madhumalathi, R. (2006); Security Analysis & Portfolio Management; Pearson Education
- Khatri, Dhanesh; (2010); Security Analysis & Portfolio Management; MacMillan India Ltd.
- Online trading platforms such as moneycontrol.com

##### NNNNN. Lecture Plan

| Lecture | Topics                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction to security market                  | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Role of SEBI/OTCEI//ROC/Stock exchanges          | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Investors and its types- Speculators & Investors | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Meaning, features and types of Investment</i> | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Concept & valuation models of equity and bonds   | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Introduction to security                         | Lecture          | MBA311.1         | Mid Term-1, Quiz                |





|    |                                                                                  |         |          |                                 |
|----|----------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | analysis                                                                         |         |          | & End Sem Exam                  |
| 7  | Need for investment analysis & portfolio management                              | Lecture | MBA311.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Risk and Return Introduction                                                     | Lecture | MBA311.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | realized return vs. expected return                                              | Lecture | MBA311.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Risk & return of single security and portfolio of securities                     | Lecture | MBA311.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Measurement of risk – calculation of Mean deviation                              | Lecture | MBA311.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Standard Deviation                                                               | Lecture | MBA311.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Beta value- Ex-ante and Ex-post beta                                             | Lecture | MBA311.1 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Negative beta and its significance in investment decision.                       | Lecture | MBA311.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Fundamental analysis: Economy analysis, Industry analysis                        | Lecture | MBA311.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Company analysis- financial and non- financial analysis                          | Lecture | MBA311.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | International events and its impact on security market                           | Lecture | MBA311.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Technical analysis - Various Technical analysis tools like Moving averages       | Lecture | MBA311.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Volume Analysis, Indicators                                                      | Lecture | MBA311.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | RSI, Patten analysis, Candle sticks, Market breadth analysis                     | Lecture | MBA311.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Trend analysis, Elliot wave, ROC/RSI                                             | Lecture | MBA311.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | lagging indicators and leading indicators analysis                               | Lecture | MBA311.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Reading and interpretations of technical patterns and charts                     | Lecture | MBA311.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Other tools to Forecast the market and take Entry and exit decisions; Dow Theory | Lecture | MBA311.2 | Mid Term-2, Quiz & End Sem Exam |





|    |                                                                                                 |         |          |                                 |
|----|-------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 25 | Introduction to portfolio management                                                            | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | efficient market theory                                                                         | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | efficient portfolio and efficient frontier                                                      | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Valuation by PE ratio /Book value to price value analysis                                       | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Markowitz diversification                                                                       | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Single Index Model, CAPM, Arbitrage pricing theory                                              | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Estimation of Portfolio beta                                                                    | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Separation of risks into systematic and unsystematic risk                                       | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | motivation for partitioning of risk                                                             | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | calculation of portfolio risk and return, optimal portfolio selection.                          | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Role of Fund Manager                                                                            | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Portfolio management services                                                                   | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Churning and revision of Portfolio - Need for revision                                          | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 38 | different techniques of revision                                                                | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 39 | Modified formula plan: Dollar cost Averaging; practical problems in portfolio revision          | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 40 | Portfolio re balancing and up gradation, Sharpe"performance Index                               | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 41 | Trennor"performance Index, Jensen's performance Index                                           | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 42 | Managing equity and bond funds- Managing Mutual Funds                                           | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 43 | Practical assignment of virtual trading mechanism of stock markets on popular trading platforms | Lecture | MBA311.5 | Mid Term-2, Quiz & End Sem Exam |



## A. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                                                                                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                                                                                                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA311.1</b> | Demonstrate and understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management | 3                                   | 2           | -           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                                            | 2                | 3                |
| <b>MBA311.2</b> | Analyzing stock returns and risk framework and through technical analysis, indicators, and                                                                                                                                                                                  | 2                                   | 1           | 1           | -           | 2           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 2                |



|                 |                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                 | oscillators using various modes for the purpose of investment.                                                                                                                            |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>MBA311.3</b> | Demonstrate and learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel. | 1 | 1 | - | 1 | 2 | - | - | 2 | 2 | 3 | 2 | 1 | 1 |
| <b>MBA311.4</b> | Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models                                                  | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>MBA311.5</b> | Measuring the risk and return of a portfolio position, diversify and manage                                                                                                               | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |



## Sample Question Paper

|                                                                                            |                    |                      |                 |                  |                       |                 |
|--------------------------------------------------------------------------------------------|--------------------|----------------------|-----------------|------------------|-----------------------|-----------------|
| <p style="text-align: center;">Amity Business School<br/>MID-SEMESTER (SEM –3) 2018-19</p> |                    |                      |                 |                  |                       |                 |
| <p style="text-align: center;">Class: MBA III Semester</p>                                 |                    |                      |                 |                  |                       |                 |
| <p>Subject Name:<br/>MBA 311 Investment Analysis and<br/>Portfolio management</p>          |                    | <p>Time: 1.5 Hrs</p> |                 |                  | <p>Max. Marks: 30</p> |                 |
| <p>Levels of the<br/>questions as<br/>per Blooms<br/>Taxonomy</p>                          | <p>Remembering</p> | <p>Understanding</p> | <p>Applying</p> | <p>Analyzing</p> | <p>Evaluating</p>     | <p>Creating</p> |
| <p>Question<br/>Mapping</p>                                                                | <p>Q.1,4</p>       | <p>Q.2,3</p>         | <p>Q.4</p>      | <p>Q.2,5,6</p>   |                       |                 |

Student will be able to

CO1: Demonstrate and understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management.

CO2: Analyzing stock returns and risk framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.

CO3: Demonstrate and learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel.

CO4: Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models.

CO5: Measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences



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| CO Map | Question No. | Question                                                                 | Marks |
|--------|--------------|--------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Write introduction of security market and Role of SEBI.                  | 3     |
| CO1    | Q.2a         | Explain Investors and its types?                                         | 3     |
|        | Q.2b         | Explain technical analysis and explain Various Technical analysis tools? | 3     |
| CO1    | Q.3          | Elaborate about CAPM and Arbitrage pricing theory.                       | 6     |
| CO2    | Q.4          | Explain Sharpe"performance Index and Trennor"performance Index.          | 3     |
| CO2    | Q.5a         | Elaborate Churning and revision of Portfolio.                            | 3     |
|        | Q.5b         | Describe in brief Markowitz diversification.                             | 3     |
| CO2    | Q 6          | Describe negative beta and its significance in investment decision.      | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**MBA 311**

**Attainment**

|                         |                                              |
|-------------------------|----------------------------------------------|
| <b>Session</b>          | 2018-19                                      |
| <b>Course Name</b>      | MBA                                          |
| <b>Semester</b>         | 3rd Semester                                 |
| <b>Subject Code</b>     | MBA 311                                      |
| <b>Subject Name</b>     | INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT |
| <b>Attainment Level</b> | Level 3                                      |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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### **PROGRAMME OUTCOMES**

#### **Master of Business Administration 2018-2019**

#### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.



**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III<br>SEM                          | MBA 312 | 3   | 2   | 2   | 2   | 2   | 2   | 3   | 2   | 1   | 2    | 3    | 2    | 2    |





| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>Employee Relations</b>                                                      |
| Course Code : MBA 312, Crédits : 04, Session :2018-19 (Odd Sem.), Class : MBA. 2nd Year |

**OOOOO. Introduction:** The main aim of this course is to introduce students to the theories, institutions and practices of Industrial Relations, Also the best possible integration of the employee at work and on the other hand, better business organization as regards its relations with employees. The course will develop skills of dealing with unions, negotiating collective agreements and to identify approaches to promotion of sound labour management relations.

**PPPPP. Course Outcomes:** At the end of the course, students will be able to:

**MBA 312.1.** Understand the concept of Industrial relations and discipline including collective settlement.

**MBA 312.2** study the law related to labours and industry.

**MBA 312.3** Describe the role of trade union, laws related to wages, Employee Benefits and Social Security related laws

**QQQQQ. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.



**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## **RRRRR. Programme Specific Outcomes:**

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

## **SSSSS. Assessment Plan:**

| Component of Evaluation        | Description                           | Code     | Weightage % |
|--------------------------------|---------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                            | CT       | 15%         |
|                                | Project/Assignment/ Quiz/Presentation | P/A/Q/PR | 10%         |



|                          |                                                                                                                                                                                     |    |             |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          |                                                                                                                                                                                     |    |             |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                            | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                     |    | <b>100%</b> |

**TTTTT. Syllabus:**

**Module I: Overview of Industrial Relations**

Introduction: Concept, objectives, functions, significance & aspects of Industrial Relations conceptual and legal framework, ILO conventions, Industrial Relations after globalization, Understanding the practical impact of workplace industrial relation strategies, Linking Industrial Relations with economic growth of a country. Managing foreign nationals in Indian organizations

**Module II: Discipline and Collective settlement**

Misconduct, Discipline and Disciplinary Procedure, Collective bargaining, negotiation skills, workers participation in management, Grievance Redressal Machinery.

**Module III: Introduction to Labour Laws and provisions of factory**

Labour Law: Origin, Objective, Need, Factories Act, 1948 : Definitions; scope & coverage, approval, licensing & registration, Authorities under the factories Act; Health; Safety; Provisions relating to hazardous processes; Welfare; Working hours of adults; Employment of young persons; Annual leave with wages; Penalties and procedure.

**Module IV: Laws for handling Industrial Disputes and Contract Labour**

Industrial Disputes Act 1947, definitions: industrial dispute, lay-off (provisions), lock-out (provisions), closure, retrenchment (provisions), VRS, strike (provisions), unfair labour practice, procedure for settlement & authorities under the act, Code of discipline in industries, Standing orders

Maruti Suzuki India, Ltd. Violence case (2012), Honda case study of staff strike, Contract Labour (Regulation & Abolition) Act, 1970

**Module V: Trade Unions**

Trade Unions: Meaning, Functions, Problems, Trade Unions Act 1926, registration of trade union, cancellation of registration & appeal, rights, privileges, duties & liabilities of registered trade union, amalgamation & resolution of trade union, penalties.

**Module VI: Wage Related Laws**



Payment of Wages Act 1936, scope & coverage, rules for payment of wages, deductions from wages, Payment of Bonus Act 1965, objective, and application of act, definition of bonus, allocable surplus, inspectors, penalties, offence

#### **Module VII: Employee Benefits and Social Security related laws**

Payment of Gratuity Act, scope & coverage, Applicability and non- applicability of the Act; Definitions- employee, employer, continuous service; Payment of gratuity; Forfeiture of gratuity; Employer's duty to determine and pay gratuity; Recovery of gratuity; Penalties , 1972: Provident Fund Act 1952: Definitions; Schemes under the act – Employees' provident fund scheme, Employees' pension scheme, 1995, Employees' deposit linked insurance scheme, Workmen's Compensation Act 1923, scope & coverage , definitions: dependent, disablement, Rules regarding workman's compensation E.S.I.C. Act 1948, scope & coverage, Objectives and applicability of the scheme; Definitions: personal injury, factory, manufacturing process, wages, partial and permanent disablement; ESI corporation, standing committee and medical benefit council; contributions; adjudication of dispute and claims, benefits.

#### **Case based teaching (Case Analysis)**

#### **Text & References:**

##### **UUUUU. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

##### **VVVVV. Suggested Text/Reference Books:**

- Kapoor N.D. "Hadbook of Industrial Law" Sultan chand & Sons
- P. R. N. Sinha , Indu Bala Sinha , Seema Priyadarshini Shekhar "Industrial Relations, Trade Unions, And Labour Legislation " Pearson education India.
- C.S. Venkata Ratnam (2006), Industrial Relations, Oxford Higher Education
- Kumar H.L. (2010) Labour Laws - Everybody Should Know, Universal Law Publishing Company
- Malhotra, O.P (1985), Law of Industrial Disputes, N.M. Tripathi Pvt. Ltd.
- Malik, P.L (2008), Industrial Law-Eastern Book Company.
- Mamoria CB (1998), Dynamics of Industrial Relations, Himalaya Publishing House.
- Bagri, P.R. (2006), Law of Industrial Disputes, Kamal Law House.

#### **WWWWW.Lecture Plan**



| Lecture | Topics                                                                                                                                                    | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction: Concept, objectives, functions of Industrial relations                                                                                      | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | significance & aspects of Industrial Relations                                                                                                            | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | conceptual and legal framework                                                                                                                            | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>ILO conventions, Industrial Relations after globalization</i>                                                                                          | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Understanding the practical impact of workplace industrial relation strategies                                                                            | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Linking Industrial Relations with economic growth of a country                                                                                            | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Managing foreign nationals in Indian organizations                                                                                                        | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Misconduct                                                                                                                                                | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Discipline and Disciplinary Procedure                                                                                                                     | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Collective bargaining                                                                                                                                     | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 11      | negotiation skills                                                                                                                                        | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 12      | workers participation in management                                                                                                                       | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Grievance Redressal Machinery                                                                                                                             | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 14      | Labour Law: Origin, Objective, Need, ;;; Welfare; Working hours of adults; Employment of young persons; Annual leave with wages; Penalties and procedure. | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 15      | Factories Act, 1948 : Definitions; scope &                                                                                                                | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                        |         |           |                                 |
|----|----------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | coverage                                                                               |         |           |                                 |
| 16 | approval ,licencing & registration, Authorities under the factories Act                | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Health; Safety                                                                         | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Provisions relating to hazardous processes                                             | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Industrial Disputes Act 1947, definitions: industrial dispute, lay-off (provisions)    | Lecture | MBA 312.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | lock-out (provisions) closure                                                          | Lecture | MBA 312.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | retrenchment (provisions), VRS                                                         | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | strike (provisions)                                                                    | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | unfair labour practice,                                                                | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | procedure for settlement & authorities under the act, Code of discipline in industries | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Standing orders Maruti Suzuki India, Ltd. Violence case (2012)                         | Lecture | MBA 312.2 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Honda case study of staff strike, Contract Labour (Regulation & Abolition) Act, 1970   | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Trade Unions: Meaning, Functions                                                       | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Trade Unions Act 1926                                                                  | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Problems, registration of trade union                                                  | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | cancellation of registration & appeal                                                  | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | rights ,privileges, duties & liabilities of registered trade union                     | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | amalgamation & resolution                                                              | Lecture | MBA 312.3 | Mid Term-2, Quiz                |



|    |                                                                                                                                                |         |           |                                 |
|----|------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | of trade union penalties.                                                                                                                      |         |           | & End Sem Exam                  |
| 33 | Payment of Wages Act 1936                                                                                                                      | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | scope & coverage, rules for payment of wages                                                                                                   | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | deductions from wages                                                                                                                          | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Payment of Bonus Act 1965                                                                                                                      | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 37 | objective, and application of act                                                                                                              | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 38 | definition of bonus, allocable surplus                                                                                                         | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 39 | inspectors, penalties                                                                                                                          | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 40 | Offence                                                                                                                                        | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 41 | Payment of Gratuity Act, scope & coverage, Applicability and non-applicability of the Act; Definitions- employee, employer, continuous service | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 42 | Payment of gratuity; Forfeiture of gratuity; Employer's duty to determine and pay gratuity; Recovery of gratuity                               | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 43 | Penalties , 1972: Provident Fund Act 1952: Definitions; Schemes under the act – Employees' provident fund scheme                               | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 44 | Employees' pension scheme, 1995, Employees' deposit linked insurance scheme, Workmen's Compensation Act                                        | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |





|    |                                                                                                                                                                                         |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | 1923, scope & coverage , definitions: dependent, disablement, Rules regarding workman's compensation                                                                                    |         |           |                                 |
| 45 | E.S.I.C. Act 1948, scope & coverage, Objectives and applicability of the scheme; Definitions: personal injury, factory, manufacturing process, wages, partial and permanent disablement | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 46 | ESI corporation, standing committee                                                                                                                                                     | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 47 | medical benefit council; contributions                                                                                                                                                  | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 48 | adjudication of dispute and claims, benefits                                                                                                                                            | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |

## XXXXX. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 312.1</b> | Understand the concept of Industrial relations and discipline including collective settlement. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |





|                  |                                                                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|-------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 312.2</b> | study the law related to labours and industry.                                                              | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 |
| <b>MBA 312.3</b> | Describe the role of trade union, laws related to wages, Employee Benefits and Social Security related laws | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |

## Sample Question Paper

|                                                                                                                                                                                         |              |                                                                             |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –III) 2018-19                                                                                                                              |              |                                                                             |          |           |                |          |
| Class: MBA III Semester                                                                                                                                                                 |              |                                                                             |          |           |                |          |
| Subject Name:<br>MBA 312 Employee Relations                                                                                                                                             |              | Time: 1.5 Hrs                                                               |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                          | Remembering  | Understanding                                                               | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                        | Q.1,4        | Q.2,3                                                                       | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand the concept of Industrial relations and discipline including collective settlement<br>CO2: To study the law related to labours and industry. |              |                                                                             |          |           |                |          |
| CO Map                                                                                                                                                                                  | Question No. | Question                                                                    |          |           |                | Marks    |
| CO1                                                                                                                                                                                     | Q.1          | Explain the objectives, functions, and significance of Industrial Relations |          |           |                | 3        |



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|     |      |                                                                                   |   |
|-----|------|-----------------------------------------------------------------------------------|---|
| CO1 | Q.2a | Write a brief note on ILO conventions                                             | 3 |
|     | Q.2b | Describe the Industrial Relations after globalization.                            | 3 |
| CO1 | Q.3  | Give an account on Linking Industrial Relations with economic growth of a country | 6 |
| CO2 | Q.4  | Define the term “ Discipline” and its procedure.                                  | 3 |
| CO2 | Q.5a | What is the process on collective bargaining.                                     | 3 |
|     | Q.5b | Write a short on negotiation skills.                                              | 3 |
| CO2 | Q 6  | Explain in detail the Grievance Redressal Machinery                               | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**MBA 312**

**Attainment**

|                         |                    |
|-------------------------|--------------------|
| <b>Session</b>          | 2018-19            |
| <b>Course Name</b>      | MBA                |
| <b>Semester</b>         | 3rd Semester       |
| <b>Subject Code</b>     | MBA 312            |
| <b>Subject Name</b>     | EMPLOYEE RELATIONS |
| <b>Attainment Level</b> | Level 2            |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY**  
MADHYA PRADESH  
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AMITY BUSINESS SCHOOL

### **PROGRAMME OUTCOMES**

#### **Master of Business Administration 2018-2019**

#### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.



**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b> |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|----------------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                              |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|                                              | MBA 313 | 3   | 3   | 2   | 3   | 3   | 2   | 3   | 2   | 1   | 2    | 2    | 3    | 3    |



| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : MANPOWER PLANNING, RECRUITMENT, AND SELECTION                                  |
| Course Code : MBA 313, Crédits : 03, Session :2018-19 (Odd Sem.), Class : MBA. 2nd Year |

**YYYYY. Introduction:** The objective of this course is to help the students develop an understanding of the dimensions of the of Manpower Planning, Recruitment, Selection. This will improve the critical thinking, analytical skills, and Problem solving ability of students.

**ZZZZZ. Course Outcomes:** At the end of the course, students will be able to:

**MBA 313.1.** To help the students develop an understanding of the dimensions of the of Manpower Planning, Staffing and competency mapping.

**MBA 313.2** Enable the students to gain comprehensive knowledge about recruitment.

**MBA 313.3** Describe the role of human resource manager in the process of selection.

**AAAAAA. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.



**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

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### **Programme Specific Outcomes:**

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**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

### **BBBBBB. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                      | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                              | CT          | 15%                |
|                                | Project/Assignment/ Quiz/Presentation                                   | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a studentto | A           | 5%                 |



|                          |                                                                                                            |    |             |
|--------------------------|------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves |    |             |
| End Semester Examination | End Semester Examination                                                                                   | EE | 70%         |
| <b>Total</b>             |                                                                                                            |    | <b>100%</b> |

#### **CCCCC. Syllabus**

##### **Module I: Strategic staffing**

Definition and need of Manpower Planning, HR planning process, -Job analysis, Job description , tools for Human Resource Planning- Environmental Analysis Forecasting, Managerial Judgment

##### **Module II : Competency mapping**

Introduction , procedures and steps of competency mapping, methods of data collection for mapping, developing competency models from raw data, using competency based approach in HR process.

##### **Module III: Recruitment**

Recruitment Process, Types of recruitment, online recruitment; employee referrals; recruitment process outsourcing, head hunting

##### **Module IV: Selection**

Selection Process, testing for selection of employees, use of psychological test, selection process, Types of Interview, interviewing skills, errors in selection. Employer branding

#### **DDDDDD. Examination Scheme:**

| <b>Components</b> | <b>Midterm Exam</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>Attendance</b> | <b>ESE</b> |
|-------------------|---------------------|---------------------------------------------|-------------------|------------|
| Weightage (%)     | 15                  | 10                                          | 5                 | 70         |





**EEEEEE. Suggested Text/Reference Books:**

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6<sup>th</sup> Edn.), McGraw Hill, New Delhi
- Dessler G (2006). Human Resource Management, Pearson Education, India
- Mathis R L and Jackson J H (2006). Human Resource Management, (10<sup>th</sup> Edn.) Cengage Learning, Indian Print.
- Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition
- Pattanayak B, (2014), Human Resource Management, 4<sup>th</sup> Edition , PHI

**FFFFFF. Lecture Plan**

| Lecture | Topics                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Definition and need of Manpower Planning   | Lecture          | MBA 313.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | HR planning process                        | Lecture          | MBA 313.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Job analysis                               | Lecture          | MBA 313.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Job description                            | Lecture          | MBA 313.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | tools for Human Resource Planning          | Lecture          | MBA 313.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Environmental Analysis Forecasting         | Lecture          | MBA 313.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Managerial Judgment                        | Lecture          | MBA 313.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Introduction to competence Mapping         | Lecture          | MBA 313.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Procedures of competency mapping           | Lecture          | MBA 313.1        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Steps of competency mapping                | Lecture          | MBA 313.1        | Mid Term-1, Quiz & End Sem Exam |
| 11      | methods of data collection for mapping     | Lecture          | MBA 313.1        | Mid Term-1, Quiz & End Sem Exam |
| 12      | methods of data collection for mapping     | Lecture          | MBA 313.1        | Mid Term-1, Quiz & End Sem Exam |
| 13      | developing competency models from raw data | Lecture          | MBA 313.1        | Mid Term-1, Quiz & End Sem Exam |



|    |                                            |         |           |                                 |
|----|--------------------------------------------|---------|-----------|---------------------------------|
| 14 | developing competency models from raw data | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | developing competency models from raw data | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Competency based approach in HR process    | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Competency based approach in HR process    | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Recruitment                                | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Recruitment Process                        | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Types of recruitment                       | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Types of recruitment                       | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 22 | online recruitment                         | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 23 | employee referrals                         | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 24 | recruitment process                        | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 25 | outsourcing                                | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 26 | head hunting                               | Lecture | MBA 313.2 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Selection Process                          | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Selection Process                          | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | testing for selection of employees         | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | use of psychological test                  | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | selection process                          | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Types of Interview,                        | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | interviewing skills                        | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Errors in selection                        | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Employer branding                          | Lecture | MBA 313.3 | Mid Term-2, Quiz                |



|    |                   |         |           |                                    |
|----|-------------------|---------|-----------|------------------------------------|
|    |                   |         |           | & End Sem Exam                     |
| 36 | Employer branding | Lecture | MBA 313.3 | Mid Term-2, Quiz<br>& End Sem Exam |

## GGGGGG. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                     | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                               | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 313.1</b> | To help the students develop an understanding of the dimensions of the of Manpower Planning, Staffing and competency mapping. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 313.2</b> | Enable the students to gain comprehensive knowledge about recruitment.                                                        | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 313.3</b> | Describe the role of human resource manager in the process of selection.                                                      | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |



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## Sample Question Paper

|                                                                                                                                                                                                                                              |              |                                                      |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –III) 2021-22                                                                                                                                                                                   |              |                                                      |          |           |                |          |
| Class: MBA III Semester                                                                                                                                                                                                                      |              |                                                      |          |           |                |          |
| Subject Name:<br>MBA 313 MANPOWER PLANNING,<br>RECRUITMENT, AND SELECTION                                                                                                                                                                    |              | Time: 1.5 Hrs                                        |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                               | Remembering  | Understanding                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                             | Q.1,4        | Q.2,3                                                | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: To help the students develop an understanding of the dimensions of the of Manpower Planning, Staffing and competency mapping.<br>CO2: Enable the students to gain comprehensive knowledge about recruitment. |              |                                                      |          |           |                |          |
| CO Map                                                                                                                                                                                                                                       | Question No. | Question                                             |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                          | Q.1          | Explain the need of manpower planning.               |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                          | Q.2a         | Write a brief note on Job analysis.                  |          |           |                | 3        |
|                                                                                                                                                                                                                                              | Q.2b         | Give an account on job description.                  |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                          | Q.3          | Elaborate the process of human resource planning     |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                          | Q.4          | Define the term “competency mapping”                 |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                          | Q.5a         | What do you understand by raw data.                  |          |           |                | 3        |
|                                                                                                                                                                                                                                              | Q.5b         | Write a short on data collection.                    |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                          | Q 6          | Explain in detail the process of competency mapping. |          |           |                | 6        |



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| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**MBA 314**

**Attainment**

|                         |                                               |
|-------------------------|-----------------------------------------------|
| <b>Session</b>          | 2018-19                                       |
| <b>Course Name</b>      | MBA                                           |
| <b>Semester</b>         | 3rd Semester                                  |
| <b>Subject Code</b>     | MBA 313                                       |
| <b>Subject Name</b>     | MANPOWER PLANNING, RECRUITMENT, AND SELECTION |
| <b>Attainment Level</b> | Level 3                                       |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
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| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Master of Business Administration  
2018-2019**

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|                                     | MBA 314 | 2   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 1   | 2    | 3    | 2    | 2    |



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## AMITY BUSINESS SCHOOL

### Course Handout

Course : PERFORMANCE MANAGEMENT SYSTEMS

Course Code : MBA 314, Crédits : 03, Session :2018-19 (Odd Sem.), Class : MBA. 2nd Year

**HHHHHH. Introduction:** This course will help students to understand the significance of appraisal for an Organization and Individual Provide students with knowledge of the key concepts of performance management. Enable students to apply relevant conceptual frameworks for solving performance management problems

**IIIIII.Course Outcomes:** At the end of the course, students will be able to:

**MBA 314.1.** To help the students develop an understanding of appraisal for an organization with the knowledge of performance management and performance appraisal.

**MBA 314.2** Enable the students to gain comprehensive knowledge about competency.

**MBA 314.3** Describe the role of human resource manager in the process of Competency management Framework and its application for appraisal.

**JJJJJ. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

### **KKKKKK. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------|-------------|--------------------|
| Continuous Internal            | Mid Term 1         | CT          | 15%                |



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|                          |                                                                                                                                                                                     |          |             |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Evaluation               | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                            | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                     |          | <b>100%</b> |

## LLLLL. Syllabus

### Module I: Introduction to Performance Management

Conceptual Approach to Performance Management, Determinants of Job Performance: Person and System Factor, Components of Effective Performance Management, Performance Management Cycle, Performance Management and Rewards, Ethics in Performance Management.

### Module II: Process of Performance Appraisal

Need And Methods for Performance Appraisal, RSDQ Model, EFQM Model, Performance Review, Performance Analysis, Performance Review Discussion, Performance Monitoring and Feedback. Outcome metrics—Economic Value Added (EVA); other economic measures, Building a High Performance culture.

### Module III: Competency Mapping

Concept and Definition of Role and Competency, Characteristics of Competency, Competency Versus Competence, Performance Versus Competency, Types of Competencies, Context and Relevance of Competencies in Modern Organizations.

### Module IV: Competency Management Framework

Macro View of Competency Management Framework, Strategic Framework, Lancaster Model of Managerial Competence, Competency Modeling Framework.



## Module V: Competency mapping as a performance management tool

Building Competency Models, The McBer Generic Managerial Competency Model, Competency Causal Flow Model, Factors Affecting The Human Performance System, Profiling Competency Framework for a Particular Role, Competency Gap.

### MMMMMM. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

### NNNNNN. Suggested Text/Reference Books:

- Armstrong, Michael and Berron, Angela (2008), Performance Management and Development, Jaico Publications
- Cardy Robert L. (2008), Performance Management Concepts, Skills and Exercises, Prentice Hall India
- Rao T V (2008), Performance Management and Appraisal Systems-HR Tools for Global Competitiveness, Response Books
- Sahu R K (2007) Performance Management System, Excel Books

### OOOOOO. Lecture Plan

| Lecture | Topics                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Conceptual Approach to Performance Management  | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Determinants of Job Performance                | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Person and System Factor                       | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Components of Effective Performance Management | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Performance Management Cycle                   | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Performance                                    | Lecture          | MBA 314.1        | Mid Term-1, Quiz                |



|    |                                                               |         |           |                                 |
|----|---------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Management and Rewards                                        |         |           | & End Sem Exam                  |
| 7  | Ethics in Performance Management                              | Lecture | MBA 314.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Need And Methods for Performance Appraisal                    | Lecture | MBA 314.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | RSDQ Model                                                    | Lecture | MBA 314.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | EFQM Model                                                    | Lecture | MBA 314.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Performance Review,                                           | Lecture | MBA 314.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Performance Analysis                                          | Lecture | MBA 314.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Performance Review Discussion                                 | Lecture | MBA 314.1 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Performance Monitoring and Feedback                           | Lecture | MBA 314.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Outcome metrics– Economic Value Added (EVA)                   | Lecture | MBA 314.1 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Other economic measures                                       | Lecture | MBA 314.1 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Building a High Performance culture                           | Lecture | MBA 314.1 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Concept and Definition of Role                                | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Concept and Definition of Role and Competency                 | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Characteristics of Competency                                 | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Competency Versus Competence                                  | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Performance Versus Competency                                 | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 23 | Types of Competencies                                         | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 24 | Context and Relevance of Competencies in Modern Organizations | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 25 | Macro View of Competency                                      | Lecture | MBA 314.3 | Mid Term-1, Quiz                |



**PPPPPP. Course Articulation Matrix (Mapping of COs with POs)**

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                  |                                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 314.1</b> | To help the students develop an understanding of appraisal for an organization with the knowledge of performance management and performance appraisal. | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 2 |
| <b>MBA 314.2</b> | Enable the students to gain comprehensive knowledge about competency.                                                                                  | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 |
| <b>MBA 314.3</b> | Describe the role of human resource manager in the process of Competency management Framework and its application for appraisal.                       | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |





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## Sample Question Paper

|                                                                                                                                                                                                                                                                                     |              |                                                             |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –III) 2018-19</p>                                                                                                                                                                                      |              |                                                             |          |           |                |          |
| Class: MBA III Semester                                                                                                                                                                                                                                                             |              |                                                             |          |           |                |          |
| Subject Name:<br>MBA 314 PERFORMANCE<br>MANAGEMENT SYSTEMS                                                                                                                                                                                                                          |              | Time: 1.5 Hrs                                               |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                             | Remembering  | Understanding                                               | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                 | Q.1,4        | Q.2,3                                                       | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: To help the students develop an understanding of appraisal for an organization with the knowledge of performance management and performance appraisal.</p> <p>CO2: Enable the students to gain comprehensive knowledge about competency.</p> |              |                                                             |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                              | Question No. | Question                                                    |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                 | Q.1          | Describe the conceptual Approach to Performance Management. |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                 | Q.2a         | Write a brief note on person and system factor.             |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                     | Q.2b         | Give an account on Components of Effective Performance.     |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                 | Q.3          | Elaborate the process of Performance Management Cycle.      |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                 | Q.4          | Explain the Need and Methods for Performance Appraisal      |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                 | Q.5a         | Define the RSDQ Model.                                      |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                     | Q.5b         | Write a short note on EFQM Model.                           |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                 | Q 6          | Elaborate the building a High-Performance culture.          |          |           |                | 6        |



# AMITY UNIVERSITY

MADHYA PRADESH

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| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**MBA 314**

**Attainment**

|                  |                                |
|------------------|--------------------------------|
| Session          | 2018-19                        |
| Course Name      | MBA                            |
| Semester         | 3rd Semester                   |
| Subject Code     | MBA 314                        |
| Subject Name     | PERFORMANCE MANAGEMENT SYSTEMS |
| Attainment Level | Level 3                        |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Master of Business Administration  
2018-2019**

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.



**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|                                     | MBA 315 | 3   | 2   | 2   | 3   | 2   | 2   | 3   | 2   | 1   | 2    | 2    | 3    | 3    |



| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : UNDERSTANDING SELF-INDIAN PERSPECTIVE                                          |
| Course Code : MBA 315, Crédits : 03, Session :2018-19 (Odd Sem.), Class : MBA. 2nd Year |

**QQQQQQ. Introduction:** The course aims to provide concept, essence of self-awareness and provide detail insight of Indian culture . The course has both theoretical aspects and practical exercises to impart learning related to self-awareness

**RRRRRR. Course Outcomes:** At the end of the course, students will be able to:

**MBA 315.1.** Develop an understanding about self through its examination.

**MBA 315.2** Enable the students to gain comprehensive knowledge about Enhancing Quality of Life through higher self-awareness competency.

**MBA 315.3** Practice ancient knowledge and learn the lessons on self-awareness.

**SSSSSS. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.



**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

### **TTTTTT. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                      | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                              | CT          | 15%                |
|                                | Project/Assignment/ Quiz/Presentation                                   | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a studentto | A           | 5%                 |





|                          |                                                                                                            |    |             |
|--------------------------|------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves |    |             |
| End Semester Examination | End Semester Examination                                                                                   | EE | 70%         |
| <b>Total</b>             |                                                                                                            |    | <b>100%</b> |

## UUUUUU. Syllabus

### Module I Concept of Self-Awareness

Concept of self-awareness, significance of self-awareness in personal and professional life, perceptions of self-awareness in global societies, Understanding self & others through lessons from Indian scriptures.

### Module II Examining Self

Personal SWOT, Awareness of personal values, beliefs and vision that motivates behavior, awareness of reciprocal relationship between thoughts, behaviors and emotions.

### Module III Enhancing Quality of Life through higher self-awareness

Self-disclosure, seeking feedback, self-reflection and practicing new behaviors, Emotional intelligence, Stress and health relationship.

### Module IV Practicing ancient knowledge and lessons on self-awareness

Meditation and self-introspection.-Self-Management Lessons from Ancient Indian Education System-Indian Ethos and Personality Development.

## VVVVVV. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |



## WWWWW. Suggested Text/Reference Books:

- Chris Rose (2011) Self Awareness and Personal Development: Resources for Psychotherapists and Counsellors.
- Paramhansa Yogananda: Autobiography of a Yogi – Paramahansa Yogananda

## XXXXXX. Lecture Plan

| Lecture | Topics                                                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Concept of self-awareness                                                      | Lecture          | MBA 315.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | significance of self-awareness in personal life                                | Lecture          | MBA 315.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | significance of self-awareness in professional life                            | Lecture          | MBA 315.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>perceptions of self-awareness in global societies</i>                       | Lecture          | MBA 315.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Understanding self                                                             | Lecture          | MBA 315.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Understanding others through lessons from Indian scriptures.                   | Lecture          | MBA 315.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Understanding others through lessons from Indian scriptures.                   | Lecture          | MBA 315.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Personal SWOT                                                                  | Lecture          | MBA 315.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Awareness of personal values                                                   | Lecture          | MBA 315.1        | Mid Term-1, Quiz & End Sem Exam |
| 10      | beliefs and vision that motivates behavior                                     | Lecture          | MBA 315.1        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Awareness of reciprocal relationship between thoughts, behaviors and emotions. | Lecture          | MBA 315.1        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Awareness of reciprocal relationship between                                   | Lecture          | MBA 315.1        | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                |         |           |                                 |
|----|--------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | thoughts, behaviors and emotions.                                              |         |           |                                 |
| 13 | Awareness of reciprocal relationship between thoughts, behaviors and emotions. | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Awareness of reciprocal relationship between thoughts, behaviors and emotions. | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Self-disclosure,                                                               | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 16 | seeking feedback                                                               | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 17 | self-reflection                                                                | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | practicing new behaviors                                                       | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Emotional intelligence                                                         | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Emotional intelligence                                                         | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Emotional intelligence                                                         | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Stress and health relationship.                                                | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 23 | Stress and health relationship.                                                | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 24 | Stress and health relationship.                                                | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 25 | Stress and health relationship.                                                | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Meditation                                                                     | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Meditation                                                                     | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | self-introspection                                                             | Lecture | MBA 315.3 | Mid Term-2, Quiz                |



|    |                                              |         |           |                                 |
|----|----------------------------------------------|---------|-----------|---------------------------------|
|    |                                              |         |           | & End Sem Exam                  |
| 29 | Lessons from Ancient Indian Education System | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Lessons from Ancient Indian Education System | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Lessons from Ancient Indian Education System | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Indian Ethos                                 | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Indian Ethos                                 | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Indian Ethos                                 | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Personality Development                      | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Personality Development                      | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |

## YYYYYY. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|--------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                              | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 315.1</b> | Develop an understanding about self through its examination. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |



# AMITY UNIVERSITY

MADHYA PRADESH

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|                  |                                                                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|-------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 315.2</b> | Enable the students to gain comprehensive knowledge about Enhancing Quality of Life through higher self-awareness competency. | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 |
| <b>MBA 315.3</b> | Practice ancient knowledge and learn the lessons on self-awareness.                                                           | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |



# AMITY UNIVERSITY

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## Sample Question Paper

|                                                                                                                                                                                                                                                   |              |                                                                                               |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –III) 2018-19</p>                                                                                                                                                    |              |                                                                                               |          |           |                |          |
| Class: MBA III Semester                                                                                                                                                                                                                           |              |                                                                                               |          |           |                |          |
| Subject Name:<br>MBA 315 UNDERSTANDING SELF-<br>INDIAN PERSPECTIVE                                                                                                                                                                                |              | Time: 1.5 Hrs                                                                                 |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                    | Remembering  | Understanding                                                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                  | Q.1,4        | Q.2,3                                                                                         | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Develop an understanding about self through its examination.</p> <p>CO2: Enable the students to gain comprehensive knowledge about Enhancing Quality of Life through higher self-awareness competency.</p> |              |                                                                                               |          |           |                |          |
| CO Map                                                                                                                                                                                                                                            | Question No. | Question                                                                                      |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                               | Q.1          | Describe the Concept of self-awareness.                                                       |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                               | Q.2a         | Write a brief note on significance of self-awareness.                                         |          |           |                | 3        |
|                                                                                                                                                                                                                                                   | Q.2b         | Give an account on self-awareness in global societies                                         |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                               | Q.3          | Elaborate the learning about self and others through lessons from Indian scriptures.          |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                               | Q.4          | Explain the need of personal SWOT.                                                            |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                               | Q.5a         | Define the Awareness of personal values                                                       |          |           |                | 3        |
|                                                                                                                                                                                                                                                   | Q.5b         | Write a short note on emotions.                                                               |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                               | Q 6          | Elaborate the awareness of reciprocal relationship between thoughts, behaviours and emotions. |          |           |                | 6        |



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| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





**MBA 315**

**Attainment**

|                  |                                       |
|------------------|---------------------------------------|
| Session          | 2018-19                               |
| Course Name      | MBA                                   |
| Semester         | 3rd Semester                          |
| Subject Code     | MBA 315                               |
| Subject Name     | UNDERSTANDING SELF-INDIAN PERSPECTIVE |
| Attainment Level | Level 2                               |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Master of Business Administration  
2018-2019**

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.



**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|                                     | MBA 316 | 3   | 3   | 1   | 2   | 3   | 3   | 3   | 2   | 1   | 2    | 3    | 2    | 3    |



| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : Strategic Human Resource Management                                            |
| Course Code : MBA 316, Crédits : 03, Session :2018-19 (Odd Sem.), Class : MBA. 2nd Year |

**ZZZZZZ. Introduction:** This subject provides an understanding of the strategic contribution of the Human Resource Management (HRM) function. This course will place previous studies of human resource management within a strategic dimension so as to illustrate the concept of competitive advantage applied to human resources.

**AAAAAAA. Course Outcomes:** At the end of the course, students will be able to:

**MBA 316.1.** Understand the concept and features of Strategy and its management.

**MBA 316.2** To study role of HRM in strategic management.

**MBA 316.3** To focus on how firms formulate, implement and evaluate corporate business strategies

**MBA 316.4** To promote skills of evaluating and implementing strategies to examine its impact on Business performance.

**MBA 316.5.** To study the scope of HR in Future.

**BBBBBBB. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.



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**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

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**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## **Programme Specific Outcomes:**

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.



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## CCCCCCC. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                         | Code     | Weightage % |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT       | 15%         |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                     |          | <b>100%</b> |

## DDDDDDD. Syllabus

### Module I: The Concept of Strategy:

Strategy Defined, Key Concepts of Strategy, Formulations of Strategy, Strategic Management, The Process Of Strategic Management.

### Module II: The Concept of Strategic HRM:

An Investment Perspective of HRM, Strategic HRM, Aims of SHRM, Strategic HR Vs Traditional HR, Challenges in SHRM, Approaches and Models to SHRM and the Evolving Strategic Role of HR, Barriers to Strategic HR.

### Module III: Strategic HRM in Action:

HR Strategy defined, Purpose, Types of HR Strategies - Recruitment & Retention strategies, training & development strategies: performance management strategies, reward & compensation strategies, retrenchment strategies; Content of HR Strategies, Formulating HR Strategy, Criteria for an Effective HR Strategy, Integrating the Business and HR Strategies; Human Resource Environment- Technology, structure; Workforce diversity; Demographic changes, Temporary & contract labour.

### Module IV: Impact of HRM on Business Performance:

Human Resource Evaluation- Definition and Overview, Rationale for HR Evaluation, Measures of HRM Performance, Approaches to HR Evaluations, The Measurement Challenge in HRM.

### Module V: Future trends in Strategic HRM Approaches:



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The Strategic approach of HR towards Career Management, Mentoring Relationship & Work-life Integration. Matching culture with strategy, Behavioral issues in strategy implementation, Global HR strategies, Core Competence as the Root of Competitive Advantage

**Case Study** - Banning Flexible Work Options: Yahoo's New Controversial HR Policy  
<http://www.icmrindia.org/casestudies/catalogue/Human%20Resource%20and%20Organization%20Behavior/HROB162.htm>

Submit a project on Strategic Retention strategies

- The students will form small groups (2 Students)
- They will research on the latest trends in retention strategies
- They will prepare a PPT presentation & present it before class
- The group will discuss the learning from the case
- The students will be evaluated out of 10 Marks

#### EEEEEEE. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### FFFFFFF. Suggested Text/Reference Books:

- Agarawala Tanuja (2012) Strategic Human Resource Management, Oxford University Press.
- Armstrong Michael (2007), Strategic Human Resource Management: Strategy and Action, Kogan Page
- Mahey C and Salman G., (1996), Strategic Human Resource Management, Oxford Blackwell.
- Mello Jeffrey A., (2008), Strategic Human Resource Management, Thompson Press Publishing.
- Srinivas R. Kandula, (2012), Strategic Human Resource Development, Prentice Hall of India.

#### GGGGGGG. Lecture Plan



| Lecture | Topics                                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Strategy Defined, Key Concepts of Strategy                  | Lecture          | MBA 316.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Formulations of Strategy                                    | Lecture          | MBA 316.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Strategic Management                                        | Lecture          | MBA 316.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | The Process of Strategic Management                         | Lecture          | MBA 316.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | An Investment Perspective of HRM                            | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Strategic HRM, Aims of SHRM                                 | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Strategic HR Vs Traditional HR                              | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Challenges in SHRM                                          | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Approaches and Models to SHRM                               | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | the Evolving Strategic Role of HR                           | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Barriers to Strategic HR.                                   | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | HR Strategy defined, Purpose                                | Lecture          | MBA 316.3        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Types of HR Strategies - Recruitment & Retention strategies | Lecture          | MBA 316.3        | Mid Term-1, Quiz & End Sem Exam |
| 14      | training & development strategies                           | Lecture          | MBA 316.3        | Mid Term-1, Quiz & End          |





|    |                                                                                   |         |           |                                 |
|----|-----------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                   |         |           | Sem Exam                        |
| 15 | performance management strategies, reward & compensation strategies               | Lecture | MBA 316.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | retrenchment strategies                                                           | Lecture | MBA 316.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Content of HR Strategies, Formulating HR Strategy,                                | Lecture | MBA 316.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Criteria for an Effective HR Strategy, Integrating the Business and HR Strategies | Lecture | MBA 316.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Human Resource Environment- Technology, structure                                 | Lecture | MBA 316.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Workforce diversity; Demographic changes, Temporary & contract labour             | Lecture | MBA 316.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Human Resource Evaluation- Definition and Overview                                | Lecture | MBA 316.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Rationale for HR Evaluation                                                       | Lecture | MBA 316.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Measures of HRM Performance, Approaches to HR Evaluations                         | Lecture | MBA 316.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | The Measurement Challenge in HRM                                                  | Lecture | MBA 316.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | The Strategic approach of HR towards Career Management                            | Lecture | MBA 316.5 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Mentoring Relationship                                                            | Lecture | MBA 316.5 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Work-life Integration                                                             | Lecture | MBA 316.5 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Matching culture with strategy                                                    | Lecture | MBA 316.5 | Mid Term-2, Quiz & End          |



HHHHHHH.

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |

[illegible]



**Sample Question Paper**

|                                                                                                                                                           |              |                                                          |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –III) 2018-19                                                                                                |              |                                                          |          |           |                |          |
| Class: MBA III Semester                                                                                                                                   |              |                                                          |          |           |                |          |
| Subject Name:<br>MBA 316 Strategic Human<br>Resource Management                                                                                           |              | Time: 1.5 Hrs                                            |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                   | Remembering  | Understanding                                            | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                       | Q.1,4        | Q.2,3                                                    | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand the concept and features of Strategy and its management.<br>CO2: To study role of HRM in strategic management. |              |                                                          |          |           |                |          |
| CO Map                                                                                                                                                    | Question No. | Question                                                 |          |           |                | Marks    |
| CO1                                                                                                                                                       | Q.1          | Define the Strategy and its importance.                  |          |           |                | 3        |
| CO1                                                                                                                                                       | Q.2a         | What are the three levels of the Strategy?               |          |           |                | 3        |
|                                                                                                                                                           | Q.2b         | Elaborate the various steps in formulating the strategy. |          |           |                | 3        |
| CO1                                                                                                                                                       | Q.3          | Explain in detail the process of strategic management.   |          |           |                | 6        |
| CO2                                                                                                                                                       | Q.4          | What are challenges in SHRM.                             |          |           |                | 3        |
| CO2                                                                                                                                                       | Q.5a         | Differentiate between SHRM and THRM.                     |          |           |                | 3        |
|                                                                                                                                                           | Q.5b         | Describe in brief the barriers of SHRM.                  |          |           |                | 3        |
| CO2                                                                                                                                                       | Q 6          | Explain in detail all the approaches and model to SHRM   |          |           |                | 6        |



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| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



## Attainment

|                  |                                     |
|------------------|-------------------------------------|
| Session          | 2018-19                             |
| Course Name      | MBA                                 |
| Semester         | 3rd Semester                        |
| Subject Code     | MBA 316                             |
| Subject Name     | STRATEGIC HUMAN RESOURCE MANAGEMENT |
| Attainment Level | Level 2                             |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





**PROGRAMME OUTCOMES**

**Master of Business Administration**

|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA P</b>                |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |

**2018-2019**

**Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMMEARTIC<br>ULATIONMATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|---------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                 |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III SEM                         | MBA 317 | 3   | 2   | 2   | 2   | 3   | 3   | 2   | 1   | 1   | 2    | 2    | 3    | 2    |





| AMITY BUSINESS SCHOOL                                                                 |
|---------------------------------------------------------------------------------------|
| Course Handout                                                                        |
| Course : <b>INTERNATIONAL TRADE FINANCE</b>                                           |
| Course Code : MBA 317, Crédits : 03, Session :2018-19(Odd Sem.), Class : MBA. 2ndYear |

**JJJJJJ. Introduction:** Understand ways in which International Trade is undertaken, settled and financed; Appreciate the need and role of various entities engaged in International Trade and Finance. Recognize the terminology used in International Trade, Finance and commercial contracts; Know how to avail finance from International Financial Markets & Institutions for trade and global business; Understand international payment systems & Regulatory compliances; Study Global Mergers & Acquisition trends.

**KKKKKKK. Course Outcomes:** At the end of the course, students will be able to:

MBA 317.1 To understand global trade, finance, and globalisation.

MBA 317.2 To analyse and elaborate on the need for a Global financial ecosystem.

MBA 317.3 To Identify the role of international banks.

MBA 317.4 To gain knowledge of global mergers and acquisitions, including examination of international investment proposals.

**LLLLLLL. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**MMMMMMM. Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision-making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**NNNNNNN. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                     | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                      | CT       | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                            | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allow of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                        | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                 |          | <b>100%</b> |



# AMITY UNIVERSITY

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## 0000000. Syllabus

### **Module I: Globalisation, Trade & Finance**

Complexities of international trade, Meaning of Int'l Trade Finance, need of various entities like exporters, importers, merchants, traders, overseas representatives, banks, borrowers, lenders, Logistics, Forwarders etc. International Commercial Terms (INCOTERMS), Protection against credit, political, economic and transit risks.

### **Module II: Global Financial Eco system**

World's major Financial Markets for Equity, Debt, Foreign Exchange & Commodities. International lending institutions World Bank, IMF, ADB, EBRD, Export-Import Banks, foreign Governments & agencies. Financing global trade, Buyers credit, Supplier credit, Role of credit-rating agencies, ECGC & EXIM Banks.

### **Module III: International Trade Finance & Payment System**

Modes of Payments in Trade, obtaining payments through Documents against Payment, Documents against Acceptance, Bills of Exchange, Letters of Credit & Stand-by Letters of Credit. Bill discounting with Banks, Factoring & Forfeiting agencies. Foreign currency cheques, drafts, telegraphic transfers (TT's) & SWIFT. Regulations to prevent fraud and money laundering. Remittances permitted by RBI for individuals & corporates.

### **Module IV: International Banking**

Role of International Banks, Correspondent Banking, Nostro/Vostro Accounts. Bid/Ask rate determination for Bills, TT's, Traveller's Cheques. Risks of OTC products & ISDA regulations. Availing pre-shipment & post-shipment finance, Fixed vs. Floating rate borrowing & External Commercial Borrowing (ECB's). Payment, settlement and clearing systems in foreign currency including SWIFT, CHIPS, CHAPS & Electronic banking. RBI Regulatory compliances, late payments & bad debts.

### **Module V: Global Marger & Acquisition & (M&A)**

FDI & FII statistics, FDI & reverse FDI within & outside India. Examination of international investment proposals. Case studies on corporate India's acquisitions & mergers abroad. Role of International Banks, Investment Banks, Hedge Funds, Private Equity, Pension Funds etc. ECB's, ADR's GDR's, Bonds in global A&M's.

## **PPPPPPP. Suggested Text/Reference Books:**

- Paul Cowdell and Derek Hyde (Feb 2003) International Trade Finance, Institute of Financial Services
- Apte, P. G. (1998), International Financial Management, Tata McGraw Hill
- Levi, M. D. (1996), International Finance, McGraw Hill International.



- UCPDC-600, International Chamber of Commerce, Paris

**QQQQQQ. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

**RRRRRR. Lecture Plan**

| Lecture | Topics                                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Complexities of international trade                                               | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Meaning of Int'l Trade Finance                                                    | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Need of various entities like exporters, importers.                               | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Need of various entities like merchants, traders, overseas representatives, Banks | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Borrowers, lenders, Logistics, Forwarders                                         | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | International Commercial Terms (INCOTERMS)                                        | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Protection against credit, Political, economic and transit risks.                 | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | World's major Financial Markets for Equity                                        | Lecture          | MBA 317.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Debt, Foreign Exchange & Commodities                                              | Lecture          | MBA 317.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | International lending institutions World Bank, IMF, ADB, EBRD                     | Lecture          | MBA 317.2        | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                                 |         |           |                                 |
|----|-------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 11 | International lending institutions World Bank, IMF, ADB, EBRD                                   | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Export-Import Banks, Foreign Governments & agencies                                             | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Financing global trade, Buyers credit, Supplier credit                                          | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Role of credit-rating agencies, ECGC & EXIM Banks                                               | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Modes of Payments in Trade                                                                      | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Obtaining payments through Documents against Payment                                            | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Documents against Acceptance, Bills of Exchange, Letters of Credit & Stand-by Letters of Credit | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Bill discounting with Banks, Factoring & Forfeiting agencies                                    | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Foreign currency cheques, drafts, telegraphic transfers (TT's) & SWIFT                          | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Regulations to prevent fraud and money laundering                                               | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Remittances permitted by RBI for individuals & corporates.                                      | Lecture | MBA 317.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Role of International Banks, Correspondent Banking, Nostro/Vostro Accounts                      | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Bid/Ask rate determination for Bills, TT's, Traveler's Cheques.                                 | Lecture | MBA 317.3 | Mid Term-2, Quiz & End          |



# AMITY UNIVERSITY

MADHYA PRADESH

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|    |                                                                                                                 |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                                                 |         |           | Sem Exam                        |
| 24 | Risks of OTC products & ISDA regulations                                                                        | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Availing pre-shipment & post-shipment finance                                                                   | Lecture | MBA 317.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Fixed vs. Floating rate borrowing & External Commercial Borrowing (ECB's)                                       | Lecture | MBA 317.3 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Payment, settlement and clearing systems in foreign currency including SWIFT, CHIPS, CHAPS & Electronic banking | Lecture | MBA 317.3 | Mid Term-1, Quiz & End Sem Exam |
| 28 | RBI Regulatory compliances, late payments & bad debts.                                                          | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | FDI & FII statistics                                                                                            | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | FDI & reverse FDI within & outside India                                                                        | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Examination of international investment proposals                                                               | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Case studies on corporate India's acquisitions & mergers abroad                                                 | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Role of International Banks                                                                                     | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Investment Banks, Hedge Funds, Private Equity                                                                   | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Pension Funds etc. ECB's, ADR's GDR's                                                                           | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Bonds in global A&M's.                                                                                          | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |



**SSSSSSS. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 317.1</b> | To understand global trade, finance, and globalisation.                                                            | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 1           | 2           | 2            | 2                                            | 2                | 3                |
| <b>MBA 317.2</b> | To analyse and elaborate on the need for a Global financial ecosystem.                                             | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 2                | 2                |
| <b>MBA 317.3</b> | To Identify the role of international banks.                                                                       | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 1           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 317.4</b> | To gain knowledge of global mergers and acquisitions, including examination of international investment proposals. | 3                                   | 3           | 2           | 3           | 2           | 2           | 3           | 1           | 1           | 2            | 3                                            | 2                | 3                |





| <p align="center">Amity Business School<br/>IMID-SEMESTER(SEM–III) 2021-22</p>                                                                                                                                                                                                                                       |              |                                                                                   |          |           |              |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------|----------|-----------|--------------|----------|
| Class: MBA III Semester                                                                                                                                                                                                                                                                                              |              |                                                                                   |          |           |              |          |
| Subject Name:<br>MBA 317 International Trade Finance                                                                                                                                                                                                                                                                 |              | Time: 1.5 Hrs                                                                     |          |           | Max.Marks:30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                       | Remembering  | Understanding                                                                     | Applying | Analyzing | Evaluating   | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                     | Q.1,4        | Q.2,3                                                                             | Q.4      | Q.2,5,6   |              |          |
| <p>Student will be able to</p> <p>CO1: To understand global trade, finance, and globalisation.</p> <p>CO2: To analyse and elaborate on the need for a Global financial ecosystem.</p> <p>CO4: To gain knowledge of global mergers and acquisitions, including examination of international investment proposals.</p> |              |                                                                                   |          |           |              |          |
| CO Map                                                                                                                                                                                                                                                                                                               | Question No. | Question                                                                          |          |           |              | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                  | Q.1          | Discuss the Complexities of international trade.                                  |          |           |              | 3        |
| CO1                                                                                                                                                                                                                                                                                                                  | Q.2a         | What is Int'l Trade Finance?                                                      |          |           |              | 3        |
|                                                                                                                                                                                                                                                                                                                      | Q.2b         | Elaborate the need of various entities like exporters, importers, merchants.      |          |           |              | 3        |
| CO1                                                                                                                                                                                                                                                                                                                  | Q.3          | Explain the International Commercial Terms (INCOTERMS).                           |          |           |              | 6        |
| CO2                                                                                                                                                                                                                                                                                                                  | Q.4          | What are ECGC & EXIM Banks.                                                       |          |           |              | 3        |
| CO2                                                                                                                                                                                                                                                                                                                  | Q.5a         | Differentiate between Buyers credit, Supplier credit.                             |          |           |              | 3        |
|                                                                                                                                                                                                                                                                                                                      | Q.5b         | Describe in brief the Regulations to prevent fraud and money laundering.          |          |           |              | 3        |
| CO4                                                                                                                                                                                                                                                                                                                  | Q6           | India's acquisitions & mergers abroad. Explain your answer with suitable example. |          |           |              | 6        |

| Attainments | Rubric |
|-------------|--------|
|-------------|--------|





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MADHYA PRADESH

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|              |   |                                                           |
|--------------|---|-----------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level3 |



# AMITY UNIVERSITY

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**MBA 317**

## Attainment

|                  |                             |
|------------------|-----------------------------|
| Session          | 2018-19                     |
| Course Name      | MBA                         |
| Semester         | 3rd Semester                |
| Subject Code     | MBA 317                     |
| Subject Name     | INTERNATIONAL TRADE FINANCE |
| Attainment Level | Level 3                     |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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**PROGRAMME OUTCOMES**

|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MAD</b>                     |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |

**Master of Business Administration  
2018-2019**

**Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.



**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMMEARTIC<br>ULATIONMATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|---------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                 |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III SEM                         | MBA 318 | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 1   | 1   | 2    | 2    | 3    | 3    |



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## AMITY BUSINESS SCHOOL

### Course Handout

Course : **INTERNATIONAL LABOUR ORGANIZATION AND INTERNATIONAL LABOUR LAWS**

Course Code : MBA 318, Crédits : 03, Session :2018-19(Odd Sem.), Class : MBA. 2<sup>nd</sup>Year

**TTTTTTT. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding. Students will get clear understanding of the main provisions of International and National labour standards, concepts, institutions and approaches to industrial relations and collective bargaining. The course will help students to develop skills of dealing with unions, negotiating collective agreements and to identify approaches to promotion of sound labour management relations.

**UUUUUUU.Course Outcomes:** At the end of the course, students will be able to:

MBA 318.1: To understand the international labour organisations and international labour laws.

MBA 318.2: To analyse and elaborate on industrial relations.

MBA 318.3 To gain knowledge of labour laws and industrial disputes.

MBA 318.4 to identify the role of trade unions and employee social security-related laws.

**VVVVVVV. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.



**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**WWWWWWW. Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**XXXXXXX. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                     | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                      | CT       | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                            | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allow of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                        | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                 |          | <b>100%</b> |



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MADHYA PRADESH

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## YYYYYYYY. Syllabus

### Module I: International Labour Organization and International Labour Laws

International Labour, Organisation-International labour standards-Labour laws and Legislation-International Programme on the Elimination of Child Labour (IPEC) national initiatives on child labour, with priority given to the urgent elimination of the worst forms of child labour.

### Module II: Overview of Industrial Relations

Introduction: Concept, objectives, functions, significance & aspects of Industrial Relations conceptual and legal framework, ILO conventions, Industrial Relations after globalization, Understanding the practical impact of workplace industrial relation strategies, Linking Industrial Relations with economic growth of a country.

### Module III: Introduction to Labour Laws and provisions of factory

Labour Law: Origin, Objective, Need, Factories Act, 1948 : Definitions; scope & coverage, approval ,licencing & registration, Authorities under the factories Act; Health; Safety; Provisions relating to hazardous processes; Welfare; Working hours of adults; Employment of young persons; Annual leave with wages; Penalties and procedure.

### Module IV: Laws for handling Industrial Disputes and Contract Labour

Industrial Disputes Act 1947, definitions: industrial dispute, lay-off (provisions), lock-out (provisions), closure, retrenchment (provisions), strike (provisions), unfair labour practice, procedure for settlement & authorities under the act, Maruti Suzuki India, Ltd. Violence case (2012), Honda case study of staff strike, Contract Labour (Regulation & Abolition) Act, 1970.

### Module V: Trade Unions

Trade Unions: Meaning, Functions, Problems, Trade Unions Act 1926, registration of trade union, cancellation of registration & appeal, rights ,privileges, duties & liabilities of registered trade union, amalgamation & resolution of trade union, penalties. Collective bargaining, Grievance Redressal Machinery.

### Module VI: Wage Related Laws

Payment of Wages Act 1936, scope & coverage, rules for payment of wages, deductions from wages, Payment of Bonus Act 1965, objective, and application of act, definition of bonus, allocable surplus, inspectors, penalties, offence.

### Module VII: Employee Benefits and Social Security related laws

Payment of Gratuity Act, scope & coverage, Provident Fund Act 1952: Definitions; Schemes under the act, Employees' pension scheme, 1995, Employees' deposit linked insurance scheme, Workmen's Compensation Act 1923, scope & coverage, E.S.I.C. Act 1948, scope & coverage,

## ZZZZZZZ. Examination Scheme:

| Components | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|------------|--------------|--------------------------------------|------------|-----|
|------------|--------------|--------------------------------------|------------|-----|





|               |    |    |   |    |
|---------------|----|----|---|----|
| Weightage (%) | 15 | 10 | 5 | 70 |
|---------------|----|----|---|----|

**AAAAA. Suggested Text/Reference Books:**

**Text & References:**

- Kapoor N.D. “Hadbook of Industrial Law” Sultan chand & Sons
- P. R. N. Sinha ,Indu Bala Sinha , Seema Priyadarshini Shekhar “Industrial Relations, Trade Unions, And Labour Legislation “ Pearson education India.
- C.S. Venkata Ratnam (2006), Industrial Relations, Oxford Higher Education.
- Kumar H.L. (2010) Labour Laws - Everybody Should Know, Universal Law Publishing Company.
- Malhotra, O.P (1985), Law of Industrial Disputes, N.M. Tripathi Pvt. Ltd.
- Malik, P.L (2008), Industrial Law-Eastern Book Company.
- Mamoria CB (1998), Dynamics of Industrial Relations, Himalaya Publishing House.
- Bagri, P.R. (2006), Law of Industrial Disputes, Kamal Law House.
- Michel, J. (2014), International Labour Law, Kluwer Law International.

**BBBBBBB. Lecture Plan**

| Lecture | Topics                                                                                                                                                                                    | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction to International Labour                                                                                                                                                      | Lecture          | MBA 318.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Organisation-International labour standards-Labour laws                                                                                                                                   | Lecture          | MBA 318.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Organisation-International labour standards-Legislation                                                                                                                                   | Lecture          | MBA 318.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | International Programme on the Elimination of Child Labour (IPEC) national initiatives on child labour, with priority given to the urgent elimination of the worst forms of child labour. | Lecture          | MBA 318.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Introduction: Concept, objectives of Industrial Relations                                                                                                                                 | Lecture          | MBA 318.2        | Mid Term-1, Quiz & End Sem Exam |





|    |                                                                                |         |           |                                 |
|----|--------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 6  | Functions, significance & aspects of Industrial Relations                      | Lecture | MBA 318.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Industrial Relations conceptual and legal framework                            | Lecture | MBA 318.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | ILO conventions                                                                | Lecture | MBA 318.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Industrial Relations after globalization                                       | Lecture | MBA 318.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Understanding the practical impact of workplace industrial relation strategies | Lecture | MBA 318.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Linking Industrial Relations with economic growth of a country                 | Lecture | MBA 318.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Labour Law: Origin, Objective, Need, Factories Act, 1948                       | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Definitions; scope & coverage, approval                                        | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Licensing & registration, Authorities under the factories Act                  | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Health; Safety; Provisions relating to hazardous processes                     | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Provisions relating to hazardous processes                                     | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Welfare; Working hours of adults                                               | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Employment of young persons; Annual leave with wages                           | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Penalties and procedure.                                                       | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Industrial Disputes Act 1947, definitions                                      | Lecture | MBA 318.3 | Mid Term-1, Quiz & End          |



|    |                                                                                                                    |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                                                    |         |           | Sem Exam                        |
| 21 | Industrial dispute, lay-off (provisions)                                                                           | Lecture | MBA 318.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Lock-out (provisions), closure, retrenchment (provisions)                                                          | Lecture | MBA 318.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | strike (provisions), unfair labour practice                                                                        | Lecture | MBA 318.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | procedure for settlement & authorities under the act, Maruti Suzuki India, Ltd. Violence case (2012)               | Lecture | MBA 318.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Honda case study of staff strike, Contract Labour (Regulation & Abolition) Act, 1970.                              | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Trade Unions: Meaning, Functions, Problems                                                                         | Lecture | MBA 318.4 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Trade Unions Act 1926, registration of trade union, cancellation of registration & appeal, rights                  | Lecture | MBA 318.4 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Privileges, duties & liabilities of registered trade union                                                         | Lecture | MBA 318.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Amalgamation & resolution of trade union                                                                           | Lecture | MBA 318.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Collective bargaining, Grievance Redressal Machinery.                                                              | Lecture | MBA 318.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Payment of Wages Act 1936, scope & coverage, rules for payment of wages                                            | Lecture | MBA 318.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | deductions from wages, Payment of Bonus Act 1965, objective, and application of act                                | Lecture | MBA 318.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Definition of bonus, allocable surplus, inspectors, penalties, offence. Payment of Gratuity Act, scope & coverage. | Lecture | MBA 318.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Provident Fund Act 1952: Definitions; Schemes under the                                                            | Lecture | MBA 318.4 | Mid Term-2, Quiz & End          |



|    |                                                                                               |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | act, Employees' pension scheme, 1995                                                          |         |           | Sem Exam                        |
| 35 | Employees' deposit linked insurance scheme, Workmen's Compensation Act 1923, scope & coverage | Lecture | MBA 318.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | E.S.I.C. Act 1948, scope & coverage                                                           | Lecture | MBA 318.4 | Mid Term-2, Quiz & End Sem Exam |

## CCCCCCCC. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|--------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                            | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 318.1</b> | <i>To understand the international labour organisations and international labour laws.</i> | 2                                   | 3           | 2           | 2           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 2                | 3                |
| <b>MBA 318.2</b> | <i>To analyse and elaborate on industrial relations.</i>                                   | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 1           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 318.3</b> | <i>To gain knowledge of labour laws and industrial disputes.</i>                           | 2                                   | 3           | 1           | 1           | 3           | 2           | 1           | 1           | 1           | 2            | 3                                            | 2                | 2                |
| <b>MBA 318.4</b> | <i>To identify the role of trade unions and employee social security-related laws.</i>     | 3                                   | 2           | 2           | 3           | 2           | 2           | 3           | 2           | 1           | 2            | 2                                            | 3                | 2                |



## Sample Question Paper

| <p>Amity Business School<br/>MID-SEMESTER(SEM–III) 2018-19</p>                                                                                                                                                         |              |                                                                                                                                |          |           |              |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------------------------------------------------------|----------|-----------|--------------|----------|
| Class: MBA III Semester                                                                                                                                                                                                |              |                                                                                                                                |          |           |              |          |
| Subject Name:<br>MBA 318 INTERNATIONAL<br>LABOUR ORGANIZATION AND<br>INTERNATIONAL LABOUR LAWS                                                                                                                         |              | Time: 1.5 Hrs                                                                                                                  |          |           | Max.Marks:30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                | Remembering  | Understanding                                                                                                                  | Applying | Analyzing | Evaluating   | Creating |
| Question<br>Mapping                                                                                                                                                                                                    | Q.1,4        | Q.2,3                                                                                                                          | Q.4      | Q.2,5,6   |              |          |
| <p>Student will be able to</p> <p><i>MBA 318.1: To understand the international labour organisations and international labour laws.</i></p> <p><i>MBA 318.2: To analyse and elaborate on industrial relations.</i></p> |              |                                                                                                                                |          |           |              |          |
| CO Map                                                                                                                                                                                                                 | Question No. | Question                                                                                                                       |          |           |              | Marks    |
| CO1                                                                                                                                                                                                                    | Q.1          | Discuss the standards-Labour laws and Legislation                                                                              |          |           |              | 3        |
| CO1                                                                                                                                                                                                                    | Q.2a         | What is Child Labour (IPEC) national initiatives on child labour?                                                              |          |           |              | 3        |
|                                                                                                                                                                                                                        | Q.2b         | Elaborate the child labour, with priority given to the urgent elimination of the worst forms of child labour.                  |          |           |              | 3        |
| CO1                                                                                                                                                                                                                    | Q.3          | Explain the International Labour Organization and International Labour Laws.                                                   |          |           |              | 6        |
| CO2                                                                                                                                                                                                                    | Q.4          | What are the aspects of Industrial Relations?                                                                                  |          |           |              | 3        |
| CO2                                                                                                                                                                                                                    | Q.5a         | Differentiate between conceptual and legal framework.                                                                          |          |           |              | 3        |
|                                                                                                                                                                                                                        | Q.5b         | Describe in brief the practical impact of workplace industrial relation strategies.                                            |          |           |              | 3        |
| CO2                                                                                                                                                                                                                    | Q6           | Briefly explain the linking industrial relations with economic growth of a country. Explain your answer with suitable example. |          |           |              | 6        |



# AMITY UNIVERSITY

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| Attainments |   | Rubric                                                    |
|-------------|---|-----------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level3 |



## Attainment

|                  |                                                                 |
|------------------|-----------------------------------------------------------------|
| Session          | 2018-19                                                         |
| Course Name      | MBA                                                             |
| Semester         | 3rd Semester                                                    |
| Subject Code     | MBA 31                                                          |
| Subject Name     | INTERNATIONAL LABOUR ORGANIZATION AND INTERNATIONAL LABOUR LAWS |
| Attainment Level | Level 2                                                         |

**Note:**

| Attainments |   | Rubric                                                     |
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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Master of Business Administration**

**2018-2019**

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.



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**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### Programme Specific Outcomes:

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III SEM                             | MBA 319 | 3   | 2   | 2   | 2   | 3   | 2   | 3   | 2   | 2   | 3    | 2    | 2    | 2    |





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|                                                                                         |
|-----------------------------------------------------------------------------------------|
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>Course Handout</b>                                                                   |
| Course: International Economics and Trade Laws                                          |
| Course Code : MBA 319, Credits : 03, Session :2018-19 (Odd Sem.), Class : MBA. 2nd Year |

**DDDDDDDD. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding. Students will get clear understanding of International Trade & Globalization, International Economic Indicators & their terminologies. Also, students will get exposure to World Economies, Transformations & Emerging markets.



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**EEEEEEEE. Course Outcomes:** At the end of the course, students will be able to:

**MBA 319.1.** Understand the concept of globalization and emerging trends.

**MBA 319.2** Study about international economic indicators like GDP, GNP, etc.

**MBA 319.3** Comprehend the concept of international trade and policies related to export-import.

**MBA 319.4** Acquire the knowledge of GATT, WTO and other global financial institutions.

**MBA 319.5.** Analyse the Levels of Economic Integration & Trade Blocks.

**FFFFFFF. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**HHHHHHHH. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                         | Code     | Weightage % |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT       | 15%         |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                     |          | <b>100%</b> |

**IIIIIIII. Syllabus**

**Module I: Globalization & Emerging Trends**

Theory of Comparative Advantage, Product Cycle Theory, New Trade Theory, Competitive Advantage of Nations, International Investment, FDI, FII, Major developments in World economy Emerging Markets - China, Africa, Asia, East Europe, Latin American & Russia.

**Module II: International Economic Indicators**

Free Trade, BOP, GNP, GDP, Per-Capita Income, Purchasing Power, Economic/Political/Legal Systems, Debt Problem, Macro Economic Issues. Barriers–Tariff & Non-Tariff, Dumping, Antidumping, Appeal and Appellate procedures, Role of State.

**Module III: Global Trade & Policy**



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International Contracts of Sale of Goods Transactions, International Trade Insurance–Patents-Trademarks-Copyright and Neighbouring Rights, Global Trade of major economies- U.S., EU, China, Japan, India, Latin America, Russia. Conflict between Industrialized & Developing Countries, Export-Import Restrictions and Promotion, Relevance to India's Economy. Geographical Indicators

#### **Module IV: WTO & Global F. I's**

Evolution of GATT and WTO, Tariff Conversions, MFN, Membership, Structure, Uruguay & other Rounds, Agreement on a) Agriculture b) Trade-in-Services c) TRIMS d) Intellectual Property Rights; Dispute Settlement Mechanism Problems. Bretton Woods, World Bank, IBRD, IDA, IFC, MIGA, ICSID, IMF, ADB, EXIM Bank.

#### **Module V: Regional Economic Integration & Economic Transformation**

Levels of Economic Integration & Trade Blocks- EU, EFTA, NAFTA, CARICOM, ACM, ASEAN, SAARC, SAPTA, Cartels, OPEC. Transformation of Europe, Russia, East Europe, China, Africa.

#### **JJJJJJJ. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### **KKKKKKKK. Suggested Text/Reference Books:**

- Schmiloft, Sweet & Maxwell (2000), Export Trade
- Rao, M.B., and Manjula Guru, WTO and International Trade, Vikas Publishing House Pvt. Ltd.
- Charles W.H. Hall, International Business, Competing in the Global Market Place, Tata McGraw Hill
- UCPDC-600, International Chamber of Commerce, Paris
- Cateora & Hess, International Marketing, Richard D Irwin Inc.
- Eitleman & Stonehill, Multinational Business Finance, Wesley Pub. Co.
- IMF References, The World Economic Outlook

#### **LLLLLLLL. Lecture Plan**



| Lecture | Topics                                                                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Theory of Comparative Advantage, Product Cycle Theory                                      | Lecture          | MBA 319.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | New Trade Theory, Competitive Advantage of Nations                                         | Lecture          | MBA 319.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | International Investment, FDI, FII                                                         | Lecture          | MBA 319.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Major developments in World economy Emerging Markets-China, Africa, Asia                   | Lecture          | MBA 319.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Major developments in World economy Emerging Markets-East Europe, Latin American & Russia. | Lecture          | MBA 319.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Free Trade, BOP                                                                            | Lecture          | MBA 319.2        | Mid Term-1, Quiz & End Sem Exam |
| 7       | GNP, GDP, Per-Capita Income                                                                | Lecture          | MBA 319.2        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Purchasing Power, Economic/Political/Legal Systems                                         | Lecture          | MBA 319.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Debt Problem, Macro Economic Issues.                                                       | Lecture          | MBA 319.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Barriers-Tariff & Non-Tariff, Dumping, Antidumping                                         | Lecture          | MBA 319.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Appeal and Appellate procedures, Role of State.                                            | Lecture          | MBA 319.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | International Contracts of Sale of Goods Transactions                                      | Lecture          | MBA 319.3        | Mid Term-1, Quiz & End Sem Exam |
| 13      | International Trade Insurance-Patents-Trademarks                                           | Lecture          | MBA 319.3        | Mid Term-1, Quiz & End Sem Exam |



|    |                                                        |         |           |                                 |
|----|--------------------------------------------------------|---------|-----------|---------------------------------|
| 14 | Copyright and Neighbouring Rights                      | Lecture | MBA 319.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Global Trade of major economies- U.S., EU              | Lecture | MBA 319.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Global Trade of major economies- China, Japan, India   | Lecture | MBA 319.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Global Trade of major economies- Latin America, Russia | Lecture | MBA 319.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Conflict between Industrialized & Developing Countries | Lecture | MBA 319.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Export-Import Restrictions and Promotion               | Lecture | MBA 319.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Relevance to India's Economy                           | Lecture | MBA 319.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Geographical Indicators                                | Lecture | MBA 319.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Evolution of GATT and WTO                              | Lecture | MBA 319.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Tariff Conversions, MFN                                | Lecture | MBA 319.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Membership, Structure                                  | Lecture | MBA 319.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Uruguay & other Rounds                                 | Lecture | MBA 319.4 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Agreement on a) Agriculture b) Trade-in-Services       | Lecture | MBA 319.4 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Agreement on c) TRIMS d) Intellectual Property Rights  | Lecture | MBA 319.4 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Dispute Settlement Mechanism Problems                  | Lecture | MBA 319.4 | Mid Term-2, Quiz & End          |



|    |                                                                            |         |           |                                 |
|----|----------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                            |         |           | Sem Exam                        |
| 29 | Bretton Woods, World Bank                                                  | Lecture | MBA 319.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | IBRD, IDA, IFC, MIGA, ICSID                                                | Lecture | MBA 319.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | IMF, ADB, EXIM Bank.                                                       | Lecture | MBA 319.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Levels of Economic Integration & Trade Blocks- EU, EFTA, NAFTA             | Lecture | MBA 319.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Levels of Economic Integration & Trade Blocks- CARICOM, ACM, ASEAN         | Lecture | MBA 319.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Levels of Economic Integration & Trade Blocks- SAARC, SAPTA, Cartels, OPEC | Lecture | MBA 319.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Transformation of Europe, Russia, East Europe                              | Lecture | MBA 319.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Transformation of China, Africa.                                           | Lecture | MBA 319.5 | Mid Term-2, Quiz & End Sem Exam |

## MMMMMMMM. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|--------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                              | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 319.1</b> | Understand the concept of globalization and emerging trends. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 1           | 3            | 2                                            | 3                | 2                |





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|                   |                                                                                      |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|--------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 319.2</b>  | Study about international economic indicators like GDP, GNP, etc.                    | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 | 3 |
| <b>MBA 319.3</b>  | Comprehend the concept of international trade and policies related to export-import. | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 2 | 1 | 3 | 2 | 2 | 3 |
| <b>MBA 319.4</b>  | Acquire the knowledge of GATT, WTO and other global financial institutions.          | 3 | 3 | 2 | 3 | 2 | 2 | 1 | 2 | 1 | 3 | 2 | 2 | 2 |
| <b>MBA 319.5.</b> | Analyse the Levels of Economic Integration & Trade Blocks.                           |   | 3 | 1 | 1 |   |   |   | 1 |   | 3 | 2 | 2 | 2 |

## Sample Question Paper

|                                                                    |                |                |
|--------------------------------------------------------------------|----------------|----------------|
| Amity Business School<br>MID-SEMESTER (SEM –III) 2018-19           |                |                |
| Class: MBA III Semester                                            |                |                |
| Subject Name:<br>MBA 319 International Economics<br>and Trade Laws | Time: 1.5 Hrs. | Max. Marks: 30 |





| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.6      | Q.2,5     |            |          |

Student will be able to

CO1: Understand the concept of globalization and emerging trends.

CO2: Study about international economic indicators like GDP, GNP, etc.

| CO Map | Question No. | Question                                                                                       | Marks |
|--------|--------------|------------------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain the theory of Comparative Advantage.                                                   | 3     |
| CO1    | Q.2a         | What do you understand by competitive advantage of nations?                                    | 3     |
|        | Q.2b         | Elaborate International Investment with FDI and FII.                                           | 3     |
| CO1    | Q.3          | Explain the major developments in world economy in emerging markets of China, Africa and Asia. | 6     |
| CO2    | Q.4          | Write about the concept of GNP, GDP and Per-Capita Income.                                     | 3     |
| CO2    | Q.5a         | What are the various macro-economic issues?                                                    | 3     |
|        | Q.5b         | Describe in brief the barriers of tariff & non-tariff.                                         | 3     |
| CO2    | Q.6          | Explain in detail the Appeal and Appellate procedures.                                         | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
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**MBA 319**

## Attainment

|                  |                                        |
|------------------|----------------------------------------|
| Session          | 2018-19                                |
| Course Name      | MBA                                    |
| Semester         | 3rd Semester                           |
| Subject Code     | MBA 319                                |
| Subject Name     | International Economics and Trade Laws |
| Attainment Level | Level 2                                |

**Note:**

| Attainments |   | Rubric                                                     |
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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Master of Business Administration**

**2018-2019**

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If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III SEM                             | MBA 365 | 3   | 3   | 1   | 2   | 3   | 3   | 3   | 2   | 1   | 2    | 3    | 2    | 3    |



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## AMITY BUSINESS SCHOOL

### Course Handout

**Course:** International Trade Procedures and Documentation

Course Code: MBA 365, Credits: 03, Session :2018-19 (Odd Sem.), Class: MBA. 2nd Year

**Introduction** This subject provides an understanding and learning of the importance, procedural & documentation aspects of export-import of goods and services; impart knowledge of governments, departments, international institutions involved; teach an export manager to develop a systematic methodology to handle exports; understand the relevance and importance of various government policy measures for export as well as import.

**NNNNNNNN. Course Outcomes:** At the end of the course, students will be able to:

**MBA 365.1** Understand the export documentation framework.

**MBA 365.2** Study about the processing of product for export order and legal implications.

**MBA 365.3** Know the Export and Import Documents.

**MBA 365.4** Acquaint with customs clearances and regulation compliance.

**MBA 365.5.** Analyse EXIM Policy Framework and banking norms for export.

**OOOOOOOO. Programme Outcomes:**



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**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## **PPPPPPPP. Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.



**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**QQQQQQQQ. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                         | Code     | Weightage % |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT       | 15%         |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                     |          | <b>100%</b> |

**RRRRRRRR. Syllabus**

**Module I: Introduction**

Export documentation Framework – the need, entities & documents as per requirement of (a) the contract (b) Govt. of India (c) Importing country d) for claiming export assistance.

**Module II: Documents for processing export order and legal implications**

Processing of Product enquiry/quotation, Purchase/Export Order, Letter of intent, Payment Terms, International Transport Modes, INCOTERMS, advising & scrutiny of a Letter of Credit (L/C), seeking L/C amendments, International Chamber of Commerce's UCPDC articles.

**Module III: Export/Import Documents**

How to make Commercial, Financial, Transport, Title, Official, Insurance, Export assistance Documents & Certificates for Exports. Ensuring error-free export documentation as per L/C. How to open L/C, apply for license and make Customs/ Sales Tax documents for imports.

**Module IV: Central Excise, Sales Tax & Customs Clearances**

Clearance of Export & Import Cargo, Role of Clearing and Forwarding Agents, Shipment of Export Cargo, Excise, Sales Tax & Customs Department regulation compliance.

**Module V: EXIM Policy Framework**

EPCG Scheme, Duty Exemption Pass Book Scheme, Export Oriented Units, Export houses, Trading houses, Export Processing Zones, Special Economic Zone, Negotiation of Export Bills, Bank realization, late payment follow-up. Bank, RBI, DGFT, Customs & FEMA regulatory compliances.

**SSSSSSSS. Examination Scheme:**

| Components | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|------------|--------------|--------------------------------------|------------|-----|
|------------|--------------|--------------------------------------|------------|-----|



# AMITY UNIVERSITY

MADHYA PRADESH

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|               |    |    |   |    |
|---------------|----|----|---|----|
| Weightage (%) | 15 | 10 | 5 | 70 |
|---------------|----|----|---|----|

**TTTTTTTT. Suggested Text/Reference Books:**

- Nabhi (2011-12)1999, How to Export, Nabhi Publications
- RBI Mumbai, Export Procedures and Documentation
- Handbook of Exim Procedures and Documentation – Govt. of India Publication Division
- Handbook of DGFT Publications – Ministry of Commerce, Govt. of India.

**UUUUUUUU. Lecture Plan**





| Lecture | Topics                                                                                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Export documentation Framework– the need                                                                             | Lecture          | MBA 365.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Export documentation Framework – entities & documents as per requirement of (a) the contract                         | Lecture          | MBA 365.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Export documentation Framework – entities & documents as per requirement of (b) Govt. of India (c) Importing country | Lecture          | MBA 365.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Export documentation Framework – entities & documents as per requirement of (d) for claiming export assistance.      | Lecture          | MBA 365.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Processing of Product enquiry/quotation                                                                              | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Purchase/Export Order                                                                                                | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Letter of intent                                                                                                     | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Payment Terms, International Transport Modes                                                                         | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | INCOTERMS                                                                                                            | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Advising & scrutiny of a Letter of Credit (L/C), seeking L/C amendments,                                             | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | International Chamber of Commerce's UCPDC articles.                                                                  | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | How to make Commercial, Financial, Transport                                                                         | Lecture          | MBA 365.3        | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                     |         |           |                                       |
|----|---------------------------------------------------------------------|---------|-----------|---------------------------------------|
| 13 | Title, Official, Insurance                                          | Lecture | MBA 365.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 14 | Export assistance<br>Documents & Certificates<br>for Exports        | Lecture | MBA 365.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 15 | Ensuring error-free export<br>documentation as per L/C              | Lecture | MBA 365.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 16 | How to open L/C                                                     | Lecture | MBA 365.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 17 | Apply for license and make<br>Customs documents                     | Lecture | MBA 365.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 18 | Sales Tax documents for<br>imports.                                 | Lecture | MBA 365.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 19 | Clearance of Export &<br>Import Cargo                               | Lecture | MBA 365.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 20 | Role of Clearing and<br>Forwarding Agents                           | Lecture | MBA 365.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 21 | Shipment of Export Cargo                                            | Lecture | MBA 365.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 22 | Excise, Sales Tax & Customs<br>Department regulation<br>compliance. | Lecture | MBA 365.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 23 | Excise, Sales Tax & Customs<br>Department regulation<br>compliance. | Lecture | MBA 365.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 24 | Excise, Sales Tax & Customs<br>Department regulation<br>compliance. | Lecture | MBA 365.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 25 | EPCG Scheme                                                         | Lecture | MBA 365.5 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 26 | Duty Exemption Pass Book<br>Scheme                                  | Lecture | MBA 365.5 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 27 | Export Oriented Units                                               | Lecture | MBA 365.5 | Mid Term-1,<br>Quiz & End             |



**VVVVVVVV. Course Articulation Matrix (Mapping of COs with POs)**

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |



|                   |                                                                                |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|--------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 365.1</b>  | Understand the export documentation framework.                                 | 2 | 3 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 3 | 3 | 2 | 2 |
| <b>MBA 365.2</b>  | Study about the processing of product for export order and legal implications. | 3 | 3 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 3 | 3 | 2 | 2 |
| <b>MBA 365.3</b>  | Know the Export and Import Documents.                                          | 2 | 3 | 2 | 1 | 1 | 2 | 1 | 1 | 1 | 3 | 3 | 1 | 2 |
| <b>MBA 365.4</b>  | Acquaint with customs clearances and regulation compliance.                    | 3 | 3 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 3 | 2 | 2 | 1 |
| <b>MBA 365.5.</b> | Analyse EXIM Policy Framework and banking norms for export.                    | 1 | 1 |   |   | 1 | 1 |   |   |   | 3 | 3 | 2 | 1 |

## Sample Question Paper

|                                                                                                                                                                       |              |                |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------|----------|-----------|----------------|----------|
| Amity Business School<br>MID-SEMESTER (SEM –III) 2018-19                                                                                                              |              |                |          |           |                |          |
| Class: MBA III Semester                                                                                                                                               |              |                |          |           |                |          |
| Subject Name:<br>MBA 365 International Trade Procedures and Documentation                                                                                             |              | Time: 1.5 Hrs. |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                        | Remembering  | Understanding  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                      | Q.1,4        | Q.3            | Q.4,6    | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand the export documentation framework.<br>CO2: Study about the processing of product for export order and legal implications. |              |                |          |           |                |          |
| CO Map                                                                                                                                                                | Question No. | Question       |          |           |                | Marks    |



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|     |      |                                                                                                                                           |   |
|-----|------|-------------------------------------------------------------------------------------------------------------------------------------------|---|
| CO1 | Q.1  | What is Export documentation Framework?                                                                                                   | 3 |
| CO1 | Q.2a | Why Export documentation Framework needed?                                                                                                | 3 |
|     | Q.2b | What are the Export documentation Framework entities & documents as per requirement of the contract?                                      | 3 |
| CO1 | Q.3  | Explain in detail the Export documentation Framework entities & documents as per requirement of the Govt. of India and Importing country. | 6 |
| CO2 | Q.4  | What is Purchase/Export Order?                                                                                                            | 3 |
| CO2 | Q.5a | Define Letter of intent.                                                                                                                  | 3 |
|     | Q.5b | Describe in brief 'INCOTERMS'.                                                                                                            | 3 |
| CO2 | Q.6  | What is Letter of Credit (L/C)? Explain advising & scrutiny of a Letter of Credit.                                                        | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



## MBA 365

## Attainment

|                  |                                                |
|------------------|------------------------------------------------|
| Session          | 2018-19                                        |
| Course Name      | MBA                                            |
| Semester         | 3rd Semester                                   |
| Subject Code     | MBA 365                                        |
| Subject Name     | INTERNATIONAL TRADE PROCEDURES & DOCUMENTATION |
| Attainment Level | Level 3                                        |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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**MBA 366**

## Attainment

|                  |                             |
|------------------|-----------------------------|
| Session          | 2018-19                     |
| Course Name      | MBA                         |
| Semester         | 3rd Semester                |
| Subject Code     | MBA 366                     |
| Subject Name     | FOREIGN EXCHANGE MANAGEMENT |
| Attainment Level | Level 3                     |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Master of Business Administration  
2018-2019**

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.





**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III SEM                             | MBA 366 | 2   | 3   | 2   | 2   | 3   | 2   | 3   | 2   | 2   | 2    | 3    | 2    | 3    |



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## AMITY BUSINESS SCHOOL

### Course Handout

Course : Foreign Exchange Management

Course Code : MBA 366, Credits : 03, Session :2018-19 (Odd Sem.), Class : MBA. 2nd Year

**A. Introduction:** This subject provides an understanding of the basics & trading mechanics of Indian & International FX Markets, negotiating the FX rates and linkages of money markets. The course also provides an insight for interest rates, speculation & arbitrage trading strategies and regulatory compliances while dealing in foreign market.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA 366.1** Understand the concept of foreign exchange and its importance in global business.

**MBA 366.2** Get knowledge about foreign exchange markets & regulatory compliances.

**MBA 366.3** Comprehend exchange rate determination and cross-currency calculations.

**MBA 366.4** Analyze trading strategies for hedging, speculation & arbitrage.

**MBA 366.5.** Acquainted with FX Risk Management by using Currency Derivatives.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.



# AMITY UNIVERSITY

MADHYA PRADESH

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**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.



## E. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                         | Code     | Weightage % |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT       | 15%         |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                     |          | <b>100%</b> |

## F. Syllabus

### Module I : Foreign Exchange in Global Business

Importance of FX in International Business & Financial Markets; Volume, Participants, Risk from currency, volatility and experiences of MNC's in cross border transactions.

### Module II: Foreign Exchange Markets & Regulatory Compliances

Spot and Forward Markets, Trading Terminologies & Mechanism, Currency Convertibility, Major/Minor currencies. ISO Currency codes, linkages to other Global Markets & Events, Using benchmark rates LIBOR/MIBOR. Reserve Bank of India's remittance guidelines for individuals & Corporates.

### Module III: Foreign Exchange Rate Determination

Exchange Rate Determination, Cross-currency calculations, Interest Rate & Purchasing Power Parity, Negotiating FX rates for inflow/outflow for different international transactions, Exchange Arithmetic.

### Module IV: Foreign Exchange Rate Exposure & Trading Strategies

Transaction, Translation and Operating Exposure. FX Trading Strategies for Hedging, Speculation & Arbitrage.

### Module V: Foreign Exchange Risk Management using Derivatives

Concept of Hedging, Hedging strategies of Corporates, FX Risk Management using Currency Derivatives like Forwards, Futures, Options & Swaps.

## G. Examination Scheme:



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### H. Suggested Text/Reference Books:

- Apte P.G. (1998), International Financial Management, Tata McGraw-Hill Publication
- Thummuluri Siddaiah (2010), International Financial Management, Pearson Education
- Levi, M.D. (1996), International Finance, McGraw Hill International
- Errunza, V.R., Singh, D. and Srinivasan, T.S. (1994), International Business Finance, Global Business Press
- Hull, J.C. (1999), Introduction to Futures and Options Markets, Prentice Hall of India
- Edwards, F.R and Ma C.W. (1992), Futures and Options, McGraw-Hill International.
- Kolb, R.W. (1997), Understanding Futures Markets, Prentice Hall of India
- Rebonato, R. (1996), Interest Rate Option Models: Understanding, Analysing and Using Models for Exotic Interest Rate Options, John Wiley and Sons
- Kohn, M (1998) Financial Institutions and Markets, Tata McGraw Hill Publishing



# AMITY UNIVERSITY

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## I. Lecture Plan



| Lecture | Topics                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Importance of FX in International Business & Financial Markets   | Lecture          | MBA 366.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Foreign exchange- Volume, Participants                           | Lecture          | MBA 366.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Risk from currency                                               | Lecture          | MBA 366.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Volatility and experiences of MNC's in cross border transactions | Lecture          | MBA 366.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Spot and Forward Markets                                         | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Trading Terminologies & Mechanism                                | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Currency Convertibility                                          | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Major/Minor currencies                                           | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | ISO Currency codes                                               | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Linkages to other Global Markets & Events                        | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Using benchmark rates LIBOR/MIBOR.                               | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Reserve Bank of India's remittance guidelines for individuals    | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Reserve Bank of India's remittance guidelines for Corporates     | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 14      | Exchange Rate Determination                                      | Lecture          | MBA 366.3        | Mid Term-1,                     |



# AMITY UNIVERSITY

MADHYA PRADESH

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|    |                                                                                  |         |           |                                 |
|----|----------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                  |         |           | Quiz & End Sem Exam             |
| 15 | Cross-currency calculations                                                      | Lecture | MBA 366.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Interest Rate & Purchasing Power Parity                                          | Lecture | MBA 366.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Interest Rate & Purchasing Power Parity                                          | Lecture | MBA 366.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Negotiating FX rates for inflow/outflow for different international transactions | Lecture | MBA 366.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Negotiating FX rates for inflow/outflow for different international transactions | Lecture | MBA 366.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Exchange Arithmetic                                                              | Lecture | MBA 366.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Exchange Arithmetic                                                              | Lecture | MBA 366.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Foreign Exchange Rate Exposure & Trading Strategies                              | Lecture | MBA 366.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Foreign Exchange Rate Exposure & Trading Strategies                              | Lecture | MBA 366.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Transaction                                                                      | Lecture | MBA 366.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Translation and Operating Exposure                                               | Lecture | MBA 366.4 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Translation and Operating Exposure                                               | Lecture | MBA 366.4 | Mid Term-1, Quiz & End Sem Exam |
| 27 | FX Trading Strategies for Hedging                                                | Lecture | MBA 366.4 | Mid Term-1, Quiz & End Sem Exam |
| 28 | FX Trading Strategies for Hedging                                                | Lecture | MBA 366.4 | Mid Term-2, Quiz & End Sem Exam |





|    |                                                                      |         |           |                                 |
|----|----------------------------------------------------------------------|---------|-----------|---------------------------------|
| 29 | Speculation & Arbitrage                                              | Lecture | MBA 366.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Speculation & Arbitrage                                              | Lecture | MBA 366.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Concept of Hedging                                                   | Lecture | MBA 366.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Hedging strategies of Corporates                                     | Lecture | MBA 366.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Hedging strategies of Corporates                                     | Lecture | MBA 366.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Derivatives                                                          | Lecture | MBA 366.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | FX Risk Management using Currency Derivatives like Forwards, Futures | Lecture | MBA 366.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | FX Risk Management using Currency Derivatives like Options & Swaps.  | Lecture | MBA 366.5 | Mid Term-2, Quiz & End Sem Exam |

## J. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                         | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-----------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                   | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 366.1</b> | Understand the concept of foreign exchange and its importance in global business. | 2                                   | 3           | 2           | 1           | 2           | 2           | 1           | 2           | 2           | 3            | 2                                            | 3                | 2                |



|                   |                                                                         |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|-------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 366.2</b>  | Get knowledge about foreign exchange markets & regulatory compliances.  | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 3 | 2 |
| <b>MBA 366.3</b>  | Comprehend exchange rate determination and cross currency calculations. | 2 | 3 | 2 | 1 | 2 | 2 | 1 | 2 | 2 | 3 | 2 | 3 | 2 |
| <b>MBA 366.4</b>  | Analyze trading strategies for hedging, speculation & arbitrage.        | 2 | 3 | 2 | 1 | 2 | 2 | 1 | 2 | 1 | 3 | 2 | 3 | 2 |
| <b>MBA 366.5.</b> | Acquainted with FX Risk Management by using Currency Derivatives.       | 1 | 3 | 1 |   | 1 | 2 |   | 1 | 1 | 3 | 1 | 3 | 2 |

## Sample Question Paper

|                                                                                                                                                                                                  |              |               |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------|----------|-----------|----------------|----------|
| Amity Business School<br>MID-SEMESTER (SEM –III) 2018-19                                                                                                                                         |              |               |          |           |                |          |
| Class: MBA III Semester                                                                                                                                                                          |              |               |          |           |                |          |
| Subject Name:<br>MBA 366 Foreign Exchange Management                                                                                                                                             |              | Time: 1.5 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                   | Remembering  | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                 | Q.1,4        | Q.2,3         | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand the concept of foreign exchange and its importance in global business.<br>CO2: Get knowledge about foreign exchange markets & regulatory compliances. |              |               |          |           |                |          |
| CO Map                                                                                                                                                                                           | Question No. | Question      |          |           |                | Marks    |



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|     |      |                                                                                           |   |
|-----|------|-------------------------------------------------------------------------------------------|---|
| CO1 | Q.1  | Define the foreign exchange management.                                                   | 3 |
| CO1 | Q.2a | What is the importance of FX in International Business & Financial Markets?               | 3 |
|     | Q.2b | What do you understand by risk from currency? Explain with example.                       | 3 |
| CO1 | Q.3  | Explain volatility and experiences of MNC's in cross border transactions.                 | 6 |
| CO2 | Q.4  | Define spot and forward markets.                                                          | 3 |
| CO2 | Q.5a | Write about any three trading Terminologies.                                              | 3 |
|     | Q.5b | Explain Major/Minor currencies with example.                                              | 3 |
| CO2 | Q 6  | Discuss the Reserve Bank of India's remittance guidelines for individuals and corporates. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**MBA 366**

**Attainment**

|                         |                             |
|-------------------------|-----------------------------|
| <b>Session</b>          | 2018-19                     |
| <b>Course Name</b>      | MBA                         |
| <b>Semester</b>         | 3rd Semester                |
| <b>Subject Code</b>     | MBA 366                     |
| <b>Subject Name</b>     | FOREIGN EXCHANGE MANAGEMENT |
| <b>Attainment Level</b> | Level 3                     |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |





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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.



**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Programme Specific Outcomes:**

**PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions

**PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.

**PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III SEM                       | MBA376 | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 3   | 3   | 2    | 3    | 3    | 2    |



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**Amity Business School  
DEPARTMENT OF BUSINESS MANAGEMENT**

**Course Handout**

Course : CONSUMER BEHAVIOUR

Course Code : **MBA 376**, Crédits : 03, Session :2018-19 (Odd Sem.), Class : MBA 3rd Year

**WWWWWWWW. Introduction:** This course enables the students to know about how the markets, consumers behave under different situations. This would also provide insights on how the cultural, social, personal and psychological factors influence the consumer behavior. At the end of the course, the students will be able to develop marketing strategies that are consumer based and create and enhance customer value

**XXXXXXXX. Course Outcomes:** At the end of the course, students will be able to:

**MBA376.1.** Come to Know about diversity of consumer behaviour, Environmental factors and individual factors affecting consumers.

**MBA376.2.** Come to learn the Individual Determinants of Consumer Behaviour

**MBA376.3.** Know about the consumer buying decision process, impulse purchases and customer loyalty, cognitive dissonance, consumer complaint behaviour.

**MBA376.4.** Know the rules regarding the external determinants of consumer behaviour  
Group dynamics and reference groups, opinion leadership process.

**YYYYYYYY. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the



business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**ZZZZZZZZ. Programme Specific Outcomes:**

**PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions

**PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.

**PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

**AAAAAAAAA. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-------------|
| Continuous Internal Evaluation | Mid Term Exam                                                                                                                                                                                                 | CT   | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P1   | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A    | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE   | 70%         |





|       |  |  |      |
|-------|--|--|------|
| Total |  |  | 100% |
|-------|--|--|------|

## BBBBBBBBBB. Syllabus

### Module I: Introduction

Concept, Diversity of consumer behavior, Characteristics of Indian Consumers, Consumer demographics, consumer life styles, Consumer research, Environmental factors and individual factors affecting consumers.

### Module II: Individual Determinants of Consumer Behaviour

Consumer as an Individual:, Motivation, Needs, Goals, Personality, Self and Self Images, Perception, Imagery, Learning, Cues, Response, Reinforcement, Behavioral Learning and Cognitive Learning Theory. Attitude: Attitude Formation and Change, Shopping attitudes and behavior

### Module III: Consumer Decision Making and Post Purchase Behaviour

Consumer Buying Decision Process, Consumer Involvement Types of consumer decision making, Consumer Decision Rules, Impulse purchases and customer loyalty, Cognitive dissonance, Consumer complaint behaviour

### Module IV: External determinants of Consumer Behaviour

Group Dynamics and Reference Groups, Opinion leadership process, Diffusions of innovations, Adoption process, Consumer Innovativeness and Personality traits, Family Decision Making, Social Class, Culture, Subculture. Marketing Ethics and Consumer Behavior, Consumer Behavior in the networked era.

## CCCCCCCC. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/<br>Presentation | ESE |
|---------------|---------------|------------|----------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                                 | 70  |

## DDDDDDDDDD. Suggested Text/Reference Books:

- Schiffman and Kanuk (2009), Consumer Behaviour, Prentice Hall of India
- S Ramesh Kumar(2013), Case Studies in Consumer Behaviour, Pearson
- Assel Henry (2006), Consumer Behaviour and Marketing Action, Thompson Press
- Seth & Mittal (2003), Consumer Behaviour : A Managerial Perspective, Thompson Press
- David L Loudon and Albert J. Della Bitta(2012), TaTa McGraw Hill

## EEEEEEEE. Lecture Plan

| Lecture | Topics                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO              |
|---------|--------------------------------|------------------|------------------|-----------------------------------|
| 1       | Diversity of consumer behavior | Lecture          | MBA376.1         | Mid Term Exam, Assignment/Quiz/Pr |



|    |                                                                   |                   |          |                                                            |
|----|-------------------------------------------------------------------|-------------------|----------|------------------------------------------------------------|
|    |                                                                   |                   |          | resentation & End Sem Exam                                 |
| 2  | Characteristics of Indian Consumers                               | Lecture           | MBA376.1 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 3  | Consumer demographics                                             | Lecture           | MBA376.1 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 4  | Consumer life styles                                              | Lecture           | MBA376.1 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 5  | Consumer research                                                 | Group Discussion  | MBA376.1 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 6  | Environmental factors and individual factors affecting consumers. | Group Discussion  | MBA376.1 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 7  | Individual Determinants of Consumer Behaviour                     | Home Assignment   | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 8  | Consumer as an Individual:                                        | Group Discussion  | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 9  | Motivation and Needs                                              | Lecture           | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 10 | Goals                                                             | Case Presentation | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 11 | Personality                                                       | Tutorial          | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 12 | Self and Self Images                                              | Case Present      | MBA376.2 | Mid Term Exam, Assignment/Quiz/Pr                          |



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|    |                                                                                            |          |          |                                                            |
|----|--------------------------------------------------------------------------------------------|----------|----------|------------------------------------------------------------|
|    |                                                                                            | ation    |          | resentation & End Sem Exam                                 |
| 13 | Perception                                                                                 | Lecture  | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 14 | Imagery                                                                                    | Lecture  | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 15 | Learning                                                                                   | Lecture  | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 16 | Cues and Response                                                                          | Lecture  | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 17 | Reinforcement                                                                              | Tutorial | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 18 | Behavioral Learning and Cognitive Learning Theory. Attitude: Attitude Formation and Change | Lecture  | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 19 | Shopping attitudes and behavior                                                            | Lecture  | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 20 | Consumer Decision Making and Post Purchase Behaviour                                       | Lecture  | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 21 | Consumer buying decision process                                                           | Lecture  | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 22 | Consumer Involvement Types of consumer decision making                                     | Lecture  | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 23 | Consumer decision rules                                                                    | Lecture  | MBA376.3 | Mid Term Exam, Assignment/Quiz/Pr                          |



|    |                                                |                  |          |                                                            |
|----|------------------------------------------------|------------------|----------|------------------------------------------------------------|
|    |                                                |                  |          | resentation & End Sem Exam                                 |
| 24 | Impulse purchases and customer loyalty         | Group Discussion | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 25 | Cognitive dissonance                           | Tutorial         | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 26 | Consumer complaint behaviour                   | Lecture          | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 27 | External determinants of Consumer Behaviour    | Lecture          | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 28 | Group Dynamics and Reference Groups            | Lecture          | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 29 | Opinion leadership process                     | Group Discussion | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 30 | Diffusions of innovations                      | Tutorial         | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 31 | Adoption process                               | Lecture          | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 32 | Consumer Innovativeness and Personality traits | Lecture          | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 33 | Family decision making                         | Lecture          | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 34 | Social class, culture                          | Lecture          | MBA376.4 | Mid Term Exam, Assignment/Quiz/Pr                          |



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|    |                                                    |                   |          |                                                            |
|----|----------------------------------------------------|-------------------|----------|------------------------------------------------------------|
|    |                                                    |                   |          | esentation & End Sem Exam                                  |
| 35 | Subculture. Marketing Ethics and Consumer Behavior | Group Discussion  | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 36 | Consumer Behavior in the networked era.            | case Presentation | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

## FFFFFFF. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |          |          |
|-----------------|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------------------------------------------|----------|----------|
|                 |                                                                                                                       | PO1                                 | PO2      | PO3      | PO4      | PO5      | PO6      | PO7      | PO8      | PO9      | PO10     | PO1                                          | PO2      | PO3      |
| <b>MBA376.1</b> | Come to Know about diversity of consumer behaviour, Environmental factors and individual factors affecting consumers. | <b>3</b>                            | <b>1</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b>                                     | <b>2</b> | <b>3</b> |



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|                 |                                                                                                                                              |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA376.2</b> | Come to learn the Individual Determinants of Consumer Behaviour                                                                              | 1 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 1 | 3 | 3 | 2 | 3 |
| <b>MBA376.3</b> | Know about the consumer buying decision process, impulse purchases and customer loyalty, cognitive dissonance, consumer complaint behaviour. | 3 | 3 | 2 | 3 | 1 | 2 | 2 | 3 | 3 | 1 | 2 | 3 | 2 |
| <b>MBA376.4</b> | Know the rules regarding the external determinants of consumer behaviour Group dynamics and reference groups, opinion leadership process.    | 3 | 3 | 2 | 3 | 3 | 1 | 2 | 2 | 3 | 1 | 3 | 2 | 2 |



## Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |              |                                                                                                                                                                                                                                       |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>DEPARTMENT OF BUSINESS MANAGEMENT<br>I MID-SEMESTER (SEM –III) 2018-19                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |              |                                                                                                                                                                                                                                       |          |           |                |          |
| Class: MBA III Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              |                                                                                                                                                                                                                                       |          |           |                |          |
| Subject Name:<br>MBA 376 CONSUMER BEHAVIOUR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |              | Time: 1.5 Hrs                                                                                                                                                                                                                         |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Remembering  | Understanding                                                                                                                                                                                                                         | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.1, Q 3     | Q.2, Q4                                                                                                                                                                                                                               | Q5, Q4   | Q.6       |                |          |
| Student will be able to<br><b>CO.1.</b> Come to Know about diversity of consumer behaviour, Environmental factors and individual factors affecting consumers.<br><b>CO.2.</b> Come to learn the Individual Determinants of Consumer Behaviour<br><b>CO.3.</b> Know about the consumer buying decision process, impulse purchases and customer loyalty, cognitive dissonance, consumer complaint behaviour.<br><b>CO.4.</b> Know the rules regarding the external determinants of consumer behaviour Group dynamics and reference groups, opinion leadership process. |              |                                                                                                                                                                                                                                       |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Question No. | Question                                                                                                                                                                                                                              |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.1          | What are the Various Sources for Collecting the Information in order to understand 'Consumer Behaviour' ? Explain                                                                                                                     |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.2          | Are 'Consumer Attitude' and 'Consumer Perception' the same thing ? Give a logical / reasoned answer.                                                                                                                                  |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.3          | Briefly state the various stages of the Consumer decision making process that a consumer will go through when purchasing a Laptop for the first time. What is meant by cognitive dissonance and how will it be overcome in this case. |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.4          | “The discipline of consumer behaviour is rooted in the marketing concept”. Elucidate. Discuss the need to                                                                                                                             |          |           |                | 3        |



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|     |     |                                                                                                                                            |   |
|-----|-----|--------------------------------------------------------------------------------------------------------------------------------------------|---|
|     |     | study consumer behaviour and its interdisciplinary nature.                                                                                 |   |
| CO4 | Q.5 | Do the Business Markets Compare to the Consumer Markets ? How ? Explain.                                                                   | 6 |
| CO4 | Q 6 | What is the Relevance of Studying the concepts of 'Buying Behaviour' in the present times ? Explain its importance in terms of Management. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





**MBA 376**

**Attainment**

|                         |                    |
|-------------------------|--------------------|
| <b>Session</b>          | 2018-19            |
| <b>Course Name</b>      | MBA                |
| <b>Semester</b>         | 3rd Semester       |
| <b>Subject Code</b>     | MBA 376            |
| <b>Subject Name</b>     | CONSUMER BEHAVIOUR |
| <b>Attainment Level</b> | Level 3            |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2018-2019**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.



**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Programme Specific Outcomes:**

**PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions

**PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.

**PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |        |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III SEM                             | MBA377 | 3   | 2   | 3   | 3   | 2   | 2   | 3   | 3   | 3   | 2    | 3    | 2    | 2    |



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**Amity Business School  
DEPARTMENT OF BUSINESS MANAGEMENT**

**Course Handout**

Course : RETAILING MANAGEMENT

Course Code : **MBA 377**, Crédits : 03, Session :2018-19 (Odd Sem.), Class : MBA 3rd Year

**GGGGGGGGG. Introduction:** This course will enable the students to explore the field of highly competitive retail environment, establish and maintain relationships in retail business. This course also intends to understand the basic principles of retail strategy and decisions made in managing a retail business. By the end of this course the students will be able to formulate strategies for creating customer experience.

**HHHHHHHHH. Course Outcomes:** At the end of the course, students will be able to:

**MBA377.1.** Evolution of retailing. Global retailing scenario, growth of retailing in India. Organized retailing in India

**MBA377.2.** Come to learn about levels of locations decisions, city selection, location options.

**MBA377.3.** Know about the deciding the merchandise mix-variety, vendor identification and selection criterion and supply chain issues of various retail formats.

**MBA377.4.** Know the Factors affecting pricing, developing a retail price strategy and Retail communication

**MBA377.5.** Know the rules E-retailing and Technology in Retailing- In Store Technologies, Electronic retailing, Technology- Human Interface, Challenges etc.

**IIIIIIII. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.



**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## JJJJJJJJ. Programme Specific Outcomes:

**PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions

**PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.

**PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

## KKKKKKKKKK. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                         | Code | Weightage % |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-------------|
| Continuous Internal Evaluation | Mid Term Exam                                                                                                                                                                       | CT   | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                | P1   | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A    | 5%          |



|                          |                           |    |             |
|--------------------------|---------------------------|----|-------------|
|                          | including medical leaves. |    |             |
| End Semester Examination | End Semester Examination  | EE | 70%         |
| <b>Total</b>             |                           |    | <b>100%</b> |

## LLLLLLLLL. Syllabus

### **Module I:** Retailing

Concept, definition and functions. Evolution of retailing. Global retailing scenario, growth of retailing in India. Organized retailing in India: key drivers for growth and future prospects. Retail formats and their characteristics: Store formats-Supermarket, Department store, Hypermarket, The Mall, Discount store, Category Killers, Kiosks, Convenience store, Specialty store. Non-store formats-E-retailing, direct selling, Television Home shopping, Vending Machine retailing.

### **Module II:** Store location planning

Levels of locations decisions, city selection, location options-High-street location, free standing location, Shopping center/mall location, site selection, factors affecting city, location and site location decisions. Store design and Layout: Exterior design components and their significance, Interior atmospherics, store layout and space planning, visual merchandising.

### **Module III:** Merchandising Management

Deciding the merchandise mix-variety, assortment, branding, quality, price points, factors affecting merchandise mix-budget constraint, space limitation, product turnover rates, stock replenishment, economic order quantity, Vendor identification and selection criterion, negotiating with vendors, category management and category captainship, international sourcing. Supply Chain Issues of Various Retail Formats.

### **Module IV:** Retail pricing

Factors affecting pricing, developing a retail price strategy- retail objectives, deciding a pricing policy, price adjustments. Retail communication: concept of retail image, classification of the elements of retail communication mix, retail advertising- types, media decisions, retail sales promotion tools, personal selling, publicity, word of mouth.

### **Module V:** Information Technology in Retailing.

E-retailing and Technology in Retailing- In Store Technologies, Electronic retailing, Technology-Human Interface, Challenges etc.

## MMMMMMMMM. Examination Scheme:

| Components           | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|----------------------|---------------|------------|------------------------------------------|-----|
| <b>Weightage (%)</b> | 15            | 5          | 10                                       | 70  |



## NNNNNNNNN. Suggested Text/Reference Books:

- Michael Levy, Barton Weitz and Ajay Pandit, —Retailing Management||, 8e, published by Tata Mc Graw-Hill, Edition 2012
- Berman & Evans (2009), Retail Management: A strategic approach, Pearson Education
- Bajaj, Tuli & Srivastava (2010), Retail Management, Oxford University Publications
- Gibson G Vedamani (2009), Retail Management: Functional principles & practices, Jaico Publishing House

## OOOOOOOOO. Lecture Plan

| Lecture | Topics                                                                                                                                                                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO                                       |
|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|------------------------------------------------------------|
| 1       | Definition and functions. Evolution of retailing. Global retailing scenario and growth of retailing in India.                                                                               | Lecture          | MBA3 77.1        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 2       | Organized retailing in India: key drivers for growth and future prospects. Retail formats and their characteristics: store formats-supermarket                                              | Lecture          | MBA3 77.1        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 3       | Retail formats and their characteristics: store formats-supermarket, department store, hypermarket, the mall, discount store, category killers, kiosks, convenience store, specialty store. | Group discussion | MBA3 77.1        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 4       | Specialty store. Non-store formats- e-retailing                                                                                                                                             | Lecture          | MBA3 77.1        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 5       | Direct selling                                                                                                                                                                              | Lecture          | MBA3 77.1        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 6       | Television home shopping                                                                                                                                                                    | Lecture          | MBA3             | Mid Term                                                   |





|    |                                                                                                                                                                            |                   |           |                                                            |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-----------|------------------------------------------------------------|
|    |                                                                                                                                                                            | re                | 77.1      | Exam, Assignment/Quiz/Presentation & End Sem Exam          |
| 7  | Vending machine retailing.                                                                                                                                                 | Lecture           | MBA3 77.1 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 8  | Levels of locations decisions                                                                                                                                              | Lecture           | MBA3 77.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 9  | City selection                                                                                                                                                             | Tutorial          | MBA3 77.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 10 | Location options-high-street location, free standing location, shopping center/mall location, site selection, factors affecting city, location and site location decisions | Lecture           | MBA3 77.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 11 | Store design and layout: exterior design components and their significance, interior atmospherics, store layout and space planning, visual merchandising.                  | Lecture           | MBA3 77.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 12 | Deciding the merchandise mix-variety, assortment, branding, quality, price points                                                                                          | Case presentation | MBA3 77.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 13 | Factors affecting merchandise mix-budget constraint                                                                                                                        | Lecture           | MBA3 77.3 | Mid Term Exam, Assignment/Quiz/Presentation                |





|    |                                               |                  |           | ation & End Sem Exam                                       |
|----|-----------------------------------------------|------------------|-----------|------------------------------------------------------------|
| 14 | Space limitation                              | Lecture          | MBA3 77.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 15 | Product turnover rates                        | Lecture          | MBA3 77.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 16 | Stock replenishment                           | Lecture          | MBA3 77.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 17 | Economic order quantity                       | Tutorial         | MBA3 77.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 18 | Vendor identification and selection criterion | Lecture          | MBA3 77.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 19 | Negotiating with vendors                      | Group discussion | MBA3 77.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 20 | Category management and category captainship  | Lecture          | MBA3 77.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |



|    |                                                                        |                  |              |                                                            |
|----|------------------------------------------------------------------------|------------------|--------------|------------------------------------------------------------|
| 21 | International sourcing. Supply chain issues of various retail formats. | Lecture          | MBA3<br>77.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 22 | Factors affecting pricing                                              | Lecture          | MBA3<br>77.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 23 | Developing a retail price strategy- retail objectives                  | Lecture          | MBA3<br>77.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 24 | Deciding a pricing policy                                              | Group discussion | MBA3<br>77.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 25 | Price adjustments. Retail communication: concept of retail image       | Tutorial         | MBA3<br>77.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 26 | Classification of the elements of retail communication mix             | Lecture          | MBA3<br>77.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 27 | Retail advertising- types                                              | Lecture          | MBA3<br>77.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 28 | Media decisions                                                        | Lecture          | MBA3<br>77.4 | Mid Term Exam, Assignment/                                 |



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|    |                                                                |          |              |                                                            |
|----|----------------------------------------------------------------|----------|--------------|------------------------------------------------------------|
|    |                                                                |          |              | Quiz/Presentation & End Sem Exam                           |
| 29 | Retail sales promotion tools                                   | Lecture  | MBA3<br>77.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 30 | Personal selling                                               | Tutorial | MBA3<br>77.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 31 | Publicity                                                      | Lecture  | MBA3<br>77.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 32 | Word of mouth.                                                 | Lecture  | MBA3<br>77.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 33 | E-retailing and technology in retailing- in store technologies | Lecture  | MBA3<br>77.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 34 | Electronic retailing                                           | Lecture  | MBA3<br>77.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 35 | Technology- human interface                                    | Lecture  | MBA3<br>77.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |



|    |                 |                   |          |                                                            |
|----|-----------------|-------------------|----------|------------------------------------------------------------|
| 36 | Challenges etc. | Case presentation | MBA377.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
|----|-----------------|-------------------|----------|------------------------------------------------------------|

**PPPPPPPP. Course Articulation Matrix (Mapping of COs with POs)**

| CO              | STATEMENT                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |     |     |     |     |     |     |     |     |      | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |     |     |
|-----------------|----------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|----------------------------------------------|-----|-----|
|                 |                                                                                                                | PO1                                 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PO1                                          | PO2 | PO3 |
| <b>MBA377.1</b> | Evolution of retailing. Global retailing scenario, growth of retailing in India. Organized retailing in India. | 3                                   | 1   | 3   | 2   | 2   | 3   | 3   | 2   | 3   | 1    | 2                                            | 2   | 3   |
| <b>MBA377.2</b> | Come to learn about levels of locations decisions, city selection, location options.                           | 1                                   | 3   | 3   | 2   | 2   | 3   | 3   | 2   | 1   | 3    | 3                                            | 2   | 3   |
| <b>MBA377.3</b> | Know about the deciding the                                                                                    | 3                                   | 3   | 3   | 2   | 1   | 2   | 2   | 3   | 3   | 1    | 2                                            | 3   | 3   |



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|                 |                                                                                                                                                   |          |          |          |          |          |          |          |          |          |          |          |          |          |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 | merchandise mix-variety, vendor identification and selection criterion and supply chain issues of various retail formats.                         |          |          |          |          |          |          |          |          |          |          |          |          |          |
| <b>MBA377.4</b> | Know the Factors affecting pricing, developing a retail price strategy and Retail communication                                                   | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>2</b> |
| <b>MBA377.5</b> | Know the rules E-retailing and Technology in Retailing- In Store Technologies, Electronic retailing, Technology- Human Interface, Challenges etc. | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> |



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## Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                                                            |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>DEPARTMENT OF BUSINESS MANAGEMENT<br/>I MID-SEMESTER (SEM –III) 2018-19</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              |                                                                                            |          |           |                |          |
| Class: MBA III Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |              |                                                                                            |          |           |                |          |
| Subject Name:<br>MBA377 RETAILING<br>MANAGEMENT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              | Time: 1.5 Hrs                                                                              |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Remembering  | Understanding                                                                              | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.1, Q 6     | Q.2, Q4                                                                                    | Q5, Q4   | Q3        |                |          |
| <p>Student will be able to</p> <p><b>CO.1.</b> Evolution of retailing. Global retailing scenario, growth of retailing in India.<br/>Organized retailing in India</p> <p><b>CO.2.</b> Come to learn about levels of locations decisions, city selection, location options.</p> <p><b>CO.3.</b> Know about the deciding the merchandise mix-variety, vendor identification and selection criterion and supply chain issues of various retail formats.</p> <p><b>CO.4.</b> Know the Factors affecting pricing, developing a retail price strategy and Retail communication</p> <p><b>CO.5.</b> Know the rules E-retailing and Technology in Retailing- In Store Technologies, Electronic retailing, Technology- Human Interface, Challenges etc.</p> |              |                                                                                            |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Question No. | Question                                                                                   |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.1          | What is a Variety Store                                                                    |          |           |                | 3        |
| CO4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.2          | State the factors affecting in developing a retail price strategy and Retail communication |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.3          | Discuss in detail about the nature and scope of retailing.                                 |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.4          | Describe the issues influencing global retailers and the methods to overcome.              |          |           |                | 3        |



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|     |     |                                                                                |   |
|-----|-----|--------------------------------------------------------------------------------|---|
| CO5 | Q.5 | Describe the socio-economic and technological influences on retail management. | 6 |
| CO2 | Q 6 | Explain the various factors considered while selecting a retail place.         | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





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**MBA 379**

## Attainment

|                  |                      |
|------------------|----------------------|
| Session          | 2018-19              |
| Course Name      | MBA                  |
| Semester         | 3th Semeste          |
| Subject Code     | MBA 377              |
| Subject Name     | RETAILING MANAGEMENT |
| Attainment Level | Level 2              |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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| Amity Business School                                                                      |
|--------------------------------------------------------------------------------------------|
| Course Handout                                                                             |
| Course : Corporate Social Responsibility and Sustainability                                |
| Course Code : MBA 401, Crédits : 03, Session : 2018-19 ( Even Sem.), Class : MBA. 2nd Year |

**Introduction:** The biggest challenge facing corporate today is the lack of vision in corporate governance. From legal, economic and social to environmental degradation can be attributed to poor governance and the fall-outs are reversible but environmental degradation has brought planet earth to the brink of the sixth mass extinction event. The course begins by analyzing the corporate citizenship of an organisation in its business environment and the domain knowledge of business ethics and social responsibility and responsiveness. Further, the course will develop the concept of global exposure and cross-cultural understanding to make globally responsive managers.

**QQQQQQQQQ. Course Outcomes:** At the end of the course, students will be able to:

**MBA401.1.** Understand the importance of ethics and CSR in the day-to-day working of organizations.

**MBA 401.2.** Know how companies can be ascribed to moral responsibility and secure legitimacy, and different principles of corporate social responsibility, sustainability, and ethical management.

**MBA401.3.** To understand regulatory and voluntary action in corporate social responsibility, accountability, and reporting.

**MBA401.4.** Know the content of central normative ethical theories and understand their role in ethical reasoning.

**RRRRRRRRR. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.



**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**SSSSSSSS. Assessment Plan:**

| Component of Evaluation        | Description                            | Code     | Weightage % |
|--------------------------------|----------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                             | CT       | 15%         |
|                                | Mid Term 2                             |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment | S/V/Q/HA | 10%         |



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|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |

## TTTTTTTTT. Syllabus

### Module I: Introduction to CSR

Objectives, definitions, evolution and need for CSR. Ethics and morals. Theoretical perspectives- Corporate citizenship. Andrew Carnegie on CSR. Archie Carroll's Corporate social performance. Four stages of CSP. Milton Friedman on CSR. John D Rockefeller on CSR. Business practices. Strategies for CSR. Challenges and implementation.

### Module II: Evolution of Corporate Governance

Governance practices and regulation. Structure and development of boards. Role of capital market and government. Governance ratings. Future of governance. Innovative practices. Case studies with lessons learnt.

### Module III: Sustainability

Meaning and scope. CSR and Corporate sustainability. Appreciation of the movie – An inconvenient truth. Sustainability terminologies and meanings. Climate change. Kyoto Protocol. Carbon credits. Annexure – I and Annexure – II nations. Climate summit. The Copenhagen rounds. Why sustainability an imperative. Sustainability case studies. 'From Green to Gold'. Triple Bottom Line – Economic, Social and Environmental triad.

### Module IV: From implementation to output.

Corporate sustainability reporting frameworks. Global reporting initiative guidelines. National voluntary guidelines on social, environmental, and economic responsibilities of business.

### Module V: International Standards



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Sustainability indices. Principles of responsibility investment. Challenges in mainstreaming sustainability reporting. Sustainability reporting case studies. Appreciation of the movie 'Racing Extinction'.

## Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/Presentation | ESE |
|---------------|---------------|------------|------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                             | 70  |

## Text & References:

- S S Khanka, (2014), Business Ethics and Corporate Social Responsibility. S Chand.
- Sanjay K agarwal, (2008), Corporate Social Responsibility in India. Sage Knowledge.
- Peter Rogers, Kazi F Jalal, John a Boyd, (2007), An Introduction to Sustainable Development. Routledge.
- James h Weaver, Kenneth Kusterer, Micheal T Rock, (2003), Achieving Broad based Sustainable Development: Governance, Environment, and Growth with Equity. Kumarian Press.



## UUUUUUUUUU. Lecture Plan

| Lecture | Topics                                                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Objectives, definitions, evolution and need for CSR.                                         | Lecture          | MBA401.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Ethics and morals                                                                            | Lecture          | MBA401.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Theoretical perspectives- Corporate citizenship. Andrew Carnegie on CSR                      | Lecture          | MBA401.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Archie Carroll's Corporate social performance                                                | Lecture          | MBA401.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | John D Rockefeller on CSR. Business practices.                                               | Lecture          | MBA401.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Strategies for CSR. Challenges and implementation                                            | Lecture          | MBA401.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Governance practices and regulation                                                          | Lecture          | MBA401.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Structure and development of boards                                                          | Lecture          | MBA401.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | The Role of Experts in Policy Making                                                         | Lecture          | MBA401.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Future of governance. Innovative practices                                                   | Lecture          | MBA401.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Case studies with lessons learnt.                                                            | Lecture          | MBA401.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Meaning and scope. CSR and Corporate sustainability                                          | Lecture          | MBA401.3         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Appreciation of the movie - An inconvenient truth. Sustainability terminologies and meanings | Lecture          | MBA401.3         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Climate change. Kyoto Protocol. Carbon credits. Annexure - I and Annexure - II nations       | Lecture          | MBA401.3         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Climate summit. The Copenhagen round                                                         | Lecture          | MBA401.3         | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                               |         |          |                                 |
|----|-----------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 16 | Why sustainability an imperative. Sustainability case studies.                                | Lecture | MBA401.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | 'From Green to Gold'. Triple Bottom Line – Economic, Social and Environmental triad.          | Lecture | MBA401.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Corporate sustainability reporting frameworks                                                 | Lecture | MBA401.4 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Global reporting initiative guidelines                                                        | Lecture | MBA401.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | National voluntary guidelines on social                                                       | Lecture | MBA401.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | environmental and economic responsibilities of business.                                      | Lecture | MBA401.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Sustainability indices                                                                        | Lecture | MBA401.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Principles of responsibility investment. Challenges in mainstreaming sustainability reporting | Lecture | MBA401.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Sustainability reporting case studies. Appreciation of the movie 'Racing Extinction'.         | Lecture | MBA401.4 | Mid Term-2, Quiz & End Sem Exam |

## VVVVVVVV. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |  |
|------------------|----------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|--|
|                  |                                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |  |
| <b>MBA401.1.</b> | Understand the importance of ethics and CSR in the day-to-day working of organizations | 1                                   | 2           | 3           | 2           | 2           | 2           | 2           | 1           | 2           | 1            |  |  |  |  |



|                  |                                                                                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|--|
|                  | .                                                                                                                                                                                                      |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |
| <b>MBA401.2.</b> | Know how companies can be ascribed to moral responsibility and secure legitimacy, and different principles of corporate social responsibility, <i>sustainability</i> , and ethical <i>management</i> . | 2 | 2 | 3 | 1 | 2 | 1 | 3 | 2 | 1 | 2 |  |  |  |  |  |  |
| <b>MBA401.3.</b> | To <i>understand</i> regulatory and voluntary action in corporate social responsibility, <i>accountability</i> , and reporting.                                                                        | 1 | 2 | 3 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |  |  |  |  |  |  |
| <b>MBA401.4.</b> | Know the content of central normative ethical theories and understand their role in ethical reasoning.                                                                                                 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 3 | 2 |  |  |  |  |  |  |





## Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |              |                                                                            |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------------|----------|-----------|----------------|----------|
| <p>Amity Business School<br/>Corporate Social Responsibility and Sustainability A<br/>I MID-SEMESTER (SEM –II) 2018-19</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |              |                                                                            |          |           |                |          |
| Class: MBA IV Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |              |                                                                            |          |           |                |          |
| Subject Name:<br><b>MBA 401 Corporate Social Responsibility and Sustainability</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |              | Time: 01:30 Hrs                                                            |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Remembering  | Understanding                                                              | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1,4        | Q.2,3                                                                      | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.</p> <p>CO1: Students will demonstrate a clear understanding of the concepts, tools &amp; techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.</p> <p>CO1: Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level.</p> <p>CO1: Students will be able to develop their capacity to think and execute strategically.</p> <p>CO1: Enhanced ability to identify strategic issues and design appropriate courses of action.</p> |              |                                                                            |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                                                   |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1          | Explain the Concept and Classification of Corporate and Business Strategy. |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2a         | What do you understand by mission and vision?                              |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.2b         | Briefly explain the external environment.<br>PESTLE Analysis.              |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.3          | Write a note on McKinsey's 7S Framework                                    |          |           |                | 6        |



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|     |      |                                                                          |   |
|-----|------|--------------------------------------------------------------------------|---|
| CO2 | Q.4  | Explain Importance of stakeholders in business.                          | 3 |
| CO2 | Q.5a | Elaborate Annual Budget Regime.                                          | 3 |
|     | Q.5b | Discuss Porter's Model of competitive advantage.<br>.                    | 3 |
| CO2 | Q 6  | What do you understand by SWOT Analysis. Explain<br>Explain with example | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**MBA 401**

**Attainment**

|                         |                                                    |
|-------------------------|----------------------------------------------------|
| <b>Session</b>          | 2018-19                                            |
| <b>Course Name</b>      | MBA                                                |
| <b>Semester</b>         | 4th Semester                                       |
| <b>Subject Code</b>     | MBA 401                                            |
| <b>Subject Name</b>     | CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY |
| <b>Attainment Level</b> | Level 2                                            |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





| AMITY BUSINESS SCHOOL                                                                     |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : <b>Taxation</b>                                                                  |
| Course Code : MBA 406, Crédits : 03, Session : 2018-19 (Even Sem.), Class : MBA. 2nd Year |

**Introduction** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Social Responsiveness and Ethics. Students will get clear understanding of the direct tax laws and their application in tax planning of corporate entities and to develop skills of the applications of various provisions of direct tax laws in India. In addition to this the course enable students to have understanding of the basic concepts of GST Law introduced in India and to develop skills of computing GST and in filing all the returns involved under the GST.

**WWWWWWWWW.**      **Course Outcomes:** At the end of the course, students will be able to:

**MBA406.1.** Demonstrate the applicability of the concept of Taxation with techniques.

**MBA406.2.** Students will be able to identify the basic concepts, definitions and terms related to Income Tax.

**MBA406.3.** To enable the students to determine the residential status of an individual and scope of total income.

**MBA406.4.** To enable the students to compute the net total taxable income of an individual.

**XXXXXXXXX.**      **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.



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**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## **YYYYYYYYYY. Program Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

## **ZZZZZZZZZ. Assessment Plan:**



| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## AAAAA. Syllabus

### Module I: Introduction to Corporate Tax Planning

Meaning and objectives, scope of corporate tax planning, tax planning, tax avoidance and tax evasion, types of companies, residential status of a company and tax incidence.

### Module II: Taxation of companies

Computation of income under the heads of income applicable to corporate assesses, set off and carry forward of losses, deductions available in respect of gross total income, computation of taxable income, tax liability of a company.

### Module III: Tax planning and Tax Management

Concept of Tax planning, Tax planning with reference to setting up a New Business; Location; Nature of Business; Tax Holiday, etc. Tax Planning with regard to Specific Management Decisions such as Mergers and Takeovers; Employees' Remuneration; Decisions such as Borrowing or Investment Decisions; Reorganization or Restructuring of Capital. Impact of various direct and indirect taxes on financial and operational decisions.

### Module IV: Introduction to Goods and Services Tax (GST)



Meaning, scope and significance of GST; principles of subsumption and taxes subsumed; classification of goods and services and GST rates. Basic terminologies- CGST/SGST, IGST. Input Tax Credit, Transitional Provisions, Electronic Commerce, HSN Code .Levy and Collection of Tax – CGST Act, 2017 – levy and collection of central and state GST, Composition levy, taxable person, power to grant exemption from tax; Time and Value of Supply – time of supply of goods and services.

**Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/<br>Presentation | ESE |
|---------------|---------------|------------|----------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                                 | 70  |

**Text &References:**

- Vinod Singhania and Monika Singhania, Corporate Tax Planning & Business Tax Procedure, Taxmann Publications, New Delhi.
- Bimal Jain & Isha Bansal, GST Law & Analysis, Young Global Publications, New Delhi
- Girish Ahuja and Ravi Gupta, Direct Tax Law – Theory & Practice, Bharat Law House, New Delhi
- Abhishek Rastogi: Professionals guide to GST Ideation to reality (2017)
- Rakesh Garg & Sandeep Garg, HSN code wise GST Tariff, Bloomsbury India Professional (July 2017)
- Datey V.S.:GST Ready Reckoner, Taxman Publication, New Delhi
- S S Gupta, GST – Law and Practice, Taxmann’s Publications, New Delhi

**Lesson Plan:**

| Lecture | Topics                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------|------------------|------------------|---------------------------------|
| 1       | Meaning and objectives of Tax planning | Lecture          | MBA406.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Scope of corporate tax planning        | Lecture          | MBA406.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | tax planning                           | Lecture          | MBA406.1         | Mid Term-1, Quiz                |



|    |                                                                                         |         |          |                                    |
|----|-----------------------------------------------------------------------------------------|---------|----------|------------------------------------|
|    |                                                                                         |         |          | & End Sem Exam                     |
| 4  | tax avoidance and tax evasion                                                           | Lecture | MBA406.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 5  | types of companies                                                                      | Lecture | MBA406.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 6  | residential status of a company and tax incidence                                       | Lecture | MBA406.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 7  | Computation of income under the heads of income applicable to corporate assess          | Lecture | MBA406.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 8  | set off and carry forward of losses                                                     | Lecture | MBA406.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 9  | electing comparable companies                                                           | Lecture | MBA406.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 10 | deductions available in respect of gross total income                                   | Lecture | MBA406.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 11 | computation of taxable income                                                           | Lecture | MBA406.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 12 | tax liability of a company                                                              | Lecture | MBA406.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 13 | tax liability of a company                                                              | Lecture | MBA406.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 14 | Concept of Tax planning                                                                 | Lecture | MBA406.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 15 | Nature of Business                                                                      | Lecture | MBA406.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 16 | Tax Holiday                                                                             | Lecture | MBA406.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 17 | Tax Planning with regard to Specific Management Decisions such as Mergers and Takeovers | Lecture | MBA406.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 19 | Decisions such as Borrowing or Investment Decisions                                     | Lecture | MBA406.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 20 | Reorganization or Restructuring of Capital                                              | Lecture | MBA406.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 21 | Impact of various direct and indirect taxes on financial and operational decisions.     | Lecture | MBA406.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 22 | Impact of various direct and indirect taxes on financial and operational decisions.     | Lecture | MBA406.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 23 | Impact of various direct and indirect taxes on                                          | Lecture | MBA406.3 | Mid Term-2, Quiz<br>& End Sem Exam |





**BBBBBBBBBB. Course Articulation Matrix (Mapping of COs with POs)**

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |



|                   |                                                                                                                |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|----------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 406.1.</b> | Demonstrate the applicability of the concept of Taxation with techniques                                       | 3 | 2 | 1 | 1 | 3 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 3 |
| <b>MBA4 06.2.</b> | Students will be able to identify the basic concepts, definitions and terms related to Income Tax.             | 2 | 2 | 1 | 1 | 3 | 2 | 1 | 2 | 3 | 2 | 3 | 2 | 1 |
| <b>MBA4 06.3.</b> | To enable the students to determine the residential status of an individual and scope of total <i>income</i> . | 1 | 2 | 1 | 1 | 3 | 2 | 1 | 2 | 2 | 2 | 2 | 1 | 1 |
| <b>MBA4 04.4.</b> | To enable the students to compute the net total taxable income of an individual.                               | 2 | 2 | - | 2 | 3 | 1 | 1 | 2 | 2 | 2 | 3 | 2 | 1 |



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### Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              |                                                                                                  |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –4) 2018-19                                                                                                                                                                                                                                                                                                                                                                                            |              |                                                                                                  |          |           |                |          |
| Class: MBA 4th Semester                                                                                                                                                                                                                                                                                                                                                                                                                             |              |                                                                                                  |          |           |                |          |
| Subject Name:<br>MBA 406 Taxation                                                                                                                                                                                                                                                                                                                                                                                                                   |              | Time: 01:30 Hrs                                                                                  |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                      | Remembering  | Understanding                                                                                    | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.1,4        | Q.2,3                                                                                            | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Demonstrate the applicability of the concept of Taxation with techniques.</p> <p>CO2: Students will be able to identify the basic concepts, definitions and terms related to Income Tax.</p> <p>CO3: To enable the students to determine the residential status of an individual and scope of total income.</p> <p>CO4: To enable the students to compute the net total taxable income of an individual.</p> |              |                                                                                                  |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                              | Question No. | Question                                                                                         |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.1          | Explain the scope of corporate tax planning                                                      |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.2a         | Explain deductions available in respect of gross total income                                    |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.2b         | Elaborate Tax planning with reference to setting up a New Business                               |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.3          | Explain computation of taxable income, tax liability of a company.                               |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.4          | Explain Tax Planning with regard to Specific Management Decisions such as Mergers and Takeovers. |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.5a         | Discuss the Impact of various direct and indirect taxes on financial and operational decisions.  |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.5b         | Discuss the meaning, scope and significance of GST.                                              |          |           |                | 3        |



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|     |     |                                                                |   |
|-----|-----|----------------------------------------------------------------|---|
| CO2 | Q 6 | Discuss in brief principles of subsummation and taxes subsumed | 6 |
|-----|-----|----------------------------------------------------------------|---|

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**MBA 406**

**Attainment**

|                         |              |
|-------------------------|--------------|
| <b>Session</b>          | 2018-19      |
| <b>Course Name</b>      | MBA          |
| <b>Semester</b>         | 4th Semester |
| <b>Subject Code</b>     | MBA 406      |
| <b>Subject Name</b>     | TAXATION     |
| <b>Attainment Level</b> | Level 2      |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

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## AMITY BUSINESS SCHOOL

### Course Handout

Course : **FINANCIAL DERIVATIVES**

Course Code : MBA 407, Crédits : 03, Session : 2018-19 (Even Sem.), Class : MBA. 2nd Year

**A. Introduction:** The objective of this course is to help the students gain understanding of the functions and responsibilities of the manager and to provide the student understand Human Behaviour in organizations so as to improve his managerial effectiveness. It provides a comprehensive analysis of individual and group behavior in organizations. This course will expose students to approaches and processes that can help in effectively leading and managing others in organizations.

**B. Course Outcomes:** At the end of the course, students will be able to:

CO1: It will enable the students to select right kind of derivatives amongst forward, futures, options, Greeks, swaps for risk hedging.

CO2: Students will be able to analyze the risks in different financial markets.

CO3: Acquire ability to selection of various options and then can apply them to specific markets

CO4: Student will be able to strategically manage the financial derivatives.

CO5 Able to distinguish among hedging, speculation, and arbitrage.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.



**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Program Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

#### **E. Assessment Plan:**





| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## F. Syllabus

### Module I: Introduction

Types of Risks, Risk Management, Tools of Risk Management, Financial derivatives in Indian Financial markets.

### Module II: Futures and Forwards

The Futures Markets, Buying and Selling Futures, Devising a Hedging Strategy Using Futures, Stock Index Futures, Value at Risk, Short Term and Long Term Interest Rate Futures, Foreign Currency Futures and Commodity Futures

### Module III: Swaps

Structure of a Swap, Interest Rate Swaps, Currency of Swaps, Commodity Swaps, Other Swaps, Credit Risk, Role of a Swap Dealer.

### Module IV: Options



Options Markets; Properties of Stock Option Prices; Option Pricing Models – Binomial Model, Black-Scholes; Model, Single Period Options – Calls and Puts, Payoff Diagrams of Simple and Complex Option Strategies, Cash Settled Options, Multi-Period Options – Caps, Floors, Collars, Captions, Swaptions and Compound options, Cross-currency Futures and Options. Option Strategies Payoff Diagram – Application using MS-Excel

#### **Module V: Risk Analysis & Other Innovations**

Debt Market Innovations, Mortgage-Backed Securities, Credit Default Swaps; Collateralized Loan Obligations, Total Return Swap, Hybrid Securities, Asset-Liability Management Value at risk- Introduction, Types, Methods of Value at Risk- Variance-Covariance Methods, Historical Simulation Methods, Monte Carlo Simulation Methods, Risk management using derivatives

#### **Module VI: Recent Trends**

Exotic Options, Synthetic Instruments, Direct and Cross Hedges.

#### **Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/Presentation | ESE |
|---------------|---------------|------------|------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                             | 70  |

#### **Text &References:**

- Hull, J. C. (1999), Introduction to Futures and Options Markets, Prentice Hall of India.
- Edwards, F. R. and Ma, C. W. (1992), Futures and Options, McGraw-Hill International.
- Rebonato, R. (1996), Interest Rate Option Models: Understanding, Analyzing and Using Models for Exotic Interest Rate Options, John Wiley and Sons.
- Kolb, R. W. (1997), Understanding Futures Markets, Prentice Hall of India.
- Marshall, J. F. and Bansal, V. K. (2006). Financial Engineering: A Complete Guide to Financial Innovation, Prentice Hall of India.
- Articles from selected journals and magazines.

#### **G. Lecture Plan**

| Lecture | Topics                  | Mode of Delivery | Corresponding CO | Mode of Assessing CO |
|---------|-------------------------|------------------|------------------|----------------------|
| 1       | Types of Risks and Risk | Lecture          | MBA407.1         | Mid Term-1, Quiz     |



|    |                                                      |         |          |                                    |
|----|------------------------------------------------------|---------|----------|------------------------------------|
|    | Management                                           |         |          | & End Sem Exam                     |
| 2  | Tools of Risk Management                             | Lecture | MBA407.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 3  | Tools of Risk Management                             | Lecture | MBA407.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 4  | Financial derivatives in Indian<br>Financial markets | Lecture | MBA407.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 5  | Financial derivatives in Indian<br>Financial markets | Lecture | MBA407.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 6  | The Futures Markets, ,                               | Lecture | MBA407.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 7  | Devising a Hedging Strategy Using<br>Futures,        | Lecture | MBA407.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 8  | Stock Index Futures, Value                           | Lecture | MBA407.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 9  | Value at Risk                                        | Lecture | MBA407.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 10 | Short Term and Long Term<br>Interest Rate Futures    | Lecture | MBA407.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 11 | Foreign Currency Futures and<br>Commodity Futures    | Lecture | MBA407.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 12 | Structure of a Swap                                  | Lecture | MBA407.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 13 | Interest Rate Swaps                                  | Lecture | MBA407.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 14 | Currency of Swaps                                    | Lecture | MBA407.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 15 | Commodity Swaps                                      | Lecture | MBA407.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 16 | Other Swaps, Credit Risk, Role of a<br>Swap Dealer.  | Lecture | MBA407.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 17 | Options Markets                                      | Lecture | MBA407.4 | Mid Term-1, Quiz<br>& End Sem Exam |
| 18 | Properties of Stock Option<br>Prices                 | Lecture | MBA407.4 | Mid Term-1, Quiz<br>& End Sem Exam |
| 19 | Option Pricing Models -<br>Binomial Model            | Lecture | MBA407.4 | Mid Term-1, Quiz<br>& End Sem Exam |
| 20 | Option Pricing Models -<br>Binomial Model            | Lecture | MBA407.4 | Mid Term-1, Quiz<br>& End Sem Exam |
| 21 | Black-Scholes; Model                                 | Lecture | MBA407.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 22 | Single Period Options -<br>Calls and Puts            | Lecture | MBA407.4 | Mid Term-2, Quiz<br>& End Sem Exam |



|    |                                                                                                   |            |          |                                 |
|----|---------------------------------------------------------------------------------------------------|------------|----------|---------------------------------|
| 23 | Payoff Diagrams of Simple and Complex Option Strategies                                           | Lecture    | MBA407.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Cross-currency Futures and Options                                                                | Lecture    | MBA407.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Multi-Period Options - Caps                                                                       | Lecture    | MBA407.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Floors, Collars, Captions, Swaptions and Compound options                                         | Lecture    | MBA407.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Option Strategies Payoff Diagram - Application using MS-Excel                                     | Lecture    | MBA407.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Option Strategies Payoff Diagram - Application using MS-Excel                                     | Lecture    | MBA407.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Debt Market Innovations                                                                           | Lecture    | MBA407.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Mortgage Backed Securities                                                                        | Lecture    | MBA407.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Credit Default Swaps; Collateralized Loan Obligations                                             | Case study | MBA407.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Asset-Liability Management Value at risk- Introduction, Types                                     | Case study | MBA407.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Methods of Value at Risk- Variance-Covariance Methods                                             | Case study | MBA407.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Historical Simulation Methods, Monte Carlo Simulation Methods, Risk management using derivatives. | Case study | MBA407.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Exotic Options, Synthetic Instruments                                                             | Case study | MBA407.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Direct and Cross Hedges                                                                           | Case study | MBA407.6 | Mid Term-2, Quiz & End Sem Exam |

## H. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |
|----|-----------|-------------------------------------|----------------------------------------------|
|    |           |                                     |                                              |



|                      |                                                                                                                                     | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
| <b>MBA<br/>407.1</b> | It will enable the students to select right kind of derivatives amongst forward, futures, options, Greeks, swaps for risk hedging.. | 3           | 2           | 2           | -           | 3           | 1           | -           | 2           | 2           | 1            | 2                | 2                | 1                |
| <b>MBA4<br/>07.2</b> | Students will be able to analyse the risks in different financial markets                                                           | 2           | 3           | 1           | 2           | 3           | -           | 2           | 1           | 2           | 2            | 3                | 2                | 1                |
| <b>MBA4<br/>07.3</b> | Acquire ability to selection of various options and then can apply them to specific markets.                                        | 1           | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 3            | 2                | 1                | 1                |
| <b>MBA4<br/>07.4</b> | Student will be able to strategically manage the financial derivatives                                                              | 2           | 2           | 2           | 2           | 3           | -           | -           | 2           | 2           | 2            | 1                | 2                | 1                |
| <b>MBA4<br/>07.5</b> | Able to distinguish among hedging, speculation and arbitrage                                                                        | 3           | 2           | 2           | -           | 3           | 1           | -           | 2           | 3           | 2            | 2                | 2                | 3                |



## Sample Question Paper

|                                                                                                                                                                               |             |                 |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –4) 2018-19</p>                                                                                  |             |                 |          |           |                |          |
| <p style="text-align: center;">Class: MBA 4 Semester</p>                                                                                                                      |             |                 |          |           |                |          |
| Subject Name:<br>MBA 407 FINANCIAL DERIVATIVES                                                                                                                                |             | Time: 01:30 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                | Remembering | Understanding   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                              | Q.1,4       | Q.2,3           | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: It will enable the students to select right kind of derivatives amongst forward, futures, options, Greeks, swaps for risk hedging.</p> |             |                 |          |           |                |          |



CO2: Students will be able to analyze the risks in different financial markets.

CO3: Acquire ability to selection of various options and then can apply them to specific markets

CO4: Student will be able to strategically manage the financial derivatives.

CO5: Able to distinguish among hedging, speculation, and arbitrage.

| CO Map | Question No. | Question                                                                   | Marks |
|--------|--------------|----------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain various Types of Risks and Risk Management.                        | 3     |
| CO1    | Q.2a         | What do you financial derivatives in Indian Financial markets? Explain     | 3     |
|        | Q.2b         | Discuss Short Term and Long-Term Interest Rate Futures?                    | 3     |
| CO1    | Q.3          | Elaborate the concept of Interest Rate Swaps, Currency of Swaps.           | 6     |
| CO2    | Q.4          | Explain the Role of a Swap Dealer.                                         | 3     |
| CO2    | Q.5a         | Describe the Properties of Stock Option Prices.                            | 3     |
|        | Q.5b         | Describe in brief Payoff Diagrams of Simple and Complex Option Strategies. | 3     |
| CO3    | Q 6          | Explain Binomial Model in detail                                           | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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**MBA 406**

## Attainment

|                  |                       |
|------------------|-----------------------|
| Session          | 2018-19               |
| Course Name      | MBA                   |
| Semester         | 4th Semester          |
| Subject Code     | MBA 407               |
| Subject Name     | Financial Derivatives |
| Attainment Level | Level 2               |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





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| AMITY BUSINESS SCHOOL                                                                     |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : <b>MANAGING BANKS AND FINANCIAL INSTITUTIONS</b>                                 |
| Course Code : MBA 408, Crédits : 03, Session : 2018-19 (Even Sem.), Class : MBA. 2nd Year |

**A. Introduction:** The aim of the course is to orient the finance students to the changes in the financial industry. The financial industry much like the computer industry is changing rapidly. A course that merely describes the existing institutions will not prepare the students adequately for the change. Thus, familiarization with institutions of today & developing an understanding why they are the way they are, and why they are changing is the core aim of the course. An Indian perspective will be added but conceptually the Global frameworks will be used. This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding, Social Responsiveness and Ethics.

**B. Course Outcomes:** At the end of the course, students will be able to:

CO1. Understanding the broader problems of Banks and financial institutions

CO2. Understand the entire process of operating a bank and other financial institutions with respects to the rules and regulations prescribed by the regulators.

CO3. Explain elements of the Basel regulatory framework, with special emphasis on capital adequacy regulation, and calculate banks' required capital ratios given their balance sheets.

CO4. Explain the roles financial intermediaries perform in society and the major risks they face

CO5. Understand The modern banking service.

**C. Programme Outcomes:**



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**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Program Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology,



modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **F. Syllabus**

##### **Module I: Indian banking structure and operations**

Functions of bank, types of banks, scheduled commercial banks: Public sector banks, nationalized banks, private banks, foreign banks in India, Branches of Indian Banks Abroad. Investment Banking, Cooperative banks. Overview of lending products and loan appraisal process-Corporate loan life cycle-Trade finance, treasury.

##### **Module II: Investment banking & wealth management:**

Functions of investment Banks, Types of investment banks, Investment banking services: Fund raising services, Advisory services, Merchant banking services. Risk Management

##### **Module III: Regulatory and legal environment- Innovations and recent trends in banking**

Regulatory Institutions RBI & SEBI, Lender's Liability Act, Banking Innovations, Recent Basel Committee Recommendations, CAR - Risk Weighted Assets and Risk Based Supervision, Asset Liability Management in



Commercial Banks, Corporate Debt Restructuring, Internet Banking, Mobile Banking, E-Banking Risks, E-Finance, Electronic Money, Digital Signatures, RTGS, NEFT etc.

#### **Module IV: Developmental Financial Institutions**

Role of Developmental Banks in Industrial Financing, Resource Mobilization of Developmental Banks, Project Examination by Developmental Banks.

#### **Module V: Insurance Institutions**

Role of Insurance companies in Industrial Financing, Life insurance & General insurance, New developments in insurance as a sector in the Indian financial system, Bancassurance Models in Europe and India, Concept and working of reinsurance, Introduction to financial inclusion and micro finance, Pension fund regulatory and development authority.

### **G. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

### **H. Suggested Text/Reference Books:**

- Chandra, P. (1997), Financial Management: Theory & Practice, Tata McGraw Hill.
- Jakhotiya, G. P.(2000), Strategic Financial Management, Vikas Publishing House.
- Grundy, T., Johnson, G and Scholes, K. (1998), Exploring Strategic Financial Management, Prentice Hall Europe.
- Shank, J. K. & Govindarajan, V. (1995), Strategic Cost Management: The New Tool for Competitive Advantage, the Free Press.

### **I. Lecture Plan**

| Lecture | Topics                                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Functions of bank                                                      | Lecture          | MBA408.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | types of banks, scheduled commercial banks                             | Lecture          | MBA408.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Public sector banks, nationalized banks                                | Lecture          | MBA408.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | private banks, foreign banks in India, Branches of Indian Banks Abroad | Lecture          | MBA408.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Investment Banking,                                                    | Lecture          | MBA408.1         | Mid Term-1, Quiz                |



|    |                                                                                                                   |         |               |                                    |
|----|-------------------------------------------------------------------------------------------------------------------|---------|---------------|------------------------------------|
|    | Cooperative banks                                                                                                 |         | .             | & End Sem Exam                     |
| 6  | Overview of lending products and loan appraisal process-<br>Corporate loan life cycle-<br>Trade finance, treasury | Lecture | MBA408.1<br>. | Mid Term-1, Quiz<br>& End Sem Exam |
| 7  | Functions of investment Banks                                                                                     | Lecture | MBA408.2      | Mid Term-1, Quiz<br>& End Sem Exam |
| 8  | Types of investment banks                                                                                         | Lecture | MBA408.2      | Mid Term-1, Quiz<br>& End Sem Exam |
| 9  | Investment banking services                                                                                       | Lecture | MBA408.2      | Mid Term-1, Quiz<br>& End Sem Exam |
| 10 | Fund raising services                                                                                             | Lecture | MBA408.2      | Mid Term-1, Quiz<br>& End Sem Exam |
| 11 | Advisory services, Merchant banking services.                                                                     | Lecture | MBA408.2      | Mid Term-1, Quiz<br>& End Sem Exam |
| 12 | Risk Management                                                                                                   | Lecture | MBA408.2      | Mid Term-1, Quiz<br>& End Sem Exam |
| 13 | Regulatory Institutions RBI & SEBI                                                                                | Lecture | MBA408.3      | Mid Term-1, Quiz<br>& End Sem Exam |
| 14 | Lender's Liability Act, Banking Innovations                                                                       | Lecture | MBA408.3      | Mid Term-1, Quiz<br>& End Sem Exam |
| 15 | Recent Basel Committee Recommendations                                                                            | Lecture | MBA408.3      | Mid Term-1, Quiz<br>& End Sem Exam |
| 16 | CAR - Risk Weighted Assets and Risk Based Supervision                                                             | Lecture | MBA408.3      | Mid Term-1, Quiz<br>& End Sem Exam |
| 17 | Asset Liability Management in Commercial Banks                                                                    | Lecture | MBA408.3      | Mid Term-1, Quiz<br>& End Sem Exam |
| 18 | Corporate Debt Restructuring, Internet Banking                                                                    | Lecture | MBA408.3      | Mid Term-1, Quiz<br>& End Sem Exam |
| 19 | Mobile Banking, E-Banking Risks                                                                                   | Lecture | MBA408.3      | Mid Term-1, Quiz<br>& End Sem Exam |
| 20 | E-Finance, Electronic Money                                                                                       | Lecture | MBA408.3      | Mid Term-1, Quiz<br>& End Sem Exam |
| 21 | Digital Signatures, RTGS, NEFT etc.                                                                               | Lecture | MBA408.3      | Mid Term-2, Quiz<br>& End Sem Exam |
| 22 | Role of Developmental Banks in Industrial Financing                                                               | Lecture | MBA408.4      | Mid Term-2, Quiz<br>& End Sem Exam |
| 23 | Resource Mobilization of Developmental Banks                                                                      | Lecture | MBA408.4      | Mid Term-2, Quiz<br>& End Sem Exam |
| 24 | Resource Mobilization of Developmental Banks                                                                      | Lecture | MBA408.4      | Mid Term-2, Quiz<br>& End Sem Exam |



|    |                                                                          |         |          |                                 |
|----|--------------------------------------------------------------------------|---------|----------|---------------------------------|
| 25 | Life insurance & General insurance                                       | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | New developments in insurance as a sector in the Indian financial system | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | New developments in insurance as a sector in the Indian financial system | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Bancassurance Models in Europe and India                                 | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Bancassurance Models in Europe and India                                 | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Concept and working of reinsurance                                       | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Concept and working of reinsurance                                       | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Introduction to financial inclusion and micro finance                    | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Introduction to financial inclusion and micro finance                    | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Pension fund regulatory and development authority                        | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Pension fund regulatory and development authority                        | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Pension fund regulatory and development authority                        | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |

## J. Course Articulation Matrix (Mapping of COs with POs)



| CO              | STATEMENT                                                                                                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                                                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA408.1</b> | Understanding the broader problems of Banks and financial institutions                                                                                                             | 2                                   | 3           | 2           | 2           | 3           | 2           | 1           | 3           | 2           | 1            | 2                                            | 2                | 3                |
| <b>MBA408.2</b> | Understand the entire process of operating a bank and other financial institutions with respects to the rules and regulations prescribed by the regulators.                        | 2                                   | 2           | 1           | 1           | 1           | 2           | 2           | 2           | 2           | 1            | 3                                            | 3                | 1                |
| <b>MBA408.3</b> | Explain elements of the Basel regulatory framework, with special emphasis on capital adequacy regulation, and calculate banks' required capital ratios given their balance sheets. | 1                                   | 2           | 2           | 3           | 1           | 1           | 3           | 2           | 3           | 2            | 2                                            | 1                | 2                |





## Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                    |                        |                 |                  |                       |                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|------------------------|-----------------|------------------|-----------------------|-----------------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –4) 2018-19</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                    |                        |                 |                  |                       |                 |
| <p style="text-align: center;">Class: MBA IV Semester</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                    |                        |                 |                  |                       |                 |
| <p>Subject Name:<br/>MBA 408 MANAGING BANKS AND<br/>FINANCIAL INSTITUTIONS</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                    | <p>Time: 01:30 Hrs</p> |                 |                  | <p>Max. Marks: 30</p> |                 |
| <p>Levels of the<br/>questions as<br/>per Blooms<br/>Taxonomy</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <p>Remembering</p> | <p>Understanding</p>   | <p>Applying</p> | <p>Analyzing</p> | <p>Evaluating</p>     | <p>Creating</p> |
| <p>Question<br/>Mapping</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <p>Q.1,4</p>       | <p>Q.2,3</p>           | <p>Q.4</p>      | <p>Q.2,5,6</p>   |                       |                 |
| <p>Student will be able to</p> <p>CO1. Understanding the broader problems of Banks and financial institutions</p> <p>CO2. Understand the entire process of operating a bank and other financial institutions with respects to the rules and regulations prescribed by the regulators.</p> <p>CO3. Explain elements of the Basel regulatory framework, with special emphasis on capital adequacy regulation, and calculate banks' required capital ratios given their balance sheets.</p> <p>CO4. Explain the roles financial intermediaries perform in society and the major risks they</p> |                    |                        |                 |                  |                       |                 |





face.

CO5. Understand The modern banking service.

| CO Map | Question No. | Question                                                              | Marks |
|--------|--------------|-----------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain the main function of Banks.                                   | 3     |
| CO1    | Q.2a         | What is the difference between public sector and private sector banks | 3     |
|        | Q.2b         | Write a note on Investment Banking, Cooperative banks                 | 3     |
| CO1    | Q.3          | Discuss Fund raising services, Advisory services.                     | 6     |
| CO2    | Q.4          | Explain loan appraisal process in detail                              | 3     |
| CO2    | Q.5a         | Explain various types of investment banks.                            | 3     |
|        | Q.5b         | Explain Asset Liability Management in Commercial Banks.               | 3     |
| CO2    | Q 6          | Explain Digital Signatures, RTGS, NEFT.                               | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**MBA 408**

**Attainment**

|                         |                                           |
|-------------------------|-------------------------------------------|
| <b>Session</b>          | 2018-19                                   |
| <b>Course Name</b>      | MBA                                       |
| <b>Semester</b>         | 4th Semester                              |
| <b>Subject Code</b>     | MBA 408                                   |
| <b>Subject Name</b>     | MANAGING BANKS AND FINANCIAL INSTITUTIONS |
| <b>Attainment Level</b> | Level 2                                   |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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## AMITY BUSINESS SCHOOL

### Course Handout

Course : **MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING**

Course Code : MBA 409, Crédits : 03, Session : 2018-19 (Even Sem.), Class : MBA. 2nd Year

**Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding. The course will develop an understanding of Mergers and Acquisitions (M&A) in detail. In addition students will familiarise with various techniques of corporate restructuring, and valuation methods and their application used by corporate in real life.

**I. Course Outcomes:** At the end of the course, students will be able to:

**MBA409.1.** Understand to acquire a critical cross-functional perspective of the mergers and acquisitions process.

**MBA409.2.** Develop an ability to understand factors influencing the valuation of a business and different methods used in Business Valuation.

**MBA409.3.** Analyze investment opportunities in fixed income securities.

**MBA409.4.** Assess various case studies to analyze valuation strategies, pre and post-merger issues and challenges.

**J. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.



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**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## K. Program Specific Outcomes:

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

## L. Assessment Plan:

| Component of Evaluation | Description | Code | Weightage % |
|-------------------------|-------------|------|-------------|
|-------------------------|-------------|------|-------------|



|                                |                                                                                                                                                                                                               |          |             |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## M. Syllabus:

### Module I: Introduction to Corporate Restructuring

Fundamental concept of corporate restructuring, historical background, different forms, motives & applications of corporate restructuring, Mergers & acquisitions concept, process, Stages of the acquisition Process, Commonly used takeover tactics and defences, Value creation/ destruction through corporate mergers and acquisitions

### Module II: Accounting, Taxation & legal aspects of M&A

Accounting for Mergers & Demergers, Integration of tools and skills to complete an acquisition, Company Law & Competition Act for M&A, SEBI's rules & regulations for M&A, Share Buyback guidelines, Tax implications. Calculations of exchange ratio.

### Module III: Valuation Aspects of M&A

How and when to apply valuation techniques, Fundamental and methods of valuation, Calculations of financial synergy and return, Financial modelling tools, Different approaches of valuation – Comparable company & transaction analysis method, DCF, Real Option method, Formula approach for valuation

### Module IV: Dimensions of Corporate Restructuring

Corporate Restructuring & Divestiture, Financial Restructuring, Alliances & Joint Ventures, Employee Stock Ownership, Going Private & Leveraged Buyouts

### Module V: Other Issues in Corporate Restructuring



Due diligence for M&A, Cross-Border Mergers & Acquisitions, Funding Options for M&A, Various Case Studies in Mergers & Acquisitions.

**N. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Presentation | ESE |
|---------------|---------------|------------|--------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                   | 70  |

**O. Text & References:**

- B Rajesh Kumar (2010). Mergers: & Acquisitions: Text & Cases. McGraw Hill Education.
- Chandrashekar Krishna Murthy: & Vishwanath S.R (2008). Merger Acquisitions & Corporate Restructuring. Sage Publication.

**P. Lecture Plan:**

| Lecture | Topics                                                    | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Asset Liability Management in Commercial Banks            | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | historical background, different forms                    | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | motives & applications of corporate restructuring         | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Mergers & acquisitions concept, process                   | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Stages of the acquisition Process                         | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Commonly used takeover tactics and defences.              | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Value creation/ destruction through corporate mergers and | Lecture          | MBA409.1         | Mid Term-1, Quiz                |



|    |                                                                                               |         |          |                                    |
|----|-----------------------------------------------------------------------------------------------|---------|----------|------------------------------------|
|    | acquisitions                                                                                  |         |          | & End Sem Exam                     |
| 8  | Value creation/<br>destruction through<br>corporate mergers and<br>acquisitions               | Lecture | MBA409.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 9  | Accounting for Mergers &<br>Demergers                                                         | Lecture | MBA409.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 10 | Integration of tools and<br>skills to complete an<br>acquisition                              | Lecture | MBA409.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 11 | Company Law &<br>Competition Act for M&A                                                      | Lecture | MBA409.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 12 | Company Law &<br>Competition Act for M&A                                                      | Lecture | MBA409.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 13 | Share Buyback guidelines                                                                      | Lecture | MBA409.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 14 | Tax implications.<br>Calculations of exchange<br>ratio                                        | Lecture | MBA409.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 15 | Tax implications.<br>Calculations of exchange<br>ratio                                        | Lecture | MBA409.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 16 | How and when to apply valuation<br>techniques                                                 | Lecture | MBA409.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 17 | How and when to apply<br>valuation techniques                                                 | Lecture | MBA409.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 18 | Fundamental and methods<br>of valuation,                                                      | Lecture | MBA409.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 19 | Calculations of financial<br>synergy and return,                                              | Lecture | MBA409.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 20 | Calculations of financial<br>synergy and return,                                              | Lecture | MBA409.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 21 | Financial modelling tools                                                                     | Lecture | MBA409.2 | Mid Term-2, Quiz<br>& End Sem Exam |
| 22 | Different approaches of<br>valuation - Comparable<br>company & transaction<br>analysis method | Lecture | MBA409.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 23 | Different approaches of<br>valuation - Comparable<br>company & transaction<br>analysis method | Lecture | MBA409.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 24 | DCF, Real Option method                                                                       | Lecture | MBA409.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 25 | DCF, Real Option method                                                                       | Lecture | MBA409.3 | Mid Term-2, Quiz<br>& End Sem Exam |





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|    |                                                |         |          |                                 |
|----|------------------------------------------------|---------|----------|---------------------------------|
| 26 | Formula approach for valuation                 | Lecture | MBA409.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Corporate Restructuring & Divestiture          | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Corporate Restructuring & Divestiture          | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Employee Stock Ownership                       | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Going Private & Leveraged Buyouts              | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Pitfalls to be Avoided                         | Lecture | MBA409.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Due diligence for M&A                          | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Cross-Border Mergers & Acquisitions            | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Funding Options for M&A                        | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Various Case Studies in Mergers & Acquisitions | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Various Case Studies in Mergers & Acquisitions | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |

## Q. Course Articulation Matrix (Mapping of COs with POs)





| CO              | STATEMENT                                                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA409.1</b> | <i>Understand to acquire a critical cross-functional perspective of the mergers and acquisitions process.</i>                      | 3                                   | 2           | 3           | 1           | 3           | 1           | 1           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>MBA409.2</b> | Develop an ability to understand factors influencing the valuation of a business and different methods used in Business Valuation. | 2                                   | 2           | 2           | 1           | 1           | 2           | 2           | 2           | 2           | 2            | 3                                            | 2                | 1                |
| <b>MBA409.3</b> | Analyze investment opportunities in fixed income securities.                                                                       | 1                                   | 2           | 2           | 1           | 2           | 2           | 1           | 2           | 1           | 2            | 3                                            | 1                | 1                |
| <b>MBA409.4</b> | Assess various case studies to analyze valuation strategies, pre and <i>post-merger</i> issues and challenges.                     | 2                                   | 3           | 1           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 2                | 1                |



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## Sample Question Paper

| <p>Amity Business School<br/>I MID-SEMESTER (SEM –4) 2018-19</p>                                                                                                                                                                                                                                                                                                                                                                                                                             |                 |                                                                                    |          |                |            |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|------------------------------------------------------------------------------------|----------|----------------|------------|----------|
| Class: MBA IV Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                 |                                                                                    |          |                |            |          |
| Subject Name:<br>MBA 409 MERGERS,<br>ACQUISITIONS AND CORPORATE<br>RESTRUCTURING                                                                                                                                                                                                                                                                                                                                                                                                             | Time: 01:30 Hrs |                                                                                    |          | Max. Marks: 30 |            |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                      | Remembering     | Understanding                                                                      | Applying | Analyzing      | Evaluating | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.1,4           | Q.2,3                                                                              | Q.4      | Q.2,5,6        |            |          |
| <p>Student will be able to</p> <p>CO1: Understand to acquire a critical cross-functional perspective of the mergers and acquisitions process.</p> <p>CO2: Develop an ability to understand factors influencing the valuation of a business and different methods used in Business Valuation.</p> <p>CO3: Analyse investment opportunities in fixed income securities.</p> <p>CO4: Assess various case studies to analyse valuation strategies, preand post-merger issues and challenges.</p> |                 |                                                                                    |          |                |            |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Question No.    | Question                                                                           |          |                |            | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.1             | Discuss Fundamental concept and, historical background of corporate restructuring. |          |                |            | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.2a            | Explain motives & applications of corporate restructuring                          |          |                |            | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.2b            | Explain Stages of the acquisition Process.                                         |          |                |            | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.3             | Discuss Commonly used takeover tactics and defenses                                |          |                |            | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.4             | What do you understand by Mergers & acquisitions concept.                          |          |                |            | 3        |



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|     |      |                                                                                        |   |
|-----|------|----------------------------------------------------------------------------------------|---|
|     |      | Explain                                                                                |   |
| CO2 | Q.5a | What are the Integration of tools and what skills required to complete an acquisition? | 3 |
|     | Q.5b | Describe SEBI's rules & regulations for Merger & Acquisition.                          | 3 |
| CO2 | Q 6  | How and when to apply valuation techniques? Discuss various methods of valuation       | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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**MBA 409**

## Attainment

|                         |                                                   |
|-------------------------|---------------------------------------------------|
| <b>Session</b>          | 2018-19                                           |
| <b>Course Name</b>      | MBA                                               |
| <b>Semester</b>         | 4th Semester                                      |
| <b>Subject Code</b>     | MBA 409                                           |
| <b>Subject Name</b>     | MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING |
| <b>Attainment Level</b> | Level 3                                           |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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## AMITY BUSINESS SCHOOL

### Course Handout

Course : **Behavioral Finance**

Course Code : MBA 410, Crédits : 03, Session : 2018-19 (Even Sem.), Class : MBA. 2nd Year

**Introduction** This course will help students in developing Critical thinking, doing Business Analysis, Problem Solving and finding Innovative Solutions. Students can understand Business Environment and develop Domain Knowledge. Students will get clear understanding of the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges. Important theories, techniques, regulations and certain advancements in theory of investment will be covered with an aim of helping the participants make sound investment decisions both in the context of individual security and portfolio investment.

**R. Course Outcomes:** At the end of the course, students will be able to:

**MBA410.1.** Understand the differences between a behavioural finance perspective and a traditional finance perspective.

**MBA410.2.** Understand and critically discuss the cognitive biases and errors of judgment that affect financial decisions.

**MBA410.3.** Critically evaluate behavioural influences involving individuals' investment decisions.

**MBA410.4.** Critically discuss important developments in this new area and the associated practical insights they provide.

**MBA410.5:** the will be able to Apply analytical skills for financial decision making and Conduct a relative valuation for financial investments.

**S. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.



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**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## **T. Program Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate



accounting concepts, taxation concepts, taxation laws and tax planning.

**U. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**V. Syllabus:**

**Module 1 Introduction to behavioural finance**

Concept - nature- Scope – significance - Objectives - history -assumption- building blocks – use of behavioural finance - traditional view of financial market- Classical Finance - Conceptual difference between standard finance and behavioural finance.- Concept of psychology - psychology with reference to economics - psychology with reference to investors - psychology of the rational economic man-causes of behaviour differences, Real world applications to public policy

**Module 2 Behavior and decision making**

Financial Decision Making - expected value- utility - The Expected Utility theory- criticism of expected utility theory- Discounting - Hyperbolic Discounting Factors - foundations of behavior- behavioral models- Prospect theory application of prospect theory - loss aversion theory- regret aversion- mental accounting.

Heuristics and Biases in Human Decision making-A framework of decision making under risk-Real world applications in finance





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MADHYA PRADESH

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## Module 3 Anomalies of financial market

Investor Biases -Overconfidence Bias -Representativeness Bias -Anchoring and Adjustment Bias - Cognitive Dissonance Bias -Availability Bias - Illusion of Control Bias -Conservatism Bias -Ambiguity Aversion Bias -Endowment Bias - Self-Control Bias -Optimism Bias -Mental Accounting Bias -Hindsight Bias -Loss Aversion Bias -Regret Aversion Bias -Framing Bias - Status Quo Bias

## Module 4 Bubbles

Meaning-characteristics of bubbles-how bubble occurs-when bubble burst-stages of a bubble -Tulip mania -classification of bubble -behavioral explanation of bubble -investor behavior during bubble-investor sentiments and bubble creation - famous bubbles in the market

## Module 5 Herding

Herd behavior -Effects of herding -Herding in Investment Advice-Equity Premium Puzzle-Myopic Loss Aversion-Is Loss Aversion is Irrational.

## W. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Presentation | ESE |
|---------------|---------------|------------|--------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                   | 70  |

## X. Text & References:

1. Finding Financial Wisdom in Unconventional Places (Columbia Business School Publishing)
2. Bisen,pandey-Learning Behavioural Finance(Excel Books)
3. A History of Financial Speculation: Edward Chancellor
4. Forbes- Behavioural Finance (Wiley India)
5. The Little Book of Behavioral Investing (Montier) 6. The Psychology of Persuasion (Collins Business Essentials)
6. Behavioural Finance, Shuchita Singh and Shilpa Bahl, Vikas Publications House Pvt Ltd



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7. Behavioural Finance, M M Sulphey, PHI learning Pvt Ltd
- 8.. Behavioural Finance, William Forbes, Wiley India Pvt Ltd
9. Behavioural Finance – Insights into Irrational Minds and market, James Montier, John Wiley & Sons, Inc.
10. Behavioural Finance and Wealth Management, Michael M. Pompian, John Wiley & Sons, Inc.



## Y. Lecture Plan

| Lecture | Topics                                                                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Concept - nature- Scope - significance of behavioral finance                                   | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Objectives - history - assumption- building blocks                                             | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | use of behavioural finance                                                                     | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | traditional view of financial market                                                           | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Classical Finance - Conceptual difference between standard finance and behavioural             | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Concept of psychology - psychology with reference to economics                                 | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | psychology with reference to investors                                                         | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | psychology of the rational economic                                                            | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | man- causes of behaviour differences                                                           | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Real world applications to public policy                                                       | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Financial Decision Making                                                                      | Lecture          | MBA410.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | expected value- utility - The Expected Utility theory                                          | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 13      | criticism of expected utility theory- Discounting                                              | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Hyperbolic Discounting Factors                                                                 | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 15      | foundations of behavior- behavioral models                                                     | Lecture          | MBA410.2         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Prospect theory application of prospect theory - loss aversion theory- regret aversion- mental | Lecture          | MBA410.2         | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                                       |         |          |                                 |
|----|-------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | accounting.                                                                                           |         |          |                                 |
| 17 | Heuristics and Biases in Human Decision making                                                        | Lecture | MBA410.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | A framework of decision making under risk-Real world applications in finance                          | Lecture | MBA410.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Investor Biases - Overconfidence Bias                                                                 | Lecture | MBA410.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Representativeness Bias - Anchoring and Adjustment Bias -Cognitive Dissonance Bias -Availability Bias | Lecture | MBA410.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Illusion of Control Bias - Conservatism Bias - Ambiguity Aversion Bias                                | Lecture | MBA410.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Endowment Bias - Self-Control Bias -Optimism Bias -Mental Accounting Bias                             | Lecture | MBA410.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Hindsight Bias -Loss Aversion Bias -Regret Aversion Bias -Framing Bias - Status Quo Bias              | Lecture | MBA410.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Other tools to Forecast the market and take Entry and exit decisions; Dow Theory                      | Lecture | MBA410.2 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Meaning-characteristics of bubbles-how bubble occurs-                                                 | Lecture | MBA410.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | when bubble burst-stages of a bubble -Tulip mania                                                     | Lecture | MBA410.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | classification of bubble                                                                              | Lecture | MBA410.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | behavioral explanation of bubble                                                                      | Lecture | MBA410.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | investor behavior during bubble- investor sentiments and bubble creation                              | Lecture | MBA410.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | famous bubbles in the market                                                                          | Lecture | MBA410.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Herd behavior -Effects of herding                                                                     | Lecture | MBA410.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Herd behavior -Effects of herding                                                                     | Lecture | MBA410.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Herding in Investment Advice-                                                                         | Lecture | MBA410.5 | Mid Term-2, Quiz                |



|    |                                                                    |         |          |                                 |
|----|--------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Equity                                                             |         |          | & End Sem Exam                  |
| 34 | Herding in Investment Advice-Equity.                               | Lecture | MBA410.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Premium Puzzle-Myopic Loss Aversion-Is Loss Aversion is Irrational | Lecture | MBA410.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Premium Puzzle-Myopic Loss Aversion-Is Loss Aversion is Irrational | Lecture | MBA410.5 | Mid Term-2, Quiz & End Sem Exam |

## Z. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                            | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA410.1</b> | Understand the differences between a behavioural finance perspective and a traditional finance perspective | 3                                   | 2           | 2           | 3           | 3           | 1           | 2           | 3           | 2           | 2            | 2                                            | 2                | 3                |



|                 |                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA410.2</b> | Understand and critically discuss the cognitive biases and errors of judgment that affect financial decisions.                         | 2 | 3 | 1 | 1 | 2 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 |
| <b>MBA410.3</b> | Critically evaluate behavioural influences involving individuals & investment decisions.                                               | 1 | 1 | 2 | 1 | 2 | 2 | 1 | 2 | 2 | 3 | 2 | 1 | 1 |
| <b>MBA410.4</b> | Critically discuss important developments in this new area and the associated practical insights they provide.                         | 2 | 2 | 3 | 2 | 3 | 1 | 1 | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>MBA410.5</b> | They will be able to Apply analytical skills for financial decision making and Conduct a relative valuation for financial investments. | 3 | 2 | 2 | 2 | 3 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 3 |



## Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |              |                                                               |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------|----------|-----------|----------------|----------|
| <p>Amity Business School<br/>I MID-SEMESTER (SEM –4) 2018-19</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |              |                                                               |          |           |                |          |
| Class: MBA IV Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                               |          |           |                |          |
| Subject Name:<br>MBA 410 Behavioral Finance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              | Time: 01:30 Hrs                                               |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Remembering  | Understanding                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Q.1,4        | Q.2,3                                                         | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Demonstrate and understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management.</p> <p>CO2: Analyzing stock returns and risk framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.</p> <p>CO3: Demonstrate and learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel.</p> <p>CO4: Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models.</p> <p>CO5: Measuring the risk and return of a portfolio position, diversify, and manage investment portfolios in accordance with a person's risk preferences.</p> |              |                                                               |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Question No. | Question                                                      |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1          | Discuss Concept - nature- Scope of behavioural finance        |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.2a         | Differentiate among behavioural finance and standard finance. |          |           |                | 3        |



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|     |      |                                                                                       |   |
|-----|------|---------------------------------------------------------------------------------------|---|
|     | Q.2b | Discuss the Concept of psychology with reference to economics.                        | 3 |
| CO1 | Q.3  | Elaborate about The Expected Utility theory.                                          | 6 |
| CO2 | Q.4  | Discuss various factors of Hyperbolic Discounting.                                    | 3 |
| CO2 | Q.5a | Explain psychology of the rational economic man and causes of behaviour differences.  | 3 |
|     | Q.5b | Elaborate the criticism of expected utility theory                                    | 3 |
| CO2 | Q.6  | Write a note on mental accounting and Heuristics and Biases in Human Decision making. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





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**MBA 410**

## Attainment

|                  |                    |
|------------------|--------------------|
| Session          | 2018-19            |
| Course Name      | MBA                |
| Semester         | 4th Semester       |
| Subject Code     | MBA 410            |
| Subject Name     | Behavioral Finance |
| Attainment Level | Level 3            |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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## AMITY BUSINESS SCHOOL

### Course Handout

Course : MANPOWER PLANNING, RECRUITMENT, AND SELECTION

Course Code : MBA 414, Crédits : 03, Session : 2018-19 (Even Sem.), Class : MBA. 2nd Year

CCCCCCCCC. **Introduction:** The objective of this course is to help the students develop an understanding of the dimensions of the of Manpower Planning, Recruitment, Selection. This will improve the critical thinking, analytical skills, and Problem -solving ability of students.

DDDDDDDDDD. **Course Outcomes:** At the end of the course, students will be able to:

**MBA 414.1.** Understand the process of strategic staffing and manpower planning.

**MBA 414.2** Develop the framework for competency mapping.

**MBA 414.3** understand and formulate recruitment and training strategies of manpower planning.

EEEEEEEEEE. **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.



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**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## FFFFFFFFF. Program Specific Outcomes:

PSO1: - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

## GGGGGGGGGG. Assessment Plan:

| Component of Evaluation        | Description                           | Code     | Weightage % |
|--------------------------------|---------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                            | CT       | 15%         |
|                                | Project/Assignment/ Quiz/Presentation | P/A/Q/PR | 10%         |



|                          |                                                                                                                                                                                     |    |             |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          |                                                                                                                                                                                     |    |             |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                            | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                     |    | <b>100%</b> |

## HHHHHHHHHH. Syllabus

### Module I: Strategic staffing

Definition and need of Manpower Planning, HR planning process, -Job analysis, Job description, tools for Human Resource Planning- Environmental Analysis Forecasting, Managerial Judgment

### Module II : Competency mapping

Introduction, procedures and steps of competency mapping, methods of data collection for mapping, developing competency models from raw data, using competency based approach in HR process.

### Module III: Recruitment

Recruitment Process, Types of recruitment, online recruitment; employee referrals; recruitment process outsourcing, head hunting

### Module IV: Selection

Selection Process, testing for selection of employees, use of psychological test, selection process, Types of Interview, interviewing skills, errors in selection. Employer branding

## IIIIIIIIII. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |



## IIIIIIIIII. Suggested Text/Reference Books:

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6<sup>th</sup> Edn.), McGraw Hill, New Delhi
- Dessler G (2006). Human Resource Management, Pearson Education, India
- Mathis R L and Jackson J H (2006). Human Resource Management, (10<sup>th</sup> Edn.) Cengage Learning, Indian Print.
- Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition
- Pattanayak B, (2014), Human Resource Management, 4<sup>th</sup> Edition , PHI

## KKKKKKKKKK. Lecture Plan

| Lecture | Topics                                   | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Definition and need of Manpower Planning | Lecture          | MBA 414.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | HR planning process                      | Lecture          | MBA 414.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Job analysis                             | Lecture          | MBA 414.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Job description                          | Lecture          | MBA 414.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Tools for Human Resource Planning        | Lecture          | MBA 414.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Environmental Analysis Forecasting       | Lecture          | MBA 414.1        | Mid Term-1, Quiz & End Sem Exam |



|    |                                            |         |           |                                       |
|----|--------------------------------------------|---------|-----------|---------------------------------------|
| 7  | Managerial Judgment                        | Lecture | MBA 414.1 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 8  | Introduction of competency mapping         | Lecture | MBA 414.2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 9  | Procedures of competency mapping           | Lecture | MBA 414.2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 10 | Steps of competency mapping                | Lecture | MBA 414.2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 11 | Steps of competency mapping                | Lecture | MBA 414.2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 12 | Steps of competency mapping                | Lecture | MBA 414.2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 13 | Methods of data collection for mapping     | Lecture | MBA 414.2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 14 | Methods of data collection for mapping     | Lecture | MBA 414.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 15 | Developing competency models from raw data | Lecture | MBA 413.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 16 | Competency based approach in HR process.   | Lecture | MBA 413.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 17 | Competency based approach in HR process.   | Lecture | MBA 413.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 18 | Recruitment process                        | Lecture | MBA 414.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 19 | Types of recruitment                       | Lecture | MBA 414.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 20 | Online recruitment                         | Lecture | MBA 414.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 21 | Online recruitment                         | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 22 | Employee referrals                         | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem         |



|    |                                       |         |           |                                       |
|----|---------------------------------------|---------|-----------|---------------------------------------|
|    |                                       |         |           | Exam                                  |
| 23 | Employee referrals                    | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 24 | Recruitment process<br>outsourcing    | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 25 | Recruitment<br>outsourcing process    | Lecture | MBA 414.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 26 | Head hunting                          | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 27 | Recruitment Process                   | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 28 | Selection Process                     | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 29 | Selection Process                     | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 30 | Testing for selection of<br>employees | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 31 | Use of psychological test             | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 32 | Selection process                     | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 33 | Selection process                     | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 34 | Types of Interview                    | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 35 | Interviewing skills                   | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 36 | Employer branding                     | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |

LLLLLLLLLL. Course Articulation Matrix (Mapping of COs with POs)



| CO               |                                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 414.1</b> | Understand the process of strategic staffing and manpower planning.                | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 414.2</b> | Develop the framework for competency mapping.                                      | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 414.3</b> | understand and formulate recruitment and training strategies of manpower planning. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |





## Sample Question Paper

|                                                                          |              |                                                              |          |           |                |          |
|--------------------------------------------------------------------------|--------------|--------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2018-19                |              |                                                              |          |           |                |          |
| Class: MBA IV Semester                                                   |              |                                                              |          |           |                |          |
| Subject Name: MANPOWER<br>PLANNING, RECRUITMENT, AND<br>SELECTION        |              | Time: 01:30 Hrs                                              |          |           | Max. Marks: 30 |          |
| MBA 414                                                                  |              |                                                              |          |           |                |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                  | Remembering  | Understanding                                                | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                      | Q.1,4        | Q.2,3                                                        | Q.4      | Q.2,5,6   |                |          |
| Student will be able to                                                  |              |                                                              |          |           |                |          |
| CO1: Understand the process of strategic staffing and manpower planning. |              |                                                              |          |           |                |          |
| CO2: Develop the framework for competency mapping.                       |              |                                                              |          |           |                |          |
| CO Map                                                                   | Question No. | Question                                                     |          |           |                | Marks    |
| CO1                                                                      | Q.1          | What is manpower planning?                                   |          |           |                | 3        |
| CO1                                                                      | Q.2a         | Write a short-note on job analysis.                          |          |           |                | 3        |
|                                                                          | Q.2b         | What are the tools of manpower planning?                     |          |           |                | 3        |
| CO1                                                                      | Q.3          | Explain the process of manpower planning.                    |          |           |                | 6        |
| CO2                                                                      | Q.4          | Give an account on managerial judgement.                     |          |           |                | 3        |
| CO2                                                                      | Q.5a         | Define the competency and write its importance.              |          |           |                | 3        |
|                                                                          | Q.5b         | Briefly describe the methods of data collection for mapping. |          |           |                | 3        |
| CO2                                                                      | Q 6          | Explain the procedure and steps of competency mapping.       |          |           |                | 6        |



# AMITY UNIVERSITY

MADHYA PRADESH

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| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

**MBA 414**

## Attainment

|                  |                                               |
|------------------|-----------------------------------------------|
| Session          | 2018-19                                       |
| Course Name      | MBA                                           |
| Semester         | 4th Semester                                  |
| Subject Code     | MBA 414                                       |
| Subject Name     | MANPOWER PLANNING, RECRUITMENT, AND SELECTION |
| Attainment Level | Level 2                                       |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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## AMITY BUSINESS SCHOOL

### Course Handout

Course : TEAM DYNAMICS AT WORK

Course Code : MBA 415, Crédits : 03, Session : 2018-19 (Even Sem.), Class : MBA. 2nd Year

**MMMMMMMMMM. Introduction:** The course aims to provide concept and essence of teams in organizational context. The course has both theoretical aspects and practical exercises to impart learning related to team issues and management.

**NNNNNNNNNN. Course Outcomes:** At the end of the course, students will be able to:

**MBA 415.1.** Understand the concept of team and teamwork.

**MBA 415.2** understand the dynamics of team development and management.

**MBA 415.3** Build leadership in team and empower the teamwork.

**MBA 415.4** Resolve organizational issue through teamwork.

**OOOOOOOOOO. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.



**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**PPPPPPPPPP. Program Specific Outcomes:**

PSO1: - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

**QQQQQQQQQQ. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                          | Code     | Weightage % |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                           | CT       | 15%         |
|                                | Project/Assignment/ Quiz/Presentation                                                                                | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester | A        | 5%          |



|                          |                                                                |    |             |
|--------------------------|----------------------------------------------------------------|----|-------------|
|                          | examination. The allowance of 25% includes all types of leaves |    |             |
| End Semester Examination | End Semester Examination                                       | EE | 70%         |
| <b>Total</b>             |                                                                |    | <b>100%</b> |

## **RRRRRRRRRR. Syllabus**

### **Module I Introduction to Team**

Concept of team, Common types of teams, Self-managed teams - origins, benefits and challenges. Concept of virtual team, Challenges in managing virtual teams. Teamwork and rewarding the teamwork, Team building, Reasons for team building, Barriers to team building, Team dynamics, Team Identity.

### **Module II Team Development & Management**

Strategies for team building, Designing the team – internal external dynamics, Team development model, Team management. Stages in team management – selection, bonding, development, optimizing performance, assessment. Team member roles & behaviors, features of norms.

### **Module III Team Leadership & Empowerment**

Building leadership in team, characteristics of team empowerment, factors influencing team effectiveness, Common characteristics of high performing teams, approaches for fostering team creativity – nominal group technique, traditional brainstorming and electronic brainstorming, creating smart teams.

### **Module IV Resolving organizational issues through team exercises**

Team building exercises on – Discovering the interpersonal orientation through FIRO-B, Experiential learning methodologies-T- group sensitivity training, encounter groups, appreciative enquiry, Discovering facets of interpersonal trust through Johari Model, communication skills, problem solving, decision making, planning, change management, team morale, collaboration, adaptability and trust.

## **SSSSSSSSSS. Examination Scheme:**

| Components | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|------------|--------------|--------------------------------------|------------|-----|
|------------|--------------|--------------------------------------|------------|-----|



|               |    |    |   |    |
|---------------|----|----|---|----|
| Weightage (%) | 15 | 10 | 5 | 70 |
|---------------|----|----|---|----|

**TTTTTTTTTT. Suggested Text/Reference Books:**

- Leigh L. Thompson (2009) Making the Team
- Carol A Beatty & Brenda Scott (2004) Smart Teams
- Uday Kumar Halder (2010) Leadership and Team Building
- Kevin Pritchard & John Eliot (2012) Help the Helper: Building a Culture of Extreme Teamwork
- James Cain and Barry Jolliff (2010) Teamwork and Teamplay
- Daniel Levi (2010); Group Dynamics for Teams

**UUUUUUUUUU. Lecture Plan**

| Lecture | Topics                                                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Concept of team                                                            | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Common types of teams                                                      | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Self-managed teams - origins, benefits and challenges.                     | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Concept of virtual team,</i>                                            | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Challenges in managing virtual teams. Teamwork and rewarding the teamwork, | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Team building, Reasons for team building,                                  | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Barriers to team building, Team dynamics, Team Identity                    | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                                           |         |           |                                       |
|----|-----------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------------|
| 8  | Strategies for team building                                                                              | Lecture | MBA 415.2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 9  | Designing the team –<br>internal external dynamics                                                        | Lecture | MBA 415.2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 10 | Team development model                                                                                    | Lecture | MBA 415.2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 11 | Team -management                                                                                          | Lecture | MBA 415.2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 12 | Stages in team management –<br>selection, bonding,<br>development, optimizing<br>performance, assessment. | Lecture | MBA 415.2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 13 | Team member roles &<br>behaviors.                                                                         | Lecture | MBA 415.2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 14 | Features of norms                                                                                         | Lecture | MBA 415.2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 15 | Building leadership in team                                                                               | Lecture | MBA 415.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 16 | Characteristics of team<br>empowerment                                                                    | Lecture | MBA 415.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 17 | Factors influencing team<br>effectiveness                                                                 | Lecture | MBA 415.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 18 | Common characteristics of high<br>performing teams                                                        | Lecture | MBA 415.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 19 | Approaches for fostering team<br>creativity – nominal group<br>technique                                  | Lecture | MBA 415.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 20 | Traditional brainstorming                                                                                 | Lecture | MBA 415.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 21 | Electronic brainstorming                                                                                  | Lecture | MBA 415.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 22 | Creating smart teams.                                                                                     | Lecture | MBA 415.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 23 | Team building exercises on –<br>Discovering the interpersonal                                             | Lecture | MBA 415.4 | Mid Term-2,<br>Quiz & End Sem         |





|    |                                                                                       |         |           |                                 |
|----|---------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | orientation through FIRO-B                                                            |         |           | Exam                            |
| 24 | Team building exercises on – Discovering the interpersonal orientation through FIRO-B | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Experiential learning methodologies                                                   | Lecture | MBA 415.4 | Mid Term-1, Quiz & End Sem Exam |
| 26 | T- group sensitivity training,                                                        | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Encounter groups                                                                      | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Appreciative enquiry                                                                  | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Discovering facets of interpersonal trust through Johari Model                        | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Communication skills                                                                  | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Problem solving                                                                       | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Decision making                                                                       | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Planning                                                                              | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Change management                                                                     | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Team -morale                                                                          | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Collaboration, adaptability and trust.                                                | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |

VVVVVVVVVV. Course Articulation Matrix (Mapping of COs with POs)



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| CO               |                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 415.1</b> | Understand the concept of team and teamwork.                | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 415.2</b> | Understand the dynamics of team development and management. | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 415.3</b> | Build leadership in team and empower the teamwork.          | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |
| <b>MBA 415.4</b> | Resolve organizational issue through teamwork.              | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |



## Sample Question Paper

|                                                                  |              |                                                     |          |           |                |          |
|------------------------------------------------------------------|--------------|-----------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2018-19        |              |                                                     |          |           |                |          |
| Class: MBA IV Semester                                           |              |                                                     |          |           |                |          |
| Subject Name: Team Dynamics at Work                              |              | Time: 01:30 Hrs                                     |          |           | Max. Marks: 30 |          |
| MBA 415                                                          |              |                                                     |          |           |                |          |
| Levels of the questions as per Blooms Taxonomy                   | Remembering  | Understanding                                       | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                 | Q.1,4        | Q.2,3                                               | Q.4      | Q.2,5,6   |                |          |
| Student will be able to                                          |              |                                                     |          |           |                |          |
| CO1: Understand the concept of team and teamwork.                |              |                                                     |          |           |                |          |
| CO2: understand the dynamics of team development and management. |              |                                                     |          |           |                |          |
| CO Map                                                           | Question No. | Question                                            |          |           |                | Marks    |
| CO1                                                              | Q.1          | Describe the team and its importance.               |          |           |                | 3        |
| CO1                                                              | Q.2a         | Write a short note on self -managed team.           |          |           |                | 3        |
|                                                                  | Q.2b         | What are the team dynamics?                         |          |           |                | 3        |
| CO1                                                              | Q.3          | Explain in detail the types of teams with examples. |          |           |                | 6        |
| CO2                                                              | Q.4          | Give an account on team building.                   |          |           |                | 3        |
| CO2                                                              | Q.5a         | Define the external dynamics to form team.          |          |           |                | 3        |
|                                                                  | Q.5b         | Elaborate binding in team.                          |          |           |                | 3        |
| CO2                                                              | Q 6          | Explain the stages in team building.                |          |           |                | 6        |



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| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**MBA 415**

**Attainment**

|                         |                       |
|-------------------------|-----------------------|
| <b>Session</b>          | 2018-19               |
| <b>Course Name</b>      | MBA                   |
| <b>Semester</b>         | 4th Semester          |
| <b>Subject Code</b>     | MBA 415               |
| <b>Subject Name</b>     | TEAM DYNAMICS AT WORK |
| <b>Attainment Level</b> | Level 3               |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |





| Amity Business School                                                                               |
|-----------------------------------------------------------------------------------------------------|
| Course Handout                                                                                      |
| Course : Indian Models in Entrepreneurship                                                          |
| Course Code : MBA 402, Crédits : 03, Session :2018-19(Even Sem.), Class : MBA. 2 <sup>nd</sup> Year |

**Introduction:** This course will

enable students to understand various Indian Models in Entrepreneurship, analyze the practical application of different models of Entrepreneurship in India. Develop innovations to complement the existing models. The course will help the students to understand the concept of entrepreneurship & its business environment and develop the critical thinking, innovation analysis & problem solving approach. Also the course will help to enhance the leadership and motivation of the students and will make the student more responsible socially.

**WWWWWWWWW. Course Outcomes:**

At the end of the course, students will be able to:

**MBA402.1** To understand the concepts of cost, nature of Entrepreneurship and its relationship to Business.

**MBA402.2.** To apply concepts of women entrepreneurship under different market conditions.

**MBA402.3** To analyse Rural Entrepreneurship of different types in different market conditions.

**MBA402.4** To integrate the concept of Family Business & Social Entrepreneurship under various conditions.

**XXXXXXXXXX. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.



**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**YYYYYYYYYY. Assessment Plan:**

| Component of Evaluation        | Description                           | Code     | Weightage % |
|--------------------------------|---------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                            | CT       | 15%         |
|                                | Mid Term 2                            |          |             |
|                                | Project/Assignment/ Quiz/Presentation | P/A/Q/PR | 10%         |



|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |

## ZZZZZZZZZZ. Syllabus

### Module I- Introduction

Concept, Meaning and features of Entrepreneurship, Various aspects of society affected by Entrepreneurship. India's start up revolution, The entrepreneurial ecosystem

### Module II – Women Entrepreneurship

Concept of Women Entrepreneurship, Functions of Women Entrepreneurship, Growth of Women Entrepreneurship in India, Challenges, Opportunities & limitations for Women Entrepreneurship in India, Case study of Kiran Mazumdar Shaw.

### Module III – Rural Entrepreneurship

Concept and functions of Rural Entrepreneurship, Growth of Rural Entrepreneurship in India, Challenges, opportunities & limitations of Rural Entrepreneurship in India, Case study of Youth Club of Bejjipuram (YCB)

### Module IV – Tourism Entrepreneurship

Concept and functions of Tourism Entrepreneurship, Growth of Tourism Entrepreneurship in India, Challenges, opportunities & limitations of Tourism Entrepreneurship, Case Study Capt Gopinath.

### Module V – Agri-Preneurship

Concept and functions Agri-Preneurship, Need for developing Agri-Preneurship in India, Challenges, opportunities & limitations of Agri-Preneurship in India, Case study of ITC- e- Chaupal.

### Module VI – Family Business & Social Entrepreneurship

Family business in India, Challenges & opportunities for family business in India, Making family business more effective, Social Entrepreneurship, Business incubators.





**AAAAAAAAAAAA. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

**BBBBBBBBBBBB. Suggested Text/Reference Books:**

- Khanka S S, (2012), Entrepreneurial Development (4<sup>th</sup> Edition), S Chand, New Delhi
- Histrich D. Robert and Peters P. Michal Shepherd A Dean (2007); Entrepreneurship, McGraw Hill
- Timmons A. Jethrfy and Jr. Stephen Spinell (2009), New Ventures Creation; Entrepreneurship for the 21<sup>st</sup> Century, McGraw Hill.
- Gnyawali D & Fogel D, (1984), Environments for Entrepreneurship Development: Key Dimensions and Research Implications, Entrepreneurship theory and Practice, Spring.

**CCCCCCCCCCCC. Lecture Plan**

| Lecture | Topics                                                  | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Concept, Meaning and features of Entrepreneurship       | Lecture          | MBA402.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept, Meaning and features of Entrepreneurship       | Lecture          | MBA402.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Various aspects of society affected by Entrepreneurship | Lecture          | MBA402.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Various aspects of society affected by Entrepreneurship | Lecture          | MBA402.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | India's start up revolution                             | Lecture          | MBA402.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | India's start up revolution                             | Lecture          | MBA402.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | The entrepreneurial ecosystem                           | Lecture          |                  | Mid Term-1, Quiz                |



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|    |                                                                    |         |          |                                 |
|----|--------------------------------------------------------------------|---------|----------|---------------------------------|
|    |                                                                    |         | MBA402.1 | & End Sem Exam                  |
| 8  | Concept of Women Entrepreneurship                                  | Lecture | MBA402.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Concept of Women Entrepreneurship,                                 | Lecture | MBA402.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Functions of Women Entrepreneurship                                | Lecture | MBA402.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Functions of Women Entrepreneurship                                | Lecture | MBA402.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Growth of Women Entrepreneurship in India                          | Lecture | MBA402.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Challenges, Opportunities & limitations for Women Entrepreneurship | Lecture | MBA402.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Case study of Kiran Mazumdar Shaw.                                 | Lecture | MBA402.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Concept and functions of Rural Entrepreneurship                    | Lecture | MBA402.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Growth of Rural Entrepreneurship in India                          | Lecture | MBA402.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Challenges, opportunities & limitations of Rural Entrepreneurship  | Lecture | MBA402.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Challenges, opportunities & limitations of Rural Entrepreneurship  | Lecture | MBA402.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Case study of Youth Club of Bejjipuram (YCB)                       | Lecture | MBA402.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Case study of Youth Club of Bejjipuram (YCB)                       | Lecture | MBA402.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Concept and functions of Rural Entrepreneurship                    | Lecture | MBA402.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Concept and functions of Rural                                     | Lecture | MBA402.3 | Mid Term-2, Quiz & End Sem Exam |



|    |                                                 |         |          |                                 |
|----|-------------------------------------------------|---------|----------|---------------------------------|
|    | Entrepreneurship                                |         |          |                                 |
| 23 | Concept and functions of Rural Entrepreneurship | Lecture | MBA402.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Concept and functions of Rural Entrepreneurship | Lecture | MBA402.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Market testing                                  | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Consumer-goods market testing                   | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Consumer-goods market testing                   | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Business-goods market testing.                  | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Business-goods market testing.                  | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Timing                                          | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Timing                                          | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Geographic strategy                             | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Target-market prospects.                        | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Introductory market strategy                    | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | The consumer adoption process.                  | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Stages in the adoption process                  | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |

**DDDDDDDDDD. Course Articulation Matrix (Mapping of COs with POs):**



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| CO              | STATEMENT                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |  |
|-----------------|--------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|--|
|                 |                                                                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |  |
| <b>MBA402.1</b> | To understand the concepts of cost, nature of Entrepreneurship and its relationship to Business. | -                                   | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  |  |  |
| <b>MBA402.2</b> | To apply concepts of Financial Planning under different market conditions.                       | 1                                   | 3           | 3           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |  |
| <b>MBA402.3</b> | To analyse Business Plans in of different types in different market conditions.                  | -                                   | 3           | 2           | -           | 1           | 3           | 3           | 2           | 3           | 3            |  |  |  |  |
| <b>MBA402.4</b> | To integrate the concept of Prototype Making and Test Marketing under various conditions         | 1                                   | 3           | 2           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |  |

## Sample Question Paper

Amity Business School  
I MID-SEMESTER (SEM –IV) 2018-19

Class: MBA IV Semester



|                                                         |                 |                   |              |               |                |              |
|---------------------------------------------------------|-----------------|-------------------|--------------|---------------|----------------|--------------|
| Subject Name:<br>MBA 402 Indian<br>Entrepreneurship     |                 | Time: 01:30 Hrs   |              |               | Max. Marks: 30 |              |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy | Rememberin<br>g | Understandin<br>g | Applyin<br>g | Analyzi<br>ng | Evaluati<br>ng | Creatin<br>g |
| Question<br>Mapping                                     | Q.1,4           | Q.2,3             | Q.4          | Q.2,5,6       |                |              |

Student will be able to

CO1 To understand the concepts of cost, nature of Entrepreneurship and its relationship to Business.

CO2. To apply concepts of Financial Planning under different market conditions.

CO3 To analyse Business Plans in of different types in different market conditions.

CO4 To integrate the concept of Prototype Making and Test Marketing under various conditions

| CO<br>Map | Question<br>No. | Questi<br>on                                                    | Mar<br>ks |
|-----------|-----------------|-----------------------------------------------------------------|-----------|
| CO1       | Q.1             | Explain in brief on Entrepreneurship.                           | 3         |
| CO2       | Q.2a            | What is the nature of Financial Planning?                       | 3         |
|           | Q.2b            | How concept of Business Plans is applied in business decisions? | 3         |
| CO2       | Q.3             | Elaborate Prototype Making and determinants of Prototype        | 6         |
| CO2       | Q.4             | Explain the significance of Test Marketing                      | 3         |
| CO3       | Q.5a            | Elaborate different types of Business Strategy.                 | 3         |
|           | Q.5b            | Describe in brief Product Development.                          | 3         |
| CO4       | Q 6             | How Taxation benefits to small-scale entrepreneurs?             | 6         |

| Attainments | Rubric |
|-------------|--------|
|-------------|--------|



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|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |



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**MBA 402**

## Attainment

|                         |                                                    |
|-------------------------|----------------------------------------------------|
| <b>Session</b>          | 2018-19                                            |
| <b>Course Name</b>      | MBA                                                |
| <b>Semester</b>         | 4th Semester                                       |
| <b>Subject Code</b>     | MBA 402                                            |
| <b>Subject Name</b>     | CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY |
| <b>Attainment Level</b> | Level 2                                            |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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|                                                                                                        |
|--------------------------------------------------------------------------------------------------------|
| Amity Business School                                                                                  |
| Course Handout                                                                                         |
| Course : Family Business Management                                                                    |
| Course Code : MBA 403, Crédits : 03, Session : 2018-19` (Even Sem.), Class : MBA. 2 <sup>nd</sup> Year |

**Introduction:** This course addresses many of the unique situations family businesses face. These topics range from successor ship & family dynamics to continuity planning and strategic performance. The course will benefit family foundations and family investment offices, family firm successors, entrepreneurs, consultants and advisers, and investors for the following reasons: Leading consulting firms are developing family business practice areas. The class will involve case discussions, guest speakers, field and research assignments, and class presentations of new ideas in family enterprises.

**EEEEEEEEEEEE. Course Outcomes:** At the end of the course, students will be able to:

**MBA403.1** To understand the concepts of Family Business in Indian Contexts.

**MBA403.2.** To apply concepts of Behavioural Issues In Closely Held and Family Owned Business & Managed Business.

**MBA403.3** To analyse Growth Strategy for Family Owned Business.

**MBA403.4** To integrate the concept of Involving Non-Family Members of the Firm Power Struggles in the Family

**FFFFFFFFFFFF. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.





**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**GGGGGGGGGGG. Assessment Plan:**

| Component of Evaluation        | Description                           | Code     | Weightage % |
|--------------------------------|---------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                            | CT       | 15%         |
|                                | Mid Term 2                            |          |             |
|                                | Project/Assignment/ Quiz/Presentation | P/A/Q/PR | 10%         |



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|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |

## HHHHHHHHHHH. Syllabus

### Module I: Introduction

Understanding the Family Business in Indian Contexts; Effective Governance and the Family Business, Capital Structure of Closely Held Firms, Cash, Growth, and The Family Business, Issue and challenges in Family Business.

### Module II: Developing Effective Governance

Understanding the Relationships between Family Business, Business and Ownership Issues in Family Owned Business, Behavioural Issues In Closely Held and Family Owned Business & Managed Business.

### Module III: Growth Strategy

Growth Strategy for Family Owned Business, Different Models of Family Business, Developing Team of Advisors, Boards of Directors and Corporate Governance

### Module IV: Future Prospects

Involving Non-Family Members of the Firm Power Struggles in the Family Firm Issues of Succession in a Family Firm Valuation of the Closely Held Firm the Changing Role of Family in the Family Business.



**IIIIIIIIII. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

**JJJJJJJJJJ. Suggested Text/Reference Books:**

- Randel S. Cavlock, Ward John (2001), Strategic Planning for the Family Business.
- Dr. Alan Carsrud, Family Business Management Division, University of Florida.
- John L. Ward, Perpetuating Family Business, www. John L Ward. com
- Aruna Kaulgud, Entrepreneurship Management, Parallel Planning to unite the Family and Business, Amazon Sales.
- Fager Mike, Mc Kinney Dave (2007); Succession Planning for the Family Owned Business Amazon Sales.

**KKKKKKKKKK. Lecture Plan**

| Lecture | Topics                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Types of business models                             | Lecture          | MBA403.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Process of choosing a business model                 | Lecture          | MBA403.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Meaning of Business Plan                             | Lecture          | MBA403.2         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Contents of Business Plan                            | Lecture          | MBA403.2         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Significance of Business Plan                        | Lecture          | MBA403.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Formulation of Business Plan                         | Lecture          | MBA403.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Understanding the Family Business in Indian Contexts | Lecture          | MBA403.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Understanding the Family Business in Indian Contexts | Lecture          | MBA403.2         | Mid Term-1, Quiz & End Sem Exam |



|    |                                                        |         |          |                                 |
|----|--------------------------------------------------------|---------|----------|---------------------------------|
|    |                                                        |         |          |                                 |
| 9  | Understanding the Family Business in Indian Contexts   | Lecture | MBA403.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Understanding the Family Business in Indian Contexts   | Lecture | MBA403.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Effective Governance and the Family Business           | Lecture | MBA403.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Effective Governance and the Family Business           | Lecture | MBA403.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Effective Governance and the Family Business           | Lecture | MBA403.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Effective Governance and the Family Business           | Lecture | MBA403.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Effective Governance and the Family Business           | Lecture | MBA403.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Business and Ownership Issues in Family Owned Business | Lecture | MBA403.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Business and Ownership Issues in Family Owned Business | Lecture | MBA403.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Business and Ownership Issues in Family Owned Business | Lecture | MBA403.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Business and Ownership Issues in Family Owned Business | Lecture | MBA403.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Growth Strategy for Family Owned Business              | Lecture | MBA403.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Growth Strategy for Family Owned Business              | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Growth Strategy for Family Owned Business              | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Different Models of Family Business                    | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Different Models of Family Business                    | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Developing Team of Advisors                            | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Consumer-goods market testing                          | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Developing Team of                                     | Lecture |          | Mid Term-2, Quiz                |



|    |                                                                             |         |          |                                 |
|----|-----------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Advisors                                                                    |         | MBA403.3 | & End Sem Exam                  |
| 28 | Involving Non-Family Members of the Firm Power Struggles in the Family Firm | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Involving Non-Family Members of the Firm Power Struggles in the Family Firm | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Involving Non-Family Members of the Firm Power Struggles in the Family Firm | Lecture | MBA403.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Issues of Succession in a Family Firm                                       | Lecture | MBA403.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Issues of Succession in a Family Firm                                       | Lecture | MBA403.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Issues of Succession in a Family Firm                                       | Lecture | MBA403.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Issues of Succession in a Family Firm                                       | Lecture | MBA403.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Issues of Succession in a Family Firm                                       | Lecture | MBA403.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Changing Role of Family in the Family Business                              | Lecture | MBA403.4 | Mid Term-2, Quiz & End Sem Exam |

LLLLLLLLLL.

## Course Articulation Matrix (Mapping of COs with POs)

| CO       | STATEMENT                                                         | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |  |
|----------|-------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|--|
|          |                                                                   | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |  |
| MBA403.1 | To understand the concepts of Family Business in Indian Contexts. | -                                   | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  |  |  |



|                 |                                                                                                       |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |
|-----------------|-------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|
| <b>MBA403.2</b> | To apply concepts of Behavioural Issues In Closely Held and Family Owned Business & Managed Business. | 1 | 3 | 3 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |  |  |
| <b>MBA403.3</b> | To analyse Growth Strategy for Family Owned Business.                                                 | - | 3 | 2 | - | 1 | 3 | 3 | 2 | 3 | 3 |  |  |  |  |  |
| <b>MBA403.4</b> | To integrate the concept of Involving Non-Family Members of the Firm Power Struggles in the Family    | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |  |  |

## Sample Question Paper

|                                                           |             |                 |          |           |                |          |
|-----------------------------------------------------------|-------------|-----------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2021-22 |             |                 |          |           |                |          |
| Class: MBA IV Semester                                    |             |                 |          |           |                |          |
| Subject Name:<br>MBA 403: Family Business                 |             | Time: 01:30 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy            | Remembering | Understanding   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                          | Q.1,4       | Q.2,3           | Q.4      | Q.2,5,6   |                |          |



Student will be able to

**MBA403.1** To understand the concepts of Family Business in Indian Contexts.

**MBA403.2.** To apply concepts of Behavioural Issues In Closely Held and Family Owned Business & Managed Business.

**MBA403.3** To analyse Growth Strategy for Family Owned Business.

**MBA403.4** To integrate the concept of Involving Non-Family Members of the Firm Power Struggles in the Family

| CO Map | Question No. | Question                                                              | Marks |
|--------|--------------|-----------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief Family Business in Indian Contexts.                  | 3     |
| CO2    | Q.2a         | What is Behavioural Issues In Closely Held and Family Owned Business? | 3     |
|        | Q.2b         | How concept of Business Plans is applied in business decisions?       | 3     |
| CO2    | Q.3          | Elaborate Growth Strategy for Family Owned Business                   | 6     |
| CO2    | Q.4          | Explain the significance of Closely Held and Family Owned Business?   | 3     |
| CO3    | Q.5a         | Elaborate different types of Family Business in Indian Contexts.      | 3     |
|        | Q.5b         | Describe in brief Non-Family Members.                                 | 3     |
| CO4    | Q 6          | How Power Struggles in the Family harms small-scale entrepreneurs?    | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |



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|-------|---|------------------------------------------------------------|
| Level | 3 | IF 80% of students secure more than 60% marks then level 3 |
|-------|---|------------------------------------------------------------|





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**MBA 403**

## Attainment

|                  |                           |
|------------------|---------------------------|
| Session          | 2018-19                   |
| Course Name      | MBA                       |
| Semester         | 4th Semester              |
| Subject Code     | MBA 403                   |
| Subject Name     | Family Business Managemet |
| Attainment Level | Level 2                   |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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| AMITY BUSINESS SCHOOL                                                                    |
|------------------------------------------------------------------------------------------|
| <b>Course Handout</b>                                                                    |
| Course : HUMAN RESOURCE METRICS AND ANALYTICS                                            |
| Course Code : MBA 412, Crédits : 03, Session :2018-19 (Even Sem.), Class : MBA. 2nd Year |

**MMMMMMMMMMMM. Introduction:** This course introduces the student to the theory, concepts, and business application of human resources research, data, metrics, systems, analyses, and reporting. The student will develop an understanding of the role and importance of HR analytics, and the ability to track, store, retrieve, analyse and interpret HR data to support decision making. It will enhance the ability of student to communicate effectively the HR metrics.

**NNNNNNNNNNN. Course Outcomes:** At the end of the course, students will be able to:

**MBA 412.1.** Understand the importance of HR metrics and analytics in measuring HR's impact and drive business results.

**MBA 412.2** Identify the right HR metrics– aligning HR and business goals.

**MBA 412.3** Develop the total quality management approach and improving the HR audit system.

**MBA 412.4** Understanding human resource information system.

**OOOOOOOOOOO. Program Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.



**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## **PPPPPPPPPP. Programme Specific Outcomes:**

PSO1: - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

## **QQQQQQQQQQ.Assessment Plan:**

| Component of Evaluation | Description | Code | Weightage |
|-------------------------|-------------|------|-----------|
|-------------------------|-------------|------|-----------|



|                                |                                                                                                                                                                                     |          | %           |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT       | 15%         |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                     |          | <b>100%</b> |

## **RRRRRRRRRR. Syllabus**

### **Module I: Introduction and the challenges of measurement**

Introduction: Meaning & Definition of HR Measurement – Importance; Development of Concept. HR measurement for HR Professionals; Investment in Human Resources. Efficient use of Human Resource, Adopting the right perspective: Understanding the role of workforce in strategy implementation.

### **Module II: Developing measurement metrics**

Understanding and developing the right metrics: Tools to manage the implementation of strategy, implementing the metrics. Benchmarking HR .Different types of scorecards- Balance Score Card, HR Score Card.

### **Module III: Designing the metrics**

Principles of good measurement. Cost-benefit analyses for HR interventions. Measuring HR alignment. Measuring hiring and staffing, Measuring the value of compensation and benefits. **Communicating recommendations** ,Measurement of training and development.

### **Module IV: Specific topics in measurement**

Measuring the value of employee relations and retention program, Models for Assessing Return on Investment, Assessing value of outsourcing and call centers.



### Module V: TQM and HR Audit

Role of TQM in HR Measurement. **EFQM Model** HR Audit, Implementing HR Audit, Methodology and Issues, HRD Scorecard, HRD Audit – The Indian experiences and cases, People Capability Maturity Model (PCMM), Measuring Intellectual capital and web based HR systems.

### Module VI: Human Resource Information System

Understanding HR indicators, Data collection, tracking, entry, Assess IT requirements to meet HR needs, Relational databases and HR systems, Designing and Implementation of HRIS and personnel research : regression analysis, measures of central tendency) Graphs, tables, spreadsheets, data manipulation using Excel.

### SSSSSSSSSS. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

### TTTTTTTTTTTT. Suggested Text/Reference Books:

- Fitz-Enz Jac,(2001), How to Measure Human Resource Management, 3<sup>rd</sup> Edition, McGraw Hill
- Mello Jeffrey A., (2008), Strategic Human Resource Management, Thompson Press Publishing.
- Rao T.V.(1999), HRD Audit, 3rd Edition Response Books

### UUUUUUUUUUU. Lecture Plan

| Lecture | Topics                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction: Meaning & Definition of HR Measurement – Importance | Lecture          | MBA 412.1        | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                 |         |           |                                 |
|----|-----------------------------------------------------------------|---------|-----------|---------------------------------|
| 2  | Development of Concept. HR measurement for HR Professionals     | Lecture | MBA 412.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | Investment in Human Resources                                   | Lecture | MBA 412.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Efficient use of Human Resource                                 | Lecture | MBA 412.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Adopting the right perspective:                                 | Lecture | MBA 412.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Understanding the role of workforce in strategy implementation. | Lecture | MBA 412.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Understanding and developing the right metrics                  | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Tools to manage the implementation of strategy                  | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | implementing the metrics                                        | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Benchmarking HR                                                 | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Different types of scorecards- Balance Score Card               | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | HR Score Card.                                                  | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Principles of good measurement                                  | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Cost-benefit analyses for HR interventions                      | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Measuring HR alignment.                                         | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Measuring hiring and staffing                                   | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Measuring the value of compensation and                         | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem      |



|    |                                                                         |         |           |                                 |
|----|-------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | benefits                                                                |         |           | Exam                            |
| 18 | Communicating recommendations ,Measurement of training and development. | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Measuring the value of employee relations                               | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | retention program                                                       | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Models for Assessing Return on Investment                               | Lecture | MBA 412.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Assesing value of outsourcing and call centers                          | Lecture | MBA 412.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Role of TQM in HR Measurement                                           | Lecture | MBA 412.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | EFQM Model                                                              | Lecture | MBA 412.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | HR Audit, Implementing HR Audit, Methodology and Issues                 | Lecture | MBA 412.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | HRD Scorecard                                                           | Lecture | MBA 412.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | HRD Audit – The Indian experiences and cases                            | Lecture | MBA 412.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | People Capability Maturity Model (PCMM)                                 | Lecture | MBA 412.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Measuring Intellectual capital                                          | Lecture | MBA 412.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Web based HR systems                                                    | Lecture | MBA 412.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Understanding HR indicators                                             | Lecture | MBA 412.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Data collection, tracking, entry                                        | Lecture | MBA 412.4 | Mid Term-2, Quiz & End Sem      |



|    |                                                                                                  |         |           | Exam                            |
|----|--------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 33 | Assess IT requirements to meet HR needs                                                          | Lecture | MBA 412.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Relational databases and HR systems, Designing and Implementation of HRIS and personnel research | Lecture | MBA 412.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Regression analysis, measures of central tendency) Graphs, tables, spreadsheets                  | Lecture | MBA 412.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Data manipulation using Excel                                                                    | Lecture | MBA 412.4 | Mid Term-2, Quiz & End Sem Exam |

## VVVVVVVVVV. Course Articulation Matrix (Mapping of COs with POs)

| CO               |                                                                                                            | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                            | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 412.1</b> | Understand the importance of HR metrics and analytics in measuring HR's impact and drive business results. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 412.2</b> | Identify the right HR metrics–aligning HR and business goals.                                              | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |





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|                  |                                                                                  |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|----------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 412.3</b> | Develop the total quality management approach and improving the HR audit system. | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |
| <b>MBA 412.4</b> | Understanding human resource information system.                                 | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 2 |



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## Sample Question Paper

| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –IV) 2018-19</p>                                                                                                                                  |              |                                                                  |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA IV Semester                                                                                                                                                                                                         |              |                                                                  |          |           |                |          |
| Subject Name:<br>MBA 412                                                                                                                                                                                                       |              | Time: 01:30 Hrs                                                  |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                 | Remembering  | Understanding                                                    | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                               | Q.1,4        | Q.2,3                                                            | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Understand the importance of HR metrics and analytics in measuring HR's impact and drive business results</p> <p>CO2: Identify the right HR metrics– aligning HR and business goals</p> |              |                                                                  |          |           |                |          |
| CO Map                                                                                                                                                                                                                         | Question No. | Question                                                         |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                            | Q.1          | Elaborate the meaning of HR Measurement with its Importance.     |          |           |                | 3        |
| CO1                                                                                                                                                                                                                            | Q.2a         | Write a brief note on Investment in Human Resources              |          |           |                | 3        |
|                                                                                                                                                                                                                                | Q.2b         | Describe the efficient use of Human Resource.                    |          |           |                | 3        |
| CO1                                                                                                                                                                                                                            | Q.3          | Give an account on role of workforce in strategy implementation. |          |           |                | 6        |
| CO2                                                                                                                                                                                                                            | Q.4          | Define the term “ HR Metrics” and measurement.                   |          |           |                | 3        |
| CO2                                                                                                                                                                                                                            | Q.5a         | What is the process on benchmarking HR.                          |          |           |                | 3        |
|                                                                                                                                                                                                                                | Q.5b         | Write a short on HR score card.                                  |          |           |                | 3        |
| CO2                                                                                                                                                                                                                            | Q.6          | Explain in detail the “ Balance Score Card” with examples.       |          |           |                | 6        |



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| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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**MBA 412**

**Attainment**

|                         |                                      |
|-------------------------|--------------------------------------|
| <b>Session</b>          | 2018-19                              |
| <b>Course Name</b>      | MBA                                  |
| <b>Semester</b>         | 4th Semester                         |
| <b>Subject Code</b>     | MBA 412                              |
| <b>Subject Name</b>     | HUMAN RESOURCE METRICS AND ANALYTICS |
| <b>Attainment Level</b> | Level 2                              |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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## AMITY BUSINESS SCHOOL

### Course Handout

Course : INTERNATIONAL HRM : APPROACHES

Course Code : MBA 413, Crédits : 03, Session : 2018-19 (Even Sem.), Class : MBA. 2nd Year

**WWWWWWWWWWW. Introduction:** The main objective of this course is to inculcate deep understanding of International Human Resources and to explore the dynamics of global business development. It also aims at preparing students about examining significant business opportunities and maximization of returns with understanding of cross cultural management, as primary causes of failure in multinational ventures stem from lack of understanding of the essentials differences in managing human Resources, at all levels in foreign environment.

**XXXXXXXXXXXX. Course Outcomes:** At the end of the course, students will be able to:

**MBA 413.1.** Understand the evolution of internationalization of business and the role of human resource management for international context.

**MBA 413.2** Develop the organization structure to manage international staffing and development

**MBA 413.3** Formulate performance management and compensation management strategies to implement in the international context.

**MBA 413.4** Critically analyse cross cultural issue and perspectives for international boundaries.

**MBA 413.5** Demonstrate the mapping of different cultures for maintain international relations.

**YYYYYYYYYYY. Programme Outcomes:**



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**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## **ZZZZZZZZZZZZ. Program Specific Outcomes:**

PSO1: - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.





PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

**AAAAAAAAAAAAA. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                         | Code     | Weightage % |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT       | 15%         |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                     |          | <b>100%</b> |

**BBBBBBBBBBBBB. Syllabus**

**Module I: Internationalization**

Evolution of International business, Stages of internationalization, Modes of entering International business Relationship between International Strategy and SIHRM- International Human Resource Management – Major Economies and their HRM practices, Models of international HRM, Legal issues in global workforce management

**Module II: Organisation Structure, International Staffing and Development**

Challenges in global labour market, Organisation Structure and HRM, Global Human Resource Planning, Issues in supply of International Human Resources, Recruitment and Selection, Training and development for expatriates; Training and development for international staff; Adjusting to the New Culture

**Module III: Performance Management and Compensation Management in International Context**

Multinational performance appraisal – Criteria and process, appraisal of expatriate, third and host country employees, issues in international performance management; International control mechanism; Complexities. Objectives of International Compensation Management, Component and Structure of International Compensation



package, Approaches to International Compensation Management, social security systems across countries, emerging issues

#### **Module IV: Understanding Cross Culture: Issues & Perspectives**

Understanding Culture, Context for international perfect management, framework for performance management, Determinants of Cultural Identity, Frameworks for Mapping the Culture, Geert Hofstede, cross-cultural issues, North America, South America, some key pointers, Northern Europe, Value based management in Nordic countries, China – the sleeping giant awakes, Japan – a culture of enfolding relationship, South East Asia regional diversity, Studies of National Culture

#### **Module V: Industrial Relations and Other Issues in IHRM**

Understanding Culture, Introduction, Key Concepts, Determinants of Cultural Identity, Frameworks for Mapping the Culture, Geert Hofstede, Clyde Cluckhohn, TE Hall Studies of National Culture, A framework for international industrial relations; Employees participation – Practices in various countries; Managing Workforce diversity, HRM in cross border mergers and acquisitions Adjusting to the New Culture, Competencies for Global Manager, Molester Navigation, Joint ventures, alliances and SMEs; IHRM trends- Complexities, challenges, and choices in future.

#### **CCCCCCCCCCCC. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### **DDDDDDDDDDDD. Suggested Text/Reference Books:**

- Aswathappa K, Dash Sadhna (2008), International Human Resource Management Text & Cases, Tata McGraw Hill
- Dowling P. J., International human resources management, Cengage EMEA
- Bhatia S.K. (2005), International Human Resource Management, Deep & Deep Publications
- Evans Paul, Vladimir Pucik, Jean-Louis Barsoux (2010), The Global Challenge – Frameworks for International Human Resource Management, Mc Graw Hill
- Rao PL, International Human Resource Management (2008), Excel Books



## EEEEEEEEEEEEEE. Lecture Plan

| Lecture | Topics                                                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Evolution of International business                                                               | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Stages of internationalization                                                                    | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Modes of entering International business<br>Relationship between International Strategy and SIHRM | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>International Human Resource Management – Major Economies and their HRM practices</i>          | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Models of international HRM                                                                       | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Legal issues in global workforce management                                                       | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Challenges in global labour market                                                                | Lecture          | MBA 413.2        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Organisation Structure and HRM                                                                    | Lecture          | MBA 413.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Global Human Resource Planning                                                                    | Lecture          | MBA 413.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Issues in supply of International Human Resources                                                 | Lecture          | MBA 413.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Recruitment and Selection, Training and development for expatriates                               | Lecture          | MBA 413.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Training and development for international staff; Adjusting to the New Culture                    | Lecture          | MBA 413.2        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Multinational performance                                                                         | Lecture          | MBA 413.3        | Mid Term-1,                     |



|    |                                                                                                                    |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | appraisal – Criteria and process, „Complexities., ,                                                                |         |           | Quiz & End Sem Exam             |
| 14 | appraisal of expatriate, third and host country employees                                                          | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | issues in international performance management; International control mechanism                                    | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Objectives of International Compensation Management, Component and Structure of International Compensation package | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Approaches to International Compensation Management                                                                | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | social security systems across countries, emerging issues                                                          | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Understanding Culture, Context for international perfect management                                                | Lecture | MBA 413.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | framework for performance management                                                                               | Lecture | MBA 413.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Determinants of Cultural Identity, Frameworks for Mapping the Culture                                              | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Geert Hofstede                                                                                                     | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | cross-cultural issues, North America, South America, some key pointers                                             | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Northern Europe, Value based management in Nordic countries                                                        | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | China – the sleeping giant awakes                                                                                  | Lecture | MBA 413.4 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Japan – a culture of enfolding relationship                                                                        | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | South-East Asia regional diversity                                                                                 | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem      |



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MADHYA PRADESH

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|    |                                                                                          |         |           |                                 |
|----|------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                          |         |           | Exam                            |
| 28 | Studies of National Culture                                                              | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Understanding Culture, Introduction                                                      | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Key Concepts, Determinants of Cultural Identity                                          | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Frameworks for Mapping the Culture, Geert Hofstede, Clyde Cluckhohn, TE Hall             | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Studies of National Culture, A framework for international industrial relations          | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Employees participation – Practices in various countries; Managing Workforce diversity   | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | HRM in cross border mergers and acquisitions<br>Adjusting to the New Culture             | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Competencies for Global Manager, Molester Navigation, Joint ventures, alliances and SMEs | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | IHRM trends- Complexities, challenges, and choices in future.                            | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |

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**Course Articulation Matrix (Mapping of COs with POs)**



| CO               |                                                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                   | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 413.1</b> | Understand the evolution of internationalization of business and the role of human resource management for international context. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 413.2</b> | Develop the organization structure to manage international staffing and development                                               | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 413.3</b> | Formulate performance management and compensation management strategies to implement in the international context.                | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |
| <b>MBA 413.4</b> | Critically analyse cross cultural issue and perspectives for international boundaries                                             | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |



# AMITY UNIVERSITY

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|                  |                                                                                     |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|-------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 413.5</b> | Demonstrate the mapping of different cultures for maintain international relations. | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |
|------------------|-------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|



## Sample Question Paper

| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –IV) 2018-19</p>                                                                                                                                                                                |              |                                                                             |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA IV Semester                                                                                                                                                                                                                                                       |              |                                                                             |          |           |                |          |
| Subject Name: INTERNATIONAL HRM: APPROACHES MBA 413                                                                                                                                                                                                                          |              | Time: 01:30 Hrs                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                               | Remembering  | Understanding                                                               | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                             | Q.1,4        | Q.2,3                                                                       | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Understand the evolution of internationalization of business and the role of human resource management for international context.</p> <p>CO2: Develop the organization structure to manage international staffing and development</p> |              |                                                                             |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                       | Question No. | Question                                                                    |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                          | Q.1          | Elaborate the stages of internationalization                                |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                          | Q.2a         | Write a brief note on International strategy                                |          |           |                | 3        |
|                                                                                                                                                                                                                                                                              | Q.2b         | Describe the role of SIHRM.                                                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                          | Q.3          | Explain the models of international HRM.                                    |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                          | Q.4          | Give an account on organization structure for international business.       |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                          | Q.5a         | What is the global human resource planning.                                 |          |           |                | 3        |
|                                                                                                                                                                                                                                                                              | Q.5b         | Write a short on recruitment for expatriate.                                |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                          | Q.6          | Explain in detail all the issues in supply of International Human Resources |          |           |                | 6        |





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| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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**MBA 413**

## Attainment

|                  |                               |
|------------------|-------------------------------|
| Session          | 2018-19                       |
| Course Name      | MBA                           |
| Semester         | 4th Semester                  |
| Subject Code     | MBA 413                       |
| Subject Name     | INTERNATIONAL HRM: APPROACHES |
| Attainment Level | Level 2                       |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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| Amity Business School                                                                               |
|-----------------------------------------------------------------------------------------------------|
| Course Handout                                                                                      |
| Course : FOREIGN TRADE POLICY                                                                       |
| Course Code : MBA416, Crédits : 03, Session : 2018-19 (Even Sem.), Class : MBA 2 <sup>nd</sup> Year |

**GGGGGGGGGGGG.**      **Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**HHHHHHHHHHHH.Course Outcomes:** At the end of the course, students will be able to:

**MBA416.1.** Come to know the World Trade, World's leading economies, Complexities & Barriers to free trade, World's Top Trading Nations, Emerging markets, Free Trade Areas, Customs Union & Economic integration

**MBA416.2.** Know about the overview of India's Foreign Trade Policy, India's Economic Indicators, Export/Import data & major trading partner countries, How to start an Export/Import business? Import Export Code (IEC), Registration cum Membership Certificate (RCMC) with appropriate Export Promotion Council (EPC)

**MBA416.3.** Come to know about the India's Export Policy, Fiscal, Financial, Special Schemes & General incentives provided to exporters, Duty Exemption Pass Book Scheme, Special Economic Zones, Export-oriented Units, Software Technology Parks and Free Trade Zones.

**MBA416.4.** Know about India's Import Policy, Tariff structure and Customs Duties, Basic Duty, Additional Customs Duty, Education Cess, Anti-Dumping duty, Safeguard duty etc.

**MBA416.5.** Know about Trade Policy of Leading Trade Economies vis-a-vis Indian Trade Policy

**IIIIIIIIII. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.



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**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## ||||||| Program Specific Outcomes:

1. An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.
2. Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.
3. An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.



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## KKKKKKKKKKKK. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## LLLLLLLLLLLLL. Syllabus

### Module I: World Trade & Economic integration

Why Trade, Link between Trade & Economic growth, World's leading economies, Complexities & Barriers to free trade, World's Top Trading Nations, Emerging markets. Free Trade Areas, Customs Union, Common Markets, Economic Unions; Regional Economic Blocks- EU, NAFTA, MERCOSUR, SAARC, SAFTA, APEC, ASEAN, ECOWAS, GCC, OPEC. Global integration, WTO, IMF, World Bank. Harmonized Commodity Description & Coding System, ISO Currency codes.

### Module II: Overview of India's Foreign Trade Policy

The Foreign Trade (Development & Regulation) Act, Objectives of India's Trade Policy 2009-2014, Post 1991 India's Trade Liberalization, India's Economic Indicators, Export/Import data & major Trading partner countries. How to start an Export/Import business, Import Export Code (IEC), Registration cum Membership Certificate (RCMC) with appropriate Export Promotion Council (EPC). Commercial, Financial, Transport, Title, Govt., Insurance, Export Assistance Documents & Certificates used in Exports. Licenses & Customs documents for imports.



### **Module III: India's Export Policy**

Fiscal, Financial, Special Schemes & General incentives provided to exporters. Status holders, Focus Market Scheme, Free Trade Zones, Deemed Exports, Duty Drawback, Export Promotion Capital Goods Scheme, Advance License, Standard input-output norms, Duty Exemption Pass Book Scheme, Special Economic Zones, Export-oriented Units, Software Technology Parks, Free Trade Zones.

### **Module IV: India's Import Policy**

Tariff structure and Customs Duties, Basic Duty, Additional Customs Duty, Education Cess, Anti-Dumping duty, Safeguard duty etc. Bill of Entry, Bonded Warehouses, Import of Restricted goods, second-hand goods, under Lease Finance, Replacement goods, samples, goods for Exhibitions, Fire Arms, Prototypes, Office equipment, Tourism Industry, Individuals & NRI's

### **Module V: Trade Policy of Leading Trade Economies vis-a-vis Indian Trade Policy**

Indo European Union, US & China Trade Policy. Expansion of trade to Latin America, Africa & Asia.

#### **MMMMMMMMMMMMMM. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

#### **Text & References:**

- R.K. Jain (2010), Foreign Trade Policy and Handbook of Procedures (2009- 2014) (Vol 1), Jain Book Depot
- Nabhi (2011-12)(1999), How to Export, Nabhi Publications

#### **Web Sources:**

<https://www.huddle.com/blog/team-building-activities/>  
[https://www.mindtools.com/pages/article/newTMM\\_52.htm](https://www.mindtools.com/pages/article/newTMM_52.htm)  
<https://www.thebalance.com › Your Career › Human Resources › Team Building>

#### **NNNNNNNNNNNN. Lecture Plan**



| Lecture | Topics                                                                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction- FOREIGN TRADE POLICY                                                             | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction- FOREIGN TRADE POLICY                                                             | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Link between Trade & Economic growth                                                           | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | World's leading economies                                                                      | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Complexities & Barriers to free trade                                                          | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | World's Top Trading Nations                                                                    | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Free Trade Areas, Customs Union, Common Markets                                                | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Economic Unions; Regional Economic Blocks- EU, NAFTA, MERCOSUR, SAARC                          | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | SAFTA, APEC, ASEAN, ECOWAS, GCC, OPEC                                                          | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Global integration, WTO, IMF                                                                   | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | World Bank. Harmonized Commodity Description & Coding System, ISO Currency codes               | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 12      | The Foreign Trade (Development & Regulation) Act, Objectives of India's Trade Policy 2009-2014 | Lecture          | MBA416.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Post 1991 India's Trade Liberalization, India's Economic Indicators                            | Lecture          | MBA416.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Export/Import data & major Trading partner countries, How to start an Export/Import business?  | Lecture          | MBA416.2         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Import Export Code (IEC), Registration cum                                                     | Lecture          | MBA416.2         | Mid Term-1, Quiz & End Sem Exam |





|    |                                                                                                                       |         |          |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Membership Certificate (RCMC) with appropriate Export Promotion Council (EPC)                                         |         |          |                                 |
| 16 | Commercial, Financial, Transport, Title, Govt., Insurance, Export Assistance Documents & Certificates used in Exports | Lecture | MBA416.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Licenses & Customs documents for imports                                                                              | Lecture | MBA416.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Fiscal, Financial, Special Schemes & General incentives provided to exporters                                         | Lecture | MBA416.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Status holders, Focus Market Scheme, Free Trade Zones                                                                 | Lecture | MBA416.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Deemed Exports, Duty Drawback, Export Promotion Capital Goods Scheme                                                  | Lecture | MBA416.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Advance License, Standard input-output norms, Duty Exemption Pass Book Scheme                                         | Lecture | MBA416.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Special Economic Zones, Export-oriented Units                                                                         | Lecture | MBA416.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Software Technology Parks, Free Trade Zones                                                                           | Lecture | MBA416.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Introduction- India's Import Policy                                                                                   | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Introduction- India's Import Policy                                                                                   | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Tariff structure and Customs Duties                                                                                   | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Basic Duty, Additional Customs Duty                                                                                   | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Education Cess, Anti-Dumping duty                                                                                     | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Bill of Entry, Bonded Warehouses                                                                                      | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Import of Restricted goods                                                                                            | Lecture | MBA416.4 | Mid Term-2, Quiz                |





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|    |                                                                                |         |          |                                 |
|----|--------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    |                                                                                |         |          | & End Sem Exam                  |
| 31 | Second-hand goods, under Lease Finance                                         | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Replacement goods, samples, goods for Exhibitions                              | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Fire Arms, Prototypes, Office equipment, Tourism Industry, Individuals & NRI's | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Trade Policy of Leading Trade Economies vis-a-vis Indian Trade Policy          | Lecture | MBA416.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Indo European Union, US & China Trade Policy                                   | Lecture | MBA416.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Expansion of trade to Latin America, Africa & Asia                             | Lecture | MBA416.5 | Mid Term-2, Quiz & End Sem Exam |

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## Course Articulation Matrix (Mapping of COs with POs)

| CO |  | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |
|----|--|-------------------------------------|----------------------------------------------|
|    |  |                                     |                                              |



|                  |                                                                                                                    | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
|------------------|--------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
| <b>MBA 416.1</b> | Understand the evolution of internationalization of business and the role of foreign trade.                        | 2           | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                | 3                | 2                |
| <b>MBA 416.2</b> | Develop the organizational requirements for global trade.                                                          | 3           | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                | 3                | 2                |
| <b>MBA 416.3</b> | Formulate performance management and compensation management strategies to implement in the international context. | 2           | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                | 3                | 3                |
| <b>MBA 416.4</b> | Critically analyse cross cultural issue and perspectives for foreign trade policies.                               | 2           | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                | 3                | 2                |
| <b>MBA 416.5</b> | Demonstrate the mapping of foreign trade policy factors.                                                           | 2           | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                | 3                | 3                |



| AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –IV) 2018-19                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              |                                                           |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA IV Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |              |                                                           |          |           |                |          |
| Subject Name:<br>MBA416 FOREIGN TRADE POLICY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |              | Time: 01:30 Hrs                                           |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Remembering  | Understanding                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1,3,4      | Q.2,3                                                     | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Come to know the World Trade, World's leading economies, Complexities &amp; Barriers to free trade, World's Top Trading Nations, Emerging markets, Free Trade Areas, Customs Union &amp; Economic integration</p> <p>CO2: Know about the overview of India's Foreign Trade Policy, India's Economic Indicators, Export/Import data &amp; major trading partner countries, How to start an Export/Import business? Import Export Code (IEC), Registration cum Membership Certificate (RCMC) with appropriate Export Promotion Council (EPC)</p> |              |                                                           |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1          | Explain in brief the India's Foreign Trade Policy         |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2a         | What is the Link between Trade & Economic growth?         |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.2b         | What are the Complexities & Barriers to free trade?       |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.3          | Write short notes on WTO and IMF                          |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.4          | Explain the Description & Coding System                   |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5a         | Discuss the Objectives of India's Trade Policy 2009-2014. |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.5b         | What is The Foreign Trade (Development & Regulation) Act? |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.6          | Discuss the Licenses & Customs documents for imports.     |          |           |                | 6        |



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| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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**MBA 416**

## Attainment

|                  |                      |
|------------------|----------------------|
| Session          | 2018-19              |
| Course Name      | MBA                  |
| Semester         | 4th Semester         |
| Subject Code     | MBA 416              |
| Subject Name     | FOREIGN TRADE POLICY |
| Attainment Level | Level 3              |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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| Amity Business School                                                                               |
|-----------------------------------------------------------------------------------------------------|
| Course Handout                                                                                      |
| Course : INTERNATIONAL SUPPLY CHAIN MANAGEMENT                                                      |
| Course Code : MBA417, Crédits : 03, Session : 2018-19 (Even Sem.), Class : MBA 2 <sup>nd</sup> Year |

**PPPPPPPPPPPP. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**QQQQQQQQQQQQQ. Course Outcomes:** At the end of the course, students will be able to:

**MBA417.1.** Able to understand the concept & importance of Supply Chain Management

**MBA417.2.** Clear understanding of Strategic Issues in Supply Chain Management

**MBA417.3.** Will be able to understand the concept and scope of International Logistic System

**MBA417.4.** Will learn the General Structure of shipping industry

**MBA417.5.** Will be able to manage the Supply Chain Performance

**RRRRRRRRRRRR. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the



future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## SSSSSSSSSSSS. Programme Specific Outcomes:

PSO1: Will develop an understanding of the various components of an integrated supply chain management suited to global markets.

PSO2: Will learn the basic concept of integrated supply chain management and its practical application in global supply chain management.

PSO3: Understanding of the micro aspects of global distribution and logistics

## TTTTTTTTTTTTT. Assessment Plan:

| Component of Evaluation        | Description                            | Code     | Weightage % |
|--------------------------------|----------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                             | CT       | 15%         |
|                                | Mid Term 2                             |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment | S/V/Q/HA | 10%         |



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|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |

UUUUUUUUUUUUU.

## Syllabus

### INTERNATIONAL SUPPLY CHAIN MANAGEMENT

**Course Code: MBA 417**

**Credit Units: 03**

#### Course Objective:

Developing an understanding of the various components of an integrated supply chain management suited to global markets; Teaching criticality of an efficient supply chain with “zero defects” in the WTO border-less world ; Understanding the micro aspects of global distribution and logistics ; imparting knowledge of Multi-modal Transport operators , ocean & air transportation in world trade.

#### Course Contents

##### Module I: Global Supply Chain – Overview

Introduction & Importance of Supply Chain Management, Developing Supply Chain as a Competitive Tool for Customer Satisfaction and Corporate Profitability, Channel Structure, Supplier Network Development, Outsourcing., Supply Chain Logistics Operations.

##### Module II: Strategic Issues in Supply Chain Management

Value chain and value delivery system, Concept of multi-modal transportation and infrastructure needs; Transportation Choices and Third Party Logistics, Fourth Party Logistics Distribution Channel Design, Strategic Alliances, Communication Flow of Supply Chain, Documentation needs and liabilities; Inter-functional coordination, Inter-corporate cooperation, Outsourcing in Supply Chain; Vendor Management & Development, Strategic Lead Time Management, Warehousing





### **Module III: International Logistic System**

Concept, Objectives & Scope, The System Elements, International Transportation Issues, Warehousing, Inventory Management, Packaging and Unitization Issues, Communication and Control, Centralized and Decentralized Logistic Management, Third Party Logistics (3PL), Multimodal Transport Operator (M.T.O.)

### **Module IV: Air & Ocean Transport and Chartering**

The General Structure of shipping industry, Characteristics of Shipping Industry, Liner and Tramp Operations and Significance, World Seaborne Trade and World Shipping, Composition of World Seaborne Trade, Problems of Developing Countries, Liner Freightage Practice, Principles – Freight Structure, Voyage Charter, Time Charter, Barboat Charter. Indian Shipping, Growth and Perspective, Problems of Shipping Industry, Shipping Policy, International Air Transport System, Air Transport and PDM Approach to Export Distribution, International Set – up for Air Transport, Air Freight Rates, India's Export – Import Trade by Air, Problems and Prospects, Law Relating to Carriage of Goods

### **Module V: Managing the Supply Chain Performance**

SCM and Information Technology, IT Enabled Supply Chain Management, Inter-firm Integration: Implementation Issues, Application of ERP, JIT, Optimization of Supply Chain, Retailing Management, Waste Elimination and Lean Thinking in Supply Chain; Supply chain performance measurement systems; Supply Chain Balanced Score Card.

### **VVVVVVVVVVVV. Examination Scheme:**

| Components    | CPA | TP | Q/S | A | ME | EE |
|---------------|-----|----|-----|---|----|----|
| Weightage (%) | 5   | 5  | 5   | 5 | 10 | 70 |

### **WWWWWWWWWWWW. Text & References:**

- Bowersox, Closs and Cooper (2008), Supply Chain Logistics Management, Tata McGraw-Hill
- Chopra, Meindl and Kalra (2008), Supply Chain Management: Strategy, Planning, and Operation, Pearson Education
- Rangaraj, Raghuram and Srinivasan (2009), Supply Chain Management for Competitive Advantage: Concepts and Cases, Tata McGraw-Hill
- Ray (2010). Supply Chain Management for Retail, Tata McGraw-Hill
- Shah (2009), Supply Chain Management: Text and Cases, Pearson Education
- Simchi-Levi, et al (2008), Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies, Tata McGraw-Hill
- Wisner, Leong and Tan (2005), Principles of Supply Chain Management, Cengage



XXXXXXXXXXXX. Lecture Plan:

| Lecture | Topics                                                                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction & Importance of Supply Chain Management                                                | Lecture          | MBA417.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Developing Supply Chain as a Competitive Tool for Customer Satisfaction and Corporate Profitability | Lecture          | MBA417.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Channel Structure, Supplier Network Development                                                     | Lecture          | MBA417.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Outsourcing, Supply Chain Logistics Operations.                                                     | Lecture          | MBA417.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Value chain and value delivery system                                                               | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Concept of multi-modal transportation and infrastructure needs;                                     | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Transportation Choices and Third Party Logistics                                                    | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Fourth Party Logistics Distribution Channel Design                                                  | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Strategic Alliances                                                                                 | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Communication Flow of Supply Chain, Documentation needs and liabilities;                            | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Inter-functional coordination, Inter-corporate cooperation                                          | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Outsourcing in Supply Chain; Vendor Management & Development                                        | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Strategic Lead Time Management, Warehousing                                                         | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Strategic Lead Time Management,                                                                     | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |



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|    |                                                                                                                |         |          |                                 |
|----|----------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Warehousing                                                                                                    |         |          |                                 |
| 15 | Strategic Lead Time Management, Warehousing                                                                    | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Strategic Lead Time Management, Warehousing                                                                    | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Strategic Lead Time Management, Warehousing                                                                    | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | International Logistic System- Concept, Objectives & Scope                                                     | Lecture | MBA417.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | The System Elements, International Transportation Issues                                                       | Lecture | MBA417.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Warehousing, Inventory Management, Packaging and Unitization Issues,                                           | Lecture | MBA417.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Communication and Control, Centralized and Decentralized Logistic Management                                   | Lecture | MBA417.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Third Party Logistics (3PL), Multimodal Transport Operator (M.T.O.)                                            | Lecture | MBA417.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Third Party Logistics (3PL), Multimodal Transport Operator (M.T.O.)                                            | Lecture | MBA417.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | The General Structure of shipping industry, Characteristics of Shipping Industry                               | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Characteristics of Shipping Industry, Liner and Tramp Operations and Significance                              | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | World Seaborne Trade and World Shipping, Composition of World Seaborne Trade, Problems of Developing Countries | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Liner Freightage Practice, Principles – Freight                                                                | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |



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|    |                                                                                                                                                                                              |         |          |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Structure, Voyage Charter, Time Charter, Barboat Charter.                                                                                                                                    |         |          |                                 |
| 28 | Indian Shipping, Growth and Perspective, Problems of Shipping Industry                                                                                                                       | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Shipping Policy, International Air Transport System, Air Transport and PDM Approach to Export Distribution                                                                                   | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | International Set – up for Air Transport                                                                                                                                                     | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Air Freight Rates, India's Export – Import Trade by Air, Problems and Prospects, Law Relating to Carriage of Goods                                                                           | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Air Freight Rates, India's Export – Import Trade by Air, Problems and Prospects, Law Relating to Carriage of Goods                                                                           | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Air Freight Rates, India's Export – Import Trade by Air, Problems and Prospects, Law Relating to Carriage of Goods                                                                           | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | SCM and Information Technology                                                                                                                                                               | Lecture | MBA417.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | IT Enabled Supply Chain Management, Inter-firm Integration: Implementation Issues, Application of ERP                                                                                        | Lecture | MBA417.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | JIT, Optimization of Supply Chain, Retailing Management, Waste Elimination and Lean Thinking in Supply Chain; Supply chain performance measurement systems; Supply Chain Balanced Score Card | Lecture | MBA417.5 | Mid Term-2, Quiz & End Sem Exam |



## YYYYYYYYYYYYY. Course Articulation Matrix (Mapping of COs with POs)

| CO               |                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|--------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                      | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 417.1</b> | Understand the concept of International supply management                            | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 417.2</b> | Organizational logistical requirements.                                              | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 417.3</b> | Supply Chain Components.                                                             | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |
| <b>MBA 417.4</b> | Critically analyse cross cultural issue and perspectives for foreign trade policies. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 417.5</b> | Demonstrate the logistical drivers.                                                  | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |



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## Sample Question Paper

| AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –IV) 2018-19                                                                                                                               |              |                                                                                                                          |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA IV Semester                                                                                                                                                                  |              |                                                                                                                          |          |           |                |          |
| Subject Name:<br>MBA417 INTERNATIONAL SUPPLY<br>CHAIN MANAGEMENT                                                                                                                        |              | Time: 01:30 Hrs                                                                                                          |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                 | Remembering  | Understanding                                                                                                            | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                     | Q.1,3,4      | Q.2,3                                                                                                                    | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Able to understand the concept & importance of Supply<br>Chain Management<br>CO2: Clear understanding of Strategic Issues in Supply Chain<br>Management |              |                                                                                                                          |          |           |                |          |
| CO Map                                                                                                                                                                                  | Question No. | Question                                                                                                                 |          |           |                | Marks    |
| CO1                                                                                                                                                                                     | Q.1          | Explain in brief the meaning and concept of Supply Chain Management                                                      |          |           |                | 3        |
| CO1                                                                                                                                                                                     | Q.2a         | Why it is important to develop Supply Chain as a Competitive Tool for Customer Satisfaction and Corporate Profitability? |          |           |                | 3        |
|                                                                                                                                                                                         | Q.2b         | What do you understand by Value chain and value delivery system?                                                         |          |           |                | 3        |
| CO1                                                                                                                                                                                     | Q.3          | Write short note on Vendor Management & Development                                                                      |          |           |                | 6        |
| CO2                                                                                                                                                                                     | Q.4          | Explain the Outsourcing in Supply Chain; Vendor Management & Development                                                 |          |           |                | 3        |
| CO2                                                                                                                                                                                     | Q.5a         | Discuss the concept of multi-modal transportation                                                                        |          |           |                | 3        |
|                                                                                                                                                                                         | Q.5b         | What is Third Party Logistics?                                                                                           |          |           |                | 3        |
| CO2                                                                                                                                                                                     | Q.6          | Discuss the Supply Chain Logistics Operations.                                                                           |          |           |                | 6        |



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| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





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**MBA 417**

## Attainment

|                  |                                       |
|------------------|---------------------------------------|
| Session          | 2018-19                               |
| Course Name      | MBA                                   |
| Semester         | 4th Semester                          |
| Subject Code     | MBA 417                               |
| Subject Name     | INTERNATIONAL SUPPLY CHAIN MANAGEMENT |
| Attainment Level | Level 3                               |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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| Amity Business School                                                                               |
|-----------------------------------------------------------------------------------------------------|
| Course Handout                                                                                      |
| Course : INTERNATIONAL CROSS CULTURE AND DIVERSITY MANAGEMENT                                       |
| Course Code : MBA418, Crédits : 03, Session : 2018-19 (Even Sem.), Class : MBA 2 <sup>nd</sup> Year |

**ZZZZZZZZZZZZ.** **Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**AAAAAAAAAAAAA.** **Course Outcomes:** At the end of the course, students will be able to:

- MBA418.1.** Will be able to understand Global Cultural Diversity
- MBA418.2.** Will have clear understanding on HR issues of Cross Cultural Teams
- MBA418.3.** Will learn Cross-Cultural Perceptions & Communication
- MBA418.4.** Able to learn Cross-cultural Business Negotiations
- MBA418.5.** Will know about the Competencies for Global Managers

**BBBBBBBBBBBBBB.** **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and



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provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## CCCCCCCCCCCC. Program Specific Outcomes:

1. An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.
2. Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.
3. An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

## DDDDDDDDDDDD. Assessment Plan:

| Component of Evaluation | Description | Code | Weightage |
|-------------------------|-------------|------|-----------|
|-------------------------|-------------|------|-----------|



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|                                |                                                                                                                                                                                                               |          | %           |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

EEEEEEEEEEEEEE. Syllabus

## INTERNATIONAL CROSS CULTURE AND DIVERSITY MANAGEMENT

Course Code: MBA 418

Credit Units: 03

### Learning Outcome:

Examine cross-cultural and international management issues; Analyzes problems of managing in an international marketplace; Focuses on cultural and regional diversity and differences, political and economic influences, global market factors, and other contingencies with which managers of multinational enterprises must contend; Get acquainted with an array of management practices – from human resource staffing, to motivating a multi-cultural workforce, to creating strategic alliances for both large and small international organizations.

### Course Contents:

Amity University, Madhya Pradesh, Maharajpura (Opposite Airport), Gwalior (M.P.) - 474005  
Amity Helpline : 0751-3290666, 3290667; 083-499-94630, 083-499-94631, 083-499-94632  
Website : [www.amity.edu/gwalior](http://www.amity.edu/gwalior), Email : [info@gwa.amity.edu](mailto:info@gwa.amity.edu); [admissions@gwa.amity.edu](mailto:admissions@gwa.amity.edu)



### **Module I: Global Cultural Diversity**

Differences in organizational behavior and management practices across countries, Major perspectives and frameworks underlying cross-cultural dimensions, Cultural convergence versus divergence, Business strategies for effective management of cultural diversity in an international setting, Cultural values and their implications for international management

### **Module II: HR issues of Cross Cultural Teams**

Organizational culture in a global business environment, Emerging types of organizational structures in the global economy, Interdependence of nations and cultures in a global business environment. Role of human resources in an organization competing in the global economy, Corporate strategy and international human resource management, Concerns of managing expatriate employees, Relation between cultural values and team processes, Techniques to design and implement effective international teams

### **Module III: Cross-Cultural Perceptions & Communication**

Theories of intercultural communication, Major barriers to effective cross-cultural communication, Perceptions & Communication difference, Techniques to overcome barriers and develop intercultural communication competence for North America, Europe, Middle-East, Latin America, Japan & China.

### **Module IV: Cross-cultural Business Negotiations**

Negotiation process differences, Conflict handling and Negotiation techniques for North America, Europe, Middle-East, Latin America, Japan & China.

### **Module V: Competencies for Global Managers**

Tackling issues and problems in international assignments, Acclimatizing expatriate employee to local culture, Identifying, grooming and motivating global Leadership, International management issues affecting women in leadership roles across cultures.

#### **FFFFFFFFFFFFFF. Examination Scheme:**

| Components | Mid Term | Attendance | Project/Assignment/Quiz/ | ESE |
|------------|----------|------------|--------------------------|-----|
|------------|----------|------------|--------------------------|-----|



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MADHYA PRADESH

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|               | Exam |   | Presentation |    |
|---------------|------|---|--------------|----|
| Weightage (%) | 15   | 5 | 10           | 70 |

## Text & References:

- McFarlin, D. B., & Sweeney, P. D. (2006). International Management: Strategic opportunities and cultural challenges. Boston, MA: Houghton Mifflin
- Daniels, J. D. and Radebaugh, L. H. (2004). International Business: Environments and Operations, Prentice-Hall, Inc., New Jersey. ISBN: 0-13-121726-7. (Referred to as D&R)
- Hill, C. W. (2003). International Business: Competing in the Global Marketplace, McGraw-Hill. (referred to as H)
- Griffin, R.W. and Pustay, M.W. (2002). International Business: A Managerial Perspective. FT/Prentice Hall.
- Griffin, R. W. and Pustay, M. W. (2005). International Business. FT/Prentice Hall.
- Hibbert, E. (1997). International Business Strategy and Operations. MacMillan Press Ltd.
- Henry, C. M. and Springborg, R. (2001). Globalization and the Politics of Development in the Middle East. Cambridge University Press.
- Rugman, A. M. and Hodgetts, R. M. (2003). International Business. Pearson Education Limited. ISBN: 0-273-67374-2. (referred to as R&H)
- Smith, A. (1937). The Wealth of Nations. New York: The Modern Library.
- Tayeb, M. (2003). International Management: Theories and Practice. Prentice Hall.
- Todaro, M. P. (2000). Economic Development, Pearson Education Limited. ISBN: 0-201-64858-X.
- Pandey, Janak, Sinha Durganand, (2001), Asian contributions to Cross-Cultural Psychology, SAGE Publications



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**GGGGGGGGGGGGGG. Lecture Plan:**

| Lecture | Topics                                                                                                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Differences in organizational behavior and management practices across countries                                                       | Lecture          | MBA418.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Major perspectives and frameworks underlying cross-cultural dimensions                                                                 | Lecture          | MBA418.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Cultural convergence versus divergence, Business strategies for effective management of cultural diversity in an international setting | Lecture          | MBA418.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Cultural values and their implications for international management                                                                    | Lecture          | MBA418.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Organizational culture in a global business environment, Emerging types of organizational structures in the global economy             | Lecture          | MBA418.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Organizational culture in a global business environment, Emerging types of organizational structures in the global economy             | Lecture          | MBA418.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Organizational culture in a global business environment, Emerging types of organizational structures in the global                     | Lecture          | MBA418.2         | Mid Term-1, Quiz & End Sem Exam |





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|    |                                                                                                                                                                |         |          |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | economy                                                                                                                                                        |         |          |                                 |
| 8  | Interdependence of nations and cultures in a global business environment. Role of human resources in an organization competing in the global economy           | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Interdependence of nations and cultures in a global business environment. Role of human resources in an organization competing in the global economy           | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Interdependence of nations and cultures in a global business environment. Role of human resources in an organization competing in the global economy           | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Interdependence of nations and cultures in a global business environment. Role of human resources in an organization competing in the global economy           | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Corporate strategy and international human resource management, Concerns of managing expatriate employees, Relation between cultural values and team processes | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Corporate strategy and international human resource management, Concerns of managing expatriate employees, Relation between cultural values and team processes | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |





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|    |                                                                                                                                                                |         |          |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 14 | Corporate strategy and international human resource management, Concerns of managing expatriate employees, Relation between cultural values and team processes | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Techniques to design and implement effective international teams                                                                                               | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Techniques to design and implement effective international teams                                                                                               | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Techniques to design and implement effective international teams                                                                                               | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Theories of intercultural communication, Major barriers to effective cross-cultural communication                                                              | Lecture | MBA418.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Perceptions & Communication difference                                                                                                                         | Lecture | MBA418.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Techniques to overcome barriers and develop intercultural communication competence for North America,                                                          | Lecture | MBA418.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Europe, Middle-East, Latin America, Japan & China                                                                                                              | Lecture | MBA418.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Europe, Middle-East, Latin America, Japan & China                                                                                                              | Lecture | MBA418.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Europe, Middle-East, Latin America, Japan & China                                                                                                              | Lecture | MBA418.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Negotiation process differences, Conflict handling and Negotiation techniques for North America                                                                | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Negotiation process differences, Conflict handling and Negotiation techniques for North                                                                        | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |



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|    |                                                                                                 |         |          |                                 |
|----|-------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | America                                                                                         |         |          |                                 |
| 26 | Negotiation process differences, Conflict handling and Negotiation techniques for North America | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Europe, Middle-East, Latin America, Japan & China.                                              | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Europe, Middle-East, Latin America, Japan & China.                                              | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Europe, Middle-East, Latin America, Japan & China.                                              | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Europe, Middle-East, Latin America, Japan & China.                                              | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Europe, Middle-East, Latin America, Japan & China.                                              | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Europe, Middle-East, Latin America, Japan & China.                                              | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Europe, Middle-East, Latin America, Japan & China.                                              | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Tackling issues and problems in international assignments                                       | Lecture | MBA418.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Acclimatizing expatriate employee to local culture, Identifying,                                | Lecture | MBA418.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | International management issues affecting women in leadership roles across cultures.            | Lecture | MBA418.5 | Mid Term-2, Quiz & End Sem Exam |

HHHHHHHHHHHHHH.

## Course Articulation Matrix (Mapping of COs with POs)

| CO |  | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAMME SPECIFIC |
|----|--|-------------------------------------|-------------------------------------|
|----|--|-------------------------------------|-------------------------------------|



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|                  |                                                                               |             |             |             |             |             |             |             |             |             |              | OUTCOMES         |                  |                  |
|------------------|-------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|                  |                                                                               | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 418.1</b> | Understand the concept of cultural global diversity.                          | 2           | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                | 3                | 2                |
| <b>MBA 418.2</b> | Negotiation process differences, Conflict handling and Negotiation techniques | 3           | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                | 3                | 2                |
| <b>MBA 418.3</b> | Techniques to design and implement effective international teams              | 2           | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                | 3                | 3                |
| <b>MBA 418.4</b> | Perceptions & Communication difference culture.                               | 2           | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                | 3                | 2                |
| <b>MBA 418.5</b> | Acclimatizing expatriate employee to local culture, Identifying               | 2           | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                | 3                | 3                |



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## Sample Question Paper

| AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –IV) 2018-19        |              |                                                                                                             |          |           |                |          |
|------------------------------------------------------------------|--------------|-------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA IV Semester                                           |              |                                                                                                             |          |           |                |          |
| Subject Name:<br>MBA418 INTERNATIONAL SUPPLY<br>CHAIN MANAGEMENT |              | Time: 01:30 Hrs                                                                                             |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy          | Remembering  | Understanding                                                                                               | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                              | Q.1,3,4      | Q.2,3                                                                                                       | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1:<br>CO2:                          |              |                                                                                                             |          |           |                |          |
| CO Map                                                           | Question No. | Question                                                                                                    |          |           |                | Marks    |
| CO1                                                              | Q.1          | Explain in brief the meaning and concept of international cross-cultural management                         |          |           |                | 3        |
| CO1                                                              | Q.2a         | Explain the Business strategies for effective management of cultural diversity in an international setting. |          |           |                | 3        |
|                                                                  | Q.2b         | What do you understand by differences in organizational behavior and management practices across countries? |          |           |                | 3        |



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|     |      |                                                                                          |   |
|-----|------|------------------------------------------------------------------------------------------|---|
| CO1 | Q.3  | Write short note on Cultural values and their implications for international management. | 6 |
| CO2 | Q.4  | Explain the Organizational culture in a global business environment.                     | 3 |
| CO2 | Q.5a | Discuss the emerging types of organizational structures in the global economy            | 3 |
|     | Q.5b | What is the role of human resources in an organization competing in the global economy?  | 3 |
| CO2 | Q 6  | Discuss the Techniques to design and implement effective international teams             | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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**MBA 418**

## Attainment

|                  |                                                      |
|------------------|------------------------------------------------------|
| Session          | 2018-19                                              |
| Course Name      | MBA                                                  |
| Semester         | 4th Semester                                         |
| Subject Code     | MBA 418                                              |
| Subject Name     | INTERNATIONAL Cross Culture and Diversity Management |
| Attainment Level | Level 3                                              |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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| AMITY BUSINESS SCHOOL                                                                               |
|-----------------------------------------------------------------------------------------------------|
| <b>Course Handout</b>                                                                               |
| Course : GLOBAL OUTSOURCING: ISSUES AND PERSPECTIVES                                                |
| Course Code : MBA419, Crédits : 03, Session : 2018-19 (Even Sem.), Class : MBA 2 <sup>nd</sup> Year |

**IIIIIIIIII. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**JJJJJJJJJJ. Course Outcomes:** At the end of the course, students will be able to:

**MBA419.1.** Will learn historical and economic perspectives on Global Outsourcing

**MBA419.2.** Will understand Sourcing Models

**MBA419.3.** Will know about different types of global outsourcing services

**MBA419.4.** Will gain knowledge about India's BPO's & IT Services Outsourcing

**MBA419.5.** Will be able to develop an outsourcing strategy for Future Challenges

**KKKKKKKKKKKKKK. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.





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**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## LLLLLLLLLLLLLL. Program Specific Outcomes:

1. An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.
2. Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.
3. An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

## MMMMMMMMMMMMMM. Assessment Plan:

| Component of Evaluation | Description | Code | Weightage % |
|-------------------------|-------------|------|-------------|
| Continuous              | Mid Term 1  | CT   | 15%         |





|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Internal Evaluation      |                                                                                                                                                                                                               |          |             |
|                          | Mid Term 2                                                                                                                                                                                                    |          |             |
|                          | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

NNNNNNNNNNNN. Syllabus

### **GLOBAL OUTSOURCING: ISSUES AND PERSPECTIVES**

**Course Code: MBA 419**

**Credit Units: 03**

#### **Learning Outcome:**

Knowing how to make sound decisions about global sourcing strategy; Analyse the Past, Present & Future Landscape of Global Services Outsourcing, with particular focus on BPO's & IT services outsourcing; Study how to develop Strategy & Managerial Competence in Global Sourcing using real world examples from Managerial Practice; help identify challenges of Global Sourcing as well as costs, risks, rewards, and strategies involved in making sourcing decisions.

#### **Course Contents:**

##### **Module I: Historical and economic perspectives on Global Outsourcing**

Origin of Globalization of Service Delivery ; Outsourcing- what & why, concept & scope of outsourcing activities ; Significance & challenges/barriers in outsourcing, Sourcing terminologies;



## **Module II: Sourcing Models**

Sourcing Models; Insource vs. Outsource, Domestic vs Global; On-shore, near-shore & off-shore – why, when & how? Benefits & trade-offs. Types of outsourcing in various sectors – Manufacturing, Auto, Financial, Accounting, Insurance, Healthcare, HR, Media, Design, Retail, Entertainment, Legal etc.

## **Module III: Sourcing different services from different geographies**

Types of global outsourcing services (IT, BPO, Infrastructure), the vendor landscape (local/multinational, niche players/generalists), Legal Issues: Contracts, Taxes, IP, Privacy, Compliance, Critical success factors in managing outsourcing relationships, Managing distributed work teams: overcoming distance, time, and culture.

## **Module IV: India's BPO's & IT Services Outsourcing experience**

Outsourcing into India. India- A SWOT analysis ; India as a preferred destination ; Size, statistics & experiences of the Indian BPO & IT service providers

## **Module V: Developing an outsourcing strategy for Future Challenges**

Implementing Outsourcing: Guidelines for choosing outsourcing partners, Contracting, Change Management, and Governance, Managing Globally Distributed Teams across Time, Space, and Culture.

0000000000000. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

### **Text & References:**



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- Alphesh Patel & Hemendra Aran (2005), Outsourcing Success: The Business Imperative, TMI-ND
- Oshri, Kotlarsky, and Willcocks, (2009), The Handbook of Global Outsourcing and Offshoring
- Sarika Kulkarni, (2006), Business Process Outsourcing, Jaico Publishing House, Mumbai

**PPPPPPPPPPPP. Lecture Plan:**

| Lecture | Topics                                                                                                                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Origin of Globalization of Service Delivery                                                                                                                      | Lecture          | MBA419.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Outsourcing- what & why, concept & scope of outsourcing activities                                                                                               | Lecture          | MBA419.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Significance & challenges/barriers in outsourcing, Sourcing terminologies                                                                                        | Lecture          | MBA419.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Significance & challenges/barriers in outsourcing, Sourcing terminologies                                                                                        | Lecture          | MBA419.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Sourcing Models; Insource vs. Outsource                                                                                                                          | Lecture          | MBA419.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Sourcing Models; Insource vs. Outsource                                                                                                                          | Lecture          | MBA419.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Domestic vs Global; On-shore                                                                                                                                     | Lecture          | MBA419.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | near-shore & off-shore – why, when & how?                                                                                                                        | Lecture          | MBA419.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Benefits & trade-offs                                                                                                                                            | Lecture          | MBA419.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Benefits & trade-offs                                                                                                                                            | Lecture          | MBA419.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Types of outsourcing in various sectors – Manufacturing, Auto, Financial, Accounting, Insurance, Healthcare, HR, Media, Design, Retail, Entertainment, Legal etc | Lecture          | MBA419.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Types of outsourcing in                                                                                                                                          | Lecture          | MBA419.2         | Mid Term-1, Quiz                |



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|    |                                                                                                                                                                                    |         |          |                                    |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|------------------------------------|
|    | various sectors –<br>Manufacturing, Auto,<br>Financial, Accounting,<br>Insurance, Healthcare, HR,<br>Media, Design, Retail,<br>Entertainment, Legal etc                            |         |          | & End Sem Exam                     |
| 13 | Types of outsourcing in<br>various sectors –<br>Manufacturing, Auto,<br>Financial, Accounting,<br>Insurance, Healthcare, HR,<br>Media, Design, Retail,<br>Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 14 | Types of outsourcing in<br>various sectors –<br>Manufacturing, Auto,<br>Financial, Accounting,<br>Insurance, Healthcare, HR,<br>Media, Design, Retail,<br>Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 15 | Types of outsourcing in<br>various sectors –<br>Manufacturing, Auto,<br>Financial, Accounting,<br>Insurance, Healthcare, HR,<br>Media, Design, Retail,<br>Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 16 | Types of outsourcing in<br>various sectors –<br>Manufacturing, Auto,<br>Financial, Accounting,<br>Insurance, Healthcare, HR,<br>Media, Design, Retail,<br>Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 17 | Types of outsourcing in<br>various sectors –<br>Manufacturing, Auto,<br>Financial, Accounting,<br>Insurance, Healthcare, HR,<br>Media, Design, Retail,<br>Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 18 | Types of global outsourcing<br>services (IT, BPO,                                                                                                                                  | Lecture | MBA419.3 | Mid Term-1, Quiz<br>& End Sem Exam |



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|    |                                                                                     |         |          |                                 |
|----|-------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Infrastructure)                                                                     |         |          |                                 |
| 19 | Types of global outsourcing services (IT, BPO, Infrastructure)                      | Lecture | MBA419.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | the vendor landscape (local/multinational, niche players/generalists)               | Lecture | MBA419.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Legal Issues: Contracts, Taxes, IP, Privacy, Compliance                             | Lecture | MBA419.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Critical success factors in managing outsourcing relationships                      | Lecture | MBA419.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Managing distributed work teams: overcoming distance, time, and culture             | Lecture | MBA419.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Outsourcing into India. India- A SWOT analysis                                      | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Outsourcing into India. India- A SWOT analysis                                      | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Outsourcing into India. India- A SWOT analysis                                      | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | India as a preferred destination ; Size, statistics & experiences of the Indian BPO | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | India as a preferred destination ; Size, statistics & experiences of the Indian BPO | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | India as a preferred destination ; Size, statistics & experiences of the Indian BPO | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | IT service providers                                                                | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | IT service providers                                                                | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | IT service providers                                                                | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | IT service providers                                                                | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Implementing Outsourcing:                                                           | Lecture | MBA419.5 | Mid Term-2, Quiz                |



|    |                                                                                                                     |         |          |                                 |
|----|---------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Guidelines for choosing outsourcing partners                                                                        |         |          | & End Sem Exam                  |
| 35 | Implementing Outsourcing: Guidelines for choosing outsourcing partners                                              | Lecture | MBA419.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Contracting, Change Management, and Governance, Managing Globally Distributed Teams across Time, Space, and Culture | Lecture | MBA419.5 | Mid Term-2, Quiz & End Sem Exam |

## QQQQQQQQQQQQ. Course Articulation Matrix (Mapping of COs with POs)

| CO               |                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-----------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                 | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 419.1</b> | Understand the evolution of Globalization of Service Delivery   | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 419.2</b> | To discuss the Critical success factors in managing outsourcing | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |



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|------------------|-------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  | relationships                                                                 |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>MBA 419.3</b> | How to Implementing Outsourcing: Guidelines for choosing outsourcing partners | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |
| <b>MBA 419.4</b> | Outsourcing into India. India- A SWOT analysis                                | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 2 |
| <b>MBA 419.5</b> | Demonstrate the outsourcing components.                                       | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |

## Sample Question Paper

| AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –IV) 2018-19              |             |                 |          |           |                |          |
|------------------------------------------------------------------------|-------------|-----------------|----------|-----------|----------------|----------|
| Class: MBA IV Semester                                                 |             |                 |          |           |                |          |
| Subject Name:<br>MBA419 GLOBAL OUTSOURCING:<br>ISSUES AND PERSPECTIVES |             | Time: 01: 30Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                         | Remembering | Understanding   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                       | Q.1,3,4     | Q.2,3           | Q.4      | Q.2,5,6   |                |          |





Student will be able to

CO1: Will learn historical and economic perspectives on Global Outsourcing

CO2: Will understand Sourcing Models

| CO Map | Question No. | Question                                                                      | Marks |
|--------|--------------|-------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief the meaning and concept of Globalization of Service Delivery | 3     |
| CO1    | Q.2a         | Explain the Significance & challenges in outsourcing                          | 3     |
|        | Q.2b         | What do you understand by Sourcing terminologies?                             | 3     |
| CO1    | Q.3          | Write short note on Sourcing Models; Insource vs. Outsource                   | 6     |
| CO2    | Q.4          | Explain the Benefits & trade-offs                                             | 3     |
| CO2    | Q.5a         | Discuss the Types of outsourcing in manufacturing sectors                     | 3     |
|        | Q.5b         | What is Domestic vs Global; On-shore                                          | 3     |
| CO2    | Q 6          | Discuss the Types of outsourcing in Insurance and Healthcare sectors          | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





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**MBA 419**

## Attainment

|                  |                                          |
|------------------|------------------------------------------|
| Session          | 2018-19                                  |
| Course Name      | MBA                                      |
| Semester         | 4th Semester                             |
| Subject Code     | MBA 419                                  |
| Subject Name     | GLOBAL OUTSOURCING: ISSUES & PERSPECTIVE |
| Attainment Level | Level 2                                  |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

|                                                                                                       |
|-------------------------------------------------------------------------------------------------------|
| Amity Business School                                                                                 |
| Course Handout                                                                                        |
| Course : Managerial Skills For Effectiveness                                                          |
| Course Code : MBA 420, Crédits : 02, Session : 2018-19 (Even Sem.), Class : MBA. 2 <sup>nd</sup> Year |

**Introduction:** The course is designed to enhance managerial skills. Focuses on critical thinking problem solving and innovation. This course will help students to develop their leadership skills, team skills and team building skills.

**RRRRRRRRRRRRR. Course Outcomes:** At the end of the course, students will be able to:

**MBA420.1** To understand the concepts of Organizational Culture and Team Management its relationship to Business.

**MBA420.2.** To apply concepts of Collaboration and presentation skills.

**MBA420.3** To analyse Mentoring and Counselling.

**MBA420.4** To integrate the concept of Leadership and Negotiation under various conditions.

**SSSSSSSSSSSS. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.



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**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## TTTTTTTTTTTTT. Program Specific Outcomes:

1. An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.
2. Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.
3. An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

## UUUUUUUUUUUUUUU. Assessment Plan:

| Component of Evaluation | Description | Code | Weightage % |
|-------------------------|-------------|------|-------------|
|                         |             |      |             |



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|                                |                                                                                                                                                                                                                      |          |             |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                           | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                           |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                                | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves<br><br>Including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                             | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                                      |          | <b>100%</b> |

## VVVVVVVVVVVVV. Syllabus

### Module I: Organizational Culture and Team Management :

Building organizational culture, team management, networking skills, The importance, and different types of networking, Communication dynamics in networking – the power of the listening networker, Business networking etiquette, interaction across business functions.

### Module II: Collaboration and presentation skills

Definition and Benefits of Collaboration, Understanding Truthfulness in Collaboration, Building Consensus Preparing in presentation, Delivery of presentation, Preparation & introduction, Presentation Evaluation ,feedback, Summarization ,Conclusion development of a project that addresses an organizational challenge, Building peer support for team's projects.

### Module III: Mentoring and Counselling

Identifying operational and strategic gaps, Introduction to Coaching and Mentoring, Benefits of coaching and mentoring, The role of a coach and mentor, The difference between mentoring, coaching, directing,

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Website : [www.amity.edu/gwalior](http://www.amity.edu/gwalior), Email : [info@gwa.amity.edu](mailto:info@gwa.amity.edu); [admissions@gwa.amity.edu](mailto:admissions@gwa.amity.edu)



supporting & delegating, and learning Managing a Coaching Session : The most important skills of a business coach, The key characteristics of a good coach, How to ask powerful coaching questions.

**Module IV: Leadership and Negotiation :**

Personal leadership and leadership styles, Leadership in groups: building and leading efficient teams Understand leadership challenges and strategies, Choosing Effective Negotiation Tactics, Negotiation & Assertiveness skills, Mapping personal leadership and learning journey, Expanding professional and personal networks.

**WWWWWWWWWWWWWW. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

**XXXXXXXXXXXXXX. Suggested Text/Reference Books:**

- Organizational Behaviour, Davis, K
- Hoover, Judhith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Robbins, S.P, Judge TA, Sanghi S, Organizational Behaviour, Thirteenth Edition, Pearson.

**YYYYYYYYYYYYYY. Lecture Plan**

| Lecture | Topics                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------|------------------|------------------|---------------------------------|
| 1       | Building organizational culture        | Lecture          | MBA420.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Team management, networking skills     | Lecture          | MBA420.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | The importance, and different types of | Lecture          | MBA420.2         | Mid Term-1, Quiz & End Sem Exam |



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|    |                                              |         |          |                                 |
|----|----------------------------------------------|---------|----------|---------------------------------|
|    | networking                                   |         |          |                                 |
| 4  | Communication dynamics in networking         | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 5  | The power of the listening networker         | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Business networking etiquette                | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Interaction across business functions        | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Definition and Benefits of Collaboration     | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Understanding Truthfulness in Collaboration  | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Building Consensus Preparing in presentation | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Delivery of presentation                     | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Preparation & introduction                   | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Presentation Evaluation                      | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Summarization                                | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Conclusion development of a project          | Lecture | MBA420.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Building peer support                        | Lecture | MBA420.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Identifying operational and strategic gaps   | Lecture | MBA420.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Identifying operational and strategic gaps   | Lecture | MBA420.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Introduction to Coaching and Mentoring       | Lecture | MBA420.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Introduction to Coaching and Mentoring       | Lecture | MBA420.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Benefits of coaching and mentoring           | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | The role of a coach and mentor               | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | The difference between                       | Lecture |          | Mid Term-2, Quiz                |



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|    |                                                                                        |         |          |                                 |
|----|----------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | mentoring                                                                              |         | MBA420.3 | & End Sem Exam                  |
| 24 | Coaching, directing, supporting & delegating, and learning Managing a Coaching Session | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | The most important skills of a business coach                                          | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | The most important skills of a business coach                                          | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | The key characteristics of a good coach                                                | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | The key characteristics of a good coach                                                | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | The key characteristics of a good coach                                                | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | How to ask powerful coaching questions                                                 | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | How to ask powerful coaching questions                                                 | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | How to ask powerful coaching questions                                                 | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Personal leadership and leadership styles                                              | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Personal leadership and leadership styles                                              | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Leadership in groups                                                                   | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Leadership in groups                                                                   | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |

## ZZZZZZZZZZZZ. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |   |   |   |   |   |   |   |   |   | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |   |   |
|----|-----------|-------------------------------------|---|---|---|---|---|---|---|---|---|----------------------------------------------|---|---|
|    |           | P                                   | P | P | P | P | P | P | P | P | P | P                                            | P | P |
|    |           | O                                   | O | O | O | O | O | O | O | O | O | S                                            | S | S |





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|                 |                                                                                                        | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |  |  |  | 01 | 02 | 03 |
|-----------------|--------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|----|--|--|--|----|----|----|
| <b>MBA420.1</b> | To understand the concepts of Organizational Culture and Team Management its relationship to Business. | - | 3 | - | 3 | 3 | 3 | 2 | - | 3 | 2  |  |  |  | 1  | 1  | 1  |
| <b>MBA420.2</b> | To apply concepts of Collaboration and presentation skills.                                            | 1 | 3 | 3 | - | 1 | 3 | 1 | 2 | 3 | 3  |  |  |  | 1  | 2  | 1  |
| <b>MBA420.3</b> | To analyse Mentoring and Counselling.                                                                  | - | 3 | 2 | - | 1 | 3 | 3 | 2 | 3 | 3  |  |  |  | 2  | 2  | 3  |
| <b>MBA420.4</b> | To integrate the concept of Leadership and Negotiation under various conditions.                       | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3  |  |  |  | 1  | 1  | 2  |

## Sample Question Paper

Amity Business School  
I MID-SEMESTER (SEM –IV) 2018-19





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| Class: MBA IV Semester                                                                                                                                                                                                                                                                                                                                                                                                |              |                                                                |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------|----------|-----------|----------------|----------|
| Subject Name:<br>MBA 420 Managerial Skills for Effectiveness                                                                                                                                                                                                                                                                                                                                                          |              | Time: 01: 30 Hrs                                               |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                        | Remembering  | Understanding                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1,4        | Q.2,3                                                          | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p><b>MBA420.1</b> To understand the concepts of Organizational Culture and Team Management its relationship to Business.</p> <p><b>MBA420.2.</b> To apply concepts of Collaboration and presentation skills.</p> <p><b>MBA420.3</b> To analyse Mentoring and Counselling.</p> <p><b>MBA420.4</b> To integrate the concept of Leadership and Negotiation under various conditions.</p> |              |                                                                |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1          | Explain in brief on Organizational Culture.                    |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2a         | What is the nature of Team Management?                         |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.2b         | How concept of Collaboration is applied in business decisions? |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.3          | Elaborate presentation skills                                  |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.4          | Explain the significance of Leadership                         |          |           |                | 3        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5a         | Elaborate different types of Negotiation.                      |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.5b         | Describe in brief Mentoring and Counselling.                   |          |           |                | 3        |
| CO4                                                                                                                                                                                                                                                                                                                                                                                                                   | Q 6          | How Leadership benefits to small-scale entrepreneurs?          |          |           |                | 6        |



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| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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**MBA 420**

## Attainment

|                  |                                     |
|------------------|-------------------------------------|
| Session          | 2018-19                             |
| Course Name      | MBA                                 |
| Semester         | 4th Semester                        |
| Subject Code     | MBA 420                             |
| Subject Name     | Managerial Skills For Effectiveness |
| Attainment Level | Level 2                             |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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| AMITY BUSINESS SCHOOL                                                                                |
|------------------------------------------------------------------------------------------------------|
| Course Handout                                                                                       |
| Course : INTERNATIONAL MARKETING                                                                     |
| Course Code : MBA 465, Crédits : 03, Session : 2018-19 (Even Sem.), Class : MBA 2 <sup>nd</sup> Year |

**AAAAAAAAAAAAA. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**BBBBBBBBBBBBBB. Course Outcomes:** At the end of the course, students will be able to:

**MBA465.1.** Will learn International trade Theories and Importance of International Marketing

**MBA465.2.** Will understand International Marketing Environment

**MBA465.3.** Will know about International Entry & Expansion Strategies

**MBA465.4.** Will gain knowledge about Developing Product for International Market

**MBA465.5.** Will be able to develop a Promotion & Pricing Strategy for International Market

**CCCCCCCCCCCCC. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## DDDDDDDDDDDDDDDD. Program Specific Outcomes:

1. An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.
2. Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.
3. An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

## EEEEEEEEEEEEEEEE. Assessment Plan:

| Component of Evaluation | Description | Code | Weightage % |
|-------------------------|-------------|------|-------------|
|-------------------------|-------------|------|-------------|



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|                                |                                                                                                                                                                                                               |          |             |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

FFFFFFFFFFFFFFF. Syllabus

## INTERNATIONAL MARKETING

Course Code: MBA465

Credit Units: 3

### Learning Outcomes:

The course aims at providing clear understanding of the nature and practices of international marketing and helps in distinguish international marketing mechanics from the domestic marketing models and approaches. The course would develop a general perspective about managing international business both in operational as well as strategic context and in developing international marketing strategies.

### Course Contents:

#### Module I: Overview

Need, Scope, Tasks, Domestic vs. International marketing, International trade Theories, Importance of International Marketing, Management orientation (Ethnocentric, Polycentric, Regiocentric & Geocentric)

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Website : [www.amity.edu/gwalior](http://www.amity.edu/gwalior), Email : [info@gwa.amity.edu](mailto:info@gwa.amity.edu); [admissions@gwa.amity.edu](mailto:admissions@gwa.amity.edu)



## **Module II: International Marketing Environment**

Economic Environment (World Economy, Stages of market & economic development, Income & Purchasing Power parity, Economic Risk Analysis, Balance of payments, Trade patterns, International trade alliances, WTO, World Bank, IMF, Regional Economic groups. Social & Cultural environment – Culture, Cultural impact on Industrial & Consumer products. Political, Legal & Regulatory Environment – Political Risk, IPR, Licensing & Trade Services, Dispute Settlement & Litigation, Embargoes & Sanctions.

## **Module III: International Entry & Expansion Strategies**

International Market Entry Strategies – Exporting, Sourcing, Licensing, JVs, Ownership & control, Ownership/ Investment, Merger's and Acquisitions, Stages of development models (Domestic, International, Multinational, Global, Transnational) Strategies employed by Indian companies to sustain Globally. Tariff and Non Tariff Barriers. Multi-country Data Analysis and Interpretation-Cross-cultural Consumer research.

## **Module IV: Developing Product for International Market**

The international product and its life cycle, Product positioning & Segmentation , Product design consideration, Geographic expansion, Global branding and different positioning of the same brand in different countries, New product development & testing . Dumping, Gray market, Role of Services in global economy,

## **Module V: Promotion & Pricing Strategy for International Market**

Channel development & Innovation. Role of International Advertising & Branding, PR, Trade Fairs, Personal selling, Sales promotion, Exhibitions, Sponsorship promotion, Internet Marketing.. Global pricing Objectives & methods, Pricing policies – Marginal cost, cost plus, Market oriented, Export payment methods – L/C, Advance, DA/DP, FIBC, Counter trade, Transfer price.

### **GGGGGGGGGGGGGG. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |





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## Text & References:

- Keegan Warren & Bhargava Naval (2011), Global Marketing Management, Pearson
- Cateora Philip, Graham John & Salwan Prashant (2010), International Marketing, Mc Graw Hill
- Paul Justin & Kapoor Ramneek (2010), International Marketing, Mc Graw Hill
- Joshi Rakesh Mohan (2009), International Business, Oxford Higher Education
- Vasudeva PK (2010), International Marketing, Excel Books

## HHHHHHHHHHHHHHHH. Lecture Plan:

| Lecture | Topics                                                                                                                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Need, Scope, Tasks, Domestic vs. International marketing                                                                                   | Lecture          | MBA465.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | International trade Theories, Importance of International Marketing                                                                        | Lecture          | MBA465.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Management orientation (Ethnocentric, Polycentric, Regiocentric & Geocentric)                                                              | Lecture          | MBA465.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Management orientation (Ethnocentric, Polycentric, Regiocentric & Geocentric)                                                              | Lecture          | MBA465.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Economic Environment (World Economy, Stages of market & economic development, Income & Purchasing Power parity                             | Lecture          | MBA465.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Economic Risk Analysis, Balance of payments, Trade patterns, International trade alliances, WTO, World Bank, IMF, Regional Economic groups | Lecture          | MBA465.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Economic Risk Analysis,                                                                                                                    | Lecture          | MBA465.2         | Mid Term-1, Quiz                |





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|    | Balance of payments, Trade patterns, International trade alliances, WTO, World Bank, IMF, Regional Economic groups                                                                      |         |          | & End Sem Exam                  |
| 8  | Economic Risk Analysis, Balance of payments, Trade patterns, International trade alliances, WTO, World Bank, IMF, Regional Economic groups                                              | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Economic Risk Analysis, Balance of payments, Trade patterns, International trade alliances, WTO, World Bank, IMF, Regional Economic groups                                              | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Social & Cultural environment – Culture, Cultural impact on Industrial & Consumer products. Political, Legal & Regulatory Environment – Political Risk, IPR, Licensing & Trade Services | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Social & Cultural environment – Culture, Cultural impact on Industrial & Consumer products. Political, Legal & Regulatory Environment – Political Risk, IPR, Licensing & Trade Services | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Dispute Settlement & Litigation, Embargoes & Sanctions.                                                                                                                                 | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Dispute Settlement & Litigation, Embargoes & Sanctions.                                                                                                                                 | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Dispute Settlement & Litigation, Embargoes & Sanctions.                                                                                                                                 | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Dispute Settlement &                                                                                                                                                                    | Lecture | MBA465.2 | Mid Term-1, Quiz                |



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|    | Litigation, Embargoes & Sanctions.                                                                                      |         |          | & End Sem Exam                  |
| 16 | Dispute Settlement & Litigation, Embargoes & Sanctions.                                                                 | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Dispute Settlement & Litigation, Embargoes & Sanctions.                                                                 | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | International Market Entry Strategies – Exporting, Sourcing, Licensing, JVs, Ownership & control, Ownership/ Investment | Lecture | MBA465.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | International Market Entry Strategies – Exporting, Sourcing, Licensing, JVs, Ownership & control, Ownership/ Investment | Lecture | MBA465.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Merger's and Acquisitions, Stages of development models (Domestic, International, Multinational, Global, Transnational) | Lecture | MBA465.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Strategies employed by Indian companies to sustain Globally                                                             | Lecture | MBA465.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Tariff and Non Tariff Barriers. Multi-country Data Analysis and Interpretation-Cross-cultural Consumer research.        | Lecture | MBA465.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Tariff and Non Tariff Barriers. Multi-country Data Analysis and Interpretation-Cross-cultural Consumer research.        | Lecture | MBA465.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | The international product and its life cycle                                                                            | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | The international product and its life cycle                                                                            | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |



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| 26 | Product positioning & Segmentation , Product design consideration, Geographic expansion                                                                                                    | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Product positioning & Segmentation , Product design consideration, Geographic expansion                                                                                                    | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Global branding and different positioning of the same brand in different countries                                                                                                         | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | New product development & testing                                                                                                                                                          | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | New product development & testing                                                                                                                                                          | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Dumping, Gray market, Role of Services in global economy                                                                                                                                   | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Dumping, Gray market, Role of Services in global economy                                                                                                                                   | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Dumping, Gray market, Role of Services in global economy                                                                                                                                   | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Channel development & Innovation. Role of International Advertising & Branding, PR, Trade Fairs, Personal selling, Sales promotion, Exhibitions, Sponsorship promotion, Internet Marketing | Lecture | MBA465.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Global pricing Objectives & methods, Pricing policies – Marginal cost, cost plus                                                                                                           | Lecture | MBA465.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Market oriented, Export payment methods – L/C, Advance, DA/DP, FIBC, Counter trade, Transfer price.                                                                                        | Lecture | MBA465.5 | Mid Term-2, Quiz & End Sem Exam |

## IIIIIIIIII. Course Articulation Matrix (Mapping of COs with POs)



| CO               |                                                                               | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                               | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 465.1</b> | International trade Theories, Importance of International Marketing           | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 465.2</b> | To discuss the Critical success factors in managing outsourcing relationships | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 465.3</b> | How to Implementing Outsourcing: Guidelines for choosing outsourcing partners | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |
| <b>MBA 465.4</b> | Dumping, Gray market, Role of Services in global economy                      | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 465.5</b> | To analyze the Concept of Domestic and International                          | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |



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|  | marketing |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|-----------|--|--|--|--|--|--|--|--|--|--|--|--|--|

## Sample Question Paper

|                                                                                                                                                                                  |              |                                                                                                                |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –IV) 2018-19                                                                                                                        |              |                                                                                                                |          |           |                |          |
| Class: MBA IV Semester                                                                                                                                                           |              |                                                                                                                |          |           |                |          |
| Subject Name:<br>MBA465 INTERNATIONAL<br>MARKETING                                                                                                                               |              | Time: 01:30 Hrs                                                                                                |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                          | Remembering  | Understanding                                                                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                              | Q.1,3,4      | Q.2,3                                                                                                          | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Will learn International trade Theories and Importance of<br>International Marketing<br>CO2: Will understand International Marketing Environment |              |                                                                                                                |          |           |                |          |
| CO Map                                                                                                                                                                           | Question No. | Question                                                                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                                              | Q.1          | Explain in brief the meaning and concept of Domestic<br>and International marketing                            |          |           |                | 3        |
| CO1                                                                                                                                                                              | Q.2a         | Explain the Importance of International Marketing                                                              |          |           |                | 3        |
|                                                                                                                                                                                  | Q.2b         | What do you understand by Management<br>orientation (Ethnocentric, Polycentric,<br>Regiocentric & Geocentric)? |          |           |                | 3        |
| CO1                                                                                                                                                                              | Q.3          | Write short note on Stages of market & economic<br>development                                                 |          |           |                | 6        |
| CO2                                                                                                                                                                              | Q.4          | Explain the Economic Risk Analysis                                                                             |          |           |                | 3        |
| CO2                                                                                                                                                                              | Q.5a         | Discuss the Trade patterns and International trade<br>alliances                                                |          |           |                | 3        |



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|     |      |                                              |   |
|-----|------|----------------------------------------------|---|
|     | Q.5b | Write short notes on WTO, World Bank and IMF | 3 |
| CO2 | Q 6  | Discuss the Dispute Settlement & Litigation  | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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**MBA 465**

## Attainment

|                  |                                                       |
|------------------|-------------------------------------------------------|
| Session          | 2018-19                                               |
| Course Name      | MBA                                                   |
| Semester         | 4th Semester                                          |
| Subject Code     | MBA 465                                               |
| Subject Name     | INTEGRATED MARKETING COMMUNICATION/PROMOTION STRATEGY |
| Attainment Level | Level 3                                               |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



|                                                                                                      |
|------------------------------------------------------------------------------------------------------|
| Amity Business School                                                                                |
| Course Handout                                                                                       |
| Course : INTEGRATED MARKETING COMMUNICATION/PROMOTION STRATEGY                                       |
| Course Code : MBA 475, Crédits : 03, Session : 2018-19 (Even Sem.), Class : MBA 2 <sup>nd</sup> Year |

**Introduction:** This course provides students an

opportunity to gain an understanding of advertising and other marketing communications practices thereby making them marketers with effective communication skills. The course emphasizes on developing students' abilities to use Advertising as a tool to Create Awareness, Position the Product, and make an impact in the Consumers' Minds with the knowledge of the business environment supported by the domain knowledge of mass and personal communication. This comprehensive course also familiarizes students' with Media Planning and creativity in advertising through critical thinking, business analysis, problem solving and innovative solution development abilities.

JJJJJJJJJJJJ. **Course Outcomes:** At the end of the course, students will be able to:

- MBA475.1.** Understand the concept of advertising and evaluate the concept of integrated communication
- MBA475.2.** Identify the objectives and importance of advertising as a promotional tool.
- MBA475.3.** Remember the approaches of advertising campaign planning and develop ethics in advertising.
- MBA475.4.** Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market.
- MBA475.5.** Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.
- MBA475.6.** Create sales promotion strategies and identify the latest trends and practices in the industry.

KKKKKKKKKKKKKK. **Programme Outcomes:**

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Website : [www.amity.edu/gwalior](http://www.amity.edu/gwalior), Email : [info@gwa.amity.edu](mailto:info@gwa.amity.edu); [admissions@gwa.amity.edu](mailto:admissions@gwa.amity.edu)



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**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## LLLLLLLLLLLLLLLL. Program Specific Outcomes:

1. **PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions
2. **PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.



- 3. PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

**MMMMMMMMMMMMMMMM. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**NNNNNNNNNNNNNN. Syllabus**

**Module I: Introduction to IMC**

Enhancing Brand Equity through IMC. Role of advertisement and promotions in segmentation, targeting and positioning. The communication process and consumer behaviour. Elements of mass communication and personal communications.

**Module II: Managing Mass Communications:**

Concept and definition of advertisement – setting advertisement objectives, Packaging, Point-of-purchase communication and signage. . Traditional vs modern media. Online and mobile advertising. Social media for advertising and promotion. Surrogate Advertising – Special case of India with banned products.

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**Website : [www.amity.edu/gwalior](http://www.amity.edu/gwalior), Email : [info@gwa.amity.edu](mailto:info@gwa.amity.edu); [admissions@gwa.amity.edu](mailto:admissions@gwa.amity.edu)**



### **Module III: Advertising Planning & Strategy: Media and Effectiveness**

Advertising Department: Objectives and functions, The DAGMAR Approach to Setting Objectives, Advertising Campaign, Budgeting Methods. Advertising message: message objectives, recall, attitude, emotions and feelings Message tactics. Endorsers and message appeal in advertising. Creative aspects of advertising: copy writing, advertising artwork, copy in conventional media and cyberspace.

### **Module IV: Media Planning**

Media Planning, Scheduling, & Buying; Print, Broadcast & Interactive Online Media, Analysis and Measuring Advertising/Ad-message Effectiveness,

### **Module V: Managing Mass Communications:**

Rationale for Sale Promotion, Types of Sales Promotion - Consumer and Trade Promotions - Sales Promotion Strategies and Practices – Sampling, couponing, premiums and other promotions, Relationship between Sales promotion and advertising, Cross Promotions, Event Marketing - Sponsorship, Public Relations,

### **Module VI: Managing Personal Communications:**

**Direct and interactive marketing, Word-of-mouth, and Personal selling,** Direct Marketing, Word-of-mouth influence,

### **OOOOOOOOOOOOOO. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

### **PPPPPPPPPPPPPP. Suggested Text/Reference Books:**

- Integrated Marketing Communications – Kenneth Blown & Donald Bach. PHI. 2002.
- Belch, George E & Belch, Michael A. (2009). Advertising and Promotion. McGraw-Hill Irwin. 9th edition.
- Wells W.D, Burnett J, & Moriarty S. (2009), Advertising Principles and Practice, Pearson Higher Education
- Batra R, Myers G.J., Aaker D (2003), Advertising Management, Pearson Education.



## QQQQQQQQQQQQQQ. Lecture Plan

| Lecture | Topics                                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction of organizations                                                    | Lecture          | MBA475.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Enhancing Brand Equity through IMC                                               | Lecture          | MBA475.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Role of advertisement and promotions in segmentation, targeting and positioning. | Lecture          | MBA475.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | the communication process and consumer behaviour                                 | Lecture          | MBA475.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Elements of mass communication and personal communications.                      | Lecture          | MBA475.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Managing Mass Communications:                                                    | Lecture          | MBA475.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Concept and definition of advertisement – setting advertisement objectives       | Lecture          | MBA475.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Packaging, Point-of-purchase communication and signage                           | Lecture          | MBA475.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Traditional vs modern media.                                                     | Lecture          | MBA475.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Online and mobile advertising.                                                   | Lecture          | MBA475.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Social media for advertising and promotion                                       | Lecture          | MBA475.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Surrogate Advertising – Special case of India with banned products.              | Lecture          | MBA475.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Advertising Planning & Strategy: Media and Effectiveness                         | Lecture          | MBA475.3         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Advertising Department: Objectives and functions                                 | Lecture          | MBA475.3         | Mid Term-1, Quiz & End Sem Exam |



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MADHYA PRADESH

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| 15 | The DAGMAR Approach to Setting Objectives, Advertising Campaign, Budgeting Methods.               | Lecture | MBA475.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Advertising message: message objectives, recall, attitude, emotions and feelings Message tactics. | Lecture | MBA475.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Media Planning                                                                                    | Lecture | MBA475.4 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Scheduling, & Buying; Print,                                                                      | Lecture | MBA475.4 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Broadcast & Interactive Online Media                                                              | Lecture | MBA475.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Analysis and Measuring Advertising/Ad-message Effectiveness,                                      | Lecture | MBA475.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Managing Mass Communications:                                                                     | Lecture | MBA475.5 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Rationale for Sale Promotion,                                                                     | Lecture | MBA475.5 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Types of Sales Promotion - Consumer and Trade Promotions                                          | Lecture | MBA475.5 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Sales Promotion Strategies and Practices                                                          | Lecture | MBA475.5 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Sampling, couponing, premiums and other promotions                                                | Lecture | MBA475.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Relationship between Sales promotion and advertising,                                             | Lecture | MBA475.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Cross Promotions, Event Marketing                                                                 | Lecture | MBA475.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Sponsorship, Public Relations                                                                     | Lecture | MBA475.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Managing Personal Communications:                                                                 | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Direct and interactive marketing                                                                  | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Direct and interactive marketing                                                                  | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Word-of-mouth                                                                                     | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Personal selling,                                                                                 | Lecture | MBA475.6 | Mid Term-2, Quiz                |





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|    |                          |         |          | & End Sem Exam                     |
| 34 | Direct Marketing,        | Lecture | MBA475.6 | Mid Term-2, Quiz<br>& End Sem Exam |
| 35 | Word-of-mouth influence, | Lecture | MBA475.6 | Mid Term-2, Quiz<br>& End Sem Exam |
| 36 | Personal selling,        | Lecture | MBA475.6 | Mid Term-2, Quiz<br>& End Sem Exam |

## RRRRRRRRRRRRRR. Course Articulation Matrix (Mapping of COs with POs)

| CO       | STATEMENT                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|----------|--------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|----------------------------------------------|------------------|------------------|
|          |                                                                                            | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| MBA475.1 | Understand the concept of advertising and evaluate the concept of integrated communication | -                                   | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  | 2                                            | 3                | 1                |
| MBA475.2 | Identify the objectives and importance of advertising as a promotional tool.               | 1                                   | 3           | 3           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  | 1                                            | 2                | 1                |



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|                 |                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |  |  |   |   |   |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|---|---|---|
| <b>MBA475.3</b> | Remember the approaches of advertising campaign planning and develop ethics in advertising.                                           | - | 3 | 2 | - | 1 | 3 | 3 | 2 | 3 | 3 |  |  | 1 | 1 | 2 |
| <b>MBA475.4</b> | Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market. | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  | 3 | 2 | 3 |
| <b>MBA475.5</b> | Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.                                | 1 | 2 | 2 | 2 | 3 | 3 | 1 | 1 | 3 | 2 |  |  | 1 | 2 | 2 |
| <b>MBA475.6</b> | Create sales promotion strategies and identify the latest trends and practices in the industry.                                       | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  | 1 | 1 | 2 |

## Sample Question Paper

Amity Business School  
I MID-SEMESTER (SEM –IV) 2018-19

Class: MBA IV Semester





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| Subject Name:<br>MBA 475 INTEGRATED<br>MARKETING<br>COMMUNICATION/PROMOTION<br>STRATEGY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                 | Time: 01:30 Hrs                                                   |              |               | Max. Marks: 30 |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------------------------------------------------------------|--------------|---------------|----------------|--------------|
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Rememberin<br>g | Understandin<br>g                                                 | Applyin<br>g | Analyzi<br>ng | Evaluati<br>ng | Creatin<br>g |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q. 2, Q. 4      | Q. 6                                                              | Q. 1 -       | -             | Q. 5           | Q. 3         |
| <p>Student will be able to</p> <p><b>MBA475.1.</b> Understand the concept of advertising and evaluate the concept of integrated communication</p> <p><b>MBA475.2.</b> Identify the objectives and importance of advertising as a promotional tool.</p> <p><b>MBA475.3.</b> Remember the approaches of advertising campaign planning and develop ethics in advertising.</p> <p><b>MBA475.4.</b> Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market.</p> <p><b>MBA475.5.</b> Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.</p> <p><b>MBA475.6.</b> Create sales promotion strategies and identify the latest trends and practices in the industry.</p> |                 |                                                                   |              |               |                |              |
| CO<br>Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Question<br>No. | Questi<br>on                                                      |              |               |                | Mar<br>ks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.1             | Elaborate the role of marketing mix in advertising.               |              |               |                | 5            |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.2a            | Differentiate between Publicity, Personal Selling and advertising |              |               |                | 5            |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.3             | Define integrated marketing communications.                       |              |               |                | 5            |



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|     |      |                                                                  |   |
|-----|------|------------------------------------------------------------------|---|
| CO2 | Q.4  | Give the SWOT analysis of advertising as a promotional tool.     | 5 |
| CO3 | Q.5a | How does the prevailing market influence advertising? Elaborate. | 5 |
| CO4 | Q 6  | Describe the types of advertisements.                            | 5 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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**MBA 475**

## Attainment

|                  |                                                       |
|------------------|-------------------------------------------------------|
| Session          | 2018-19                                               |
| Course Name      | MBA                                                   |
| Semester         | 4th Semester                                          |
| Subject Code     | MBA 475                                               |
| Subject Name     | INTEGRATED MARKETING COMMUNICATION/PROMOTION STRATEGY |
| Attainment Level | Level 3                                               |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



| Amity Business School                                                                                |
|------------------------------------------------------------------------------------------------------|
| Course Handout                                                                                       |
| Course : DIGITAL AND SOCIAL MEDIA MARKETING                                                          |
| Course Code : MBA 476, Crédits : 03, Session :2018-19 (Even Sem.), Class : MBA. 2 <sup>nd</sup> Year |

**Introduction:** The death of a salesman in the B2B

channels is as real as the day itself. E-commerce has radically changed how people identified their needs, searched for products, analysed their options, made the purchase and then provided their feedback based on their experience of the service of the product provider or the satisfaction they have gained from the product itself. This course is designed to facilitate this generation of netizens to graduate from a level of only buying and availing online services to a level where they are sensitized with what it takes for an online marketer to recruit customers online and provide them services and products that are sold online, but are not necessarily availed online. The course will explicate the role of business environment and domain knowledge and impress upon skills like critical thinking, business analysis, and problem solving and creating innovative solutions.

**SSSSSSSSSSSSSS. Course Outcomes:** At the end of the course, students will be able to:

**MBA476.1.** On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital marketing.

**MBA476.2.** On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer behaviour and imagine its utility in online/offline marketing strategies.

**MBA476.3.** Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area. They will also comprehend optimization and the keyword search methodology.

**MBA476.4.** On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.

**MBA476.5.** On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve. Students will also be able to form opinion on current trends in digital marketing area and estimate future trends therein.

**TTTTTTTTTTTTTT. Programme Outcomes:**



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**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## UUUUUUUUUUUUUUUU. Program Specific Outcomes:

1. **PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions
2. **PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.
3. **PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

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Website : [www.amity.edu/gwalior](http://www.amity.edu/gwalior), Email : [info@gwa.amity.edu](mailto:info@gwa.amity.edu); [admissions@gwa.amity.edu](mailto:admissions@gwa.amity.edu)



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## VVVVVVVVVVVVVV. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## WWWWWWWWWWWWWW. Syllabus

### Module I: Go online

Evolution of digital marketing. E-marketing and the changing landscape. The implications of the digital change. Web and the new corporations. E-marketing – Challenges, strengths and applications. The digital consumer and communities online. Digital marketing landscape. The online marketing mix. Types of digital marketing: Email, internet marketing, mobile marketing and social media marketing.

### Module II: Social Media

Social media marketing. The social media model by McKinsey and marketing with networks. Social media strategy and customer engagement. Affiliate marketing & strategic partnerships. Social media tools – Blogs, micro-blogs,

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Social networks, media sharing sites, social news sites, review sites, virtual worlds and online gaming. Social listening. Web analytics. Social media analytics. Viral marketing and Facebook Adverts. Online Guerilla marketing.

### **Module III: Rush-hour traffic**

Dynamics of an online search. Internet traffic plan. Search engine marketing, PPC and online advertising. Search engine optimisation and search engine marketing. Content strategies. The Google case study. Where the service is free, the customer is the product.

### **Module IV: E-commerce**

Online procurement and distribution. Traditional distribution management issues. Overcoming distribution challenges. Fundamental advantages offered by the internet. The spiral of prosperity model. Measuring E-commerce success. CRM and CX in digital marketing. Data and analytics.

### **Module V: Emerging Digital Revolution**

Online campaign management. Integrating digital and social media strategies. Campaign management using Facebook, Twitter and Blogs. The future of marketing. Gamification and Apps. Changes in the marketing landscape – the rise in technology. What has changed in the last two years in the mobile phone app technology? Gamification and game-based marketing. The World of Apps. Apps and India.

### **XXXXXXXXXXXXXXXX. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Presentation | ESE |
|---------------|---------------|------------|--------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                   | 70  |

### **YYYYYYYYYYYYYYYY. Suggested Text/Reference Books:**

- Vanadana Ahuja. Digital Marketing. Oxford.
- Lamb, Hair, and Sharma. MKTG – Principles of Marketing. Cengage Learning.
- Puneet Singh Bhatia; Fundamentals of Digital Marketing, Pearson Education.





- David Whiteley; E-Commerce: Strategy, Technologies and Applications, Mcgraw Hill Education Menon, Arpita; Media Planning and Buying; McGraw Hill.
- Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014)
- Arnold, George; Media Writer's Handbook: A Guide to Common Writing and Editing Problems; McGraw-Hill Education.

## ZZZZZZZZZZZZZZ. Lecture Plan

| Lecture | Topics                                                                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Evolution of digital marketing. E-marketing and the changing landscape                              | Lecture          | MBA476.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | The implications of the digital change                                                              | Lecture          | MBA476.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Web and the new corporations. E-marketing – Challenges, strengths and applications                  | Lecture          | MBA476.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | The digital consumer and communities online                                                         | Lecture          | MBA476.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Digital marketing landscape                                                                         | Lecture          | MBA476.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | The online marketing mix.                                                                           | Lecture          | MBA476.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Types of digital marketing: Email, internet marketing, mobile marketing and social media marketing. | Lecture          | MBA476.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Social media marketing.                                                                             | Lecture          | MBA476.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | The social media model by McKinsey and marketing with networks                                      | Lecture          | MBA476.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Social media strategy and customer engagement.                                                      | Lecture          | MBA476.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Affiliate marketing & strategic partnerships                                                        | Lecture          | MBA476.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Social listening. Web analytics. Social media                                                       | Lecture          | MBA476.2         | Mid Term-1, Quiz & End Sem Exam |





|    |                                                                                |         |          |                                 |
|----|--------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | analytics.                                                                     |         |          |                                 |
| 13 | Viral marketing and Facebook Adverts. Online Guerilla marketing.               | Lecture | MBA476.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Dynamics of an online search. Internet traffic plan.                           | Lecture | MBA476.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Internet traffic plan. Search engine marketing, PPC and online advertising.    | Lecture | MBA476.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Search engine optimisation and search engine marketing                         | Lecture | MBA476.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Content strategies.                                                            | Lecture | MBA476.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | The Google case study. Where the service is free, the customer is the product. | Lecture | MBA476.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Online procurement and distribution                                            | Lecture | MBA476.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Traditional distribution management issues.                                    | Lecture | MBA476.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Overcoming distribution challenges.                                            | Lecture | MBA476.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Fundamental advantages offered by the internet                                 | Lecture | MBA476.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | The spiral of prosperity model.                                                | Lecture | MBA476.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Measuring E-commerce success.                                                  | Lecture | MBA476.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | CRM and CX in digital marketing. Data and analytics.                           | Lecture | MBA476.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Online campaign management.                                                    | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Campaign management using Facebook, Twitter and Blogs                          | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | The future of marketing. Gamification and Apps.                                | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Changes in the marketing landscape – the rise in technology.                   | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | What has changed in the last                                                   | Lecture | MBA476.5 | Mid Term-2, Quiz                |



|    |                                                 |         |          |                                 |
|----|-------------------------------------------------|---------|----------|---------------------------------|
|    | two years in the mobile phone app technology?   |         |          | & End Sem Exam                  |
| 31 | Gamification and game-based marketing.          | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | The World of Apps.                              | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Integrating digital and social media strategies | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Apps and India                                  | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | game-based marketing.                           | Lecture | MBA476.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Integrating digital and social media strategies | Lecture | MBA476.6 | Mid Term-2, Quiz & End Sem Exam |

## AAAAAAAAAAAAA. Course Articulation Matrix (Mapping of COs with POs)

| CO       | STATEMENT                                                                                                                                                                                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  | CORRELATION WITH PROGRA |                  |                  |
|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|-------------------------|------------------|------------------|
|          |                                                                                                                                                                                                                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  | P<br>S<br>O<br>1        | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| MBA476.1 | On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital | -                                   | 3           | 2           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  | P<br>S<br>O<br>1        | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 |



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|          |                                                                                                                                                                                                                             |   |   |   |   |   |   |   |   |   |   |  |  |                  |                  |                  |  |
|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|------------------|------------------|------------------|--|
|          | marketing.                                                                                                                                                                                                                  |   |   |   |   |   |   |   |   |   |   |  |  |                  |                  |                  |  |
| MBA476.2 | On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer behaviour and imagine its utility in online/offline marketing strategies. | 1 | 3 | 3 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  | P<br>S<br>O<br>3 | P<br>S<br>O<br>2 | P<br>S<br>O<br>1 |  |
| MBA476.3 | Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area. They will also comprehend optimization and the keyword search methodology.    | - | 3 | 2 | - | 1 | 3 | 3 | 2 | 3 | 3 |  |  | P<br>S<br>O<br>1 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 |  |
| MBA476.4 | On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their                                                                         | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  | P<br>S<br>O<br>2 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 |  |



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|          |                                                                                                                                                                                                                                                                               |   |   |   |   |   |   |   |   |   |   |  |  |                  |                  |                  |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|------------------|------------------|------------------|
|          | use, as future managers, in actual marketing campaigns.                                                                                                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |  |  |                  |                  |                  |
| MBA476.5 | On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve. Students will also be able to form opinion on current trends in digital marketing area and estimate future trends therein. | 1 | 2 | 2 | 2 | 3 | 3 | 1 | 1 | 3 | 2 |  |  | P<br>S<br>O<br>1 | P<br>S<br>O<br>3 | P<br>S<br>O<br>3 |

## Sample Question Paper

|                                                                |                 |                   |              |               |                |              |
|----------------------------------------------------------------|-----------------|-------------------|--------------|---------------|----------------|--------------|
| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2018-19      |                 |                   |              |               |                |              |
| Class: MBA IV Semester                                         |                 |                   |              |               |                |              |
| Subject Name:<br>MBA 476 DIGITAL AND SOCIAL<br>MEDIA MARKETING |                 | Time: 01:30 Hrs   |              |               | Max. Marks: 30 |              |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy        | Rememberin<br>g | Understandin<br>g | Applyin<br>g | Analyzi<br>ng | Evaluati<br>ng | Creatin<br>g |
| Question<br>Mapping                                            | Q. 2, Q. 4      | Q. 6              | Q. 1 -       | -             | Q. 5           | Q. 3         |



Student will be able to

**MBA476.1.** On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital marketing.

**MBA476.2.** On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer behaviour and imagine its utility in online/offline marketing strategies.

**MBA476.3.** Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area. They will also comprehend optimization and the keyword search methodology.

**MBA476.4.** On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.

**MBA476.5.** On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve. Students will also be able to form opinion on current trends in digital marketing area and estimate future trends therein.

| CO Map | Question No. | Question                                                           | Marks |
|--------|--------------|--------------------------------------------------------------------|-------|
| CO1    | Q.1          | Elaborate the role of digital marketing in marketing.              | 5     |
| CO2    | Q.2a         | Differentiate between digital marketing: Email, internet marketing | 5     |
| CO2    | Q.3          | Define Social media marketing                                      | 5     |
| CO2    | Q.4          | Explain Social media analytics                                     | 5     |
| CO3    | Q.5a         | Elaborate Search engine optimisation and search engine marketing.  | 5     |
| CO4    | Q 6          | Describe Traditional distribution management issues                | 5     |



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| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**MBA 476**

## **Attainment**

|                         |                                    |
|-------------------------|------------------------------------|
| <b>Session</b>          | 2018-19                            |
| <b>Course Name</b>      | MBA                                |
| <b>Semester</b>         | 4th Semester                       |
| <b>Subject Code</b>     | MBA 476                            |
| <b>Subject Name</b>     | DIGITAL AND SOCIAL MEDIA MARKETING |
| <b>Attainment Level</b> | Level 2                            |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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|                                                                                                     |
|-----------------------------------------------------------------------------------------------------|
| Amity Business School                                                                               |
| Course Handout                                                                                      |
| Course : MARKETING TO BASE OF PYRAMID CONSUMERS                                                     |
| Course Code : MBA 477, Crédits: 03, Session :2018-19 (Even Sem.), Class : MBA. 2 <sup>nd</sup> Year |

**Introduction:** This course will enable the students to

identify the opportunities of BOP market and also to appreciate the differences and similarities between urban and BOP markets. By the end of this course the students will be able to apply the concepts of BOP marketing into practice and design strategies suitable for BOP markets.

**BBBBBBBBBBBBBBBBB. Course Outcomes:** At the end of the course, students will be able to:

**MBA477.1.** Understand the concept of BOP market and business opportunities.

**MBA477.2.** Identify the objectives and , Principles of Innovation.

**MBA477.3.** Remember the approaches of BOP solutions for developed markets

**MBA477.4.** Analyse unique methods of data collection, sampling

**MBA477.5.** Identify the need and scope of Development as social transformation

**CCCCCCCCCCCCCCCCC. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## DDDDDDDDDDDDDDDDDD. Program Specific Outcomes:

1. **PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions
2. **PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.
3. **PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

## EEEEEEEEEEEEEEEEEE. Assessment Plan:

| Component of Evaluation        | Description | Code | Weightage % |
|--------------------------------|-------------|------|-------------|
| Continuous Internal Evaluation | Mid Term 1  | CT   | 15%         |
|                                | Mid Term 2  |      |             |



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|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
|                          | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## FFFFFFFFFFFFFFF. Syllabus

### Module I: Introduction to Base of Pyramid market

Nature, Characteristics of BOP markets, need for segmentation of BOP markets, Market Development imperative, Business opportunities- National & Global, Business and the New Social Compact. Informal Economy-Alternative Market initiatives at BoP

### Module II: Products and services for Base of Pyramid market

A philosophy for developing products & services, Principles of Innovation, Mass market – Niche market differentiation & product positioning, principles of innovation for BOP markets.

### Module III: BOP: A Global Opportunity

Engaging the BOP, Local growth opportunity, BOP solutions for developed markets, Lessons from MBC's from BOP markets, the Cost of Managing, Learning to Live in a Network of relationships.



### Module III: The Eco system for Wealth Creation

Market oriented ecosystem, ecosystem for developing country, learning the sanctity of contracts, reducing inequities in contracts, Building governance capabilities among the poor.

### Module IV: BOP Market Research

Planning the BOP research, unique methods of data collection, sampling, Field procedures & locations of conducting research, Limitation of rural research.

### Module V: Social Transformation :

Development as social transformation, Breaking down Barriers to communication, BOP consumer upgrade, Gaining access to knowledge ,identity for the individuals & Women, Evolving checks & Balances, Ethical Issues.

### GGGGGGGGGGGGGGGG. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

### HHHHHHHHHHHHHHHH. Suggested Text/Reference Books:

- The Fortune at the Bottom of the Pyramid – Dr. C K Prahalad, 2005 Edition, Wharton School.
- The Rural Marketing Book, Text and Practices- Pradeep Kashyap & Siddhartha Raut,

### IIIIIIIIIIII. Lecture Plan

| Lecture | Topics                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction to Base of Pyramid market           | Lecture          | MBA477.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Nature, Characteristics of BOP markets, need for | Lecture          | MBA477.1         | Mid Term-1, Quiz & End Sem Exam |



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|    |                                                                       |         |          |                                 |
|----|-----------------------------------------------------------------------|---------|----------|---------------------------------|
|    | segmentation of BOP markets                                           |         |          |                                 |
| 3  | Market Development imperative,                                        | Lecture | MBA477.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Business opportunities- National & Global,                            | Lecture | MBA477.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Business and the New Social Compact                                   | Lecture | MBA477.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Informal Economy-Alternative Market initiatives at BoP                | Lecture | MBA477.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Products and services for Base of Pyramid market                      | Lecture | MBA477.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | A philosophy for developing products & services                       | Lecture | MBA477.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Principles of Innovation, Mass market                                 | Lecture | MBA477.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Niche market differentiation & product positioning                    | Lecture | MBA477.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | principles of innovation for BOP markets.                             | Lecture | MBA477.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | A Global Opportunity                                                  | Lecture | MBA477.3 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Engaging the BOP, Local growth opportunity                            | Lecture | MBA477.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | BOP solutions for developed markets                                   | Lecture | MBA477.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Lessons from MBC's from BOP markets                                   | Lecture | MBA477.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | the Cost of Managing, Learning to Live in a Network of relationships. | Lecture | MBA477.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Market oriented ecosystem                                             | Lecture | MBA477.4 | Mid Term-1, Quiz & End Sem Exam |



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|    |                                                  |         |          |                                 |
|----|--------------------------------------------------|---------|----------|---------------------------------|
| 18 | ecosystem for developing country                 | Lecture | MBA477.4 | Mid Term-1, Quiz & End Sem Exam |
| 19 | learning the sanctity of contracts,              | Lecture | MBA477.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Reducing inequities in contracts                 | Lecture | MBA477.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Building governance capabilities among the poor. | Lecture | MBA477.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | BOP Market Research,                             | Lecture | MBA477.5 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Planning the BOP research                        | Lecture | MBA477.5 | Mid Term-2, Quiz & End Sem Exam |
| 24 | unique methods of data collection                | Lecture | MBA477.5 | Mid Term-2, Quiz & End Sem Exam |
| 25 | sampling, Field procedures                       | Lecture | MBA477.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | locations of conducting research                 | Lecture | MBA477.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Limitation of rural research.                    | Lecture | MBA477.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Social Transformation                            | Lecture | MBA477.6 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Development as social transformation             | Lecture | MBA477.6 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Breaking down Barriers to communication          | Lecture | MBA477.6 | Mid Term-2, Quiz & End Sem Exam |
| 31 | BOP consumer upgrade                             | Lecture | MBA477.6 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Gaining access to knowledge                      | Lecture | MBA477.6 | Mid Term-2, Quiz & End Sem Exam |
| 33 | identity for the individuals                     | Lecture | MBA477.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | identity for the individuals & Women             | Lecture | MBA477.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Evolving checks & Balances                       | Lecture | MBA477.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Ethical Issues.                                  | Lecture | MBA477.6 | Mid Term-2, Quiz & End Sem Exam |



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## Course Articulation Matrix (Mapping of COs with POs)

| CO       | STATEMENT                                                           | CORRELATION WITH PROGRAMME OUTCOMES |       |       |       |       |       |       |       |       |        |  |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |         |         |
|----------|---------------------------------------------------------------------|-------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--|--|----------------------------------------------|---------|---------|
|          |                                                                     | P O 1                               | P O 2 | P O 3 | P O 4 | P O 5 | P O 6 | P O 7 | P O 8 | P O 9 | P O 10 |  |  | P s o 1                                      | P s o 2 | P s o 3 |
| MBA477.1 | Understand the concept of BOP market and business opportunities.    | -                                   | 3     | -     | 3     | 3     | 3     | 2     | -     | 3     | 2      |  |  | 1                                            | 1       | 2       |
| MBA477.2 | Identify the objectives and , Principles of Innovation.             | 1                                   | 3     | 3     | -     | 1     | 3     | 1     | 2     | 3     | 3      |  |  | 3                                            | 3       | 2       |
| MBA477.3 | Remember the approaches of BOP solutions for developed markets      | -                                   | 3     | 2     | -     | 1     | 3     | 3     | 2     | 3     | 3      |  |  | 1                                            | 2       | 2       |
| MBA477.4 | Analyse unique methods of data collection, sampling.                | 1                                   | 3     | 2     | -     | 1     | 3     | 1     | 2     | 3     | 3      |  |  | 3                                            | 3       | 2       |
| MBA477.5 | Identify the need and scope of Development as social transformation | 1                                   | 2     | 2     | 2     | 3     | 3     | 1     | 1     | 3     | 2      |  |  | 2                                            | 1       | 1       |



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## Sample Question Paper

|                                                                    |                 |                   |              |               |                |              |
|--------------------------------------------------------------------|-----------------|-------------------|--------------|---------------|----------------|--------------|
| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2018-19          |                 |                   |              |               |                |              |
| Class: MBA IV Semester                                             |                 |                   |              |               |                |              |
| Subject Name:<br>MBA 477 MARKETING TO BASE<br>OF PYRAMID CONSUMERS |                 | Time: 01:30 Hrs   |              |               | Max. Marks: 30 |              |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy            | Rememberin<br>g | Understandin<br>g | Applyin<br>g | Analyzi<br>ng | Evaluati<br>ng | Creatin<br>g |





| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q. 2, Q. 4   | Q. 6                                                 | Q. 1 - | - | Q. 5 | Q. 3  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------|--------|---|------|-------|
| <p>Student will be able to</p> <p><b>MBA477.1.</b> Understand the concept of BOP market and business opportunities.</p> <p><b>MBA477.2.</b> Identify the objectives and , Principles of Innovation.</p> <p><b>MBA477.3.</b> Remember the approaches of BOP solutions for developed markets</p> <p><b>MBA477.4.</b> Analyse unique methods of data collection, sampling</p> <p><b>MBA477.5.</b> Identify the need and scope of Development as social transformation</p> |              |                                                      |        |   |      |       |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Question No. | Question                                             |        |   |      | Marks |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.1          | Elaborate the role of Base of Pyramid market         |        |   |      | 5     |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.2          | Explain Business opportunities- National & Global    |        |   |      | 5     |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.3          | Define Alternative Market initiatives at BoP.        |        |   |      | 5     |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.4          | Give BOP solutions for developed markets             |        |   |      | 5     |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.5          | Elaborate Planning the BOP research                  |        |   |      | 5     |
| CO4                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q 6          | Describe Evolving checks & Balances, Ethical issues. |        |   |      | 5     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





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**MBA 477**

## Attainment

|                  |                                    |
|------------------|------------------------------------|
| Session          | 2018-19                            |
| Course Name      | MBA                                |
| Semester         | 4th Semester                       |
| Subject Code     | MBA 477                            |
| Subject Name     | DIGITAL AND SOCIAL MEDIA MARKETING |
| Attainment Level | Level 2                            |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



|                                                                                                      |
|------------------------------------------------------------------------------------------------------|
| Amity Business School                                                                                |
| Course Handout                                                                                       |
| Course : INTERNATIONAL MARKETING                                                                     |
| Course Code : MBA 478, Crédits : 03, Session :2018-19 (Even Sem.), Class : MBA. 2 <sup>nd</sup> Year |

#### Introduction:

In today's dynamic global scenario

people who succeed will have to learn the art of managing functions across domestic borders and will delve into global exposure and cross-cultural sensitivity. Thus the course aims at exposing the students to the international business activities and taking a keen look at business environment along with the domain knowledge to manage an MNC. The course would develop a general perspective about managing international business both in operational as well as strategic context through critical thinking, business analysis, problem solving and seeking innovative solutions at an international level. The course will further enhance the effective communication skills of the participant and will also sensitise them to international considerations of social responsibility and ethics.

**KKKKKKKKKKKKKKKK. Course Outcomes:** At the end of the course, students will be able to:

**MBA478.1.** Building awareness for the concept of international marketing.

**MBA478.2.** Identifying the emerging markets and marketing challenges in the international marketing environment

**MBA478.3.** . Identifying the emerging markets and marketing challenges in the international marketing environment

**MBA478.4.** Use appropriate research approaches and information systems in planning for international marketing situations

**MBA478.5.** Evaluate different methods of marketing decisions in international environment.

**MBA478.6.** Understanding the policies and procedures prevalent in India for export and import.

**LLLLLLLLLLLLLLLLL. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.



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**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## **MMMMMMMMMMMMMMMM. Program Specific Outcomes:**

1. **PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions
2. **PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.
3. **PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.



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## NNNNNNNNNNNNNNNN. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| Total                          |                                                                                                                                                                                                               |          | 100%        |

## OOOOOOOOOOOOOOOO. Syllabus

### Module I: Overview

Definition of International Marketing, Need, Scope, Tasks, Domestic vs. International marketing, International trade Theories, Importance of International Marketing, Global services, Management orientation (Ethnocentric, Polycentric, Regiocentric & Geocentric)



## **Module II: International Marketing Environment**

Economic Environment: World Economy, Stages of market & economic development, Income & Purchasing Power parity, Economic Risk Analysis, Balance of payments, Trade patterns, International trade alliances, WTO, World Bank, IMF, Regional Economic groups. Social & Cultural environment – Culture, Cultural impact on Industrial & Consumer products. Political, Legal & Regulatory Environment – Political Risk, IPR, Licensing & Trade Services, Dispute Settlement & Litigation, Embargoes & Sanctions. Competition in International Business.

## **Module III: International Entry & Expansion Strategies**

International Market Entry Strategies – Exporting, Sourcing, Licensing, JVs, Ownership & control, Ownership/Investment, Mergers and Acquisitions, Stages of development models (Domestic, International, Multinational, Global, Transnational) Strategies employed by Indian companies to sustain Globally. Tariff and Non Tariff Barriers.

## **Module IV: Developing Product for International Market**

The international product and its life cycle, Product positioning & Segmentation, Product design consideration, Geographic expansion, Global branding and different positioning of the same brand in different countries, International product adaptation & branding strategies. New product development & testing. Dumping, Gray market, Role of Services in global economy, Emerging markets.

## **Module V: Distribution, Promotion & Pricing Strategy for International Market**

Channel development & Innovation. IMC in the International context, Role of International Advertising & Branding, PR, Trade Fairs, Personal selling, Sales promotion, Exhibitions, Sponsorship promotion, Internet Marketing. International pricing strategies, Global pricing Objectives & methods, Pricing policies – Marginal cost, cost plus, Market oriented, Export payment methods – L/C, Advance, DA/DP, FIBC, Counter trade, Transfer price. International trade channels and distribution strategies for International marketing. Future of International Marketing.

## **PPPPPPPPPPPPPP. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |



**Suggested Text/Reference Books:**

- Keegan Warren & Bhargava Naval (2011), Global Marketing Management, Pearson.
- Cateora Philip, Graham John & Salwan Prashant (2010), International Marketing, Mc Graw Hill.
- Paul Justin & Kapoor Ramneek (2010), International Marketing, Mc Graw Hill.
- Joshi Rakesh Mohan (2009), International Business, Oxford Higher Education.
- Vasudeva PK (2010), International Marketing, Excel Books.
- Harvard Business Review, Global Business Review (Sage Publications), Global Forum – ITC Geneva

**QQQQQQQQQQQQQQQ. Lecture Plan**

| Lecture | Topics                                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Definition of International Marketing                                         | Lecture          | MBA478.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Need, Scope, Tasks, Domestic vs. International marketing,                     | Lecture          | MBA478.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | International trade Theories                                                  | Lecture          | MBA478.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Importance of International Marketing                                         | Lecture          | MBA478.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Global services                                                               | Lecture          | MBA478.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Management orientation (Ethnocentric, Polycentric, Regiocentric & Geocentric) | Lecture          | MBA478.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Economic Environment: World Economy, Stages of market                         | Lecture          | MBA478.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | economic development                                                          | Lecture          | MBA478.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Income & Purchasing Power parity                                              | Lecture          | MBA478.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Economic Risk Analysis                                                        | Lecture          | MBA478.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Balance of payments                                                           | Lecture          | MBA478.2         | Mid Term-1, Quiz                |





|    |                                                                                                                                                                                                                                                |         |          |                                    |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|------------------------------------|
|    |                                                                                                                                                                                                                                                |         |          | & End Sem Exam                     |
| 12 | Trade patterns                                                                                                                                                                                                                                 | Lecture | MBA478.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 13 | International trade alliances                                                                                                                                                                                                                  | Lecture | MBA478.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 14 | WTO, World Bank                                                                                                                                                                                                                                | Lecture | MBA478.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 15 | IMF, Regional Economic groups.                                                                                                                                                                                                                 | Lecture | MBA478.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 16 | Social & Cultural environment – Culture                                                                                                                                                                                                        | Lecture | MBA478.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 17 | Cultural impact on Industrial & Consumer products. Political, Legal & Regulatory Environment – Political Risk, IPR, Licensing & Trade Services, Dispute Settlement & Litigation, Embargoes & Sanctions. Competition in International Business. | Lecture | MBA478.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 18 | International Entry & Expansion Strategies                                                                                                                                                                                                     | Lecture | MBA478.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 19 | International Market Entry Strategies                                                                                                                                                                                                          | Lecture | MBA478.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 20 | –Exporting, Sourcing, Licensing, JVs, Ownership & control, Ownership/ Investment, Mergers and Acquisitions,                                                                                                                                    | Lecture | MBA478.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 21 | Stages of development models (Domestic, International, Multinational, Global, Transnational)                                                                                                                                                   | Lecture | MBA478.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 22 | Strategies employed by Indian companies to sustain Globally.                                                                                                                                                                                   | Lecture | MBA478.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 23 | Tariff and Non Tariff Barriers.                                                                                                                                                                                                                | Lecture | MBA478.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 24 | The international product and its life cycle, Product positioning & Segmentation,                                                                                                                                                              | Lecture | MBA478.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 25 | Product design consideration, Geographic expansion, Global branding and different                                                                                                                                                              | Lecture | MBA478.4 | Mid Term-2, Quiz<br>& End Sem Exam |





|    |                                                                                                                                 |         |          |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | positioning of the same brand in different countries                                                                            |         |          |                                 |
| 26 | International product adaptation & branding strategies                                                                          | Lecture | MBA478.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | New product development & testing. Dumping, Gray market, Role of Services in global economy, Emerging markets.                  | Lecture | MBA478.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Distribution, Promotion & Pricing Strategy for International Market                                                             | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Channel development & Innovation. IMC in the International context                                                              | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Role of International Advertising & Branding, PR, Trade Fairs, Personal selling                                                 | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Sales promotion, Exhibitions, Sponsorship promotion, Internet Marketing                                                         | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | International pricing strategies                                                                                                | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Global pricing Objectives & methods                                                                                             | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Pricing policies – Marginal cost, cost plus, Market oriented, Export payment methods – L/C, Advance, DA/DP, FIBC, Counter trade | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Transfer price. International trade channels and distribution strategies for International marketing                            | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Future of International Marketing.                                                                                              | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |

RRRRRRRRRRRRRRR. Course Articulation Matrix (Mapping of COs with POs)



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| CO       | STATEMENT                                                                                                       | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|----------|-----------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|----------------------------------------------|------------------|------------------|
|          |                                                                                                                 | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| MBA478.1 | Building awareness for the concept of international marketing.                                                  | -                                   | 3           | 2           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  | 2                                            | 2                | 1                |
| MBA478.2 | Identifying the emerging markets and marketing challenges in the international marketing environment            | 1                                   | 3           | 3           | 2           | 1           | 3           | 1           | 2           | 3           | 3            |  |  | 1                                            | 1                | 2                |
| MBA478.3 | Identifying the emerging markets and marketing challenges in the international marketing environment            | -                                   | 3           | 2           | -           | 1           | 3           | 3           | 2           | 3           | 3            |  |  | 3                                            | 3                | 2                |
| MBA478.4 | Use appropriate research approaches and information systems in planning for international marketing situations. | 1                                   | 3           | 2           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  | 2                                            | 3                | 2                |
| MBA478.5 | Evaluate different methods of marketing decisions in international environment.                                 | 1                                   | 2           | 2           | 2           | 3           | 3           | 1           | 1           | 3           | 2            |  |  | 1                                            | 3                | 2                |



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|                 |                                                                                     |   |   |   |   |   |   |   |   |   |   |  |  |  |   |   |   |
|-----------------|-------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|---|---|---|
|                 |                                                                                     |   |   |   |   |   |   |   |   |   |   |  |  |  |   |   |   |
| <b>MBA478.6</b> | Understanding the policies and procedures prevalent in India for export and import. | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  | 1 | 2 | 2 |

## Sample Question Paper

|                                                           |             |                 |          |           |                |          |
|-----------------------------------------------------------|-------------|-----------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2018-19 |             |                 |          |           |                |          |
| Class: MBA IV Semester                                    |             |                 |          |           |                |          |
| Subject Name:<br>MBA 478 INTERNATIONAL<br>MARKETING       |             | Time: 01:30 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy            | Remembering | Understanding   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                          | Q. 2, Q. 4  | Q. 6            | Q. 1 -   | -         | Q. 5           | Q. 3     |

Amity University, Madhya Pradesh, Maharajpura (Opposite Airport), Gwalior (M.P.) - 474005 Amity  
 Helpline : 0751-3290666, 3290667; 083-499-94630, 083-499-94631, 083-499-94632  
 Website : [www.amity.edu/gwalior](http://www.amity.edu/gwalior), Email : [info@gwa.amity.edu](mailto:info@gwa.amity.edu); [admissions@gwa.amity.edu](mailto:admissions@gwa.amity.edu)



Student will be able to

**MBA478.1.** Building awareness for the concept of international marketing.

**MBA478.2.** Identifying the emerging markets and marketing challenges in the international marketing environment

**MBA478.3.** Identifying the emerging markets and marketing challenges in the international marketing environment

**MBA478.4.** Use appropriate research approaches and information systems in planning for international marketing situations

**MBA478.5.** Evaluate different methods of marketing decisions in international environment.

**MBA478.6.** Understanding the policies and procedures prevalent in India for export and import.

| CO Map | Question No. | Question                                                                                | Marks |
|--------|--------------|-----------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | State the challenges of International Marketing.                                        | 5     |
| CO2    | Q.2          | What are the dimensions of international marketing?                                     | 5     |
| CO2    | Q.3          | What benefits can be attained if marketed in international territories?                 | 5     |
| CO2    | Q.4          | Give the difference between tariff and non- tariff barriers of international marketing. | 5     |
| CO3    | Q.5          | What factors influence regional economic groupings?                                     | 5     |
| CO4    | Q 6          | Write a note on WTO.                                                                    | 5     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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**MBA 478**

## Attainment

|                  |                         |
|------------------|-------------------------|
| Session          | 2018-19                 |
| Course Name      | MBA                     |
| Semester         | 4th Semester            |
| Subject Code     | MBA 478                 |
| Subject Name     | INTERNATIONAL MARKETING |
| Attainment Level | Level 2                 |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2019-2022**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|       |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | P<br>O1<br>0 |
|-------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|--------------|
| I SEM | BBA<br>102 | 3           | 2           | 2           | 3           | -           | 3           | 2           | 3           | -       | -            |





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|                                                                                        |                                          |  |
|----------------------------------------------------------------------------------------|------------------------------------------|--|
|                                                                                        | AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |  |
|                                                                                        | AMITY BUSINESS SCHOOL                    |  |
| Course Handout                                                                         |                                          |  |
| Course : Business Environment                                                          |                                          |  |
| Course Code : BBA 102, Crédits : 03, Session :2019-22 (Odd Sem.), Class : BBA 1st Year |                                          |  |

**A. Introduction:** The aim of the course is to orient the students towards the basic concepts of Indian and global business environment. It will enable students to examine and evaluate business in International Environment.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA102.1.** Get an overview of business environment , types of business environment , and the factors affecting business environment.

**BBA102.2.** Understand the Indian business environment. The students will get acquainted with the New Industrial Policy and various acts related to industries in India.

**BBA102.3.** know about the concept of financial markets, their types and functions in India. The students will also get acquainted with the concept and functions of Stock Exchanges, SEBI, various Industrial Financial Institutions.

**BBA102.4.** Understand the Labour environment in India. The students will come to know about social security benefits, Industrial disputes, their causes and preventive measures etc.

**BBA102.5.** Get an overview of five-year plans, planning commission, NITU Aayog, Green and White Revolution, Foreign trade policy, EPZ's, EOU's, SEZ's etc.

**BBA102.6.** Understand the global environment which affects the business environment in India. The students will get an overview of GATT/WTO, IMF, World Bank, SAARC, EU , NAFTA, ASEAN etc. and their impact on industrial environment in India.

**C. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------|-------------|--------------------|
|                                |                    |             |                    |

|                                |                                                                                                                                                                                                               |          |             |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## **E. Syllabus**

### **Module I: Overview of Business Environment**

Meaning and types of business environment, Internal and external environment, Micro and macro environment, Factors (Cultural, social, Political economic legal, demographic and technological) effecting business environment.

### **Module II: Indian Industrial environment**

Industrial policy up to 1991, New industrial policy, Liberalisation, Privatisation and Globalization process in India, Disinvestment, Industrial sickness, MRTP act 1969, Competition law 2002, Foreign Exchange Regulation Act and Foreign Exchange Management Act (FERA and FEMA).

### **Module III: Financial Environment**

Indian money and capital markets: meaning, functions and constituents, Stock exchange- importance and functions, SEBI, Capital market reforms and development, Industrial financial institutions (IDBI, SIDBI, ICICI, IFCI etc.).

### **Module IV: Labour Environment**

Labour legislation in India, Social security benefits, Industrial disputes- causes and preventive measures, Settlement of disputes, International Labour Organisation (ILO), Trade union- meaning and functions, Trade Union Act.

## Module V: Economic Planning and Development

Planning in India- needs and objectives, five year plans, planning commission, NITI Aayog, Current five year plan, Green and white revolution- achievements and failures, Second green revolution, foreign trade policy 2015, Export processing zones, Export oriented units, Special economic zones (EPZ's, EOU's, SEZ's) and trading houses in India.

## Module VI: Global Environment

Bretton woods system, features of Uruguay round of negotiations, GATT/ WTO- role, functions and ministerial conferences, IMF, World Bank (International Bank for Reconstruction and Development), Regional economic cooperation institutions, SAARC, EU, NAFTA and ASEAN.

### F. Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

### G. Suggested Text/Reference Books:

#### Text:

1. Francis Cherunillam, International Environment, Himalaya Publications.

#### References:

1. Bedi Suresh, Business Environment, Excel Books, N. Delhi
2. Shaikh Saleem, Business Environment, Pearson Education
3. Bhatia H.L, International Economics, Vikas Publications
4. Mishra S.K, and Puri V.K, Indian Economy, Himalaya Publishing House
5. Sundharam K.P.M, Money, Banking and International trade, S. Chand & Co. New Delhi
6. Rudra Dutta and Sundharam, Indian Economy, S. Chand & Co. New Delhi
7. Luthans, Comparative International Management, Tata McGraw-Hill.

### H. Lecture Plan:

| Lecture | Topics                                    | Mode of Delivery | Corresponding CO | Mode of Assessing CO                            |
|---------|-------------------------------------------|------------------|------------------|-------------------------------------------------|
| 1       | Meaning and types of business environment | Lecture          | BBA102.1         | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                                                                     |         |          |                                                 |
|----|---------------------------------------------------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 2  | Internal and external environment, Micro and macro environment                                                      | Lecture | BBA102.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3  | Factors (Cultural, social, Political economic legal, demographic and technological) effecting business environment. | Lecture | BBA102.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4  | Industrial policy up to 1991                                                                                        | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5  | New industrial policy,                                                                                              | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6  | Liberalisation, Privatisation and Globalization process in India                                                    | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7  | Disinvestment, Industrial sickness, MRTTP act 1969                                                                  | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8  | Competition law 2002                                                                                                | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9  | Foreign Exchange Regulation Act (FERA)                                                                              | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10 | Foreign Exchange Management Act (FEMA)                                                                              | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | Indian money and capital markets: meaning, functions and constituents,                                              | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | Stock exchange- importance and functions,                                                                           | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | SEBI- Importance and Functions                                                                                      | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                             |         |          |                                                 |
|----|-----------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 14 | Capital market reforms and development                                      | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Industrial financial institutions-IDBI and SIDBI                            | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Industrial Financial institutions-ICICI, IFCI and Others                    | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Labour legislation in India- Introduction                                   | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 18 | Social security benefits                                                    | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 19 | Industrial disputes- causes and preventive measures, Settlement of disputes | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 20 | International Labour Organisation (ILO)                                     | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 21 | Trade union- meaning and functions, Trade Union Act                         | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 22 | Planning in India- needs and objectives, Five year plans                    | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 23 | About Planning commission and NITI Aayog                                    | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 24 | Current five year plan                                                      | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 25 | Green and white revolution- achievements and failures                       | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 26 | Second green revolution- Achievements and Failures                          | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 27 | Foreign trade policy 2015                                                   | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 28 | Export processing zones                                                     | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 29 | Export oriented units                                                       | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |

|    |                                                                            |         |          |                                         |
|----|----------------------------------------------------------------------------|---------|----------|-----------------------------------------|
| 30 | Special economic zones and trading houses in India                         | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination |
| 31 | Bretton woods system, features of Uruguay round of negotiations            | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 32 | GATT/ WTO- role, functions and ministerial conferences                     | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 33 | IMF and World Bank (International Bank for Reconstruction and Development) | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 34 | Regional economic cooperation institutions, SAARC                          | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 35 | EU, NAFTA                                                                  | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 36 | About ASEAN                                                                | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                               | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|-------------------|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                   |                                                                                                                         | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BBA 102.1.</b> | Get an overview of business environment, types of business environment, and the factors affecting business environment. | 3                                   | 2           | -           | 3           | -           | 3           | 1           | -           | 3           | 1            |

|                           |                                                                                                                                                                                                                            |   |   |   |   |   |   |   |   |   |   |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>102.<br/>2</b> | Understand the Indian business environment. The students will get acquainted with the New Industrial Policy and various acts related to industries in India.                                                               | 3 | 2 | 2 | 3 | - | 3 | 2 | - | 1 | 2 |
| <b>BBA<br/>102.<br/>3</b> | know about the concept of financial markets, their types and functions in India. The students will also get acquainted with the concept and functions of Stock Exchanges, SEBI, various Industrial Financial Institutions. | 3 | 3 | - | 3 | - | 3 | 3 | - | - | 1 |
| <b>BBA<br/>102.<br/>4</b> | Understand the Labour environment in India. The students will come to know about social security benefits, Industrial disputes, their causes and preventive measures etc.                                                  | 3 | 3 | 2 | 3 | - | 3 | 2 | 2 | 3 | - |
| <b>BBA<br/>102.<br/>5</b> | Get an overview of five-year plans, planning commission, NITU Aayog, Green and White Revolution, Foreign trade policy, EPZ's, EOU's, SEZ's etc.                                                                            | 3 | 3 | 2 | 3 | - | 3 | 2 | - | - | 1 |
| <b>BBA<br/>102.</b>       | Understand the global environment which affects the business                                                                                                                                                               | 3 | 3 | 1 | 3 | - | 3 | 1 | 3 | - | 1 |



|   |                                                                                                                                                                          |  |  |  |  |  |  |  |  |  |  |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|
| 6 | environment in India. The students will get an overview of GATT/WTO, IMF, World Bank, SAARC, EU , NAFTA, ASEAN etc. and their impact on industrial environment in India. |  |  |  |  |  |  |  |  |  |  |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|

#### J. Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –I) 2019-22</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |               |                                                       |          |                    |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------------------------------------------------|----------|--------------------|----------------|----------|
| Class: BBA I Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |               |                                                       |          |                    |                |          |
| Subject Name:<br>BBA 102 Business Environment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |               | Time: 2 Hrs                                           |          |                    | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Remembering   | Understanding                                         | Applying | Analyzing          | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Q. 1, 3 and 4 | Q.1, Q. 2a, Q 4 and 5                                 | Q.6      | Q.2 b, Q 3 and Q 6 |                |          |
| <b>Student will be able to</b><br><b>CO1:</b> Get an overview of business environment, types of business environment and the factors affecting business environment.<br><b>CO2:</b> Understand the Indian business environment. The students will get acquainted with the New Industrial Policy and various acts related to industries in India.<br><b>CO3:</b> know about the concept of financial markets, their types and functions in India. The students will also get acquainted with the concept and functions of Stock Exchanges, SEBI, various Industrial Financial Institutions. |               |                                                       |          |                    |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Question No.  | Question                                              |          |                    |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q. 1          | Explain in brief the concept of Business Environment? |          |                    |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q. 2a         | Differentiate between Micro and Macro Environment?    |          |                    |                | 3        |

|            |                  |                                                                                                                   |          |
|------------|------------------|-------------------------------------------------------------------------------------------------------------------|----------|
|            | <b>Q.<br/>2b</b> | <b>What are the different factors which can affect the business environment in any country?</b>                   | <b>3</b> |
| <b>CO2</b> | <b>Q.<br/>3</b>  | <b>Discuss the key highlights of New Industrial Policy and its impact on industrial environment in a country.</b> | <b>6</b> |
| <b>CO2</b> | <b>Q.<br/>4</b>  | <b>What is the difference between FEMA and FERA?</b>                                                              | <b>3</b> |
| <b>CO3</b> | <b>Q.<br/>5</b>  | <b>What is stock exchange? Discuss its functions in short.</b>                                                    | <b>3</b> |
|            | <b>Q.<br/>5</b>  | <b>Explain the key features of Money market and Capital Market.</b>                                               | <b>3</b> |
| <b>CO3</b> | <b>Q<br/>6</b>   | <b>Discuss the role of industrial financial institutions in economic development of a country.</b>                | <b>6</b> |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                      |
|-------------------------|----------------------|
| <b>Session</b>          | 2019-20              |
| <b>Course</b>           | <b>BBA</b>           |
| <b>Semester</b>         | 1st Semester         |
| <b>Subject Code</b>     | BBA 102              |
| <b>Subject Name</b>     | Business Environment |
| <b>Attainment Level</b> | Level 2              |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2019-2022**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA I SEM                     | BBA103 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



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## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2021-2022**

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| AMITY BUSINESS SCHOOL                                                                     |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : MANAGERIAL ECONOMICS                                                             |
| Course Code : BBA103, Crédits : 04,<br>(Session : 2019-22 Odd Sem.), Class : BBA 1st Year |

**A. Introduction:** The purpose of this course is to apply managerial economics concepts and techniques in evaluating business decision taken by firms. The emphasis is on explaining how the tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA103.1.** Knowledge of Managerial Economics and Firm Theory

**BBA103.2.** Understand the significance of Consumer Behaviour and Demand Analysis.

**BBA103.3.** To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations.

**BBA103.4.** To apply marginal Theory of Demand and Supply under different market conditions.

**BBA103.5.** Understand and analyze the concept, theories and techniques of Economic and Business forecasting.

**BBA103.6.** Understand and describe the conceptual framework of Break-Even Analysis and Linear Break-Even Analysis

**C. Programme Outcomes:**



**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**D. Programme Specific Outcomes:**

**[PSO.1]****E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**F. Syllabus****Module I: Managerial Economics and Firm Theory**

Introduction: Nature, Scope, Definitions of Managerial Economics.

Basic Concepts in Managerial Economics: Resource Allocation; Opportunity Costs; Time Value of Money; Marginal Analysis, Incrementalism. Firm Theory: Objectives of the firm; Theory of the Growth of the Firm.

Managerial Economics and Decision Sciences: The Nature and Types of Business Decision, Business Decision Making Process.

**Module II: Consumer Behaviour and Demand Analysis**

Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility, Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium.

Theory of Demand: Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand and supply, law of supply, determinants of supply, Elasticity of Supply.

**Module III: Theory of Production and Cost**

Meaning and Concept of Production, Factors of Production and Production Function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Analysis), Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economics and Diseconomies of Scale, Explicit cost and Implicit Cost, Private and Social Cost.

#### **Module IV: Price and Output Decisions under Different Market Structures**

Price and Output Decisions under Perfect Competition, Monopoly and Monopolistic Competition - Pricing under Oligopoly - Kinked Demand Curve - Price Leadership - Pricing under Collusion.

#### **Module V: Application of Managerial Economics to Business,**

Economic and Business forecasting: Uses of Economic Forecasts - Methods of Economic Forecasting - Selecting a Forecast - Evaluating Forecasts.

Break-Even Analysis: Linear Break-Even Analysis- Graphical Method, Algebraic Method, Changes in Break-Even Output, Operating leverage, Limitation of Break- Even Analysis.

Cost-Benefit Analysis: Importance, Use, Steps and Criterion of Cost-Benefit Analysis.

#### **G. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **H. Suggested Text/Reference Books:**

- Dwivedi, D. N., Managerial Economics, 7<sup>th</sup> Edition, Vikas Publishing House.
- Ahuja, H.L. Advanced Economic Theory (Micro Economics), S. Chand & Co, New Delhi

#### **References:**

- Browning Edgar K. & Jacquelin Line M. Browning, Micro Economics and Application, Kalyani Publishers, New Delhi.
- Gould John P. and Edward P. Lazear Micro Economic Theory, All India Traveller Book-seller, New Delhi.
- Koutsoviannis Modern Micro Economics, Macmillan Press Limited, New Delhi.
- Dewett. K.K. Micro Economics, S. Chand & Co, New Delhi
- Managerial economics - Christopher R Thomas, S Charles Maurice and Sumit Sarkar
- Managerial economics - Geetika, Piyali Ghosh and Purba Roy Choudhury
- Managerial economics- Paul G Keat, Philip K Y Young and Sreejata Banerjee

#### **I. Lecture Plan**

| Lecture | Topics | Mode of Delivery | Corresponding CO | Mode of Assessing CO |
|---------|--------|------------------|------------------|----------------------|
|---------|--------|------------------|------------------|----------------------|

|     |                                                                                                               |                  |          |                                 |
|-----|---------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 1.  | Managerial Economics and Firm Theory – Nature, Scope, Definitions of Managerial Economics                     | Lecture          | BBA103.1 | Mid Term-1, Quiz & End Sem Exam |
| 2.  | Managerial Economics and Firm Theory – Basic Concepts in Managerial Economics:                                | Group Discussion | BBA103.1 | Mid Term-1, Quiz & End Sem Exam |
| 3.  | Managerial Economics and Firm Theory – Marginal Analysis, Incrementalism                                      | Lecture          | BBA103.1 | Mid Term-1, Quiz & End Sem Exam |
| 4.  | Managerial Economics and Firm Theory – Firm Theory: Objectives of the firm; Theory of the Growth of the Firm. | Lecture          | BBA103.1 | Mid Term-1, Quiz & End Sem Exam |
| 5.  | Managerial Economics and Firm Theory – Managerial Economics and Decision Sciences                             | Lecture          | BBA103.1 | Mid Term-1, Quiz & End Sem Exam |
| 6.  | Consumer Behaviour and Demand Analysis- Cardinal Utility Approach                                             | Home Assignment  | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | Consumer Behaviour and Demand Analysis- Diminishing Marginal Utility                                          | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | Consumer Behaviour and Demand Analysis- Law of Equi-Marginal Utility, Ordinal Utility Approach                | Case Study       | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | Consumer Behaviour and Demand Analysis- Law of Demand, Movement along vs. Shift in Demand Curve               | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 10. | Consumer Behaviour and Demand Analysis- Concept of Measurement of Elasticity of Demand                        | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | Consumer Behaviour and Demand Analysis- Factors Affecting Elasticity of Demand, Income Elasticity of Demand   | Home Assignment  | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | Consumer Behaviour and                                                                                        | Lecture          | BBA103.2 | Mid Term-1,                     |

|     |                                                                               |                  |          |                                 |
|-----|-------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | Demand Analysis- Cross Elasticity of Demand and supply                        |                  |          | Quiz & End Sem Exam             |
| 13. | Consumer Behaviour and Demand Analysis- law of supply                         | Group Discussion | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | Consumer Behaviour and Demand Analysis- determinants of supply                | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | Consumer Behaviour and Demand Analysis- Elasticity of Supply                  | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | Theory of Production and Cost – Meaning and Concept of Production             | Lecture          | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 17. | Theory of Production and Cost – Factors of Production and Production Function | Group Discussion | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 18. | Theory of Production and Cost – Fixed and Variable Factors                    | Case Study       | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | Theory of Production and Cost – Law of Variable Proportion                    | Group Discussion | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | Theory of Production and Cost – Law of Returns to a Scale                     | Lecture          | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | Theory of Production and Cost – Concept of Cost                               | Lecture          | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | Theory of Production and Cost – Cost Function, Short Run Cost, Long Run Cost  | Group Discussion | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | Theory of Production and Cost – Economics and Diseconomies of Scale           | Home Assignment  | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | Theory of Production and Cost – Explicit cost and Implicit Cost               | Lecture          | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | Theory of Production and                                                      | Lecture          | BBA103.3 | Mid Term-2,                     |

|     |                                                                                                                     |                  |          |                                 |
|-----|---------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | Cost – Private and Social Cost                                                                                      |                  |          | Quiz & End Sem Exam             |
| 26. | Price and Output Decisions under Different Market Structures – Price and Output Decisions under Perfect Competition | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 27. | Price and Output Decisions under Different Market Structures – Monopoly and Monopolistic Competition                | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 28. | Price and Output Decisions under Different Market Structures – Pricing under Oligopoly                              | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | Price and Output Decisions under Different Market Structures – Kinked Demand Curve                                  | Group Discussion | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | Price and Output Decisions under Different Market Structures – Price Leadership                                     | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | Price and Output Decisions under Different Market Structures – Pricing under Collusion                              | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | Application of Managerial Economics to Business – Economic forecasting                                              | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 33. | Application of Managerial Economics to Business – Business forecasting                                              | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 34. | Application of Managerial Economics to Business – Uses of Economic Forecasts                                        | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | Application of Managerial Economics to Business – Methods of Economic Forecasting                                   | Home Assignment  | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | Application of Managerial Economics to Business –                                                                   | Case Study       | BBA103.5 | Mid Term-2, Quiz & End          |

|    |                                                                                                |                  |          |                                 |
|----|------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|    | Selecting a Forecast                                                                           |                  |          | Sem Exam                        |
| 37 | Application of Managerial Economics to Business – Evaluating Forecasts                         | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 38 | Application of Managerial Economics to Business – Break-Even Analysis                          | Group Discussion | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 39 | Application of Managerial Economics to Business – Linear Break-Even Analysis                   | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 40 | Application of Managerial Economics to Business – Graphical Method                             | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 41 | Application of Managerial Economics to Business – Algebraic Method                             | Group Discussion | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 42 | Application of Managerial Economics to Business – Changes in Break-Even Output                 | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 43 | Application of Managerial Economics to Business – Operating leverage                           | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 44 | Application of Managerial Economics to Business – Limitation of Break- Even Analysis           | Group Discussion | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 45 | Application of Managerial Economics to Business – Cost-Benefit Analysis                        | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 46 | Application of Managerial Economics to Business – Importance of Cost-Benefit Analysis          | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 47 | Application of Managerial Economics to Business – Use of Cost-Benefit Analysis                 | Group Discussion | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 48 | Application of Managerial Economics to Business – Steps and Criterion of Cost-Benefit Analysis | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| Course Outcome  | Statement                                                                                                    | Correlation with Programme Outcomes |      |      |      |      |      |      |      |      |      |
|-----------------|--------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|------|
|                 |                                                                                                              | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO10 |
| <b>BBA103.1</b> | Knowledge of Managerial Economics and Firm Theory                                                            | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    | 1    |
| <b>BBA103.2</b> | Understand the significance of Consumer Behaviour and Demand Analysis.                                       | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    | 1    |
| <b>BBA103.3</b> | To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations. | 3                                   | 3    | 1    | 3    | 3    | 1    | 2    | 1    | -    | 1    |
| <b>BBA103.4</b> | To apply marginal Theory of Demand and Supply under different market conditions.                             | 3                                   | 1    | -    | 1    | 3    | 1    | 3    | 2    | 1    | 1    |
| <b>BBA103.5</b> | Understand and analyze the                                                                                   | 3                                   | 2    | 3    | 3    | 3    | 2    | 3    | 3    | 1    | 1    |



|                 |                                                                                                        |          |          |          |          |          |   |          |          |          |          |
|-----------------|--------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|---|----------|----------|----------|----------|
|                 | concept, theories and techniques of Economic and Business forecasting.                                 |          |          |          |          |          |   |          |          |          |          |
| <b>BBA103.6</b> | Understand and describe the conceptual framework of Break-Even Analysis and Linear Break-Even Analysis | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | - | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |

**Sample Question Paper**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                     |                                                                                    |                      |           |                       |              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>Amity Business School<br/>Department of Management<br/>I MID-SEMESTER (SEM – I) 2019-22</b>                                                                                                                                                                                                                                                                                                                                                                        |                     |                                                                                    |                      |           |                       |              |
| <b>Class: BBA I Semester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          |                     |                                                                                    |                      |           |                       |              |
| <b>Subjects Name: BBA 103 MANAGERIAL<br/>ECONOMICS</b>                                                                                                                                                                                                                                                                                                                                                                                                                |                     |                                                                                    | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of<br/>the<br/>questions<br/>as per<br/>Blooms<br/>Taxonomy</b>                                                                                                                                                                                                                                                                                                                                                                                             | Remembering         | Understanding                                                                      | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question<br/>Mapping</b>                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Q. 2, Q. 4</b>   | <b>Q. 3, Q. 6</b>                                                                  | <b>Q. 1</b>          | <b>-</b>  | <b>Q. 5</b>           | <b>-</b>     |
| <b>Students will be able to:</b><br><br><b>CO1 To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations.</b><br><b>CO2. To apply marginal Theory of Demand and Supply under different market conditions.</b><br><b>CO3 To analyse Theory of Production and Cost of different market conditions.</b><br><b>CO4 To integrate the concept of price and output decisions of firms under various market structures.</b> |                     |                                                                                    |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Question No.</b> | <b>Question</b>                                                                    |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>1.</b>           | <b>Explain in brief on Micro Economics.</b>                                        |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>2.</b>           | <b>What is the nature of Demand Analysis?</b>                                      |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>3.</b>           | <b>How concept of price elasticity of demand is applied in business decisions?</b> |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>4.</b>           | <b>Elaborate Demand function and determinants of demand.</b>                       |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>5.</b>           | <b>Explain the significance of elasticity of demand.</b>                           |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>6.</b>           | <b>Elaborate different types of Production function.</b>                           |                      |           |                       | <b>5</b>     |

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| <b>Attainment</b>       |                      |
|-------------------------|----------------------|
| <b>Session</b>          | 2019-20              |
| <b>Course Name</b>      | BBA                  |
| <b>Semester</b>         | 1st Semester         |
| <b>Subject Code</b>     | BBA 103              |
| <b>Subject Name</b>     | Managerial Economics |
| <b>Attainment Level</b> | Level 2              |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration Academic Year – 2019-22**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|        |         | PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |      |
|--------|---------|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|        |         | PO1                           | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| I Sem. | BBA 105 |                               |     |     | -   | -   | -   | -   | -   | -   |      |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : Financial Accounting

Course Code : BBA 105, Crédits : 04, Session :2019-22 (Odd Sem.), Class : B.B.A 1st Year

- A. Introduction:** To explain the concept and role of accounting and financial reporting in the modern market economy, to explain the regulatory framework for the operation of accounting activities, understanding of basic accounting concepts, accounting principles and techniques of posting basic business changes. To explain the structure and content of financial statements.
- B. Course Outcomes:** At the end of the course, students will be able to:
- BBA 105.1** To Understand the Basic accounting Concepts and accounting standard and their application in business.
  - BBA 105.2** To Understand the entry of business transaction under the double entry system in the Journal and Subsidiaries books of business.
  - BBA 105.3** To learn about the Cash Book and bank reconciliation statement and their importance in business.
  - BBA 105.4** To identify the Profit and loss and financial position of the business through final a/c and Students will be also exposed to take decisions on depreciation method to be adopted.
  - BBA 105.5** Gain Knowledge about the fundamental of Partnership and the different segment of the partnership like admission, retirement, death and dissolution.
- C. Programme Outcomes:**
- [PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.
  - [PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.
  - [PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.
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**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## E. Syllabus

### Module I: Introduction to Accounting

Understanding the meaning, nature, functions and usefulness of accounting, branches of Accounting, Accounting Equation, Accounting Concepts and Generally Accepted Accounting Principles. Difference between Indian GAAP and US GAAP, An overview of Indian and US GAAP, Need for convergence towards Global Standard, IFRS as Global Standard, Benefits of Convergence with IFRS.

### Module II: Recording of Transactions and Subsidiary Books

Concept of Double Entry System. Understanding the Accounting cycle, Preparation of Voucher, Journal, Ledger and Trial Balance and Numerical on the same.

Preparation of subsidiary Books including Purchase Book, Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),

### Module III: Preparation of Cash Book & Reconciliation of Bank Statement

Cash book, types of cash book and balancing of cashbook. Numerical on single column cashbook, Double column cashbook, triple column cashbook and petty cash book.

Causes for difference in the Balance as per Pass book and balance as per cashbook, Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of overdraft (and numerical on the same).

### Module IV: Financial Statements

Preparation of Trading Account, Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Provision for Discount on Debtors, Interest on Capital and Drawings) and non-profit making organizations an overview. AS-1, AS-21 (no numerical)

### Module V: Accounting For Partnership

Introduction to Partnership Accounts, Partnership Deed. Admission of a new partner- Revaluation account, Computation of New Profit Sharing Ratio and Sacrificing Ratio, Proportionate Capital, Treatment of goodwill in partnership accounts and its valuation. Retirement and Death of a partner: Determining the gaining ratio, Revaluation of assets and liabilities, Reserve, Final payment to retiring partner, Treatment and adjustment of goodwill. Numericals on preparation of various accounts in case of retirement and death of a partner. Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision.

### F. Examination Scheme:

| Component<br>s | CT | HA/C/V | A | EE |
|----------------|----|--------|---|----|
| Weightage      | 15 | 10     | 5 | 70 |



|     |  |  |  |  |
|-----|--|--|--|--|
| (%) |  |  |  |  |
|-----|--|--|--|--|

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

### G. Text & References:

#### Text:

- Maheshwari, S.N., Advanced Accountancy Volume-I, Ninth Edition, Vikas Publishing House Pvt. Ltd.

#### References:

- Grewal, T. S., Shukla, M .C, Advanced Accountancy, Sixteenth Edition, Sultan Chand and Sons.
- Tulsian, P.C (2009), Financial Accounting 2<sup>nd</sup> Edition, Pearson Education.
- Narayanaswamy, R. Financial Accounting- A Managerial Perspective, Second Edition, Prentice Hall India.
- Ramachandran, N., Kakani, R.K., Financial Accounting for Management, Tata McGraw Hill Publishing Company Limited.

### H. Lecture Plan

| Lecture | Topics                                                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Understanding the meaning, nature, functions and usefulness of accounting, | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | branches of Accounting                                                     | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Accounting Equation                                                        | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Accounting Concepts and Generally Accepted Accounting Principles</i>    | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Difference between Indian GAAP and US GAAP,                                | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | An overview of Indian and US GAAP                                          | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Need for convergence towards Global Standard                               | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | IFRS as Global Standard, Benefits of Convergence with IFRS.                | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Concept of Double Entry System                                             | Lecture          | BBA 105.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Understanding the Accounting cycle                                         | Lecture          | BBA 105.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Preparation of Voucher                                                     | Lecture          | BBA 105.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Journal, Ledger                                                            | Lecture          | BBA 105.2        | Mid Term-1, Quiz                |

|    |                                                                                                                                                  |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                                                                                  |         |           | & End Sem Exam                  |
| 13 | Journal, Ledger                                                                                                                                  | Lecture | BBA 105.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Trial Balance and Numerical on the same                                                                                                          | Lecture | BBA 105.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Preparation of subsidiary Books including Purchase Book                                                                                          | Lecture | BBA 105.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),                                                            | Lecture | BBA 105.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),                                                            | Lecture | BBA 105.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),                                                            | Lecture | BBA 105.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Cash book, types of cash book and balancing of cashbook                                                                                          | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Cash book, types of cash book and balancing of cashbook                                                                                          | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Numerical on single column cashbook, Double column cashbook,                                                                                     | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Numerical on single column cashbook, Double column cashbook,                                                                                     | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |
| 23 | triple column cashbook and petty cash book                                                                                                       | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |
| 24 | triple column cashbook and petty cash book                                                                                                       | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |
| 25 | Causes for difference in the Balance as per Pass book and balance as per cashbook                                                                | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of overdraft (and numerical on the same). | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of overdraft (and numerical on the same). | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                  |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                                                                                  |         |           |                                 |
| 28 | Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of overdraft (and numerical on the same). | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |
| 29 | Preparation of Trading Account                                                                                                                   | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 30 | Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock                                           | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 31 | Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock                                           | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 32 | Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock                                           | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 33 | Outstanding and Prepaid items, Depreciation, Provision for Bad Debts                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 34 | Outstanding and Prepaid items, Depreciation, Provision for Bad Debts                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 35 | Provision for Discount on Debtors, Interest on Capital and Drawings)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 36 | non-profit making organizations an overview.AS-1,AS-21(no numerical)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 37 | non-profit making organizations an overview.AS-1,AS-21(no numerical)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 38 | non-profit making organizations an overview.AS-1,AS-21(no numerical)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 39 | Introduction to Partnership Accounts, Partnership Deed                                                                                           | Lecture | BBA 105.5 | Quiz & End Sem Exam             |
| 40 | Admission of a new partner- Revaluation account, Computation of New Profit Sharing Ratio                                                         | Lecture | BBA 105.5 | Quiz & End Sem Exam             |

|    |                                                                                                                                                                                                  |         |           |                     |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------|
|    | and Sacrificing Ratio,                                                                                                                                                                           |         |           |                     |
| 41 | Proportionate Capital, Treatment of goodwill in partnership accounts and its valuation.                                                                                                          | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 42 | Retirement and Death of a partner: Determining the gaining ratio, Revaluation of assets and liabilities, Reserve, Final payment to retiring partner,                                             | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 43 | Retirement and Death of a partner: Determining the gaining ratio, Revaluation of assets and liabilities, Reserve, Final payment to retiring partner,                                             | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 44 | Treatment and adjustment of goodwill. Numericals on preparation of various accounts in case of retirement and death of a partner.                                                                | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 45 | Treatment and adjustment of goodwill. Numericals on preparation of various accounts in case of retirement and death of a partner.                                                                | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 46 | Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision. | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 47 | Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision. | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 48 | Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and                            | Lecture | BBA 105.5 | Quiz & End Sem Exam |

|  |                            |  |  |  |
|--|----------------------------|--|--|--|
|  | Garner Vs Murray decision. |  |  |  |
|--|----------------------------|--|--|--|

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |     |     |     |     |      |       |       |       |       |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|-----|-----|------|-------|-------|-------|-------|
|                  |                                                                                                                                                                                    | PO1                                 | PO2 | PO3 | PO4 | PO5 | PO 6 | P O 7 | P O 8 | P O 9 | PO 10 |
| <b>BBA 105.1</b> | To Understand the Basic accounting Concepts and accounting standard and their application in business                                                                              | 2                                   | -   | 3   | 1   | -   | 3    | -     | 1     | 2     | 1     |
| <b>BBA 105.2</b> | To Understand the entry of business transaction under the double entry system in the Journal and Subsidiaries books of business.                                                   | 2                                   | -   | 2   | 1   | -   | -    | -     | 2     | 2     | 1     |
| <b>BBA 105.3</b> | To learn about the Cash Book and bank reconciliation statement and their importance in business.                                                                                   | 2                                   | -   | 2   | 3   | -   | -    | -     | 2     | -     | 1     |
| <b>BBA 105.4</b> | To identify the Profit and loss and financial position of the business through final a/c and Students will be also exposed to take decisions on depreciation method to be adopted. | 2                                   | -   | 1   | 3   | -   | -    | 3     | 3     | -     | 1     |
| <b>BBA 105.5</b> | Gain Knowledge about the fundamental of Partnership and the different segment of the partnership like admission, retirement, death and dissolution.                                | 2                                   | -   | 2   | 2   | -   | -    | 2     | 1     | -     | 1     |

Sample Question Paper

| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –I) 2019-22</b>                                                            |              |                                                                               |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.B.A I Semester                                                                                                                                                       |              |                                                                               |          |           |                |          |
| Subject Name:<br>BBA 305 Financial Accounting                                                                                                                                 |              | Time: 2 Hrs                                                                   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                | Remembering  | Understanding                                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                              | Q.1          | Q.2a, Q.2b, Q.5a                                                              | Q.3, Q.4 | Q.5b      | -              | Q 6      |
| <b>Student will be able to</b><br><b>CO1:</b> List the broad perceptive of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |              |                                                                               |          |           |                |          |
| CO Map                                                                                                                                                                        | Question No. | Question                                                                      |          |           |                | Marks    |
| BBA 105.1                                                                                                                                                                     | Q.1          | What do you mean by Financial Accounting.                                     |          |           |                | 3        |
| BBA 105.1 & BBA 105.2                                                                                                                                                         | Q.2a         | Write down the difference between Indian GAAP and US GAAP                     |          |           |                | 3        |
|                                                                                                                                                                               | Q.2b         | Write Down the Importance of Double Entry System in the business transactions |          |           |                | 3        |
| BBA 105.2                                                                                                                                                                     | Q.3          | Explain the Different types of Subsidiary books in details.                   |          |           |                | 6        |
| BBA 105.2                                                                                                                                                                     | Q.4          | What types of Problem that we can identifies through trial balance, explain.  |          |           |                | 3        |
| BBA 105.3                                                                                                                                                                     | Q.5a         | Explain the Importance and uses of Cash book.                                 |          |           |                | 3        |
|                                                                                                                                                                               | Q.5b         | Write down the difference between pass book and cash book.                    |          |           |                | 3        |
| BBA 105.3                                                                                                                                                                     | Q 6          | Write down the Procedure of Preparing bank reconciliation statement.          |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## **Attainment**

|                         |                      |
|-------------------------|----------------------|
| <b>Session</b>          | 2019-20              |
| <b>Course Name</b>      | BBA                  |
| <b>Semester</b>         | 1st Semester         |
| <b>Subject Code</b>     | BBA 105              |
| <b>Subject Name</b>     | Financial Accounting |
| <b>Attainment Level</b> | Level 2              |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2019-2022**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|----------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                  |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| I SEM                            | BBA<br>107 | 1   | 1   | 3   | 2   | 2   | 3   | 3   | 2   | 3   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                       |  |
|---------------------------------------------------------------------------------------|--|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                              |  |
| AMITY BUSINESS SCHOOL                                                                 |  |
| Course Handout                                                                        |  |
| Course : Polity and Society                                                           |  |
| Course Code : BBA107, Crédits : 03, Session :2019-22(Odd Sem.), Class : BBA. 1st Year |  |

**E. Introduction:** The objective of this course is to familiarize the budding managers with how polity is an identifiable political entity where a group of people with a collective identity form society and who organized some form of institutionalized social relations, and have a capacity to mobilize resources and power accordingly. It aims to equip the students to focus on understanding the basic concepts, theories and functioning of state and government and its applications that they would find how polity useful to society.

**F. Course Outcomes:** At the end of the course, students will be able to:

1.**BBA107.1.** Able to Understand the concept of the Polity and basic elements of constitution with functions of legislature, executive and judiciary system.

2.**BBA107.2.** Know the basic functioning and forms of Government Parliamentary and Presidential form of Government where students understand the role of One-party democracy and military rule.

3.**BBA107.3.** Able to Recognize the essential features of public administration and judicial control over administration, public policy formulation and problems of implementation.

4.**BBA107.4.** Describe the role of social structure in India - (Unity and diversity, Rural urban continuum and Caste, class and tribes)

5.**BBA107.5.** Demonstrate the Social Institutions role with basic understanding of social stratification, status and role of Institutions with respect to family, marriage, kinship, religion etc.

6.**BBA107.6.** Able to understand the concept of NGO in social structure of India with respect to judicial activism.

#### **G. Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels

#### H. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### I. Syllabus

##### Module I: Introduction

##### What is Polity - definition and scope,

Concept of state and its elements, Constitution – features and classification, organs of government- concepts and function of (Legislature, executive and judiciary- judicial review and independence of judiciary) Separation of power.

##### Module II: Forms of Government

Unitary and federal form of Government – features and merits and demerits, Parliamentary and Presidential form of Government One party democracy and military rule.

### **Module III: Public administration**

Meaning scope and significance of public administration, concept of accountability and control: legislature, executive and judicial control over administration, public policy formulation and problems of implementation.

### **Module IV: Introduction to society**

Society – definition, aims and scope, social structure in India - (Unity and diversity, Rural urban continuum and Caste (and Varna), class and tribes)

### **Module V: Social Institutions**

Basic concepts- society, community, social groups, association, institution, social stratification, status and role and Institutions – family, marriage, kinship, religion, education.

### **Module VI: NGO**

Introduction to NGO, (Issues and programmes), place of NGOs in social structure of India, NGOs and judicial activism.

#### **J. Examination Scheme:**

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **K. Suggested Text/Reference Books:**

- MacIver & Page 'Society: An Introductory Analysis'; McMillon India Ltd.; N. Delhi.
- M. Haralambos 'Sociology: Themes and perspectives'; Oxford University Press; N. Delhi.
- Eddy Asirvatham & K.K. Misra 'Political Theory'; S. Chand & Company Ltd., Delhi.
- A.C. Kapur 'Principles of Political Science'; S. Chand & Company Ltd., Delhi.

#### **References:**

- Myneni 'Political Science for Law Students'; Allahabad Law Agency.
- R.L. Gupta 'Political Theory'.
- Vishoo Bhagwan 'Indian Political thinker'.
- Amal Ray & Bhattacharya 'Political Theory: Ideas and Institution.

- T.B. Bottomore 'Sociology: A Guide to problems and Literature'; Blackie & Son (India) Ltd.
- David G. Mandelbaum 'Society in India'; Popular Prakashan, Mumbai.
- Kingsley Davis 'Human Society'; Surjeet Publications, Delhi.

#### L. Lecture Plan

| Lecture | Topics                                                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | What is Polity? - definition and scope.                                             | Lecture          | BBA107.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of state and its elements.                                                  | Lecture          | BBA107.1.        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Constitution – features and classification.                                         | Lecture          | BBA107.1.        | Mid Term-1, Quiz & End Sem Exam |
| 4       | organs of government- concepts and function                                         | Lecture          | BBA107.1.        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Legislature, executive and judiciary- judicial review and independence of judiciary | Lecture          | BBA107.1.        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Separation of power.                                                                | Lecture          | BBA107.2.        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                 |         |           |                                 |
|----|-----------------------------------------------------------------|---------|-----------|---------------------------------|
| 7  | Forms of Government: Unitary and federal form of Government     | Lecture | BBA107.2. | Mid Term-1, Quiz & End Sem Exam |
| 8  | Parliamentary and Presidential form of Government               | Lecture | BBA107.2. | Mid Term-1, Quiz & End Sem Exam |
| 9  | One party democracy                                             | Lecture | BBA107.2. | Mid Term-1, Quiz & End Sem Exam |
| 10 | Military rule                                                   | Lecture | BBA107.2. | Mid Term-1, Quiz & End Sem Exam |
| 11 | Meaning scope and significance of public administration         | Lecture | BBA107.3. | Mid Term-1, Quiz & End Sem Exam |
| 12 | Concept of accountability and control.                          | Lecture | BBA107.3. | Mid Term-1, Quiz & End Sem Exam |
| 13 | Legislature, executive and judicial control over administration | Lecture | BBA107.3. | Mid Term-1, Quiz & End Sem Exam |
| 14 | Public policy formulation: Introduction.                        | Lecture | BBA107.3. | Mid Term-1, Quiz & End Sem Exam |
| 15 | Public policy formulation and problems of implementation.       | Lecture | BBA107.3. | Mid Term-1, Quiz & End Sem Exam |
| 16 | Introduction to                                                 | Lecture | BBA107.4. | Mid                             |



|    |                                            |         |           |                                             |
|----|--------------------------------------------|---------|-----------|---------------------------------------------|
|    | society                                    |         |           | Term-1,<br>Quiz &<br>End Sem<br>Exam        |
| 17 | Society – definition.                      | Lecture | BBA107.4. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 18 | Society – aims and<br>scope.               | Lecture | BBA107.4. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 19 | Social structure in<br>India               | Lecture | BBA107.4. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 20 | Unity and diversity                        | Lecture | BBA107.4. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 21 | Rural urban<br>continuum                   | Lecture | BBA107.4. | Quiz &<br>End Sem<br>Exam                   |
| 22 | Caste (and Varna),<br>class and tribes     | Lecture | BBA107.4. | Quiz &<br>End Sem<br>Exam                   |
| 23 | Social Institutions: Basic<br>concepts     | Lecture | BBA107.5. | Quiz &<br>End Sem<br>Exam                   |
| 24 | Basic concepts-<br>society, community,     | Lecture | BBA107.5. | Quiz &<br>End Sem<br>Exam                   |
| 25 | Concepts of Social<br>groups, association, | Lecture | BBA107.5. | Quiz &<br>End Sem<br>Exam                   |
| 26 | Social stratification                      | Lecture | BBA107.5. | Quiz &<br>End Sem<br>Exam                   |
| 27 | social stratification:<br>status           | Lecture | BBA107.5. | Quiz &<br>End Sem<br>Exam                   |
| 28 | social stratification:                     | Lecture | BBA107.5. | Quiz &                                      |

|    |                                                                              |         |           |                     |
|----|------------------------------------------------------------------------------|---------|-----------|---------------------|
|    | role and Institutions                                                        |         |           | End Sem Exam        |
| 29 | Understanding Institutions – family, marriage, kinship, religion, education. | Lecture | BBA107.5. | Quiz & End Sem Exam |
| 30 | Understanding Institutions – kinship, religion, education.                   | Lecture | BBA107.5. | Quiz & End Sem Exam |
| 31 | Introduction to NGO                                                          | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 32 | NGO: Issues                                                                  | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 33 | Role of NGO                                                                  | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 34 | NGO Programmes.                                                              | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 35 | Place of NGOs in social structure of India.                                  | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 36 | Judicial activism.                                                           | Lecture | BBA107.6. | Quiz & End Sem Exam |

#### M. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |      |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | PO10 |

|                       |                                                                                                                                                                                   |          |          |          |          |          |          |          |          |          |          |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA1<br/>07.1.</b> | Able to Understand the concept of the Polity and basic elements of constitution with functions of legislature, executive and judiciary system.                                    | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>1</b> |
| <b>BBA1<br/>07.2.</b> | Know the basic functioning and forms of Government Parliamentary and Presidential form of Government where students understand the role of One-party democracy and military rule. | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA1<br/>07.3.</b> | Able to Recognize the essential features of public administration and judicial control over administration, public policy formulation and problems of implementation.             | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>1</b> |
| <b>BBA1<br/>07.4.</b> | Describe the role of social structure in India - (Unity and diversity, Rural urban continuum and Caste, class and tribes) .                                                       | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> |
| <b>BBA1<br/>07.5.</b> | Demonstrate the Social Institutions role with basic understanding of social stratification, status and role of Institutions with                                                  | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                       |                                                                                                       |   |   |   |   |   |   |   |   |   |   |
|-----------------------|-------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
|                       | respect to family, marriage, kinship, religion etc.                                                   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA1<br/>07.6.</b> | Able to understand the concept of NGO in social structure of India with respect to judicial activism. | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | 1 |

Sample Question Paper

| <b>Amity Business School</b><br><b>Department of Management studies</b><br><b>I MID-SEMESTER (SEM –I) 2019-22</b>                                                             |              |                                                              |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BBA I Semester                                                                                                                                                         |              |                                                              |          |           |                |          |
| Subjects Name:<br><b>POLITY AND SOCIETY</b><br><b>BBA 107</b>                                                                                                                 |              | Time: 2 Hrs                                                  |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                | Remembering  | Understanding                                                | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                              | Q.1,4        | Q.2,3                                                        | Q.4      | Q.2,5,6   | -              | -        |
| <b>Student will be able to</b><br><b>CO1:</b> List the broad perceptive of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |              |                                                              |          |           |                |          |
| CO Map                                                                                                                                                                        | Question No. | Question                                                     |          |           |                | Marks    |
| CO1                                                                                                                                                                           | Q.1          | Explain in brief the functions of legislature and judiciary. |          |           |                | 3        |
| CO1                                                                                                                                                                           | Q.2a         | What are the essential features federal form of government?  |          |           |                | 3        |
|                                                                                                                                                                               | Q.2b         | Write a short note on one party democracy and military rule. |          |           |                | 3        |

|     |      |                                                                                |   |
|-----|------|--------------------------------------------------------------------------------|---|
| CO1 | Q.3  | State the significance of public administration and problem of implementation. | 6 |
| CO2 | Q.4  | Explain the social structure of in India                                       | 3 |
| CO2 | Q.5a | Elaborate different social stratification.                                     | 3 |
|     | Q.5b | Write characteristics of social institution.                                   | 3 |
| CO2 | Q 6  | Write any issue and programmes of NGO.                                         | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

### **Attainment**

|                         |                  |
|-------------------------|------------------|
| Session                 | <b>2019-22</b>   |
| Course Name             | <b>BBA</b>       |
| <b>Semester</b>         | 1st Semester     |
| <b>Subject Code</b>     | BBA 107          |
| <b>Subject Name</b>     | Polity & Society |
| <b>Attainment Level</b> | Level 2          |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY Business School**

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration, Academic Year - 2019-22**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship,

both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

|         |            | PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |      |
|---------|------------|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|         |            | PO1                           | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| II Sem. | BBA<br>201 | 1                             | 2   | 3   | 1   | 2   | 2   | 1   | 2   | 3   | 1    |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                        |
|----------------------------------------------------------------------------------------|
|                                                                                        |
| <b>Course Handout</b>                                                                  |
| Course : MACRO ECONOMICS FOR BUSINESS                                                  |
| Course Code : BBA 201, Crédits : 04, Session :2019-22(Even Sem.), Class : BBA 1st Year |

**N. Introduction:** This course deals with principles of macroeconomics. The coverage includes determination of and linkages between major macro-economic variables, the level of output and prices, inflation, unemployment, GDP growth, interest rates and exchange rates.

**O. Course Outcomes:** At the end of the course, students will be able to:

**BBA 201.1** To Learn about the Micro and Macro Economics variable in details and understand about the difference.

**BBA 201.2** To understand about the aggregate's variable of national Income and circular flow of income in different sector.

**BBA 201.3** To Study about the Full employment Approaches and Income Level

**BBA 201.4** To Learn about the Inflation and Deflation in money Market

**BBA 201.5** To understand about the linkage of money market to international transaction.

**P. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels

**Q. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**R. Syllabus****Module – I Introduction to Macroeconomics**

The nature of macroeconomics, Micro V/s Macro, Major Macroeconomic Issues, Macroeconomic Policy Objectives, Macroeconomic stability and business environment, Brief introduction to major schools of thought in Macroeconomics.

**Module II- Some Important Macroeconomic Aggregates**

Concept of National Income and Its Measurement, Circular flow of income in two, three, four sector economy, relation between leakages and injections in circular flow. Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations.

**Module III: Theory of Full Employment and Income**

Classical, Modern (Keynesian) Approach, Consumption Function, Relationship between Saving and Consumption. Investment Function, Concept of Marginal Efficiency of Capital and Marginal Efficiency of Investment. National Income DETERMINATION in two, three and four Sector Models. Multiplier in two, three and four Sectors Model.

## Module- IV: Money Market

Definition and Function of Money, Demand Theory of Money- Fisher's, Keynes and Friedman's , IS-LM Model, Source of Money Supply Inflation and Deflation, Measures to Control Inflation- Monetary Policy, Fiscal policy

## Module V: International Linkages

Balance of Payments and Exchange Rates, Trade in Goods, Market Equilibrium and the Balance of Trade, Capital Mobility, Exchange Rate changes and Trade adjustment; Monetary approach to Balance of Payment; Flexible Exchange Rate, Money and Price; Interest Differentials and Exchange Rate Expectations, Exchange Rate Fluctuation and Interdependence.

### F. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### G. Suggested Text/Reference Books:

- Dewett, K. K, Modern Economic Theory: S. Chand &Co, New Delhi
- Shapiro Edward, Macro Economic Analysis, Tata Mc. Graw Hill.
- Seth M.L. Macro Economics, Agarwal Publications, Agra.
- R. Dornbusch & S. Fisher, Macroeconomics, Tata Mc. Graw Hill.
- Mankiw, Principles of Macro Economics, Thomson Publication.
- Sundharam. K.P.M, Money, Banking and International Trade, S. Chand & Co, New Delhi.

### H. Lecture Plan

| Lecture | Topics                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------|------------------|------------------|---------------------------------|
| 1       | The nature of macroeconomics | Lecture          | BBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Mirco V/s Marco              | Lecture          | BBA 201.1        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                   |         |           |                                 |
|----|-------------------------------------------------------------------|---------|-----------|---------------------------------|
| 3  | Major Macroeconomic Issues                                        | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Macroeconomic Policy Objectives                                   | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Macroeconomic stability and business environment                  | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Brief introduction to major schools of thought in Macroeconomics. | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Brief introduction to major schools of thought in Macroeconomics  | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Macroeconomic stability and business environment                  | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Macroeconomic Policy Objectives                                   | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Concept of National Income and Its Measurement                    | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Circular flow of income in two, three, four sector economy        | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Circular flow of income in two, three, four sector economy        | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | relation between leakages and injections in circular flow         | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | relation between leakages and                                     | Lecture | BBA 201.2 | Mid Term-1, Quiz &              |

|    |                                                                                |         |           |                                 |
|----|--------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | injections in circular flow                                                    |         |           | End Sem Exam                    |
| 15 | Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations. | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations. | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations. | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations. | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Investment Function, Concept of Marginal Efficiency of Capital                 | Lecture | BBA 201.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Investment Function, Concept of Marginal Efficiency of Capital                 | Lecture | BBA 201.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Investment Function, Concept of Marginal Efficiency of Capital                 | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Marginal Efficiency of Investment.                                             | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | National Income DETERMINATION in two, three and four Sector Models             | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | National Income DETERMINATION in two, three and four                           | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem      |

|    |                                                               |         |           |                                 |
|----|---------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Sector Models                                                 |         |           | Exam                            |
| 25 | Multiplier in two, three and four Sectors Model.              | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Multiplier in two, three and four Sectors Model.              | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Multiplier in two, three and four Sectors Model.              | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Definition and Function of Money                              | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Definition and Function of Money                              | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | , Demand Theory of Money- Fisher's, Keynes and Friedman's     | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | , Demand Theory of Money- Fisher's, Keynes and Friedman's     | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | , IS-LM Model, Source of Money Supply                         | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | , IS-LM Model, Source of Money Supply                         | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Inflation and Deflation                                       | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Measures to Control Inflation- Monetary Policy, Fiscal policy | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Measures to Control                                           | Lecture | BBA 201.4 | Mid Term-                       |

|    |                                                                                              |         |           |                              |
|----|----------------------------------------------------------------------------------------------|---------|-----------|------------------------------|
|    | Inflation- Monetary<br>Policy, Fiscal policy                                                 |         |           | 2, Quiz &<br>End Sem<br>Exam |
| 37 | Measures to Control<br>Inflation- Monetary<br>Policy, Fiscal policy                          | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |
| 38 | Balance of Payments<br>and Exchange Rates                                                    | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |
| 39 | Balance of Payments<br>and Exchange Rates                                                    | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |
| 40 | Trade in Goods,<br>Market Equilibrium<br>and the Balance of<br>Trade                         | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |
| 41 | Trade in Goods,<br>Market Equilibrium<br>and the Balance of<br>Trade                         | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |
| 42 | Capital Mobility,<br>Exchange Rate<br>changes and Trade<br>adjustment                        | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |
| 43 | Capital Mobility,<br>Exchange Rate<br>changes and Trade<br>adjustment                        | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |
| 44 | Monetary approach<br>to Balance of<br>Payment; Flexible<br>Exchange Rate,<br>Money and Price | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |
| 45 | Monetary approach<br>to Balance of<br>Payment; Flexible<br>Exchange Rate,<br>Money and Price | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |
| 46 | Interest Differentials<br>and Exchange Rate<br>Expectations                                  | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |
| 47 | Exchange Rate<br>Fluctuation and<br>Interdependence                                          | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |
| 48 | Exchange Rate<br>Fluctuation and<br>Interdependence                                          | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |



**I. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|------------------|------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  |                                                                                                                  | PO 1                                | PO2      | PO3      | PO4      | PO 5     | PO 6     | PO 7     | PO 8     | PO9      | PO 10    |
| <b>BBA201.1</b>  | To Learn about the Micro and Macro Economics variable in details and understand about the difference.            | <b>2</b>                            | -        | -        | -        | -        | <b>3</b> | -        | -        | -        | <b>1</b> |
| <b>BBA 201.2</b> | To understand about the aggregate's variable of national Income and circular flow of income in different sector. | -                                   | -        | -        | <b>3</b> | -        | <b>2</b> | -        | -        | -        | <b>1</b> |
| <b>BBA201.3</b>  | To Study about the Full employment Approaches and Income Level                                                   | -                                   | <b>1</b> | <b>2</b> | -        | <b>2</b> | -        | <b>2</b> | <b>2</b> | <b>3</b> | <b>1</b> |
| <b>BBA 201.4</b> | To Learn about the Inflation and Deflation in money Market                                                       | <b>3</b>                            | -        | -        | -        | -        | -        | -        | -        | -        | <b>1</b> |
| <b>BBA 201.5</b> | To understand about the linkage of money market to international transaction.                                    |                                     | <b>2</b> | <b>3</b> | <b>2</b> | <b>3</b> | -        | -        | <b>3</b> | <b>2</b> | <b>1</b> |

Sample Question Paper

|                                                                                                                     |                    |                       |
|---------------------------------------------------------------------------------------------------------------------|--------------------|-----------------------|
| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –II) 2019-22</b> |                    |                       |
| <b>Class: B.B.A II Semester</b>                                                                                     |                    |                       |
| <b>Subject Name:</b>                                                                                                | <b>Time: 2 Hrs</b> | <b>Max. Marks: 30</b> |

|                                                                                                                                                                        |                     |                                                                      |             |             |             |              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------|-------------|-------------|-------------|--------------|
| <b>BBA 201 Macro Economics for Business</b>                                                                                                                            |                     |                                                                      |             |             |             |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                  | Remembering         | Understanding                                                        | Applying    | Analyzing   | Evaluating  | Creating     |
| <b>Question Mapping</b>                                                                                                                                                | <b>Q.1</b>          | <b>Q.4</b>                                                           | <b>Q.5a</b> | <b>Q.5b</b> | <b>Q.2a</b> | <b>Q.2b</b>  |
| Student will be able to<br><b>CO1:</b> List the broad perceptive of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |                     |                                                                      |             |             |             |              |
| <b>CO Map</b>                                                                                                                                                          | <b>Question No.</b> | <b>Question</b>                                                      |             |             |             | <b>Marks</b> |
| BBA201.1                                                                                                                                                               | Q.1                 | Explain the Nature of Macroeconomics in details                      |             |             |             | 3            |
| BBA201.2                                                                                                                                                               | Q.2a                | What do you mean by national income and its aggregates               |             |             |             | 3            |
|                                                                                                                                                                        | Q.2b                | Explain the Circular flow of income in different sectors of economy. |             |             |             | 3            |
| BBA201.1                                                                                                                                                               | Q.3                 | Write down the difference between macro and micro economics          |             |             |             | 6            |
| BBA201.2                                                                                                                                                               | Q.4                 | Explain the relationship between leakages and injection              |             |             |             | 3            |
| BBA201.1                                                                                                                                                               | Q.5a                | Explain the major issues of macro economics                          |             |             |             | 3            |
|                                                                                                                                                                        | Q.5b                | Explain the stability under the macroeconomics variables             |             |             |             | 3            |
| BBA201.2                                                                                                                                                               | Q 6                 | Write down the role of Nifty and Sensex in Indian economics          |             |             |             | 6            |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                              |
|-------------------------|------------------------------|
| <b>Session</b>          | 2019-20                      |
| <b>Course Name</b>      | <b>BBA</b>                   |
| <b>Semester</b>         | 2nd Semester                 |
| <b>Subject Code</b>     | BBA 201                      |
| <b>Subject Name</b>     | Macro Economics for Business |
| <b>Attainment Level</b> | Level 2                      |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration, Academic Year – 2019-22**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|         |         | PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |      |
|---------|---------|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|         |         | PO1                           | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| II Sem. | BBA 202 | 1                             | 2   | 1   | 2   | 1   | 2   | 1   | -   | 2   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                  |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : Corporate Accounting                                                          |
| Course Code : BBA 202, Crédits : 04, Session :2019-22(Even Sem.), Class : BBA 1st Year |

**S. Introduction:** This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

**T. Course Outcomes:** At the end of the course, students will be able to:

**BBA 202.1** To learn about the Accounting Standard and the process of maintaining statutory record.

**BBA 202.2** to study about the journal entries in the book of the company in different phases like issue Forfeiture and reissue of share.

**BBA 202.3** to study about the journal entries in the book of the company in different phases like issue redemption and reissue of Debenture.

**BBA 202.4** Preparation and presentation of final accounts of joint stock companies as per company law.

**BBA 202.5** To study about the accounting Procedure of holding and subsidiaries company

**BBA 202.6** To learn about the different method of valuation of shares and goodwill

**BBA 202.7** To identify companies which have amalgamated as per merger method and purchase method

**U. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):**

Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**V. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**W. Syllabus**

**Module I- Introduction**



Statutory records to be maintained by a company, Accounting standards - relevance and significance; National and international accounting standards.

### **Module II- Accounting for share capital transactions**

Accounting for share capital transactions - issue of shares at par, at premium and at discount; forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares - Statutory requirements, Disclosure in balance sheet; Rights issue, Underwriting.

### **Module III- Debentures**

Issue of debentures - accounting treatment and procedures; Redemption of debentures; Conversion of debentures into shares.

### **Module IV- Final Accounts**

Preparation and presentation of final accounts of joint stock companies as per company law requirements; Provisions and reserves; Determination of managerial remuneration; Appropriation out of profits; Transfer of profits to reserves; Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund; Bonus shares and payment of interest out of capital.

### **Module V- Holding and Subsidiary Companies**

Holding and subsidiary companies - Accounting treatment and disclosures; Consolidation of accounts.

### **Module VI - Valuation of Goodwill and Shares**

Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill, Methods of share valuation (Equity & preference shares).

### **Module VII- Amalgamation, Absorption and reconstruction of companies**

Accounting treatment for amalgamation, Absorption and reconstruction of companies; Internal and external reconstruction, Liquidation- Preparation of liquidators statement & affairs, Deficiency/ surplus statement, Calculation of pro rata treatment of uncalled capital.

**X. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**Y. Suggested Text/Reference Books:**

- Maheswari, S.N. (2009), Principles of Management Accounting, Sultan Chand & Sons, N Delhi.
- Tulsian, P C, (2009), Financial Accounting, 2<sup>nd</sup> Edition, Pearson Education.
- Rajasekran, (2010), Financial Accounting, 1<sup>st</sup> Edition, Pearson Education.
- Narayanaswamy, Financial Accounting
- SP Iyengar, Advanced Accountancy
- RL Gupta, Advanced Accountancy
- Jain and Narang, Corporate Accounting

**Z. Lecture Plan**

| Lecture | Topics                                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Statutory records to be maintained by a company                        | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Accounting standards                                                   | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | relevance and significance; National                                   | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | International accounting standards                                     | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | international accounting standards.                                    | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | international accounting standards.                                    | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | international accounting standards.                                    | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Accounting for share capital transactions - issue of shares at par, at | Lecture          | BBA 202.2        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                |         |           |                                 |
|----|------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | premium and at discount                                                                        |         |           |                                 |
| 9  | Accounting for share capital transactions - issue of shares at par, at premium and at discount | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Accounting for share capital transactions - issue of shares at par, at premium and at discount | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares         | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares         | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Statutory requirements, Disclosure in balance sheet; Rights issue, Underwriting.               | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Statutory requirements, Disclosure in balance sheet; Rights issue, Underwriting.               | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Issue of debentures - accounting treatment and procedures;                                     | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Issue of debentures - accounting treatment and procedures;                                     | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Issue of debentures - accounting treatment and procedures;                                     | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Redemption of debentures; Conversion of debentures into shares.                                | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Redemption of debentures; Conversion of debentures into shares.                                | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                     |         |           |                                    |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|------------------------------------|
| 20 | Redemption of debentures;<br>Conversion of debentures into shares.                                                                                  | Lecture | BBA 202.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 21 | Redemption of debentures;<br>Conversion of debentures into shares.                                                                                  | Lecture | BBA 202.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 22 | Preparation and presentation of final accounts of joint stock companies as per company law requirements;<br>Provisions and reserves                 | Lecture | BBA 202.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 23 | Preparation and presentation of final accounts of joint stock companies as per company law requirements;<br>Provisions and reserves                 | Lecture | BBA 202.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 24 | ; Determination of managerial remuneration;<br>Appropriation out of profits; Transfer of profits to reserves                                        | Lecture | BBA 202.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 25 | ; Determination of managerial remuneration;<br>Appropriation out of profits; Transfer of profits to reserves                                        | Lecture | BBA 202.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 26 | Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund;<br>Bonus shares and payment of interest out of capital. | Lecture | BBA 202.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 27 | Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund;<br>Bonus shares and payment of interest out of capital. | Lecture | BBA 202.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 28 | Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund;                                                         | Lecture | BBA 202.4 | Mid Term-2, Quiz<br>& End Sem Exam |

|    |                                                                                       |         |           |                                 |
|----|---------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Bonus shares and payment of interest out of capital.                                  |         |           |                                 |
| 29 | Holding and subsidiary companies - Accounting treatment and disclosures               | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Holding and subsidiary companies - Accounting treatment and disclosures               | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Holding and subsidiary companies - Accounting treatment and disclosures               | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Holding and subsidiary companies - Accounting treatment and disclosures               | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Consolidation of accounts.                                                            | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Consolidation of accounts.                                                            | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Consolidation of accounts.                                                            | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill | Lecture | BBA 202.6 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 38 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 39 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 40 | Methods of share valuation (Equity & preference shares).                              | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 41 | Methods of share valuation (Equity & preference shares).                              | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 42 | Methods of share valuation (Equity & preference shares).                              | Lecture | BBA 202.6 | Quiz & End Sem Exam             |

|    |                                                                                             |         |           |                     |
|----|---------------------------------------------------------------------------------------------|---------|-----------|---------------------|
| 43 | Accounting treatment for amalgamation, Absorption and reconstruction of companies           | Lecture | BBA 202.7 | Quiz & End Sem Exam |
| 44 | Accounting treatment for amalgamation, Absorption and reconstruction of companies           | Lecture | BBA 202.7 | Quiz & End Sem Exam |
| 45 | Internal and external reconstruction,                                                       | Lecture | BBA 202.7 | Quiz & End Sem Exam |
| 46 | Liquidation- Preparation of liquidators statement & affairs, Deficiency/ surplus statement, | Lecture | BBA 202.7 | Quiz & End Sem Exam |
| 47 | Calculation of pro rata treatment of uncalled capital.                                      | Lecture | BBA 202.7 | Quiz & End Sem Exam |
| 48 | Calculation of pro rata treatment of uncalled capital.                                      | Lecture | BBA 202.7 | Quiz & End Sem Exam |

#### AA.Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |     |     |     |     |     |     |     |     |      |
|------------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                  |                                                                                                             | PO1                                 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| <b>BBA202.1</b>  | To learn about the Accounting Standard and the process of maintaining statutory record.                     | 2                                   | -   | -   | 3   | 2   | -   | -   | 2   | 3   | 1    |
| <b>BBA 202.2</b> | to study about the journal entries in the book of the company in different phases like issue Foefeiture and | 3                                   | -   | 2   | -   | 2   | 3   | 1   | -   | 2   | 1    |

|                  |                                                                                                                                  |          |          |          |          |          |          |          |          |          |          |
|------------------|----------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  | reissue of share.                                                                                                                |          |          |          |          |          |          |          |          |          |          |
| <b>BBA202.3</b>  | to study about the journal entries in the book of the company in different phases like issue redemption and reissue of Debenture | <b>2</b> | -        | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        | <b>1</b> |
| <b>BBA 202.4</b> | Preparation and presentation of final accounts of joint stock companies as per company law.                                      | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA 202.5</b> | To study about the accounting Procedure of holding and subsidiaries company                                                      | -        | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> | <b>1</b> |
| <b>BBA 202.6</b> | To learn about the different method of valuation of shares and goodwill                                                          | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA 202.7</b> | To identify companies which have amalgamated as per merger method and purchase method                                            | <b>2</b> | -        | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | -        | <b>2</b> | <b>1</b> |

Sample Question Paper

| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –II) 2019-22</b>                                                         |              |                                                                         |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.B.A II Semester                                                                                                                                                    |              |                                                                         |          |           |                |          |
| Subject Name:<br>BBA 202 Corporate Accounting                                                                                                                               |              | Time: 2 Hrs                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                              | Remembering  | Understanding                                                           | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                            | Q.1          | Q.4                                                                     | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| Student will be able to<br><br><b>CO1:</b> List the broad perceptives of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |              |                                                                         |          |           |                |          |
| CO Map                                                                                                                                                                      | Question No. | Question                                                                |          |           |                | Marks    |
| BBA202.1                                                                                                                                                                    | Q.1          | Write down the role and significant of accounting standard              |          |           |                | 3        |
| BBA202.2                                                                                                                                                                    | Q.2a         | Write down the journal entries of issue of share at Premium             |          |           |                | 3        |
|                                                                                                                                                                             | Q.2b         | What do you mean by forfeiture of share, write down its journal entries |          |           |                | 3        |
| BBA202.1                                                                                                                                                                    | Q.3          | Why company have required to prepare statutory record                   |          |           |                | 6        |
| BBA202.2                                                                                                                                                                    | Q.4          | What do you mean by buy back of share, write down its journal entries   |          |           |                | 3        |
| BBA202.1                                                                                                                                                                    | Q.5a         | Explain about right issue and underwriting in details                   |          |           |                | 3        |
|                                                                                                                                                                             | Q.5b         | Explain about the international accounting standard                     |          |           |                | 3        |
| BBA202.2                                                                                                                                                                    | Q 6          | Explain the procedure of redemption of preference shares.               |          |           |                | 6        |



| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

.....

### **Attainment**

|                         |                      |
|-------------------------|----------------------|
| Session                 | <b>2019-20</b>       |
| Course Name             | <b>BBA</b>           |
| <b>Semester</b>         | 2nd Semester         |
| <b>Subject Code</b>     | BBA 202              |
| <b>Subject Name</b>     | Corporate Accounting |
| <b>Attainment Level</b> | Level 2              |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration, Academic Year – 2019-22**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship,

both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|         |            | PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |      |
|---------|------------|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|         |            | PO1                           | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| II Sem. | BBA<br>203 | 1                             | 2   | 1   | 3   | 2   | 1   | 2   | -   | 2   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                  |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : Organizational Behaviour                                                      |
| Course Code : BBA 203, Crédits : 03, Session :2019-22(Even Sem.), Class : BBA 1st Year |

**BB. Introduction:** The objective of this course is to familiarize the students with the behavioral patterns of Human beings at individual and group levels

**CC. Course Outcomes:** At the end of the course, students will be able to:

**BBA 203.1** To learn about Factors Effecting Human Behaviour, Levels of Human Behaviour; Disciplines contributing to OB

**BBA 203.2** to study about Concept of Personality, Determinants of Personality and Types of Personality, Theories of Personality, Perception

**BBA 203.3** to study about Concept, Significance and Theories of Motivation, Motivation and Behavior, Motivation at Work, Attitudes, (Meaning and nature).

**BBA 203.4** To understand about the Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication, making communication effective, Power.

**BBA 203.5** To study about the Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems

**BBA 203.6** To learn about the Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management

**DD. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**EE. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## FF. Syllabus

### Module I: Understanding Human Behaviour

The concept, Nature and Significance of Human Behaviour, Factors Effecting Human Behaviour, Levels of Human Behaviour; Disciplines contributing to OB. Models of OB.PP

### Module II: Individual Behaviour

Individual Differences, Concept of Personality, Determinants of Personality and Types of Personality, Theories of Personality, Perception & Perceptual Process, Learning and Behavior reinforcement, values.

### Module III: Motivation & Attitude

Concept, Significance and Theories of Motivation, Motivation and Behavior, Motivation at Work, Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes.

### Module IV: Interpersonal Behaviour, Power & Politics

Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication, making communication effective, Power

(Concept, determinants & sources, types), Organizational Politics, Tactics & Impression Management.

### **Module V: Group Behaviour and Leadership**

Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems, Leadership, Nature and Significance of Leadership, Leadership Styles, Theories of Leadership, Trait Theory, Behavioral Theory (Managerial Grid).

### **Module VI: Change and Conflicts**

Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture, Learning and maintaining organizational culture, Organizational change, Planned change, Resistance to change, Organization development (Definition), Need for organization development, Organization development process.

#### **GG. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **HH. Suggested Text/Reference Books:**

K. Ashwathappa, Organisational Behaviour, Tata McGraw Hill  
 Keith Davis, Organisational Behaviour, Tata Mc Graw-Hill  
 Keith Davis, Human Behaviour at Work, Tata McGraw-Hill

#### **II. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                           | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|---------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | The concept, Nature and Significance of Human Behaviour | Lecture                 | BBA 203.1               | Mid Term-1, Quiz & End Sem Exam |
| 2              | The concept, Nature and Significance of Human           | Lecture                 | BBA 203.1               | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                        |         |           |                                 |
|----|----------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Behaviour                                                                              |         |           |                                 |
| 3  | Factors Effecting Human Behaviour, Levels of Human Behaviour                           | Lecture | BBA 203.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Factors Effecting Human Behaviour, Levels of Human Behaviour                           | Lecture | BBA 203.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Disciplines contributing to OB. Models of OB.PP                                        | Lecture | BBA 203.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Disciplines contributing to OB. Models of OB.PP                                        | Lecture | BBA 203.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Individual Differences, Concept of Personality, Determinants of Personality            | Lecture | BBA 203.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Individual Differences, Concept of Personality, Determinants of Personality            | Lecture | BBA 203.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Types of Personality, Theories of Personality, Perception & Perceptual Process         | Lecture | BBA 203.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Types of Personality, Theories of Personality, Perception & Perceptual Process         | Lecture | BBA 203.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Learning and Behavior reinforcement, values.                                           | Lecture | BBA 203.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Learning and Behavior reinforcement, values.                                           | Lecture | BBA 203.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Concept, Significance and Theories of Motivation                                       | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Motivation and Behavior, Motivation at Work,                                           | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                    |         |           |                                 |
|----|------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 16 | Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes                                             | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes                                             | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes                                             | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication                    | Lecture | BBA 203.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication                    | Lecture | BBA 203.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | making communication effective, Power (Concept, determinants & sources, types),                                                    | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | making communication effective, Power (Concept, determinants & sources, types),                                                    | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Organizational Politics, Tactics & Impression Management                                                                           | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Organizational Politics, Tactics & Impression Management                                                                           | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Group Development process, Group Behaviour, Determinants of Group Behavior, Difference                                             | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                                         |         |           |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | between Groups & Teams Inter Group Problems                                                                                                             |         |           |                                 |
| 27 | Leadership, Nature and Significance of Leadership, Leadership Styles,                                                                                   | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Leadership, Nature and Significance of Leadership, Leadership Styles,                                                                                   | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Theories of Leadership, Trait Theory, Behavioral Theory (Managerial Grid).                                                                              | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Theories of Leadership, Trait Theory, Behavioral Theory (Managerial Grid).                                                                              | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Learning and maintaining organizational culture, Organizational change, Planned change, Resistance to change                                            | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Learning and maintaining organizational culture, Organizational change, Planned change, Resistance to change                                            | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Organization development (Definition), Need for organization development,                                                                               | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                            |         |           |                                 |
|----|------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Organization development process                                                                           |         |           |                                 |
| 36 | Organization development (Definition), Need for organization development, Organization development process | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |

**JJ. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |     |     |     |     |     |     |     |     |        |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|--------|
|                  |                                                                                                                                                | PO1                                 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10  |
| <b>BBA203.1</b>  | To learn about Factors Effecting Human Behaviour, Levels of Human Behaviour; Disciplines contributing to OB                                    | 2                                   | -   | -   | 3   | 2   | -   | -   | 2   | 3   | 1<br>1 |
| <b>BBA 203.2</b> | to study about Concept of Personality, Determinants of Personality and Types of Personality, Theories of Personality, Perception               | 3                                   | -   | 2   | -   | 2   | 3   | 1   | -   | 2   |        |
| <b>BBA203.3</b>  | to study about Concept, Significance and Theories of Motivation, Motivation and Behavior, Motivation at Work, Attitudes, (Meaning and nature). | 2                                   | -   | -   | 3   | 1   | -   | 2   | -   | -   | 1      |

|                  |                                                                                                                                                                                 |          |          |          |          |          |          |          |          |          |          |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA 203.4</b> | To understand about the Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication, making communication effective, Power. | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA 203.5</b> | To study about the Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems                           | -        | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> | <b>1</b> |
| <b>BBA 203.6</b> | To learn about the Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management                              | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> |

Sample Question Paper

| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –II) 2019-22</b>                                                               |              |                                                |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.B.A II Semester                                                                                                                                                          |              |                                                |          |           |                |          |
| Subject Name:<br>BBA 203 Organizational Behaviour                                                                                                                                 |              | Time: 2 Hrs                                    |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                    | Remembering  | Understanding                                  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                  | Q.1          | Q.4                                            | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| <b>Student will be able to</b><br><b>CO1:</b> List the broad perceptive of cloud architecture and model.<br><br><b>CO2:</b> Apply different cloud programming models as per need. |              |                                                |          |           |                |          |
| CO Map                                                                                                                                                                            | Question No. | Question                                       |          |           |                | Marks    |
| BBA203.1                                                                                                                                                                          | Q.1          | Write down the nature of human behaviour       |          |           |                | 3        |
| BBA203.2                                                                                                                                                                          | Q.2a         | Explain the Different types of personality.    |          |           |                | 3        |
|                                                                                                                                                                                   | Q.2b         | Write down the personality in details          |          |           |                | 3        |
| BBA203.1                                                                                                                                                                          | Q.3          | Explain the different model of OB              |          |           |                | 6        |
| BBA203.2                                                                                                                                                                          | Q.4          | Explain the perception and perceptual Process  |          |           |                | 3        |
| BBA203.1                                                                                                                                                                          | Q.5a         | Explain the different level of human behaviour |          |           |                | 3        |
|                                                                                                                                                                                   | Q.5b         | Explain the disciplines contributing to OB     |          |           |                | 3        |
| BBA203.2                                                                                                                                                                          | Q 6          | Write down about the behaviour reinforcement   |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
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\*\*\*\*\*

## **Attainment**

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2019-20                  |
| <b>Course Name</b>      | <b>BBA</b>               |
| <b>Semester</b>         | 2nd Semester             |
| <b>Subject Code</b>     | BBA 203                  |
| <b>Subject Name</b>     | Organizational Behaviour |
| <b>Attainment Level</b> | Level 2                  |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
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**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

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1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|         |            | PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |      |
|---------|------------|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|         |            | PO1                           | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| II Sem. | BBA<br>205 | 1                             | 2   | 1   | 2   | 3   | 1   | -   | 2   | 1   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                  |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : Sales and Distribution Management                                             |
| Course Code : BBA 205, Crédits : 03, Session :2019-22(Even Sem.), Class : BBA 1st Year |

**KK. Introduction:** The major objective of this course is to acquaint the students with the theory and practice of Management of Sales Operations.

**LL. Course Outcomes:** At the end of the course, students will be able to:

**BBA 205.1** To learn about Nature and role of Sales Manager's job. Sales management as a career

**BBA 205.2** to study about the Types of sales organization. Coordination of selling functions with other marketing activities.

**BBA 205.3** to study about the Sales Territory: Concept and procedure of devising sales territories, Routing and Scheduling of Sales force.

**BBA 205.4** Recruitment and Selection of sales personnel (domestic and international perspective. Sales training.

**BBA 205.5** To study about the Sales Presentation and Demonstration, Handling objections and Closing a sale, Post sales follow up.

**BBA 205.6** To learn about the Concept of logistics planning: inventory management decisions, transportation decisions, location decisions.

**MM. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a

global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**NN. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**OO. Syllabus****Module I: Introduction**

Sales management- Concept, Objectives and functions. Evolution of sales management. Nature and role of Sales Manager's job. Sales management as a career. Emerging trends in sales management .

**Module II: Sales Organization**

Purpose of sales organization. Setting sales organization. Types of sales organization. Coordination of selling functions with other marketing activities. Sales forecasting.

**Module III: Controlling sales effort**

Sales Budget: Purpose and budgetary procedure. Quotas: Concept, Objectives and Types. Sales Territory: Concept and procedure of devising sales territories, Routing and Scheduling of Sales force. Sales Audit.

#### **Module IV: Managing Sales Force**

Concept of sales force management. Recruitment and Selection of sales personnel (domestic and international perspective). Sales training. Compensating and motivating sales personnel. Controlling and evaluating sales personnel

#### **Module V Personal Selling**

Introduction to Personal Selling: Qualities of effective sales person, Personal selling situations, Personal selling process: Pre approach, Opening a sale, Sales Presentation and Demonstration, Handling objections and Closing a sale, Post sales follow up.

#### **Module VI: Distribution and Logistics Management**

Distribution channels: Concept and need, Channel Conflict: Concept and stages. Conflict management. Objectives of logistics. Concept of logistics planning: inventory management decisions, transportation decisions, location decisions.

#### **PP. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **QQ. Suggested Text/Reference Books:**

- Still Cundiff, Sales Management Decision Strategies, Fifth Edition, Printice Hall.
- Panda Tapan K., Sahadev Sunil, Sales and Distribution Management, 2005, Oxford University Press.
- Kapoor Ramneek, Fundamentals of Sales Management, 2005, McMillan.
- Sudha GS, Sales & Advertising Management, 2005, Indus Valley Publications.
- Walker, Churchill Ford, Management of Sales Force

#### **RR. Lecture Plan**

| Lecture | Topics                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO       |
|---------|-----------------------------------------------------|------------------|------------------|----------------------------|
| 1       | Sales management- Concept, Objectives and functions | Lecture          | BBA 205.1        | Mid Term-1, Quiz & End Sem |

|   |                                                                                        |         |           |                                 |
|---|----------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|   |                                                                                        |         |           | Exam                            |
| 2 | Evolution of sales management                                                          | Lecture | BBA 205.1 | Mid Term-1, Quiz & End Sem Exam |
| 3 | Nature and role of Sales Manager's job                                                 | Lecture | BBA 205.1 | Mid Term-1, Quiz & End Sem Exam |
| 4 | <i>Nature and role of Sales Manager's job</i>                                          | Lecture | BBA 205.1 | Mid Term-1, Quiz & End Sem Exam |
| 5 | Sales management as a career. Emerging trends in sales management                      | Lecture | BBA 205.1 | Mid Term-1, Quiz & End Sem Exam |
| 6 | Sales management as a career. Emerging trends in sales management                      | Lecture | BBA 205.1 | Mid Term-1, Quiz & End Sem Exam |
| 7 | Purpose of sales organization. Setting sales organization. Types of sales organization | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 8 | Purpose of sales organization. Setting sales organization. Types of sales organization | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 9 | Purpose of sales organization. Setting sales organization. Types of sales              | Lecture | BBA 205.2 | Mid Term-1, Quiz &              |

|    |                                                                                                     |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | organization                                                                                        |         |           | End Sem Exam                    |
| 10 | Coordination of selling functions with other marketing activities. Sales forecasting.               | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Coordination of selling functions with other marketing activities. Sales forecasting.               | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Coordination of selling functions with other marketing activities. Sales forecasting.               | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Sales Budget: Purpose and budgetary procedure. Quotas                                               | Lecture | BBA 205.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Sales Budget: Purpose and budgetary procedure. Quotas                                               | Lecture | BBA 205.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Concept, Objectives and Types. Sales Territory: Concept and procedure of devising sales territories | Lecture | BBA 205.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Concept, Objectives and Types. Sales Territory: Concept and procedure of devising sales territories | Lecture | BBA 205.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Routing and Scheduling of Sales                                                                     | Lecture | BBA 205.3 | Mid                             |



|    |                                                                                       |         |           |                                                |
|----|---------------------------------------------------------------------------------------|---------|-----------|------------------------------------------------|
|    | force. Sales Audit                                                                    |         |           | Term-1,<br>Quiz &<br>End<br>Sem<br>Exam        |
| 18 | Routing and Scheduling of Sales<br>force. Sales Audit                                 | Lecture | BBA 205.3 | Mid<br>Term-1,<br>Quiz &<br>End<br>Sem<br>Exam |
| 19 | Concept of sales force<br>management. Recruitment and<br>Selection of sales personnel | Lecture | BBA 205.4 | Mid<br>Term-1,<br>Quiz &<br>End<br>Sem<br>Exam |
| 20 | Concept of sales force<br>management. Recruitment and<br>Selection of sales personnel | Lecture | BBA 205.4 | Mid<br>Term-1,<br>Quiz &<br>End<br>Sem<br>Exam |
| 21 | Sales training. Compensating<br>and motivating sales personnel                        | Lecture | BBA 205.4 | Mid<br>Term-2,<br>Quiz &<br>End<br>Sem<br>Exam |
| 22 | Sales training.<br>Compensating and<br>motivating sales personnel                     | Lecture | BBA 205.4 | Mid<br>Term-2,<br>Quiz &<br>End<br>Sem<br>Exam |
| 23 | Controlling and evaluating sales<br>personnel                                         | Lecture | BBA 205.4 | Mid<br>Term-2,<br>Quiz &<br>End<br>Sem<br>Exam |
| 24 | Controlling and evaluating sales<br>personnel                                         | Lecture | BBA 205.4 | Mid<br>Term-2,<br>Quiz &<br>End<br>Sem         |

|    |                                                                                                                             |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                                                             |         |           | Exam                            |
| 25 | Introduction to Personal Selling: Qualities of effective sales person, Personal selling situations                          | Lecture | BBA 205.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Introduction to Personal Selling: Qualities of effective sales person, Personal selling situations                          | Lecture | BBA 205.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Personal selling process: Pre approach, Opening a sale, Sales Presentation and Demonstration                                | Lecture | BBA 205.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Personal selling process: Pre approach, Opening a sale, Sales Presentation and Demonstration                                | Lecture | BBA 205.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Handling objections and Closing a sale, Post sales follow up.                                                               | Lecture | BBA 205.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Handling objections and Closing a sale, Post sales follow up.                                                               | Lecture | BBA 205.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Distribution channels: Concept and need, Channel Conflict: Concept and stages. Conflict management. Objectives of logistics | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Distribution channels: Concept and need, Channel Conflict: Concept and                                                      | Lecture | BBA 205.6 | Mid Term-2, Quiz &              |

|    |                                                                                                              |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | stages. Conflict management. Objectives of logistics                                                         |         |           | End Sem Exam                    |
| 33 | Concept of logistics planning: inventory management decisions, transportation decisions, location decisions. | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Concept of logistics planning: inventory management decisions, transportation decisions, location decisions. | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Concept of logistics planning: inventory management decisions, transportation decisions, location decisions. | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Concept of logistics planning: inventory management decisions, transportation decisions, location decisions. | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |

#### SS. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                           | CORRELATION WITH PROGRAMME OUTCOMES |     |     |     |     |     |     |     |     |      |
|-----------------|-------------------------------------------------------------------------------------|-------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                 |                                                                                     | PO1                                 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| <b>BBA205.1</b> | To learn about Nature and role of Sales Manager's job. Sales management as a career | 2                                   | -   | -   | 3   | 2   | -   | -   | 2   | 3   | 1    |

|                  |                                                                                                                                 |          |          |          |          |          |          |          |          |          |          |
|------------------|---------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA 205.2</b> | to study about the Types of sales organization. Coordination of selling functions with other marketing activities.              | <b>3</b> | -        | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>1</b> | -        | <b>2</b> | <b>1</b> |
| <b>BBA205.3</b>  | to study about the Sales Territory: Concept and procedure of devising sales territories, Routing and Scheduling of Sales force. | <b>2</b> | -        | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        | <b>1</b> |
| <b>BBA 205.4</b> | Recruitment and Selection of sales personnel (domestic and international perspective. Sales training                            | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA 205.5</b> | To study about the Sales Presentation and Demonstration, Handling objections and Closing a sale, Post sales follow up.          | -        | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> | <b>1</b> |
| <b>BBA 205.6</b> | To learn about the Concept of logistics planning: inventory management decisions, transportation decisions, location decisions  | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> |

Sample Question Paper

| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –II) 2019-22</b>                                                           |                     |                                                                 |          |           |                       |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------------|----------|-----------|-----------------------|--------------|
| <b>Class: B.B.A II Semester</b>                                                                                                                                               |                     |                                                                 |          |           |                       |              |
| <b>Subject Name:</b><br><b>BBA 205 Sales and Distribution Management</b>                                                                                                      |                     | <b>Time: 2 Hrs</b>                                              |          |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                         | Remembering         | Understanding                                                   | Applying | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                       | Q.1                 | Q.4                                                             | Q.5a     | Q.5b      | Q.2a                  | Q.2b         |
| <b>Student will be able to</b><br><b>CO1:</b> List the broad perceptive of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |                     |                                                                 |          |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                 | <b>Question No.</b> | <b>Question</b>                                                 |          |           |                       | <b>Marks</b> |
| BBA202.1                                                                                                                                                                      | Q.1                 | Explain the Sales Management in details                         |          |           |                       | 3            |
| BBA202.2                                                                                                                                                                      | Q.2a                | Write down the Purpose of Sales Organisation                    |          |           |                       | 3            |
|                                                                                                                                                                               | Q.2b                | Explain the different types of Sales organisation               |          |           |                       | 3            |
| BBA202.1                                                                                                                                                                      | Q.3                 | Explain the Functions and Objectives of Sales Management        |          |           |                       | 6            |
| BBA202.2                                                                                                                                                                      | Q.4                 | Write note on setting of sale organisation                      |          |           |                       | 3            |
| BBA202.1                                                                                                                                                                      | Q.5a                | Explain the emerging trends in sale management                  |          |           |                       | 3            |
|                                                                                                                                                                               | Q.5b                | Write a short note on sales manager as a Career                 |          |           |                       | 3            |
| BBA202.2                                                                                                                                                                      | Q 6                 | Explain the Sales Coordination with other function of marketing |          |           |                       | 6            |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                                   |
|-------------------------|-----------------------------------|
| Session                 | <b>2019-20</b>                    |
| Course Name             | <b>BBA</b>                        |
| <b>Semester</b>         | 2nd Semester                      |
| <b>Subject Code</b>     | BBA 205                           |
| <b>Subject Name</b>     | Sales and Distribution Management |
| <b>Attainment Level</b> | Level 2                           |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

### **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2019-2022**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|       |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | P<br>O1<br>0 |
|-------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|--------------|
| I SEM | BBA<br>102 | 3           | 2           | 2           | 3           | -           | 3           | 2           | 3           | -       | -            |



|                                                                                        |                                                 |  |
|----------------------------------------------------------------------------------------|-------------------------------------------------|--|
|                                                                                        | <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |  |
|                                                                                        | <b>AMITY BUSINESS SCHOOL</b>                    |  |
| <b>Course Handout</b>                                                                  |                                                 |  |
| Course : <b>Business Environment</b>                                                   |                                                 |  |
| Course Code : BBA 102, Crédits : 03, Session :2019-22 (Odd Sem.), Class : BBA 1st Year |                                                 |  |

**D. Introduction:** The aim of the course is to orient the students towards the basic concepts of Indian and global business environment. It will enable students to examine and evaluate business in International Environment.

**E. Course Outcomes:** At the end of the course, students will be able to:

**BBA102.1.** Get an overview of business environment , types of business environment , and the factors affecting business environment.

**BBA102.2.** Understand the Indian business environment. The students will get acquainted with the New Industrial Policy and various acts related to industries in India.

**BBA102.3.** know about the concept of financial markets, their types and functions in India. The students will also get acquainted with the concept and functions of Stock Exchanges, SEBI, various Industrial Financial Institutions.

**BBA102.4.** Understand the Labour environment in India. The students will come to know about social security benefits, Industrial disputes, their causes and preventive measures etc.

**BBA102.5.** Get an overview of five-year plans, planning commission, NITU Aayog, Green and White Revolution, Foreign trade policy, EPZ's, EOU's, SEZ's etc.

**BBA102.6.** Understand the global environment which affects the business environment in India. The students will get an overview of GATT/WTO, IMF, World Bank, SAARC, EU , NAFTA, ASEAN etc. and their impact on industrial environment in India.

**F. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

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**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Assessment Plan:**

| Component of Evaluation        | Description                           | Code     | Weightage % |
|--------------------------------|---------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                            | CT       | 15%         |
|                                | Project/Assignment/ Quiz/Presentation | P/A/Q/PR | 10%         |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |

## **E. Syllabus**

### **Module I: Overview of Business Environment**

Meaning and types of business environment, Internal and external environment, Micro and macro environment, Factors (Cultural, social, Political economic legal, demographic and technological) effecting business environment.

### **Module II: Indian Industrial environment**

Industrial policy up to 1991, New industrial policy, Liberalisation, Privatisation and Globalization process in India, Disinvestment, Industrial sickness, MRTP act 1969, Competition law 2002, Foreign Exchange Regulation Act and Foreign Exchange Management Act (FERA and FEMA).

### **Module III: Financial Environment**

Indian money and capital markets: meaning, functions and constituents, Stock exchange- importance and functions, SEBI, Capital market reforms and development, Industrial financial institutions (IDBI, SIDBI, ICICI, IFCI etc.).

### **Module IV: Labour Environment**

Labour legislation in India, Social security benefits, Industrial disputes- causes and preventive measures, Settlement of disputes, International Labour Organisation (ILO), Trade union- meaning and functions, Trade Union Act.

### **Module V: Economic Planning and Development**

Planning in India- needs and objectives, five year plans, planning commission, NITI Aayog, Current five year plan, Green and white revolution- achievements and failures, Second

green revolution, foreign trade policy 2015, Export processing zones, Export oriented units, Special economic zones (EPZ's, EOU's, SEZ's) and trading houses in India.

## **Module VI: Global Environment**

Bretton woods system, features of Uruguay round of negotiations, GATT/ WTO- role, functions and ministerial conferences, IMF, World Bank (International Bank for Reconstruction and Development), Regional economic cooperation institutions, SAARC, EU, NAFTA and ASEAN.

### **K. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

### **L. Suggested Text/Reference Books:**

#### **Text:**

- Francis Cherunillum, International Environment, Himalaya Publications.

#### **References:**

- Bedi Suresh, Business Environment, Excel Books, N. Delhi
- Shaikh Saleem, Business Environment, Pearson Education
- Bhatia H.L, International Economics, Vikas Publications
- Mishra S.K, and Puri V.K, Indian Economy, Himalaya Publishing House
- Sundharam K.P.M, Money, Banking and International trade, S. Chand & Co. New Delhi
- Rudra Dutta and Sundharam, Indian Economy, S. Chand & Co. New Delhi
- Luthans, Comparative International Management, Tata McGraw-Hill.

### **M. Lecture Plan:**

| Lecture | Topics                                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO                            |
|---------|----------------------------------------------------------------|------------------|------------------|-------------------------------------------------|
| 1       | Meaning and types of business environment                      | Lecture          | BBA102.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2       | Internal and external environment, Micro and macro environment | Lecture          | BBA102.1         | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                                                                     |         |          |                                                 |
|----|---------------------------------------------------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 3  | Factors (Cultural, social, Political economic legal, demographic and technological) effecting business environment. | Lecture | BBA102.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4  | Industrial policy up to 1991                                                                                        | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5  | New industrial policy,                                                                                              | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6  | Liberalisation, Privatisation and Globalization process in India                                                    | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7  | Disinvestment, Industrial sickness, MRTP act 1969                                                                   | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8  | Competition law 2002                                                                                                | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9  | Foreign Exchange Regulation Act (FERA)                                                                              | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10 | Foreign Exchange Management Act (FEMA)                                                                              | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | Indian money and capital markets: meaning, functions and constituents,                                              | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | Stock exchange- importance and functions,                                                                           | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | SEBI- Importance and Functions                                                                                      | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Capital market reforms and development                                                                              | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                             |         |          |                                                 |
|----|-----------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 15 | Industrial financial institutions-IDBI and SIDBI                            | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Industrial Financial institutions-ICICI, IFCI and Others                    | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Labour legislation in India- Introduction                                   | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 18 | Social security benefits                                                    | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 19 | Industrial disputes- causes and preventive measures, Settlement of disputes | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 20 | International Labour Organisation (ILO)                                     | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 21 | Trade union- meaning and functions, Trade Union Act                         | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 22 | Planning in India- needs and objectives, Five year plans                    | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 23 | About Planning commission and NITI Aayog                                    | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 24 | Current five year plan                                                      | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 25 | Green and white revolution- achievements and failures                       | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 26 | Second green revolution- Achievements and Failures                          | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 27 | Foreign trade policy 2015                                                   | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 28 | Export processing zones                                                     | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 29 | Export oriented units                                                       | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 30 | Special economic zones and trading houses in India                          | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |

|    |                                                                            |         |          |                                         |
|----|----------------------------------------------------------------------------|---------|----------|-----------------------------------------|
| 31 | Bretton woods system, features of Uruguay round of negotiations            | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 32 | GATT/ WTO- role, functions and ministerial conferences                     | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 33 | IMF and World Bank (International Bank for Reconstruction and Development) | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 34 | Regional economic cooperation institutions, SAARC                          | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 35 | EU, NAFTA                                                                  | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 36 | About ASEAN                                                                | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |

#### N. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                               | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|-------------------|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                   |                                                                                                                         | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BBA 102.1.</b> | Get an overview of business environment, types of business environment, and the factors affecting business environment. | 3                                   | 2           | -           | 3           | -           | 3           | 1           | -           | 3           | 1            |

|                           |                                                                                                                                                                                                                            |   |   |   |   |   |   |   |   |   |   |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>102.<br/>2</b> | Understand the Indian business environment. The students will get acquainted with the New Industrial Policy and various acts related to industries in India.                                                               | 3 | 2 | 2 | 3 | - | 3 | 2 | - | 1 | 2 |
| <b>BBA<br/>102.<br/>3</b> | know about the concept of financial markets, their types and functions in India. The students will also get acquainted with the concept and functions of Stock Exchanges, SEBI, various Industrial Financial Institutions. | 3 | 3 | - | 3 | - | 3 | 3 | - | - | 1 |
| <b>BBA<br/>102.<br/>4</b> | Understand the Labour environment in India. The students will come to know about social security benefits, Industrial disputes, their causes and preventive measures etc.                                                  | 3 | 3 | 2 | 3 | - | 3 | 2 | 2 | 3 | - |
| <b>BBA<br/>102.<br/>5</b> | Get an overview of five-year plans, planning commission, NITU Aayog, Green and White Revolution, Foreign trade policy, EPZ's, EOU's, SEZ's etc.                                                                            | 3 | 3 | 2 | 3 | - | 3 | 2 | - | - | 1 |
| <b>BBA<br/>102.</b>       | Understand the global environment which affects the business                                                                                                                                                               | 3 | 3 | 1 | 3 | - | 3 | 1 | 3 | - | 1 |



|   |                                                                                                                                                                          |  |  |  |  |  |  |  |  |  |  |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|
| 6 | environment in India. The students will get an overview of GATT/WTO, IMF, World Bank, SAARC, EU , NAFTA, ASEAN etc. and their impact on industrial environment in India. |  |  |  |  |  |  |  |  |  |  |
|---|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|

#### O. Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –I) 2019-22</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |               |                                                       |          |                    |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------------------------------------------------|----------|--------------------|----------------|----------|
| Class: BBA I Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |               |                                                       |          |                    |                |          |
| Subject Name:<br>BBA 102 Business Environment                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |               | Time: 2 Hrs                                           |          |                    | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Remembering   | Understanding                                         | Applying | Analyzing          | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Q. 1, 3 and 4 | Q.1, Q. 2a, Q 4 and 5                                 | Q.6      | Q.2 b, Q 3 and Q 6 |                |          |
| <b>Student will be able to</b><br><b>CO1:</b> Get an overview of business environment, types of business environment and the factors affecting business environment.<br><b>CO2:</b> Understand the Indian business environment. The students will get acquainted with the New Industrial Policy and various acts related to industries in India.<br><b>CO3:</b> know about the concept of financial markets, their types and functions in India. The students will also get acquainted with the concept and functions of Stock Exchanges, SEBI, various Industrial Financial Institutions. |               |                                                       |          |                    |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Question No.  | Question                                              |          |                    |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q. 1          | Explain in brief the concept of Business Environment? |          |                    |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q. 2a         | Differentiate between Micro and Macro Environment?    |          |                    |                | 3        |

|            |                  |                                                                                                                   |          |
|------------|------------------|-------------------------------------------------------------------------------------------------------------------|----------|
|            | <b>Q.<br/>2b</b> | <b>What are the different factors which can affect the business environment in any country?</b>                   | <b>3</b> |
| <b>CO2</b> | <b>Q.<br/>3</b>  | <b>Discuss the key highlights of New Industrial Policy and its impact on industrial environment in a country.</b> | <b>6</b> |
| <b>CO2</b> | <b>Q.<br/>4</b>  | <b>What is the difference between FEMA and FERA?</b>                                                              | <b>3</b> |
| <b>CO3</b> | <b>Q.<br/>5</b>  | <b>What is stock exchange? Discuss its functions in short.</b>                                                    | <b>3</b> |
|            | <b>Q.<br/>5</b>  | <b>Explain the key features of Money market and Capital Market.</b>                                               | <b>3</b> |
| <b>CO3</b> | <b>Q<br/>6</b>   | <b>Discuss the role of industrial financial institutions in economic development of a country.</b>                | <b>6</b> |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## **Attainment**

|                         |                      |
|-------------------------|----------------------|
| <b>Session</b>          | 2019-20              |
| <b>Course</b>           | BBA                  |
| <b>Semester</b>         | 1st Semester         |
| <b>Subject Code</b>     | BBA 102              |
| <b>Subject Name</b>     | Business Environment |
| <b>Attainment Level</b> | Level 2              |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2019-2022**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship,

both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA I SEM                     | BBA103 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |







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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                     |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : MANAGERIAL ECONOMICS                                                             |
| Course Code : BBA103, Crédits : 04,<br>(Session : 2019-22 Odd Sem.), Class : BBA 1st Year |

**A. Introduction:** The purpose of this course is to apply managerial economics concepts and techniques in evaluating business decision taken by firms. The emphasis is on explaining how the tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA103.1.** Knowledge of Managerial Economics and Firm Theory

**BBA103.2.** Understand the significance of Consumer Behaviour and Demand Analysis.

**BBA103.3.** To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations.

**BBA103.4.** To apply marginal Theory of Demand and Supply under different market conditions.

**BBA103.5.** Understand and analyze the concept, theories and techniques of Economic and Business forecasting.

**BBA103.6.** Understand and describe the conceptual framework of Break-Even Analysis and Linear Break-Even Analysis

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**D. Programme Specific Outcomes:**

**[PSO.1]**

**E. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## F. Syllabus

### Module I: Managerial Economics and Firm Theory

Introduction: Nature, Scope, Definitions of Managerial Economics.

Basic Concepts in Managerial Economics: Resource Allocation; Opportunity Costs; Time Value of Money; Marginal Analysis, Incrementalism. Firm Theory: Objectives of the firm; Theory of the Growth of the Firm.

Managerial Economics and Decision Sciences: The Nature and Types of Business Decision, Business Decision Making Process.

### Module II: Consumer Behaviour and Demand Analysis

Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility, Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium.

Theory of Demand: Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand and supply, law of supply, determinants of supply, Elasticity of Supply.

### Module III: Theory of Production and Cost

Meaning and Concept of Production, Factors of Production and Production Function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Analysis), Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economics and Diseconomies of Scale, Explicit cost and Implicit Cost, Private and Social Cost.

#### **Module IV: Price and Output Decisions under Different Market Structures**

Price and Output Decisions under Perfect Competition, Monopoly and Monopolistic Competition - Pricing under Oligopoly - Kinked Demand Curve - Price Leadership - Pricing under Collusion.

#### **Module V: Application of Managerial Economics to Business,**

Economic and Business forecasting: Uses of Economic Forecasts - Methods of Economic Forecasting - Selecting a Forecast - Evaluating Forecasts.

Break-Even Analysis: Linear Break-Even Analysis- Graphical Method, Algebraic Method, Changes in Break-Even Output, Operating leverage, Limitation of Break- Even Analysis.

Cost-Benefit Analysis: Importance, Use, Steps and Criterion of Cost-Benefit Analysis.

#### **G. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **H. Suggested Text/Reference Books:**

- Dwivedi, D. N., Managerial Economics, 7<sup>th</sup> Edition, Vikas Publishing House.
- Ahuja, H.L. Advanced Economic Theory (Micro Economics), S. Chand & Co, New Delhi

#### **References:**

- Browning Edgar K. & Jacquelin Line M. Browning, Micro Economics and Application, Kalyani Publishers, New Delhi.
- Gould John P. and Edward P. Lazear Micro Economic Theory, All India Traveller Book-seller, New Delhi.
- Koutsoyiannis Modern Micro Economics, Macmillan Press Limited, New Delhi.
- Dewett. K.K. Micro Economics, S. Chand & Co, New Delhi
- Managerial economics - Christopher R Thomas, S Charles Maurice and Sumit Sarkar
- Managerial economics - Geetika, Piyali Ghosh and Purba Roy Choudhury
- Managerial economics- Paul G Keat, Philip K Y Young and Sreejata Banerjee

#### **I. Lecture Plan**

| Lecture | Topics                                                                                    | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | Managerial Economics and Firm Theory – Nature, Scope, Definitions of Managerial Economics | Lecture          | BBA103.1         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                               |                  |          |                                 |
|-----|---------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 2.  | Managerial Economics and Firm Theory – Basic Concepts in Managerial Economics:                                | Group Discussion | BBA103.1 | Mid Term-1, Quiz & End Sem Exam |
| 3.  | Managerial Economics and Firm Theory – Marginal Analysis, Incrementalism                                      | Lecture          | BBA103.1 | Mid Term-1, Quiz & End Sem Exam |
| 4.  | Managerial Economics and Firm Theory – Firm Theory: Objectives of the firm; Theory of the Growth of the Firm. | Lecture          | BBA103.1 | Mid Term-1, Quiz & End Sem Exam |
| 5.  | Managerial Economics and Firm Theory – Managerial Economics and Decision Sciences                             | Lecture          | BBA103.1 | Mid Term-1, Quiz & End Sem Exam |
| 6.  | Consumer Behaviour and Demand Analysis- Cardinal Utility Approach                                             | Home Assignment  | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | Consumer Behaviour and Demand Analysis- Diminishing Marginal Utility                                          | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | Consumer Behaviour and Demand Analysis- Law of Equi-Marginal Utility, Ordinal Utility Approach                | Case Study       | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | Consumer Behaviour and Demand Analysis- Law of Demand, Movement along vs. Shift in Demand Curve               | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 10. | Consumer Behaviour and Demand Analysis- Concept of Measurement of Elasticity of Demand                        | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | Consumer Behaviour and Demand Analysis- Factors Affecting Elasticity of Demand, Income Elasticity of Demand   | Home Assignment  | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | Consumer Behaviour and Demand Analysis- Cross Elasticity of Demand and supply                                 | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | Consumer Behaviour and                                                                                        | Group            | BBA103.2 | Mid Term-1,                     |

|     |                                                                               |                  |          |                                 |
|-----|-------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | Demand Analysis- law of supply                                                | Discussion       |          | Quiz & End Sem Exam             |
| 14. | Consumer Behaviour and Demand Analysis- determinants of supply                | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | Consumer Behaviour and Demand Analysis- Elasticity of Supply                  | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | Theory of Production and Cost – Meaning and Concept of Production             | Lecture          | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 17. | Theory of Production and Cost – Factors of Production and Production Function | Group Discussion | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 18. | Theory of Production and Cost – Fixed and Variable Factors                    | Case Study       | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | Theory of Production and Cost – Law of Variable Proportion                    | Group Discussion | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | Theory of Production and Cost – Law of Returns to a Scale                     | Lecture          | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | Theory of Production and Cost – Concept of Cost                               | Lecture          | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | Theory of Production and Cost – Cost Function, Short Run Cost, Long Run Cost  | Group Discussion | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | Theory of Production and Cost – Economics and Diseconomies of Scale           | Home Assignment  | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | Theory of Production and Cost – Explicit cost and Implicit Cost               | Lecture          | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | Theory of Production and Cost – Private and Social Cost                       | Lecture          | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | Price and Output Decisions under Different Market                             | Lecture          | BBA103.4 | Mid Term-2, Quiz & End          |

|     |                                                                                                      |                  |          |                                 |
|-----|------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | Structures – Price and Output Decisions under Perfect Competition                                    |                  |          | Sem Exam                        |
| 27. | Price and Output Decisions under Different Market Structures – Monopoly and Monopolistic Competition | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 28. | Price and Output Decisions under Different Market Structures – Pricing under Oligopoly               | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | Price and Output Decisions under Different Market Structures – Kinked Demand Curve                   | Group Discussion | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | Price and Output Decisions under Different Market Structures – Price Leadership                      | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | Price and Output Decisions under Different Market Structures – Pricing under Collusion               | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | Application of Managerial Economics to Business – Economic forecasting                               | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 33. | Application of Managerial Economics to Business – Business forecasting                               | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 34. | Application of Managerial Economics to Business – Uses of Economic Forecasts                         | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | Application of Managerial Economics to Business – Methods of Economic Forecasting                    | Home Assignment  | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | Application of Managerial Economics to Business – Selecting a Forecast                               | Case Study       | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 37  | Application of Managerial Economics to Business – Evaluating Forecasts                               | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |



|    |                                                                                                |                  |          |                                 |
|----|------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 38 | Application of Managerial Economics to Business – Break-Even Analysis                          | Group Discussion | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 39 | Application of Managerial Economics to Business – Linear Break-Even Analysis                   | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 40 | Application of Managerial Economics to Business – Graphical Method                             | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 41 | Application of Managerial Economics to Business – Algebraic Method                             | Group Discussion | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 42 | Application of Managerial Economics to Business – Changes in Break-Even Output                 | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 43 | Application of Managerial Economics to Business – Operating leverage                           | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 44 | Application of Managerial Economics to Business – Limitation of Break- Even Analysis           | Group Discussion | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 45 | Application of Managerial Economics to Business – Cost-Benefit Analysis                        | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 46 | Application of Managerial Economics to Business – Importance of Cost-Benefit Analysis          | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 47 | Application of Managerial Economics to Business – Use of Cost-Benefit Analysis                 | Group Discussion | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 48 | Application of Managerial Economics to Business – Steps and Criterion of Cost-Benefit Analysis | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| Course Outcome  | Statement                                                                                                    | Correlation with Programme Outcomes |      |      |      |      |      |      |      |      |      |
|-----------------|--------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|------|
|                 |                                                                                                              | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO10 |
| <b>BBA103.1</b> | Knowledge of Managerial Economics and Firm Theory                                                            | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    | 1    |
| <b>BBA103.2</b> | Understand the significance of Consumer Behaviour and Demand Analysis.                                       | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    | 1    |
| <b>BBA103.3</b> | To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations. | 3                                   | 3    | 1    | 3    | 3    | 1    | 2    | 1    | -    | 1    |

|                 |                                                                                                        |          |          |          |          |          |          |          |          |          |          |
|-----------------|--------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA103.4</b> | To apply marginal Theory of Demand and Supply under different market conditions.                       | <b>3</b> | <b>1</b> | <b>-</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA103.5</b> | Understand and analyze the concept, theories and techniques of Economic and Business forecasting.      | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |
| <b>BBA103.6</b> | Understand and describe the conceptual framework of Break-Even Analysis and Linear Break-Even Analysis | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>-</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |

**Sample Question Paper**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                     |                                                                                    |                      |           |                       |              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>Amity Business School<br/>Department of Management<br/>I MID-SEMESTER (SEM – I) 2019-22</b>                                                                                                                                                                                                                                                                                                                                                                        |                     |                                                                                    |                      |           |                       |              |
| <b>Class: BBA I Semester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          |                     |                                                                                    |                      |           |                       |              |
| <b>Subjects Name: BBA 103 MANAGERIAL ECONOMICS</b>                                                                                                                                                                                                                                                                                                                                                                                                                    |                     |                                                                                    | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                                                                                                                                                 | Remembering         | Understanding                                                                      | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Q. 2, Q. 4</b>   | <b>Q. 3, Q. 6</b>                                                                  | <b>Q. 1</b>          | <b>-</b>  | <b>Q. 5</b>           | <b>-</b>     |
| <b>Students will be able to:</b><br><br><b>CO1 To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations.</b><br><b>CO2. To apply marginal Theory of Demand and Supply under different market conditions.</b><br><b>CO3 To analyse Theory of Production and Cost of different market conditions.</b><br><b>CO4 To integrate the concept of price and output decisions of firms under various market structures.</b> |                     |                                                                                    |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Question No.</b> | <b>Question</b>                                                                    |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>1.</b>           | <b>Explain in brief on Micro Economics.</b>                                        |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>2.</b>           | <b>What is the nature of Demand Analysis?</b>                                      |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>3.</b>           | <b>How concept of price elasticity of demand is applied in business decisions?</b> |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>4.</b>           | <b>Elaborate Demand function and determinants of demand.</b>                       |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>5.</b>           | <b>Explain the significance of elasticity of demand.</b>                           |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>6.</b>           | <b>Elaborate different types of Production function.</b>                           |                      |           |                       | <b>5</b>     |

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| <b>Attainment</b>       |                      |
|-------------------------|----------------------|
| <b>Session</b>          | 2019-20              |
| <b>Course Name</b>      | BBA                  |
| <b>Semester</b>         | 1st Semester         |
| <b>Subject Code</b>     | BBA 103              |
| <b>Subject Name</b>     | Managerial Economics |
| <b>Attainment Level</b> | Level 2              |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## PROGRAMME OUTCOMES

**Bachelor of Business Administration Academic Year – 2019-22**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|        |         | PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |      |
|--------|---------|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|        |         | PO1                           | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| I Sem. | BBA 105 |                               |     |     | -   | -   | -   | -   | -   | -   |      |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : Financial Accounting

Course Code : BBA 105, Crédits : 04, Session :2019-22 (Odd Sem.), Class : B.B.A 1st Year

**TT. Introduction:** To explain the concept and role of accounting and financial reporting in the modern market economy, to explain the regulatory framework for the operation of accounting activities, understanding of basic accounting concepts, accounting principles and techniques of posting basic business changes. To explain the structure and content of financial statements.

**UU. Course Outcomes:** At the end of the course, students will be able to:

**BBA 105.1** To Understand the Basic accounting Concepts and accounting standard and their application in business.

**BBA 105.2** To Understand the entry of business transaction under the double entry system in the Journal and Subsidiaries books of business.

**BBA 105.3** To learn about the Cash Book and bank reconciliation statement and their importance in business.

**BBA 105.4** To identify the Profit and loss and financial position of the business through final a/c and Students will be also exposed to take decisions on depreciation method to be adopted.

**BBA 105.5** Gain Knowledge about the fundamental of Partnership and the different segment of the partnership like admission, retirement, death and dissolution.

### **VV. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.



**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**WW. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## E. Syllabus

### Module I: Introduction to Accounting

Understanding the meaning, nature, functions and usefulness of accounting, branches of Accounting, Accounting Equation, Accounting Concepts and Generally Accepted Accounting Principles. Difference between Indian GAAP and US GAAP, An overview of Indian and US GAAP, Need for convergence towards Global Standard, IFRS as Global Standard, Benefits of Convergence with IFRS.

### Module II: Recording of Transactions and Subsidiary Books

Concept of Double Entry System. Understanding the Accounting cycle, Preparation of Voucher, Journal, Ledger and Trial Balance and Numerical on the same.

Preparation of subsidiary Books including Purchase Book, Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),

### Module III: Preparation of Cash Book & Reconciliation of Bank Statement

Cash book, types of cash book and balancing of cashbook. Numerical on single column cashbook, Double column cashbook, triple column cashbook and petty cash book.

Causes for difference in the Balance as per Pass book and balance as per cashbook, Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of overdraft (and numerical on the same).

### Module IV: Financial Statements

Preparation of Trading Account, Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Provision for Discount on Debtors, Interest on Capital and Drawings) and non-profit making organizations an overview. AS-1, AS-21 (no numerical)

### Module V: Accounting For Partnership

Introduction to Partnership Accounts, Partnership Deed. Admission of a new partner- Revaluation account, Computation of New Profit Sharing Ratio and Sacrificing Ratio, Proportionate Capital, Treatment of goodwill in partnership accounts and its valuation. Retirement and Death of a partner: Determining the gaining ratio, Revaluation of assets and liabilities, Reserve, Final payment to retiring partner, Treatment and adjustment of goodwill. Numericals on preparation of various accounts in case of retirement and death of a partner. Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision.

### H. Examination Scheme:

| Component<br>s | CT | HA/C/V | A | EE |
|----------------|----|--------|---|----|
| Weightage      | 15 | 10     | 5 | 70 |

|     |  |  |  |  |
|-----|--|--|--|--|
| (%) |  |  |  |  |
|-----|--|--|--|--|

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

## I. Text & References:

### Text:

- Maheshwari, S.N., Advanced Accountancy Volume-I, Ninth Edition, Vikas Publishing House Pvt. Ltd.

### References:

- Grewal, T. S., Shukla, M .C, Advanced Accountancy, Sixteenth Edition, Sultan Chand and Sons.
- Tulsian, P.C (2009), Financial Accounting 2<sup>nd</sup> Edition, Pearson Education.
- Narayanaswamy, R. Financial Accounting- A Managerial Perspective, Second Edition, Prentice Hall India.
- Ramachandran, N., Kakani, R.K., Financial Accounting for Management, Tata McGraw Hill Publishing Company Limited.

## H. Lecture Plan

| Lecture | Topics                                                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Understanding the meaning, nature, functions and usefulness of accounting, | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | branches of Accounting                                                     | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Accounting Equation                                                        | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Accounting Concepts and Generally Accepted Accounting Principles</i>    | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Difference between Indian GAAP and US GAAP,                                | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | An overview of Indian and US GAAP                                          | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Need for convergence towards Global Standard                               | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | IFRS as Global Standard, Benefits of Convergence with IFRS.                | Lecture          | BBA 105.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Concept of Double Entry System                                             | Lecture          | BBA 105.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Understanding the Accounting cycle                                         | Lecture          | BBA 105.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Preparation of Voucher                                                     | Lecture          | BBA 105.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Journal, Ledger                                                            | Lecture          | BBA 105.2        | Mid Term-1, Quiz                |

|    |                                                                                                                                                  |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                                                                                  |         |           | & End Sem Exam                  |
| 13 | Journal, Ledger                                                                                                                                  | Lecture | BBA 105.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Trial Balance and Numerical on the same                                                                                                          | Lecture | BBA 105.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Preparation of subsidiary Books including Purchase Book                                                                                          | Lecture | BBA 105.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),                                                            | Lecture | BBA 105.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),                                                            | Lecture | BBA 105.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),                                                            | Lecture | BBA 105.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Cash book, types of cash book and balancing of cashbook                                                                                          | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Cash book, types of cash book and balancing of cashbook                                                                                          | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Numerical on single column cashbook, Double column cashbook,                                                                                     | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Numerical on single column cashbook, Double column cashbook,                                                                                     | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |
| 23 | triple column cashbook and petty cash book                                                                                                       | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |
| 24 | triple column cashbook and petty cash book                                                                                                       | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |
| 25 | Causes for difference in the Balance as per Pass book and balance as per cashbook                                                                | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of overdraft (and numerical on the same). | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of overdraft (and numerical on the same). | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                  |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                                                                                  |         |           |                                 |
| 28 | Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of overdraft (and numerical on the same). | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |
| 29 | Preparation of Trading Account                                                                                                                   | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 30 | Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock                                           | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 31 | Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock                                           | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 32 | Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock                                           | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 33 | Outstanding and Prepaid items, Depreciation, Provision for Bad Debts                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 34 | Outstanding and Prepaid items, Depreciation, Provision for Bad Debts                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 35 | Provision for Discount on Debtors, Interest on Capital and Drawings)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 36 | non-profit making organizations an overview.AS-1,AS-21(no numerical)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 37 | non-profit making organizations an overview.AS-1,AS-21(no numerical)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 38 | non-profit making organizations an overview.AS-1,AS-21(no numerical)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 39 | Introduction to Partnership Accounts, Partnership Deed                                                                                           | Lecture | BBA 105.5 | Quiz & End Sem Exam             |
| 40 | Admission of a new partner- Revaluation account, Computation of New Profit Sharing Ratio                                                         | Lecture | BBA 105.5 | Quiz & End Sem Exam             |

|    |                                                                                                                                                                                                  |         |           |                     |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------|
|    | and Sacrificing Ratio,                                                                                                                                                                           |         |           |                     |
| 41 | Proportionate Capital, Treatment of goodwill in partnership accounts and its valuation.                                                                                                          | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 42 | Retirement and Death of a partner: Determining the gaining ratio, Revaluation of assets and liabilities, Reserve, Final payment to retiring partner,                                             | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 43 | Retirement and Death of a partner: Determining the gaining ratio, Revaluation of assets and liabilities, Reserve, Final payment to retiring partner,                                             | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 44 | Treatment and adjustment of goodwill. Numericals on preparation of various accounts in case of retirement and death of a partner.                                                                | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 45 | Treatment and adjustment of goodwill. Numericals on preparation of various accounts in case of retirement and death of a partner.                                                                | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 46 | Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision. | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 47 | Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision. | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 48 | Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and                            | Lecture | BBA 105.5 | Quiz & End Sem Exam |

|  |                            |  |  |  |
|--|----------------------------|--|--|--|
|  | Garner Vs Murray decision. |  |  |  |
|--|----------------------------|--|--|--|

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |     |     |     |     |      |       |       |       |       |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|-----|-----|------|-------|-------|-------|-------|
|                  |                                                                                                                                                                                    | PO1                                 | PO2 | PO3 | PO4 | PO5 | PO 6 | P O 7 | P O 8 | P O 9 | PO 10 |
| <b>BBA 105.1</b> | To Understand the Basic accounting Concepts and accounting standard and their application in business                                                                              | 2                                   | -   | 3   | 1   | -   | 3    | -     | 1     | 2     | 1     |
| <b>BBA 105.2</b> | To Understand the entry of business transaction under the double entry system in the Journal and Subsidiaries books of business.                                                   | 2                                   | -   | 2   | 1   | -   | -    | -     | 2     | 2     | 1     |
| <b>BBA 105.3</b> | To learn about the Cash Book and bank reconciliation statement and their importance in business.                                                                                   | 2                                   | -   | 2   | 3   | -   | -    | -     | 2     | -     | 1     |
| <b>BBA 105.4</b> | To identify the Profit and loss and financial position of the business through final a/c and Students will be also exposed to take decisions on depreciation method to be adopted. | 2                                   | -   | 1   | 3   | -   | -    | 3     | 3     | -     | 1     |
| <b>BBA 105.5</b> | Gain Knowledge about the fundamental of Partnership and the different segment of the partnership like admission, retirement, death and dissolution.                                | 2                                   | -   | 2   | 2   | -   | -    | 2     | 1     | -     | 1     |

Sample Question Paper

| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –I) 2019-22</b>                                                            |              |                                                                               |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.B.A I Semester                                                                                                                                                       |              |                                                                               |          |           |                |          |
| Subject Name:<br>BBA 305 Financial Accounting                                                                                                                                 |              | Time: 2 Hrs                                                                   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                | Remembering  | Understanding                                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                              | Q.1          | Q.2a, Q.2b, Q.5a                                                              | Q.3, Q.4 | Q.5b      | -              | Q 6      |
| <b>Student will be able to</b><br><b>CO1:</b> List the broad perceptive of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |              |                                                                               |          |           |                |          |
| CO Map                                                                                                                                                                        | Question No. | Question                                                                      |          |           |                | Marks    |
| BBA 105.1                                                                                                                                                                     | Q.1          | What do you mean by Financial Accounting.                                     |          |           |                | 3        |
| BBA 105.1 & BBA 105.2                                                                                                                                                         | Q.2a         | Write down the difference between Indian GAAP and US GAAP                     |          |           |                | 3        |
|                                                                                                                                                                               | Q.2b         | Write Down the Importance of Double Entry System in the business transactions |          |           |                | 3        |
| BBA 105.2                                                                                                                                                                     | Q.3          | Explain the Different types of Subsidiary books in details.                   |          |           |                | 6        |
| BBA 105.2                                                                                                                                                                     | Q.4          | What types of Problem that we can identifies through trial balance, explain.  |          |           |                | 3        |
| BBA 105.3                                                                                                                                                                     | Q.5a         | Explain the Importance and uses of Cash book.                                 |          |           |                | 3        |
|                                                                                                                                                                               | Q.5b         | Write down the difference between pass book and cash book.                    |          |           |                | 3        |
| BBA 105.3                                                                                                                                                                     | Q 6          | Write down the Procedure of Preparing bank reconciliation statement.          |          |           |                | 6        |



| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                      |
|-------------------------|----------------------|
| <b>Session</b>          | 2019-20              |
| <b>Course Name</b>      | BBA                  |
| <b>Semester</b>         | 1st Semester         |
| <b>Subject Code</b>     | BBA 105              |
| <b>Subject Name</b>     | Financial Accounting |
| <b>Attainment Level</b> | Level 2              |

### **Note:**

#### **Attainments**

#### **Rubric**

|         |                                                            |
|---------|------------------------------------------------------------|
| Level 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## PROGRAMME OUTCOMES

**Bachelor of Business Administration**

**2019-2022**

### Programme Outcomes:

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|----------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                  |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| I SEM                            | BBA<br>107 | 1   | 1   | 3   | 2   | 2   | 3   | 3   | 2   | 3   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                       |  |
|---------------------------------------------------------------------------------------|--|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                              |  |
| AMITY BUSINESS SCHOOL                                                                 |  |
| Course Handout                                                                        |  |
| Course : Polity and Society                                                           |  |
| Course Code : BBA107, Crédits : 03, Session :2019-22(Odd Sem.), Class : BBA. 1st Year |  |

**XX. Introduction:** The objective of this course is to familiarize the budding managers with how polity is an identifiable political entity where a group of people with a collective identity form society and who organized some form of institutionalized social relations, and have a capacity to mobilize resources and power accordingly. It aims to equip the students to focus on understanding the basic concepts, theories and functioning of state and government and its applications that they would find how polity useful to society.

**YY. Course Outcomes:** At the end of the course, students will be able to:

- 1.BBA107.1.** Able to Understand the concept of the Polity and basic elements of constitution with functions of legislature, executive and judiciary system.
- 2.BBA107.2.** Know the basic functioning and forms of Government Parliamentary and Presidential form of Government where students understand the role of One-party democracy and military rule.
- 3.BBA107.3.** Able to Recognize the essential features of public administration and judicial control over administration, public policy formulation and problems of implementation.

4.**BBA107.4.** Describe the role of social structure in India - (Unity and diversity, Rural urban continuum and Caste, class and tribes)

5.**BBA107.5.** Demonstrate the Social Institutions role with basic understanding of social stratification, status and role of Institutions with respect to family, marriage, kinship, religion etc.

6.**BBA107.6.** Able to understand the concept of NGO in social structure of India with respect to judicial activism.

**ZZ. Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels

**AAA. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**BBB. Syllabus**

**Module I: Introduction**

**What is Polity - definition and scope,**

Concept of state and its elements, Constitution – features and classification, organs of government- concepts and function of (Legislature, executive and judiciary- judicial review and independence of judiciary) Separation of power.

**Module II: Forms of Government**

Unitary and federal form of Government – features and merits and demerits, Parliamentary and Presidential form of Government One party democracy and military rule.

**Module III: Public administration**

Meaning scope and significance of public administration, concept of accountability and control: legislature, executive and judicial control over administration, public policy formulation and problems of implementation.

#### **Module IV: Introduction to society**

Society – definition, aims and scope, social structure in India - (Unity and diversity, Rural urban continuum and Caste (and Varna), class and tribes)

#### **Module V: Social Institutions**

Basic concepts- society, community, social groups, association, institution, social stratification, status and role and Institutions – family, marriage, kinship, religion, education.

#### **Module VI: NGO**

Introduction to NGO, (Issues and programmes), place of NGOs in social structure of India, NGOs and judicial activism.

#### **CCC. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **DDD. Suggested Text/Reference Books:**

- MacIver & Page 'Society: An Introductory Analysis'; McMillon India Ltd.; N. Delhi.
- M. Haralambos 'Sociology: Themes and perspectives'; Oxford University Press; N. Delhi.
- Eddy Asirvatham & K.K. Misra 'Political Theory'; S. Chand & Company Ltd., Delhi.
- A.C. Kapur 'Principles of Political Science'; S. Chand & Company Ltd., Delhi.

#### **References:**

- Myneni 'Political Science for Law Students'; Allahabad Law Agency.
- R.L. Gupta 'Political Theory'.
- Vishoo Bhagwan 'Indian Political thinker'.
- Amal Ray & Bhattacharya 'Political Theory: Ideas and Institution.
- T.B. Bottomore 'Sociology: A Guide to problems and Literature'; Blackie & Son (India) Ltd.
- David G. Mandelbaum 'Society in India'; Popular Prakashan, Mumbai.
- Kingsley Davis 'Human Society'; Surjeet Publications, Delhi



**EEE. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                       | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|-------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | What is Polity? - definition and scope.                                             | Lecture                 | BBA107.1.               | Mid Term-1, Quiz & End Sem Exam |
| 2              | Concept of state and its elements.                                                  | Lecture                 | BBA107.1.               | Mid Term-1, Quiz & End Sem Exam |
| 3              | Constitution – features and classification.                                         | Lecture                 | BBA107.1.               | Mid Term-1, Quiz & End Sem Exam |
| 4              | organs of government- concepts and function                                         | Lecture                 | BBA107.1.               | Mid Term-1, Quiz & End Sem Exam |
| 5              | Legislature, executive and judiciary- judicial review and independence of judiciary | Lecture                 | BBA107.1.               | Mid Term-1, Quiz & End Sem Exam |
| 6              | Separation of power.                                                                | Lecture                 | BBA107.2.               | Mid Term-1, Quiz & End Sem Exam |
| 7              | Forms of Government: Unitary and federal form of Government                         | Lecture                 | BBA107.2.               | Mid Term-1, Quiz & End Sem Exam |
| 8              | Parliamentary and Presidential form of Government                                   | Lecture                 | BBA107.2.               | Mid Term-1, Quiz & End Sem      |

|    |                                                                 |         |           |                                 |
|----|-----------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                 |         |           | Exam                            |
| 9  | One party democracy                                             | Lecture | BBA107.2. | Mid Term-1, Quiz & End Sem Exam |
| 10 | Military rule                                                   | Lecture | BBA107.2. | Mid Term-1, Quiz & End Sem Exam |
| 11 | Meaning scope and significance of public administration         | Lecture | BBA107.3. | Mid Term-1, Quiz & End Sem Exam |
| 12 | Concept of accountability and control.                          | Lecture | BBA107.3. | Mid Term-1, Quiz & End Sem Exam |
| 13 | Legislature, executive and judicial control over administration | Lecture | BBA107.3. | Mid Term-1, Quiz & End Sem Exam |
| 14 | Public policy formulation: Introduction.                        | Lecture | BBA107.3. | Mid Term-1, Quiz & End Sem Exam |
| 15 | Public policy formulation and problems of implementation.       | Lecture | BBA107.3. | Mid Term-1, Quiz & End Sem Exam |
| 16 | Introduction to society                                         | Lecture | BBA107.4. | Mid Term-1, Quiz & End Sem Exam |
| 17 | Society – definition.                                           | Lecture | BBA107.4. | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                              |         |           |                                 |
|----|------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 18 | Society – aims and scope.                                                    | Lecture | BBA107.4. | Mid Term-1, Quiz & End Sem Exam |
| 19 | Social structure in India                                                    | Lecture | BBA107.4. | Mid Term-1, Quiz & End Sem Exam |
| 20 | Unity and diversity                                                          | Lecture | BBA107.4. | Mid Term-1, Quiz & End Sem Exam |
| 21 | Rural urban continuum                                                        | Lecture | BBA107.4. | Quiz & End Sem Exam             |
| 22 | Caste (and Varna), class and tribes                                          | Lecture | BBA107.4. | Quiz & End Sem Exam             |
| 23 | Social Institutions: Basic concepts                                          | Lecture | BBA107.5. | Quiz & End Sem Exam             |
| 24 | Basic concepts- society, community,                                          | Lecture | BBA107.5. | Quiz & End Sem Exam             |
| 25 | Concepts of Social groups, association,                                      | Lecture | BBA107.5. | Quiz & End Sem Exam             |
| 26 | Social stratification                                                        | Lecture | BBA107.5. | Quiz & End Sem Exam             |
| 27 | social stratification: status                                                | Lecture | BBA107.5. | Quiz & End Sem Exam             |
| 28 | social stratification: role and Institutions                                 | Lecture | BBA107.5. | Quiz & End Sem Exam             |
| 29 | Understanding Institutions – family, marriage, kinship, religion, education. | Lecture | BBA107.5. | Quiz & End Sem Exam             |
| 30 | Understanding Institutions –                                                 | Lecture | BBA107.5. | Quiz & End Sem                  |

|    |                                             |         |           |                     |
|----|---------------------------------------------|---------|-----------|---------------------|
|    | kinship, religion, education.               |         |           | Exam                |
| 31 | Introduction to NGO                         | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 32 | NGO: Issues                                 | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 33 | Role of NGO                                 | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 34 | NGO Programmes.                             | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 35 | Place of NGOs in social structure of India. | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 36 | Judicial activism.                          | Lecture | BBA107.6. | Quiz & End Sem Exam |

**FFF. Course Articulation Matrix (Mapping of COs with POs)**

| CO                    | STATEMENT                                                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |          |
|-----------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------|
|                       |                                                                                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | PO10     |
| <b>BBA1<br/>07.1.</b> | Able to Understand the concept of the Polity and basic elements of constitution with functions of legislature, executive and judiciary system. | <b>1</b>                            | <b>1</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>3</b>    | <b>1</b> |

|                       |                                                                                                                                                                                      |          |          |          |          |          |          |          |          |          |          |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA1<br/>07.2.</b> | Know the basic functioning and forms of Government Parliamentary and Presidential form of Government where students understand the role of One-party democracy and military rule.    | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA1<br/>07.3.</b> | Able to Recognize the essential features of public administration and judicial control over administration, public policy formulation and problems of implementation.                | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>1</b> |
| <b>BBA1<br/>07.4.</b> | Describe the role of social structure in India - (Unity and diversity, Rural urban continuum and Caste, class and tribes) .                                                          | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> |
| <b>BBA1<br/>07.5.</b> | Demonstrate the Social Institutions role with basic understanding of social stratification, status and role of Institutions with respect to family, marriage, kinship, religion etc. | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> |
| <b>BBA1<br/>07.6.</b> | Able to understand the concept of NGO in social structure of India with respect to                                                                                                   | <b>2</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|  |                    |  |  |  |  |  |  |  |  |  |  |
|--|--------------------|--|--|--|--|--|--|--|--|--|--|
|  | judicial activism. |  |  |  |  |  |  |  |  |  |  |
|--|--------------------|--|--|--|--|--|--|--|--|--|--|

Sample Question Paper

| <b>Amity Business School</b><br><b>Department of Management studies</b><br><b>I MID-SEMESTER (SEM –I) 2019-22</b>                                                             |              |                                                                                |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BBA I Semester                                                                                                                                                         |              |                                                                                |          |           |                |          |
| Subjects Name:<br><b>POLITY AND SOCIETY</b><br><b>BBA 107</b>                                                                                                                 |              | Time: 2 Hrs                                                                    |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                | Remembering  | Understanding                                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                              | Q.1,4        | Q.2,3                                                                          | Q.4      | Q.2,5,6   | -              | -        |
| <b>Student will be able to</b><br><b>CO1:</b> List the broad perceptive of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |              |                                                                                |          |           |                |          |
| CO Map                                                                                                                                                                        | Question No. | Question                                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                                           | Q.1          | Explain in brief the functions of legislature and judiciary.                   |          |           |                | 3        |
| CO1                                                                                                                                                                           | Q.2a         | What are the essential features federal form of government?                    |          |           |                | 3        |
|                                                                                                                                                                               | Q.2b         | Write a short note on one party democracy and military rule.                   |          |           |                | 3        |
| CO1                                                                                                                                                                           | Q.3          | State the significance of public administration and problem of implementation. |          |           |                | 6        |
| CO2                                                                                                                                                                           | Q.4          | Explain the social structure of in India                                       |          |           |                | 3        |
| CO2                                                                                                                                                                           | Q.5a         | Elaborate different social stratification.                                     |          |           |                | 3        |
|                                                                                                                                                                               | Q.5b         | Write characteristics of social institution.                                   |          |           |                | 3        |

|            |            |                                               |          |
|------------|------------|-----------------------------------------------|----------|
| <b>CO2</b> | <b>Q 6</b> | <b>Write any issue and programmes of NGO.</b> | <b>6</b> |
|------------|------------|-----------------------------------------------|----------|

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

## **Attainment**

|                         |                  |
|-------------------------|------------------|
| Session                 | <b>2019-22</b>   |
| Course Name             | <b>BBA</b>       |
| <b>Semester</b>         | 1st Semester     |
| <b>Subject Code</b>     | BBA 107          |
| <b>Subject Name</b>     | Polity & Society |
| <b>Attainment Level</b> | Level 2          |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY Business School

## PROGRAMME OUTCOMES

**Bachelor of Business Administration, Academic Year - 2019-22**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship,

both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|         |            | PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |      |
|---------|------------|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|         |            | PO1                           | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| II Sem. | BBA<br>201 | 1                             | 2   | 3   | 1   | 2   | 2   | 1   | 2   | 3   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                        |
|----------------------------------------------------------------------------------------|
|                                                                                        |
| <b>Course Handout</b>                                                                  |
| Course : MACRO ECONOMICS FOR BUSINESS                                                  |
| Course Code : BBA 201, Crédits : 04, Session :2019-22(Even Sem.), Class : BBA 1st Year |

**GGG. Introduction:** This course deals with principles of macroeconomics. The coverage includes determination of and linkages between major macro-economic variables, the level of output and prices, inflation, unemployment, GDP growth, interest rates and exchange rates.

**HHH. Course Outcomes:** At the end of the course, students will be able to:

**BBA 201.1** To Learn about the Micro and Macro Economics variable in details and understand about the difference.

**BBA 201.2** To understand about the aggregate's variable of national Income and circular flow of income in different sector.

**BBA 201.3** To Study about the Full employment Approaches and Income Level

**BBA 201.4** To Learn about the Inflation and Deflation in money Market

**BBA 201.5** To understand about the linkage of money market to international transaction.

### III. Programme Outcomes:

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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**JJJ. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**KKK. Syllabus****Module – I Introduction to Macroeconomics**

The nature of macroeconomics, Micro V/s Macro, Major Macroeconomic Issues, Macroeconomic Policy Objectives, Macroeconomic stability and business environment, Brief introduction to major schools of thought in Macroeconomics.

**Module II- Some Important Macroeconomic Aggregates**

Concept of National Income and Its Measurement, Circular flow of income in two, three, four sector economy, relation between leakages and injections in circular flow. Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations.

**Module III: Theory of Full Employment and Income**

Classical, Modern (Keynesian) Approach, Consumption Function, Relationship between Saving and Consumption. Investment Function, Concept of Marginal Efficiency of Capital and Marginal Efficiency of Investment. National Income DETERMINATION in two, three and four Sector Models. Multiplier in two, three and four Sectors Model.

## Module- IV: Money Market

Definition and Function of Money, Demand Theory of Money- Fisher's, Keynes and Friedman's , IS-LM Model, Source of Money Supply Inflation and Deflation, Measures to Control Inflation- Monetary Policy, Fiscal policy

## Module V: International Linkages

Balance of Payments and Exchange Rates, Trade in Goods, Market Equilibrium and the Balance of Trade, Capital Mobility, Exchange Rate changes and Trade adjustment; Monetary approach to Balance of Payment; Flexible Exchange Rate, Money and Price; Interest Differentials and Exchange Rate Expectations, Exchange Rate Fluctuation and Interdependence.

### F. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### J. Suggested Text/Reference Books:

- Dewett, K. K, Modern Economic Theory: S. Chand &Co, New Delhi
- Shapiro Edward, Macro Economic Analysis, Tata Mc. Graw Hill.
- Seth M.L. Macro Economics, Agarwal Publications, Agra.
- R. Dornbusch & S. Fisher, Macroeconomics, Tata Mc. Graw Hill.
- Mankiw, Principles of Macro Economics, Thomson Publication.
- Sundharam. K.P.M, Money, Banking and International Trade, S. Chand & Co, New Delhi.

### K. Lecture Plan

| Lecture | Topics                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------|------------------|------------------|---------------------------------|
| 1       | The nature of macroeconomics | Lecture          | BBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Mirco V/s Marco              | Lecture          | BBA 201.1        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                   |         |           |                                 |
|----|-------------------------------------------------------------------|---------|-----------|---------------------------------|
| 3  | Major Macroeconomic Issues                                        | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Macroeconomic Policy Objectives                                   | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Macroeconomic stability and business environment                  | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Brief introduction to major schools of thought in Macroeconomics. | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Brief introduction to major schools of thought in Macroeconomics  | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Macroeconomic stability and business environment                  | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Macroeconomic Policy Objectives                                   | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Concept of National Income and Its Measurement                    | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Circular flow of income in two, three, four sector economy        | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Circular flow of income in two, three, four sector economy        | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | relation between leakages and injections in circular flow         | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | relation between leakages and                                     | Lecture | BBA 201.2 | Mid Term-1, Quiz &              |

|    |                                                                                |         |           |                                 |
|----|--------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | injections in circular flow                                                    |         |           | End Sem Exam                    |
| 15 | Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations. | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations. | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations. | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations. | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Investment Function, Concept of Marginal Efficiency of Capital                 | Lecture | BBA 201.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Investment Function, Concept of Marginal Efficiency of Capital                 | Lecture | BBA 201.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Investment Function, Concept of Marginal Efficiency of Capital                 | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Marginal Efficiency of Investment.                                             | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | National Income DETERMINATION in two, three and four Sector Models             | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | National Income DETERMINATION in two, three and four                           | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem      |



|    |                                                               |         |           |                                 |
|----|---------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Sector Models                                                 |         |           | Exam                            |
| 25 | Multiplier in two, three and four Sectors Model.              | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Multiplier in two, three and four Sectors Model.              | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Multiplier in two, three and four Sectors Model.              | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Definition and Function of Money                              | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Definition and Function of Money                              | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | , Demand Theory of Money- Fisher's, Keynes and Friedman's     | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | , Demand Theory of Money- Fisher's, Keynes and Friedman's     | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | , IS-LM Model, Source of Money Supply                         | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | , IS-LM Model, Source of Money Supply                         | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Inflation and Deflation                                       | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Measures to Control Inflation- Monetary Policy, Fiscal policy | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Measures to Control                                           | Lecture | BBA 201.4 | Mid Term-                       |

|    |                                                                                              |         |           |                              |
|----|----------------------------------------------------------------------------------------------|---------|-----------|------------------------------|
|    | Inflation- Monetary<br>Policy, Fiscal policy                                                 |         |           | 2, Quiz &<br>End Sem<br>Exam |
| 37 | Measures to Control<br>Inflation- Monetary<br>Policy, Fiscal policy                          | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |
| 38 | Balance of Payments<br>and Exchange Rates                                                    | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |
| 39 | Balance of Payments<br>and Exchange Rates                                                    | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |
| 40 | Trade in Goods,<br>Market Equilibrium<br>and the Balance of<br>Trade                         | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |
| 41 | Trade in Goods,<br>Market Equilibrium<br>and the Balance of<br>Trade                         | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |
| 42 | Capital Mobility,<br>Exchange Rate<br>changes and Trade<br>adjustment                        | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |
| 43 | Capital Mobility,<br>Exchange Rate<br>changes and Trade<br>adjustment                        | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |
| 44 | Monetary approach<br>to Balance of<br>Payment; Flexible<br>Exchange Rate,<br>Money and Price | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |
| 45 | Monetary approach<br>to Balance of<br>Payment; Flexible<br>Exchange Rate,<br>Money and Price | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |
| 46 | Interest Differentials<br>and Exchange Rate<br>Expectations                                  | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |
| 47 | Exchange Rate<br>Fluctuation and<br>Interdependence                                          | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |
| 48 | Exchange Rate<br>Fluctuation and<br>Interdependence                                          | Lecture | BBA 201.5 | Quiz & End<br>Sem Exam       |

**L. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|------------------|------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  |                                                                                                                  | PO 1                                | PO2      | PO3      | PO4      | PO 5     | PO 6     | PO 7     | PO 8     | PO9      | PO 10    |
| <b>BBA201.1</b>  | To Learn about the Micro and Macro Economics variable in details and understand about the difference.            | <b>2</b>                            | -        | -        | -        | -        | <b>3</b> | -        | -        | -        | <b>1</b> |
| <b>BBA 201.2</b> | To understand about the aggregate's variable of national Income and circular flow of income in different sector. | -                                   | -        | -        | <b>3</b> | -        | <b>2</b> | -        | -        | -        | <b>1</b> |
| <b>BBA201.3</b>  | To Study about the Full employment Approaches and Income Level                                                   | -                                   | <b>1</b> | <b>2</b> | -        | <b>2</b> | -        | <b>2</b> | <b>2</b> | <b>3</b> | <b>1</b> |
| <b>BBA 201.4</b> | To Learn about the Inflation and Deflation in money Market                                                       | <b>3</b>                            | -        | -        | -        | -        | -        | -        | -        | -        | <b>1</b> |
| <b>BBA 201.5</b> | To understand about the linkage of money market to international transaction.                                    |                                     | <b>2</b> | <b>3</b> | <b>2</b> | <b>3</b> | -        | -        | <b>3</b> | <b>2</b> | <b>1</b> |

Sample Question Paper

|                                                                                                                     |                    |                       |
|---------------------------------------------------------------------------------------------------------------------|--------------------|-----------------------|
| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –II) 2019-22</b> |                    |                       |
| <b>Class: B.B.A II Semester</b>                                                                                     |                    |                       |
| <b>Subject Name:</b>                                                                                                | <b>Time: 2 Hrs</b> | <b>Max. Marks: 30</b> |

|                                                                                                                                                                        |                     |                                                                      |             |             |             |              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------|-------------|-------------|-------------|--------------|
| <b>BBA 201 Macro Economics for Business</b>                                                                                                                            |                     |                                                                      |             |             |             |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                  | Remembering         | Understanding                                                        | Applying    | Analyzing   | Evaluating  | Creating     |
| <b>Question Mapping</b>                                                                                                                                                | <b>Q.1</b>          | <b>Q.4</b>                                                           | <b>Q.5a</b> | <b>Q.5b</b> | <b>Q.2a</b> | <b>Q.2b</b>  |
| Student will be able to<br><b>CO1:</b> List the broad perceptive of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |                     |                                                                      |             |             |             |              |
| <b>CO Map</b>                                                                                                                                                          | <b>Question No.</b> | <b>Question</b>                                                      |             |             |             | <b>Marks</b> |
| BBA201.1                                                                                                                                                               | Q.1                 | Explain the Nature of Macroeconomics in details                      |             |             |             | 3            |
| BBA201.2                                                                                                                                                               | Q.2a                | What do you mean by national income and its aggregates               |             |             |             | 3            |
|                                                                                                                                                                        | Q.2b                | Explain the Circular flow of income in different sectors of economy. |             |             |             | 3            |
| BBA201.1                                                                                                                                                               | Q.3                 | Write down the difference between macro and micro economics          |             |             |             | 6            |
| BBA201.2                                                                                                                                                               | Q.4                 | Explain the relationship between leakages and injection              |             |             |             | 3            |
| BBA201.1                                                                                                                                                               | Q.5a                | Explain the major issues of macro economics                          |             |             |             | 3            |
|                                                                                                                                                                        | Q.5b                | Explain the stability under the macroeconomics variables             |             |             |             | 3            |
| BBA201.2                                                                                                                                                               | Q 6                 | Write down the role of Nifty and Sensex in Indian economics          |             |             |             | 6            |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                              |
|-------------------------|------------------------------|
| <b>Session</b>          | 2019-20                      |
| <b>Course Name</b>      | <b>BBA</b>                   |
| <b>Semester</b>         | 2nd Semester                 |
| <b>Subject Code</b>     | BBA 201                      |
| <b>Subject Name</b>     | Macro Economics for Business |
| <b>Attainment Level</b> | Level 2                      |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration, Academic Year – 2019-22**

**Programme Outcomes:**

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|         |         | PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |      |
|---------|---------|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|         |         | PO1                           | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| II Sem. | BBA 202 | 1                             | 2   | 1   | 2   | 1   | 2   | 1   | -   | 2   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                  |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : Corporate Accounting                                                          |
| Course Code : BBA 202, Crédits : 04, Session :2019-22(Even Sem.), Class : BBA 1st Year |

**LLL. Introduction:** This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

**MMM. Course Outcomes:** At the end of the course, students will be able to:

**BBA 202.1** To learn about the Accounting Standard and the process of maintaining statutory record.

**BBA 202.2** to study about the journal entries in the book of the company in different phases like issue Forfeiture and reissue of share.

**BBA 202.3** to study about the journal entries in the book of the company in different phases like issue redemption and reissue of Debenture.

**BBA 202.4** Preparation and presentation of final accounts of joint stock companies as per company law.

**BBA 202.5** To study about the accounting Procedure of holding and subsidiaries company

**BBA 202.6** To learn about the different method of valuation of shares and goodwill

**BBA 202.7** To identify companies which have amalgamated as per merger method and purchase method

**NNN. Programme Outcomes:**



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**000. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **PPP. Syllabus**

### **Module I- Introduction**

Statutory records to be maintained by a company, Accounting standards - relevance and significance; National and international accounting standards.

### **Module II- Accounting for share capital transactions**

Accounting for share capital transactions - issue of shares at par, at premium and at discount; forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares - Statutory requirements, Disclosure in balance sheet; Rights issue, Underwriting.

### **Module III- Debentures**

Issue of debentures - accounting treatment and procedures; Redemption of debentures; Conversion of debentures into shares.

### **Module IV- Final Accounts**

Preparation and presentation of final accounts of joint stock companies as per company law requirements; Provisions and reserves; Determination of managerial remuneration; Appropriation out of profits; Transfer of profits to reserves; Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund; Bonus shares and payment of interest out of capital.

### **Module V- Holding and Subsidiary Companies**

Holding and subsidiary companies - Accounting treatment and disclosures; Consolidation of accounts.

### **Module VI - Valuation of Goodwill and Shares**

Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill, Methods of share valuation (Equity & preference shares).

### **Module VII- Amalgamation, Absorption and reconstruction of companies**

Accounting treatment for amalgamation, Absorption and reconstruction of companies; Internal and external reconstruction, Liquidation- Preparation of liquidators statement & affairs, Deficiency/ surplus statement, Calculation of pro rata treatment of uncalled capital.

**QQQ. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**RRR. Suggested Text/Reference Books:**

- Maheswari, S.N. (2009), Principles of Management Accounting, Sultan Chand & Sons, N Delhi.
- Tulsian, P C, (2009), Financial Accounting, 2<sup>nd</sup> Edition, Pearson Education.
- Rajasekran, (2010), Financial Accounting, 1<sup>st</sup> Edition, Pearson Education.
- Narayanaswamy, Financial Accounting
- SP Iyengar, Advanced Accountancy
- RL Gupta, Advanced Accountancy
- Jain and Narang, Corporate Accounting

**SSS. Lecture Plan**

| Lecture | Topics                                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Statutory records to be maintained by a company                        | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Accounting standards                                                   | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | relevance and significance; National                                   | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | International accounting standards                                     | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | international accounting standards.                                    | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | international accounting standards.                                    | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | international accounting standards.                                    | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Accounting for share capital transactions - issue of shares at par, at | Lecture          | BBA 202.2        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                |         |           |                                 |
|----|------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | premium and at discount                                                                        |         |           |                                 |
| 9  | Accounting for share capital transactions - issue of shares at par, at premium and at discount | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Accounting for share capital transactions - issue of shares at par, at premium and at discount | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares         | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares         | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Statutory requirements, Disclosure in balance sheet; Rights issue, Underwriting.               | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Statutory requirements, Disclosure in balance sheet; Rights issue, Underwriting.               | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Issue of debentures - accounting treatment and procedures;                                     | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Issue of debentures - accounting treatment and procedures;                                     | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Issue of debentures - accounting treatment and procedures;                                     | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Redemption of debentures; Conversion of debentures into shares.                                | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Redemption of debentures; Conversion of debentures into shares.                                | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                     |         |           |                                    |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|------------------------------------|
| 20 | Redemption of debentures;<br>Conversion of debentures into shares.                                                                                  | Lecture | BBA 202.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 21 | Redemption of debentures;<br>Conversion of debentures into shares.                                                                                  | Lecture | BBA 202.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 22 | Preparation and presentation of final accounts of joint stock companies as per company law requirements;<br>Provisions and reserves                 | Lecture | BBA 202.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 23 | Preparation and presentation of final accounts of joint stock companies as per company law requirements;<br>Provisions and reserves                 | Lecture | BBA 202.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 24 | ; Determination of managerial remuneration;<br>Appropriation out of profits; Transfer of profits to reserves                                        | Lecture | BBA 202.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 25 | ; Determination of managerial remuneration;<br>Appropriation out of profits; Transfer of profits to reserves                                        | Lecture | BBA 202.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 26 | Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund;<br>Bonus shares and payment of interest out of capital. | Lecture | BBA 202.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 27 | Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund;<br>Bonus shares and payment of interest out of capital. | Lecture | BBA 202.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 28 | Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund;                                                         | Lecture | BBA 202.4 | Mid Term-2, Quiz<br>& End Sem Exam |

|    |                                                                                       |         |           |                                 |
|----|---------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Bonus shares and payment of interest out of capital.                                  |         |           |                                 |
| 29 | Holding and subsidiary companies - Accounting treatment and disclosures               | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Holding and subsidiary companies - Accounting treatment and disclosures               | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Holding and subsidiary companies - Accounting treatment and disclosures               | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Holding and subsidiary companies - Accounting treatment and disclosures               | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Consolidation of accounts.                                                            | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Consolidation of accounts.                                                            | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Consolidation of accounts.                                                            | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill | Lecture | BBA 202.6 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 38 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 39 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 40 | Methods of share valuation (Equity & preference shares).                              | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 41 | Methods of share valuation (Equity & preference shares).                              | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 42 | Methods of share valuation (Equity & preference shares).                              | Lecture | BBA 202.6 | Quiz & End Sem Exam             |

|    |                                                                                             |         |           |                     |
|----|---------------------------------------------------------------------------------------------|---------|-----------|---------------------|
| 43 | Accounting treatment for amalgamation, Absorption and reconstruction of companies           | Lecture | BBA 202.7 | Quiz & End Sem Exam |
| 44 | Accounting treatment for amalgamation, Absorption and reconstruction of companies           | Lecture | BBA 202.7 | Quiz & End Sem Exam |
| 45 | Internal and external reconstruction,                                                       | Lecture | BBA 202.7 | Quiz & End Sem Exam |
| 46 | Liquidation- Preparation of liquidators statement & affairs, Deficiency/ surplus statement, | Lecture | BBA 202.7 | Quiz & End Sem Exam |
| 47 | Calculation of pro rata treatment of uncalled capital.                                      | Lecture | BBA 202.7 | Quiz & End Sem Exam |
| 48 | Calculation of pro rata treatment of uncalled capital.                                      | Lecture | BBA 202.7 | Quiz & End Sem Exam |

**TTT. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |     |     |     |     |     |     |     |     |      |
|------------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                  |                                                                                                             | PO1                                 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| <b>BBA202.1</b>  | To learn about the Accounting Standard and the process of maintaining statutory record.                     | 2                                   | -   | -   | 3   | 2   | -   | -   | 2   | 3   | 1    |
| <b>BBA 202.2</b> | to study about the journal entries in the book of the company in different phases like issue Foefeiture and | 3                                   | -   | 2   | -   | 2   | 3   | 1   | -   | 2   | 1    |



|                  |                                                                                                                                  |          |          |          |          |          |          |          |          |          |          |
|------------------|----------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  | reissue of share.                                                                                                                |          |          |          |          |          |          |          |          |          |          |
| <b>BBA202.3</b>  | to study about the journal entries in the book of the company in different phases like issue redemption and reissue of Debenture | <b>2</b> | -        | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        | <b>1</b> |
| <b>BBA 202.4</b> | Preparation and presentation of final accounts of joint stock companies as per company law.                                      | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA 202.5</b> | To study about the accounting Procedure of holding and subsidiaries company                                                      | -        | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> | <b>1</b> |
| <b>BBA 202.6</b> | To learn about the different method of valuation of shares and goodwill                                                          | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA 202.7</b> | To identify companies which have amalgamated as per merger method and purchase method                                            | <b>2</b> | -        | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | -        | <b>2</b> | <b>1</b> |



Sample Question Paper

| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –II) 2019-22</b>                                                        |              |                                                                         |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.B.A II Semester                                                                                                                                                   |              |                                                                         |          |           |                |          |
| Subject Name:<br>BBA 202 Corporate Accounting                                                                                                                              |              | Time: 2 Hrs                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                             | Remembering  | Understanding                                                           | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                           | Q.1          | Q.4                                                                     | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| Student will be able to<br><br><b>CO1:</b> List the broad perceptive of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |              |                                                                         |          |           |                |          |
| CO Map                                                                                                                                                                     | Question No. | Question                                                                |          |           |                | Marks    |
| BBA202.1                                                                                                                                                                   | Q.1          | Write down the role and significant of accounting standard              |          |           |                | 3        |
| BBA202.2                                                                                                                                                                   | Q.2a         | Write down the journal entries of issue of share at Premium             |          |           |                | 3        |
|                                                                                                                                                                            | Q.2b         | What do you mean by forfeiture of share, write down its journal entries |          |           |                | 3        |
| BBA202.1                                                                                                                                                                   | Q.3          | Why company have required to prepare statutory record                   |          |           |                | 6        |
| BBA202.2                                                                                                                                                                   | Q.4          | What do you mean by buy back of share, write down its journal entries   |          |           |                | 3        |
| BBA202.1                                                                                                                                                                   | Q.5a         | Explain about right issue and underwriting in details                   |          |           |                | 3        |
|                                                                                                                                                                            | Q.5b         | Explain about the international accounting standard                     |          |           |                | 3        |
| BBA202.2                                                                                                                                                                   | Q 6          | Explain the procedure of redemption of preference shares.               |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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## Attainment

|                  |                      |
|------------------|----------------------|
| Session          | 2019-20              |
| Course Name      | BBA                  |
| Semester         | 2nd Semester         |
| Subject Code     | BBA 202              |
| Subject Name     | Corporate Accounting |
| Attainment Level | Level 2              |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY**

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                          |
|------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |
| AMITY BUSINESS SCHOOL                    |

### **PROGRAMME OUTCOMES**

#### **Bachelor of Business Administration, Academic Year – 2019-22**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|         |         | PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |      |
|---------|---------|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|         |         | PO1                           | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| II Sem. | BBA 203 | 1                             | 2   | 1   | 3   | 2   | 1   | 2   | -   | 2   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                  |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : Organizational Behaviour                                                      |
| Course Code : BBA 203, Crédits : 03, Session :2019-22(Even Sem.), Class : BBA 1st Year |

**UUU. Introduction:** The objective of this course is to familiarize the students with the behavioral patterns of Human beings at individual and group levels

**VVV. Course Outcomes:** At the end of the course, students will be able to:

**BBA 203.1** To learn about Factors Effecting Human Behaviour, Levels of Human Behaviour; Disciplines contributing to OB

**BBA 203.2** to study about Concept of Personality, Determinants of Personality and Types of Personality, Theories of Personality, Perception

**BBA 203.3** to study about Concept, Significance and Theories of Motivation, Motivation and Behavior, Motivation at Work, Attitudes, (Meaning and nature).

**BBA 203.4** To understand about the Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication, making communication effective, Power.

**BBA 203.5** To study about the Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems

**BBA 203.6** To learn about the Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management

**WWW. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.



**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**XXX. Assessment Plan:**

| Component of Evaluation | Description | Code | Weightage |
|-------------------------|-------------|------|-----------|
|-------------------------|-------------|------|-----------|

|                                |                                                                                                                                                                                                               |          | %           |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### YYY. Syllabus

##### **Module I: Understanding Human Behaviour**

The concept, Nature and Significance of Human Behaviour, Factors Effecting Human Behaviour, Levels of Human Behaviour; Disciplines contributing to OB. Models of OB.PP

##### **Module II: Individual Behaviour**

Individual Differences, Concept of Personality, Determinants of Personality and Types of Personality, Theories of Personality, Perception & Perceptual Process, Learning and Behavior reinforcement, values.

##### **Module III: Motivation & Attitude**

Concept, Significance and Theories of Motivation, Motivation and Behavior, Motivation at Work, Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes.

##### **Module IV: Interpersonal Behaviour, Power & Politics**

Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication, making communication effective, Power (Concept, determinants & sources, types), Organizational Politics, Tactics & Impression Management.

### **Module V: Group Behaviour and Leadership**

Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems, Leadership, Nature and Significance of Leadership, Leadership Styles, Theories of Leadership, Trait Theory, Behavioral Theory (Managerial Grid).

### **Module VI: Change and Conflicts**

Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture, Learning and maintaining organizational culture, Organizational change, Planned change, Resistance to change, Organization development (Definition), Need for organization development, Organization development process.

#### **ZZZ. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **AAAA. Suggested Text/Reference Books:**

K. Ashwathappa, Organisational Behaviour, Tata McGraw Hill  
Keith Davis, Organisational Behaviour, Tata Mc Graw-Hill  
Keith Davis, Human Behaviour at Work, Tata McGraw-Hill

#### **BBBB. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                           | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|---------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | The concept, Nature and Significance of Human Behaviour | Lecture                 | BBA 203.1               | Mid Term-1, Quiz & End Sem Exam |
| 2              | The concept, Nature and Significance of Human Behaviour | Lecture                 | BBA 203.1               | Mid Term-1, Quiz & End Sem Exam |
| 3              | Factors Effecting Human                                 | Lecture                 | BBA 203.1               | Mid Term-1, Quiz                |

|    |                                                                                        |         |           |                                 |
|----|----------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Behaviour, Levels of Human Behaviour                                                   |         |           | & End Sem Exam                  |
| 4  | Factors Effecting Human Behaviour, Levels of Human Behaviour                           | Lecture | BBA 203.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Disciplines contributing to OB. Models of OB.PP                                        | Lecture | BBA 203.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Disciplines contributing to OB. Models of OB.PP                                        | Lecture | BBA 203.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Individual Differences, Concept of Personality, Determinants of Personality            | Lecture | BBA 203.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Individual Differences, Concept of Personality, Determinants of Personality            | Lecture | BBA 203.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Types of Personality, Theories of Personality, Perception & Perceptual Process         | Lecture | BBA 203.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Types of Personality, Theories of Personality, Perception & Perceptual Process         | Lecture | BBA 203.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Learning and Behavior reinforcement, values.                                           | Lecture | BBA 203.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Learning and Behavior reinforcement, values.                                           | Lecture | BBA 203.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Concept, Significance and Theories of Motivation                                       | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Motivation and Behavior, Motivation at Work,                                           | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Attitudes, (Meaning and nature), Formation and change                                  | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                    |         |           |                                 |
|----|------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | attitudes, Job related attitudes                                                                                                   |         |           |                                 |
| 17 | Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes                                             | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes                                             | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication                    | Lecture | BBA 203.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication                    | Lecture | BBA 203.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | making communication effective, Power (Concept, determinants & sources, types),                                                    | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | making communication effective, Power (Concept, determinants & sources, types),                                                    | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Organizational Politics, Tactics & Impression Management                                                                           | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Organizational Politics, Tactics & Impression Management                                                                           | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter                | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                                         |         |           |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Group Problems                                                                                                                                          |         |           |                                 |
| 27 | Leadership, Nature and Significance of Leadership, Leadership Styles,                                                                                   | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Leadership, Nature and Significance of Leadership, Leadership Styles,                                                                                   | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Theories of Leadership, Trait Theory, Behavioral Theory (Managerial Grid).                                                                              | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Theories of Leadership, Trait Theory, Behavioral Theory (Managerial Grid).                                                                              | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Learning and maintaining organizational culture, Organizational change, Planned change, Resistance to change                                            | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Learning and maintaining organizational culture, Organizational change, Planned change, Resistance to change                                            | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Organization development (Definition), Need for organization development, Organization development                                                      | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                            |         |           |                                 |
|----|------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | process                                                                                                    |         |           |                                 |
| 36 | Organization development (Definition), Need for organization development, Organization development process | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |

**CCCC. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |     |     |     |     |     |     |     |     |        |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|--------|
|                  |                                                                                                                                                | PO1                                 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10   |
| <b>BBA203.1</b>  | To learn about Factors Effecting Human Behaviour, Levels of Human Behaviour; Disciplines contributing to OB                                    | 2                                   | -   | -   | 3   | 2   | -   | -   | 2   | 3   | 1<br>1 |
| <b>BBA 203.2</b> | to study about Concept of Personality, Determinants of Personality and Types of Personality, Theories of Personality, Perception               | 3                                   | -   | 2   | -   | 2   | 3   | 1   | -   | 2   |        |
| <b>BBA203.3</b>  | to study about Concept, Significance and Theories of Motivation, Motivation and Behavior, Motivation at Work, Attitudes, (Meaning and nature). | 2                                   | -   | -   | 3   | 1   | -   | 2   | -   | -   | 1      |
| <b>BBA 203.4</b> | To understand about the Interpersonal Dimensions of                                                                                            | -                                   | 3   | 2   | -   | -   | 2   | -   | 3   | 2   | 1      |

|                  |                                                                                                                                                       |          |          |          |          |          |          |          |          |          |          |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  | Behaviour, Transactional Analysis, Implications of TA, Organizational communication, making communication effective, Power.                           |          |          |          |          |          |          |          |          |          |          |
| <b>BBA 203.5</b> | To study about the Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems | -        | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> | <b>1</b> |
| <b>BBA 203.6</b> | To learn about the Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management    | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> |



# Sample Question Paper

| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –II) 2019-22</b>                                                        |              |                                                |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.B.A II Semester                                                                                                                                                   |              |                                                |          |           |                |          |
| Subject Name:<br>BBA 203 Organizational Behaviour                                                                                                                          |              | Time: 2 Hrs                                    |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                             | Remembering  | Understanding                                  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                           | Q.1          | Q.4                                            | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| Student will be able to<br><b>CO1:</b> List the broad perceptive of cloud architecture and model.<br><br><b>CO2:</b> Apply different cloud programming models as per need. |              |                                                |          |           |                |          |
| CO Map                                                                                                                                                                     | Question No. | Question                                       |          |           |                | Marks    |
| BBA203.1                                                                                                                                                                   | Q.1          | Write down the nature of human behaviour       |          |           |                | 3        |
| BBA203.2                                                                                                                                                                   | Q.2a         | Explain the Different types of personality.    |          |           |                | 3        |
|                                                                                                                                                                            | Q.2b         | Write down the personality in details          |          |           |                | 3        |
| BBA203.1                                                                                                                                                                   | Q.3          | Explain the different model of OB              |          |           |                | 6        |
| BBA203.2                                                                                                                                                                   | Q.4          | Explain the perception and perceptual Process  |          |           |                | 3        |
| BBA203.1                                                                                                                                                                   | Q.5a         | Explain the different level of human behaviour |          |           |                | 3        |
|                                                                                                                                                                            | Q.5b         | Explain the disciplines contributing to OB     |          |           |                | 3        |
| BBA203.2                                                                                                                                                                   | Q 6          | Write down about the behaviour reinforcement   |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

### **Attainment**

|                         |                          |
|-------------------------|--------------------------|
| Session                 | 2019-20                  |
| Course Name             | <b>BBA</b>               |
| <b>Semester</b>         | 2nd Semester             |
| <b>Subject Code</b>     | BBA 203                  |
| <b>Subject Name</b>     | Organizational Behaviour |
| <b>Attainment Level</b> | Level 2                  |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration, Academic Year – 2019-22**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship,

both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|         |            | PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |      |
|---------|------------|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|         |            | PO1                           | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| II Sem. | BBA<br>205 | 1                             | 2   | 1   | 2   | 3   | 1   | -   | 2   | 1   | 1    |



| AMITY BUSINESS SCHOOL                                                                  |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : Sales and Distribution Management                                             |
| Course Code : BBA 205, Crédits : 03, Session :2019-22(Even Sem.), Class : BBA 1st Year |

**DDDD. Introduction:** The major objective of this course is to acquaint the students with the theory and practice of Management of Sales Operations.

**EEEE. Course Outcomes:** At the end of the course, students will be able to:

**BBA 205.1** To learn about Nature and role of Sales Manager's job. Sales management as a career

**BBA 205.2** to study about the Types of sales organization. Coordination of selling functions with other marketing activities.

**BBA 205.3** to study about the Sales Territory: Concept and procedure of devising sales territories, Routing and Scheduling of Sales force.

**BBA 205.4** Recruitment and Selection of sales personnel (domestic and international perspective. Sales training.

**BBA 205.5** To study about the Sales Presentation and Demonstration, Handling objections and Closing a sale, Post sales follow up.

**BBA 205.6** To learn about the Concept of logistics planning: inventory management decisions, transportation decisions, location decisions.

**FFFF. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**GGGG. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**HHHH. Syllabus****Module I: Introduction**

Sales management- Concept, Objectives and functions. Evolution of sales management. Nature and role of Sales Manager's job. Sales management as a career. Emerging trends in sales management .

**Module II: Sales Organization**

Purpose of sales organization. Setting sales organization. Types of sales organization. Coordination of selling functions with other marketing activities. Sales forecasting.

**Module III: Controlling sales effort**

Sales Budget: Purpose and budgetary procedure. Quotas: Concept, Objectives and Types. Sales Territory: Concept and procedure of devising sales territories, Routing and Scheduling of Sales force. Sales Audit.



#### **Module IV: Managing Sales Force**

Concept of sales force management. Recruitment and Selection of sales personnel (domestic and international perspective). Sales training. Compensating and motivating sales personnel. Controlling and evaluating sales personnel

#### **Module V Personal Selling**

Introduction to Personal Selling: Qualities of effective sales person, Personal selling situations, Personal selling process: Pre approach, Opening a sale, Sales Presentation and Demonstration, Handling objections and Closing a sale, Post sales follow up.

#### **Module VI: Distribution and Logistics Management**

Distribution channels: Concept and need, Channel Conflict: Concept and stages. Conflict management. Objectives of logistics. Concept of logistics planning: inventory management decisions, transportation decisions, location decisions.

#### **III. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **JJJJ. Suggested Text/Reference Books:**

- Still Cundiff, Sales Management Decision Strategies, Fifth Edition, Printice Hall.
- Panda Tapan K., Sahadev Sunil, Sales and Distribution Management, 2005, Oxford University Press.
- Kapoor Ramneek, Fundamentals of Sales Management, 2005, McMillan.
- Sudha GS, Sales & Advertising Management, 2005, Indus Valley Publications.
- Walker, Churchill Ford, Management of Sales Force

#### **KKKK. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                       | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b> |
|----------------|-----------------------------------------------------|-------------------------|-------------------------|-----------------------------|
| 1              | Sales management- Concept, Objectives and functions | Lecture                 | BBA 205.1               | Mid Term-1, Quiz & End Sem  |

|   |                                                                                        |         |           |                                 |
|---|----------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|   |                                                                                        |         |           | Exam                            |
| 2 | Evolution of sales management                                                          | Lecture | BBA 205.1 | Mid Term-1, Quiz & End Sem Exam |
| 3 | Nature and role of Sales Manager's job                                                 | Lecture | BBA 205.1 | Mid Term-1, Quiz & End Sem Exam |
| 4 | <i>Nature and role of Sales Manager's job</i>                                          | Lecture | BBA 205.1 | Mid Term-1, Quiz & End Sem Exam |
| 5 | Sales management as a career. Emerging trends in sales management                      | Lecture | BBA 205.1 | Mid Term-1, Quiz & End Sem Exam |
| 6 | Sales management as a career. Emerging trends in sales management                      | Lecture | BBA 205.1 | Mid Term-1, Quiz & End Sem Exam |
| 7 | Purpose of sales organization. Setting sales organization. Types of sales organization | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 8 | Purpose of sales organization. Setting sales organization. Types of sales organization | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 9 | Purpose of sales organization. Setting sales organization. Types of sales              | Lecture | BBA 205.2 | Mid Term-1, Quiz &              |

|    |                                                                                                     |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | organization                                                                                        |         |           | End Sem Exam                    |
| 10 | Coordination of selling functions with other marketing activities. Sales forecasting.               | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Coordination of selling functions with other marketing activities. Sales forecasting.               | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Coordination of selling functions with other marketing activities. Sales forecasting.               | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Sales Budget: Purpose and budgetary procedure. Quotas                                               | Lecture | BBA 205.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Sales Budget: Purpose and budgetary procedure. Quotas                                               | Lecture | BBA 205.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Concept, Objectives and Types. Sales Territory: Concept and procedure of devising sales territories | Lecture | BBA 205.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Concept, Objectives and Types. Sales Territory: Concept and procedure of devising sales territories | Lecture | BBA 205.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Routing and Scheduling of Sales                                                                     | Lecture | BBA 205.3 | Mid                             |

|    |                                                                                       |         |           |                                                |
|----|---------------------------------------------------------------------------------------|---------|-----------|------------------------------------------------|
|    | force. Sales Audit                                                                    |         |           | Term-1,<br>Quiz &<br>End<br>Sem<br>Exam        |
| 18 | Routing and Scheduling of Sales<br>force. Sales Audit                                 | Lecture | BBA 205.3 | Mid<br>Term-1,<br>Quiz &<br>End<br>Sem<br>Exam |
| 19 | Concept of sales force<br>management. Recruitment and<br>Selection of sales personnel | Lecture | BBA 205.4 | Mid<br>Term-1,<br>Quiz &<br>End<br>Sem<br>Exam |
| 20 | Concept of sales force<br>management. Recruitment and<br>Selection of sales personnel | Lecture | BBA 205.4 | Mid<br>Term-1,<br>Quiz &<br>End<br>Sem<br>Exam |
| 21 | Sales training. Compensating<br>and motivating sales personnel                        | Lecture | BBA 205.4 | Mid<br>Term-2,<br>Quiz &<br>End<br>Sem<br>Exam |
| 22 | Sales training.<br>Compensating and<br>motivating sales personnel                     | Lecture | BBA 205.4 | Mid<br>Term-2,<br>Quiz &<br>End<br>Sem<br>Exam |
| 23 | Controlling and evaluating sales<br>personnel                                         | Lecture | BBA 205.4 | Mid<br>Term-2,<br>Quiz &<br>End<br>Sem<br>Exam |
| 24 | Controlling and evaluating sales<br>personnel                                         | Lecture | BBA 205.4 | Mid<br>Term-2,<br>Quiz &<br>End<br>Sem         |

|    |                                                                                                                             |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                                                             |         |           | Exam                            |
| 25 | Introduction to Personal Selling: Qualities of effective sales person, Personal selling situations                          | Lecture | BBA 205.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Introduction to Personal Selling: Qualities of effective sales person, Personal selling situations                          | Lecture | BBA 205.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Personal selling process: Pre approach, Opening a sale, Sales Presentation and Demonstration                                | Lecture | BBA 205.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Personal selling process: Pre approach, Opening a sale, Sales Presentation and Demonstration                                | Lecture | BBA 205.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Handling objections and Closing a sale, Post sales follow up.                                                               | Lecture | BBA 205.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Handling objections and Closing a sale, Post sales follow up.                                                               | Lecture | BBA 205.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Distribution channels: Concept and need, Channel Conflict: Concept and stages. Conflict management. Objectives of logistics | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Distribution channels: Concept and need, Channel Conflict: Concept and                                                      | Lecture | BBA 205.6 | Mid Term-2, Quiz &              |

|    |                                                                                                              |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | stages. Conflict management. Objectives of logistics                                                         |         |           | End Sem Exam                    |
| 33 | Concept of logistics planning: inventory management decisions, transportation decisions, location decisions. | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Concept of logistics planning: inventory management decisions, transportation decisions, location decisions. | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Concept of logistics planning: inventory management decisions, transportation decisions, location decisions. | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Concept of logistics planning: inventory management decisions, transportation decisions, location decisions. | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |

**LLLL. Course Articulation Matrix (Mapping of COs with POs)**

| CO              | STATEMENT                                                                           | CORRELATION WITH PROGRAMME OUTCOMES |     |     |          |          |     |     |          |          |          |
|-----------------|-------------------------------------------------------------------------------------|-------------------------------------|-----|-----|----------|----------|-----|-----|----------|----------|----------|
|                 |                                                                                     | PO1                                 | PO2 | PO3 | PO4      | PO5      | PO6 | PO7 | PO8      | PO9      | PO10     |
| <b>BBA205.1</b> | To learn about Nature and role of Sales Manager's job. Sales management as a career | <b>2</b>                            | -   | -   | <b>3</b> | <b>2</b> | -   | -   | <b>2</b> | <b>3</b> | <b>1</b> |

|                  |                                                                                                                                 |          |          |          |          |          |          |          |          |          |          |
|------------------|---------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA 205.2</b> | to study about the Types of sales organization. Coordination of selling functions with other marketing activities.              | <b>3</b> | -        | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>1</b> | -        | <b>2</b> | <b>1</b> |
| <b>BBA205.3</b>  | to study about the Sales Territory: Concept and procedure of devising sales territories, Routing and Scheduling of Sales force. | <b>2</b> | -        | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        | <b>1</b> |
| <b>BBA 205.4</b> | Recruitment and Selection of sales personnel (domestic and international perspective. Sales training                            | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA 205.5</b> | To study about the Sales Presentation and Demonstration, Handling objections and Closing a sale, Post sales follow up.          | -        | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> | <b>1</b> |
| <b>BBA 205.6</b> | To learn about the Concept of logistics planning: inventory management decisions, transportation decisions, location decisions  | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> |

Sample Question Paper

|                                                                                                                     |                    |                       |
|---------------------------------------------------------------------------------------------------------------------|--------------------|-----------------------|
| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –II) 2019-22</b> |                    |                       |
| <b>Class: B.B.A II Semester</b>                                                                                     |                    |                       |
| <b>Subject Name:</b><br><b>BBA 205 Sales and Distribution</b>                                                       | <b>Time: 2 Hrs</b> | <b>Max. Marks: 30</b> |

|                                                                                                                                                                               |                     |                                                                 |          |           |            |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------------|----------|-----------|------------|--------------|
| <b>Management</b>                                                                                                                                                             |                     |                                                                 |          |           |            |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                         | Remembering         | Understanding                                                   | Applying | Analyzing | Evaluating | Creating     |
| <b>Question Mapping</b>                                                                                                                                                       | Q.1                 | Q.4                                                             | Q.5a     | Q.5b      | Q.2a       | Q.2b         |
| <b>Student will be able to</b><br><b>CO1:</b> List the broad perceptive of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |                     |                                                                 |          |           |            |              |
| <b>CO Map</b>                                                                                                                                                                 | <b>Question No.</b> | <b>Question</b>                                                 |          |           |            | <b>Marks</b> |
| BBA202.1                                                                                                                                                                      | Q.1                 | Explain the Sales Management in details                         |          |           |            | 3            |
| BBA202.2                                                                                                                                                                      | Q.2a                | Write down the Purpose of Sales Organisation                    |          |           |            | 3            |
|                                                                                                                                                                               | Q.2b                | Explain the different types of Sales organisation               |          |           |            | 3            |
| BBA202.1                                                                                                                                                                      | Q.3                 | Explain the Functions and Objectives of Sales Management        |          |           |            | 6            |
| BBA202.2                                                                                                                                                                      | Q.4                 | Write note on setting of sale organisation                      |          |           |            | 3            |
| BBA202.1                                                                                                                                                                      | Q.5a                | Explain the emerging trends in sale management                  |          |           |            | 3            |
|                                                                                                                                                                               | Q.5b                | Write a short note on sales manager as a Career                 |          |           |            | 3            |
| BBA202.2                                                                                                                                                                      | Q 6                 | Explain the Sales Coordination with other function of marketing |          |           |            | 6            |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



### **Attainment**

|                         |                                   |
|-------------------------|-----------------------------------|
| Session                 | <b>2019-20</b>                    |
| Course Name             | <b>BBA</b>                        |
| <b>Semester</b>         | 2nd Semester                      |
| <b>Subject Code</b>     | BBA 205                           |
| <b>Subject Name</b>     | Sales and Distribution Management |
| <b>Attainment Level</b> | Level 2                           |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)  
 If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA I<br>SEM                  | BBA101 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 2   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                           |
|-------------------------------------------------------------------------------------------|
|                                                                                           |
| <b>Course Handout</b>                                                                     |
| Course : MANAGEMENT FOUNDATIONS                                                           |
| Course Code : BBA101, Crédits : 03,<br>Session : 2019-22 (Odd Sem.), Class : BBA 1st Year |

**A. Introduction:** The aim of the course is to orient the students in theories and practices of management so as to apply the acquired knowledge in actual business practices. This is a gateway to the real world of management and decision-making.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA101.1.** Knowledge of principles of management and school of management thoughts

**BBA101.2.** Understand the significance of planning, and decision making.

**BBA101.3.** Describe the organization concept and classify the organization structure

**BBA101.4.** Understand the complexities associated with management of human resources or staffing in the organizations and integrate the learning in handling these complexities.

**BBA101.5.** Understand and analyze the concept, theories and techniques of motivation and leadership. Demonstrate the ability to directing and communicate effectively.

**BBA101.6.** Understand and describe the conceptual framework of control and techniques of control.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a

global business environment and emerging technologies to support, sustain and innovate business.

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**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------|-------------|--------------------|
|--------------------------------|--------------------|-------------|--------------------|

|                                |                                                                                                                                                                                                               |          |             |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## **E. Syllabus**

### **Module I: Introduction**

Definition of management, Functions of Management, Levels of Management, Evolution of Management and Principles of Management, School & Thought of Management: Classical and Neo - Classical Theories, Systems Approach to organization, Modern Organization Theory. Management in Indian Culture and Tradition, Function and Responsibilities of Management.

### **Module II: Planning**

Planning objectives, significance and characteristics, Planning process, Hierarchies of planning, Planning vs Forecasting, Strategies and Policies, Types of plans, MBO, Decision making – concepts, significance & process, Types of decision, Concept and techniques of forecasting, Planning for start-ups.

### **Module III: Organizing**

Nature and Purpose of Organisation, Meaning, Importance and process of organization, Departmentalization, Organisational Structure: types and relevance, line and staff relationship, Span of Control, Types of Organization, Authority, Delegation of Authority, Decentralization.

### **Module IV: Staffing**

Meaning, Job analysis, Manpower planning, Recruitment: recruitment sources & selection, Orientation, Transfers and Promotions, Job design, Training & Career Development, Performance appraisal, Rewards and Recognition.

### **Module V: Directing**

Direction: Nature and Purpose, Motivation, Leadership, Co-ordination, Communication, Directing, Creativity and Innovation.

### **Module VI: Controlling**

Objectives and process of management control, Types of control- budgetary and non-budgetary, Techniques and behavioural aspects of management control. An overview of Strategic Management, SWOT Analysis, Future Management-Challenges and Skills.

#### **F. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **G. Suggested Text/Reference Books:**

- Essential of Management, Koontz O' Donnell
- Management, Stoner, Freemand & Gilbert
- Principles & practice of Mgmt., L.M. Prasad
- Management Today, Burton & Thakur
- Principles & Practices of Mgmt., C.B. Gupta

#### **H. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                                    | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|--------------------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1.             | <b>Introduction</b> – Definition of management, Functions of Management                          | Lecture                 | BBA101.1                | Mid Term-1, Quiz & End Sem Exam |
| 2.             | <b>Introduction</b> – Levels of Management, Evolution of Management and Principles of Management | Group Discussion        | BBA101.1                | Mid Term-1, Quiz & End Sem Exam |
| 3.             | <b>Introduction</b> – School & Thought of Management:                                            | Lecture                 | BBA101.1                | Mid Term-1, Quiz & End          |

|     |                                                                                                             |                  |          |                                 |
|-----|-------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | Classical Theories                                                                                          |                  |          | Sem Exam                        |
| 4.  | <b>Introduction</b> – School & Thought of Management: Classical Theories                                    | Lecture          | BBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 5.  | <b>Introduction</b> – School & Thought of Management: Neo - Classical Theories                              | Lecture          | BBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 6.  | <b>Introduction</b> – School & Thought of Management: Neo - Classical Theories                              | Home Assignment  | BBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | <b>Introduction</b> – Systems Approach to organization,                                                     | Lecture          | BBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | <b>Introduction</b> – Modern Organization Theory                                                            | Case Study       | BBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | <b>Introduction</b> – Management in Indian Culture and Tradition, Function and Responsibilities of Manager. | Lecture          | BBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Planning</b> – Planning objectives, significance and characteristics,                                    | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Planning</b> – Planning process, Hierarchies of planning,                                                | Home Assignment  | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Planning</b> – Planning vs Forecasting, Strategies and Policies,                                         | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Planning</b> – Types of plans, MBO,                                                                      | Group Discussion | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Planning</b> – Decision making – concepts, significance & process,                                       | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Planning</b> – Types of decision, Concept and techniques of forecasting, Planning for start-ups.         | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Organizing</b> – Nature and Purpose of Organisation, Meaning, Importance and                             | Lecture          | BBA101.3 | Mid Term-1, Quiz & End Sem Exam |



|     |                                                                                                                                                                                  |                     |          |                                       |
|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------|---------------------------------------|
|     | process of organization                                                                                                                                                          |                     |          |                                       |
| 17. | <b>Organizing</b> –<br>Departmentalization,<br>Organisational Structure:<br>types and<br>Departmentalization,<br>Organisational Structure:<br>types and relevance,<br>relevance, | Group<br>Discussion | BBA101.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 18. | <b>Organizing</b> – Span of<br>Control, Types of<br>Organization,                                                                                                                | Case Study          | BBA101.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 19. | <b>Organizing</b> – Authority,<br>Delegation of Authority,<br>Decentralization.                                                                                                  | Group<br>Discussion | BBA101.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 20. | <b>Staffing</b> – Meaning, Job<br>analysis, Manpower<br>planning,                                                                                                                | Lecture             | BBA101.4 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 21. | <b>Staffing</b> – Recruitment:<br>recruitment sources &<br>selection,                                                                                                            | Lecture             | BBA101.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 22. | <b>Staffing</b> – Orientation,<br>Transfers and Promotions,                                                                                                                      | Group<br>Discussion | BBA101.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 23. | <b>Staffing</b> – Job design,<br>Training & Career<br>Development                                                                                                                | Home<br>Assignment  | BBA101.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 24. | <b>Staffing</b> – Performance<br>appraisal, Rewards and<br>Recognition.                                                                                                          | Lecture             | BBA101.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 25. | <b>Directing</b> – Direction:<br>Nature and Purpose,                                                                                                                             | Lecture             | BBA101.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 26. | <b>Directing</b> – Motivation                                                                                                                                                    | Lecture             | BBA101.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 27. | <b>Directing</b> – Leadership                                                                                                                                                    | Lecture             | BBA101.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 28. | <b>Directing</b> – Co-ordination,                                                                                                                                                | Lecture             | BBA101.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |

|     |                                                                               |                  |          |                                 |
|-----|-------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 29. | <b>Directing</b> – Communication,                                             | Group Discussion | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Directing</b> – Directing, Creativity and Innovation.                      | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Controlling</b> – Objectives and process of management control             | Lecture          | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Controlling</b> – Types of control- budgetary and non-budgetary            | Lecture          | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Controlling</b> – Techniques and behavioural aspects of management control | Lecture          | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Controlling</b> – An overview of Strategic Management,                     | Lecture          | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Controlling</b> – SWOT Analysis, Future Management-Challenges and Skills.  | Home Assignment  | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Controlling</b> – Future Management-Challenges and Skills, Case Study      | Case Study       | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| Course Outcome  | Statement                                                               | Correlation with Programme Outcomes |      |      |      |      |      |      |      |      |      |
|-----------------|-------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|------|
|                 |                                                                         | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO10 |
| <b>BBA101.1</b> | Knowledge of principles of management and school of management thoughts | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    | 1    |
| <b>BBA101.2</b> | Understand the significance of planning,                                | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    | 1    |

|                 |                                                                                                                                                                       |          |          |          |          |          |          |          |          |          |          |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 | and decision making.                                                                                                                                                  |          |          |          |          |          |          |          |          |          |          |
| <b>BBA101.3</b> | Describe the organization concept and classify the organization structure                                                                                             | <b>3</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>-</b> | <b>1</b> |
| <b>BBA101.4</b> | Understand the complexities associated with management of human resources or staffing in the organizations and integrate the learning in handling these complexities. | <b>3</b> | <b>1</b> | <b>-</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA101.5</b> | Understand and analyze the concept, theories and techniques of motivation and leadership. Demonstrate the ability to directing and communicate effectively.           | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |
| <b>BBA101.6</b> | Understand and describe the conceptual framework of control and                                                                                                       | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>-</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |

[illegible]

## **Sample Question Paper**

|                                                                                                                                                                                                             |                     |                                                                                                                                                |                      |           |                       |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>Amity Business School</b><br><b>Department of Management</b><br><b>I MID-SEMESTER (SEM – I) 2019-22</b>                                                                                                  |                     |                                                                                                                                                |                      |           |                       |              |
| <b>Class: BBA I Semester</b>                                                                                                                                                                                |                     |                                                                                                                                                |                      |           |                       |              |
| <b>Subjects Name: BBA 101 Management Foundations</b>                                                                                                                                                        |                     |                                                                                                                                                | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                       | Remembering         | Understanding                                                                                                                                  | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                     | <b>Q. 2, Q. 4</b>   | <b>Q. 3, Q. 6</b>                                                                                                                              | <b>Q. 1</b>          | <b>-</b>  | <b>Q. 5</b>           | <b>-</b>     |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Knowledge of principles of management and school of management thoughts.<br><b>CO 2:</b> Understand the significance of planning, and decision making. |                     |                                                                                                                                                |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                               | <b>Question No.</b> | <b>Question</b>                                                                                                                                |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>1.</b>           | <b>Discuss the scope and nature of management.</b>                                                                                             |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>2.</b>           | <b>Define Administration.</b>                                                                                                                  |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>3.</b>           | <b>Explain the salient features of neo- classical theory of management with the human relations approach and behavioural science approach.</b> |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>4.</b>           | <b>What are the objectives of planning? State any four limitations of planning.</b>                                                            |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>5.</b>           | <b>Describe in detail the various types of organizational plans.</b>                                                                           |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>6.</b>           | <b>Discuss the steps of decision – making process</b>                                                                                          |                      |           |                       | <b>5</b>     |

\*\*\*\*\*

| <b>Attainment</b>       |                        |
|-------------------------|------------------------|
| <b>Session</b>          | 2019-20                |
| <b>Course Name</b>      | BBA                    |
| <b>Semester</b>         | 1st Semester           |
| <b>Subject Code</b>     | BBA 101                |
| <b>Subject Name</b>     | Management Foundations |
| <b>Attainment Level</b> | Level 2                |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2019-22**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |     |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 |
| III Sem.                      | BBA 302 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1   |





|                                                                                          |
|------------------------------------------------------------------------------------------|
|                                                                                          |
| <b>Course Handout</b>                                                                    |
| Course : Basics of Financial Management                                                  |
| Course Code : BBA 302, Crédits : 04, Session :2019-22 (Odd Sem.), Class : B.B.A 2nd Year |

**MMMM. Introduction:** Provide an in-depth view of the process in financial management of the firm Develop knowledge on the allocation, management and funding of financial resources. Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario, enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also, longer-term dealing, which involves major capital investment decisions and raising long-term finance.

**NNNN. Course Outcomes:** At the end of the course, students will be able to:

**BBA 302.1.** To Understand the Basic of Financial management and the Changing role of finance manager.

**BBA 302.2.** To study about the tools of financial statement analysis and its objectives.

**BBA 303.3.** To Explain the concept of fundamental financial concepts, especially time value of money.

**BBA 302.4.** To learn about asset-based financing through lease financing and hire purchase.

**BBA 302.5** To know about the different methods of capital budgeting and learn about the uses of the methods for selecting the best investment proposal.

**BBA 302.6** To understand about the importance of working capital management and know about the determinates of working capital management.

**BBA 302.7** To understand about the risk and its types regarding the comparative studies of different investment Proposal.

**OOOO. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognize, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## **D. Syllabus**

### **Module I: Introduction to Financial Management**

Evolution of Financial Management, Key activities of Finance Manager Changing Role of Finance Managers, Key Decision Areas in Financial Management, Objectives of the firm.

### **Module II: Financial Statement Analysis**

Introduction, objectives of financial statement analysis, Techniques-Ratio analysis, Comparative analysis and limitations of financial statement analysis, AS-20 (no numerical)

### **Module III: Valuation Concepts**

Concept of Time value of Money, Process of Compounding and Discounting, Future Value of a Single amount, Future Value of an Annuity, Present Value of a Single Amount, Present Value of an Annuity, Future value of annuity due, Present value of annuity due, Concept of perpetuity, Concept and calculation of Effective Interest rate (EIR)

#### **Module IV: Financing Decision**

Asset-Based Financing – Introduction; Lease Financing; Hire Purchase Financing; Infrastructure Project Financing, Corporate Credit Policy: Nature and Goals; Collection Procedures; Nature of Inventory

#### **Module V: Investment Decision**

Basics of Capital Budgeting, Types of capital budgeting decisions, Estimating cash flows for project appraisal, Green capital budgeting, Non-discounted Cash Flow Techniques: Payback Period, ARR, Discounted Cash Flow Techniques: NPV, IRR, PI. Risk Analysis of Capital Budgeting: Risk adjusted discount rate, Certainty Equivalent Approach.

#### **Module VI: Working Capital Management**

Meaning and importance of adequate working capital, Excess or inadequate working capital, Determinants of working capital requirement, Cash management, Receivable management and Inventory management – Sources of working capital.

#### **Module VII: Risk Analysis in Financial Management**

Measures of risk in financial analysis- Define and measure risk for individual assets, calculation of standard deviation and variance of returns, Computation of historical average return of securities and market premium, difference between relevant and irrelevant risks.

#### **Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

Text & References:

Text:

- Pandey, I. M, (2010), Financial Management. 10<sup>th</sup> Edition, Vikas Publishing House Pvt. Ltd.

References:

- Van Horne, J.C (2008), Financial Management & Policy, 13<sup>th</sup> Edition, Prentice Hall
- Chandra, P., Fundamentals of Financial Management, Sixth Edition, Tata McGraw Hill.
- Brearly R.A. and Myers, S.C. Principles of Corporate Finance, 8<sup>th</sup> Edition, Tata Mc-Graw Hill

## E. Lecture Plan

| Lecture | Topics                                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Evolution of Financial Management                                      | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Key activities of Finance Manager                                      | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Changing Role of Finance Managers,                                     | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Key Decision Areas in Financial Management                             | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Objectives of the firm.                                                | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Objectives of the firm : Case study .                                  | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Objectives of the firm : examples                                      | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Objectives of the firm :practical                                      | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Introduction of financial statement analysis                           | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Objectives of financial statement analysis                             | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Techniques-Ratio analysis : Introduction                               | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Techniques-Ratio analysis: case                                        | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Comparative analysis: Introduction                                     | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 14      | Comparative analysis: Exercise                                         | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 15      | limitations of financial statement analysis                            | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 16      | limitations of financial statement analysis: case study                | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 17      | AS-20 : Introduction                                                   | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 18      | AS-20 : case                                                           | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 19      | Concept of Time value of Money, Process of Compounding and Discounting | Lecture          | BBA 302.3        | Mid Term-1, Quiz & End Sem Exam |
| 20      | Future Value of a Single amount: Introduction                          | Lecture          | BBA 302.3        | Mid Term-1, Quiz & End Sem Exam |
| 21      | Future Value of a Single amount: case                                  | Lecture          | BBA 302.3        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                         |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 22 | Future Value of an Annuity, Present Value of a Single Amount                                                                            | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 23 | Present Value of an Annuity                                                                                                             | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 24 | Future value of annuity due, Present value of annuity due                                                                               | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 25 | Concept of perpetuity                                                                                                                   | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Concept and calculation of Effective Interest rate (EIR) :Introduction                                                                  | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Concept and calculation of Effective Interest rate (EIR) : Introduction                                                                 | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Concept and calculation of Effective Interest rate (EIR) : case                                                                         | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 29 | Asset-Based Financing – Introduction; Lease Financing;                                                                                  | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 30 | Asset-Based Financing – Introduction; Lease Financing;                                                                                  | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 31 | Hire Purchase Financing                                                                                                                 | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 32 | Infrastructure Project Financing                                                                                                        | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 33 | Infrastructure Project Financing                                                                                                        | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 34 | Corporate Credit Policy: Nature and Goals                                                                                               | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 35 | Corporate Credit Policy: Nature and Goals                                                                                               | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 36 | Collection Procedures; Nature of Inventory                                                                                              | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 37 | Risk Analysis of Capital Budgeting: Risk adjusted discount rate, Certainty Equivalent Approach.                                         | Lecture | BBA 302.5 | Quiz & End Sem Exam             |
| 38 | Basics of Capital Budgeting, Types of capital budgeting decisions, Estimating cash flows for project appraisal, Green capital budgeting | Lecture | BBA 302.5 | Quiz & End Sem Exam             |
| 39 | Non-discounted Cash Flow                                                                                                                | Lecture | BBA 302.5 | Quiz & End Sem                  |

|    |                                                                                                          |         |           |                     |
|----|----------------------------------------------------------------------------------------------------------|---------|-----------|---------------------|
|    | Techniques: Payback Period, ARR, Discounted Cash Flow Techniques: NPV, IRR, PI.                          |         |           | Exam                |
| 40 | Non-discounted Cash Flow Techniques: Payback Period, ARR, Discounted Cash Flow Techniques: NPV, IRR, PI. | Lecture | BBA 302.5 | Quiz & End Sem Exam |
| 41 | Non-discounted Cash Flow Techniques: Payback Period, ARR, Discounted Cash Flow Techniques: NPV, IRR, PI. | Lecture | BBA 302.5 | Quiz & End Sem Exam |
| 42 | Meaning and importance of adequate working capital, Excess or inadequate working capital                 | Lecture | BBA 302.6 | Quiz & End Sem Exam |
| 43 | Determinants of working capital requirement                                                              | Lecture | BBA 302.6 | Quiz & End Sem Exam |
| 44 | Cash management, Receivable management and Inventory management                                          | Lecture | BBA 302.6 | Quiz & End Sem Exam |
| 45 | Measures of risk in financial analysis- Define and measure risk for individual assets                    | Lecture | BBA 302.7 | Quiz & End Sem Exam |
| 46 | calculation of standard deviation and variance of returns,                                               | Lecture | BBA 302.7 | Quiz & End Sem Exam |
| 47 | Computation of historical average return of securities and market premium                                | Lecture | BBA 302.7 | Quiz & End Sem Exam |
| 48 | difference between relevant and irrelevant risks                                                         | Lecture | BBA 302.7 | Quiz & End Sem Exam |

#### F. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |     |          |          |     |     |          |
|------------------|-------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|-----|----------|----------|-----|-----|----------|
|                  |                                                                                           | PO1                                 | PO2      | PO3      | PO4      | PO5 | PO6      | PO7      | PO8 | PO9 | PO10     |
| <b>BBA 302.1</b> | To Understand the Basic of Financial management and the Changing role of finance manager. | <b>3</b>                            | <b>1</b> | <b>1</b> | <b>1</b> | -   | <b>2</b> | <b>2</b> | -   | -   | <b>1</b> |

|                      |                                                                                                                                              |          |          |          |          |   |          |          |   |   |          |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|---|----------|----------|---|---|----------|
| <b>BBA<br/>302.2</b> | To study about the tools of financial statement analysis and its objectives                                                                  | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | - | <b>2</b> | <b>3</b> | - | - | <b>1</b> |
| <b>BBA<br/>302.3</b> | To Explain the concept of fundamental financial concepts, especially time value of money.                                                    | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | - | <b>3</b> | <b>1</b> | - | - | <b>1</b> |
| <b>BBA<br/>302.4</b> | To learn about asset-based financing through lease financing and hire purchase.                                                              | <b>2</b> | <b>1</b> | <b>2</b> | -        | - | <b>1</b> | <b>2</b> | - | - | <b>1</b> |
| <b>BBA<br/>302.5</b> | To know about the different methods of capital budgeting and learn about the uses of the methods for selecting the best investment proposal. | <b>3</b> | <b>2</b> | <b>3</b> | -        | - | <b>1</b> | <b>2</b> | - | - | <b>1</b> |
| <b>BBA<br/>302.6</b> | To understand about the importance of working capital management and know about the determinates of working capital management.              | <b>3</b> | <b>1</b> | <b>1</b> | <b>3</b> | - | <b>1</b> | <b>1</b> | - | - | <b>1</b> |
| <b>BBA<br/>302.7</b> | To understand about the risk and its types regarding the comparative studies of different investment Proposal.                               | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | - | <b>1</b> | <b>2</b> | - | - | <b>1</b> |

## Sample Question Paper

| Amity Business School                                                                                                                                                                                          |              |                                                                                             |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| I MID-SEMESTER (SEM –III) 2019-22                                                                                                                                                                              |              |                                                                                             |          |           |                |          |
| Class: B.B.A III Semester                                                                                                                                                                                      |              |                                                                                             |          |           |                |          |
| Subject Name:<br>BBA 302: Basic of Financial Management                                                                                                                                                        |              | Time: 2 Hrs                                                                                 |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                 | Remembering  | Understanding                                                                               | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                               | Q.1          | Q.2a, Q.2b, Q.5a                                                                            | Q.3, Q.4 | Q.5b      |                | Q 6      |
| Student will be able to<br>CO1: To Understand the Basic of Financial management and the Changing role of finance manager.<br>CO2: To study about the tools of financial statement analysis and its objectives. |              |                                                                                             |          |           |                |          |
| CO Map                                                                                                                                                                                                         | Question No. | Question                                                                                    |          |           |                | Marks    |
| BBA 302.1                                                                                                                                                                                                      | Q.1          | Explain the financial management and its objectives in details.                             |          |           |                | 3        |
| BBA 302.1 & BBA 302.2                                                                                                                                                                                          | Q.2a         | Explain the role of Finance Manager in decision making.                                     |          |           |                | 3        |
|                                                                                                                                                                                                                | Q.2b         | Define the objectives of financial statement analysis.                                      |          |           |                | 3        |
| BBA 302.2                                                                                                                                                                                                      | Q.3          | Define liquidity ratios and its role in investment decision.                                |          |           |                | 6        |
| BBA 302.2                                                                                                                                                                                                      | Q.4          | What do you mean by Comparative analysis, explain its role in the analysis part.            |          |           |                | 3        |
| BBA 302.3                                                                                                                                                                                                      | Q.5a         | Explain the time value of money in details.                                                 |          |           |                | 3        |
|                                                                                                                                                                                                                | Q.5b         | Write down the Process of Compounding and discounting techniques under time value of money. |          |           |                | 3        |
| BBA 302.3                                                                                                                                                                                                      | Q 6          | Write down the concept of perpetuity in details.                                            |          |           |                | 6        |



| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                               |
|-------------------------|-------------------------------|
| <b>Session</b>          | 2019-20                       |
| <b>Course Name</b>      | BBA                           |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester      |
| <b>Subject Code</b>     | BBA 302                       |
| <b>Subject Name</b>     | Basic of Financial Management |
| <b>Attainment Level</b> | Level 2                       |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2019-2022**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problem

ms by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):**

Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |     |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 |
| BBA III SEM                   | BBA304 | 3   | 3   | 3   | 3   | 1   | 2   | 3   | 2   | 1   | 1   |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| Course Handout                                                                             |
|--------------------------------------------------------------------------------------------|
| Course : MARKETING MANAGEMENT                                                              |
| Course Code : BBA304, Crédits : 04,<br>Session : 2019-22 (Odd Sem.), Class : BBA IInd year |

**A. Introduction:** The aim of the course is to acquaint students with an elementary knowledge of the fundamentals in the field of marketing. The focus is on both, developing and helping them imbibe basic marketing principles and establishing an appreciation of contemporary realities. Emphasis is given on the core concepts in marketing, thereby giving the students an understanding of the environment in which marketing works.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA304.1.** Examine marketing concepts and phenomenon to current business events in the industry and to identify the scope and significance of marketing in domain industry.

**BBA304.2.** Understand the need, importance and process of Marketing Planning and develop comprehensive strategic and tactical plans for an organization.

**BBA304.3.** Coordinate the various marketing environment variables to interpret them for designing marketing strategy for business firms and to illustrate market research skills for designing innovative marketing strategies for business firms.

**BBA304.4.** Examine the role of consumers as purchasers and users of goods and services using various theories and models of consumer behaviour.

**BBA304.5.** Demonstrate effective understanding of relevant functional areas of marketing management and its application.

**BBA304.6.** Use creative, critical and reflective thinking to address organisational opportunities and challenge and explore emerging paradigms in marketing management.

### **C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **D. Programme Specific Outcomes: NA**

**E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**F. Syllabus****Module I: Introduction to Marketing**

Meaning of marketing, Core concepts of marketing, Evolution and its role in the changing business environment, various marketing management philosophies, viz., the production concept, the product concept, selling concept and the marketing concept, The newer definitions of marketing- societal marketing and relationship marketing.

**Module II: Relationship between Marketing and Strategic Planning**

Introduction to Strategic Planning with marketing perspective, Marketing process and Marketing Plan

**Module III: Analyzing marketing opportunities**

Internal and External Marketing Environment Analysis, Introduction to Marketing Information System and Marketing Research, BCG matrix, GE 9 cell model, Intensive growth strategies.

**Module IV: Studying Consumer Behaviour**

Buying Behaviour for Consumer Markets and Industrial Markets, Types of Buying Situations, Buying Decision Process and Factors Affecting Buyer Behaviour, Consumer Adoption Process

### **Module V: Segmentation, Targeting and Positioning**

Concept of Market Segmentation, Bases for segmenting Consumer and Business markets, Approaches for Targeting, Differentiation and Positioning.

### **Module VI: Emerging Marketing Paradigms**

Concept of E-marketing, Global marketing, Mobile marketing, Kiosk marketing, Green marketing, Tele marketing, Multi-level marketing, Rural marketing.

#### **G. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **H. Suggested Text/Reference Books:**

- Text:
  1. Marketing Management, Philip Kotler, Eleventh Edition
- References:
  1. Principles of Marketing, Philip Kotler and Gray Armstrong
  2. Marketing Management, Michael R. Czinkota and Masaaki Kotabe
  3. Marketing, Charles W. Lamb, Joseph F. Hair, and Carl McDaniel
  4. Fundamentals of Marketing, Stanton, Ezel, etc.

#### **I. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|--------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1.             | Introduction to Marketing                                    | Lecture                 | BBA304.1                | Mid Term-1, Quiz & End Sem Exam |
| 2.             | Evolution and its role in the changing business environment. | Group Discussion        | BBA304.1                | Mid Term-1, Quiz & End Sem Exam |
| 3.             | Marketing management philosophies                            | Lecture                 | BBA304.1                | Mid Term-1, Quiz & End          |



|     |                                                                                            |                     |          |                                       |
|-----|--------------------------------------------------------------------------------------------|---------------------|----------|---------------------------------------|
|     |                                                                                            |                     |          | Sem Exam                              |
| 4.  | The production concept :<br>Case                                                           | Lecture             | BBA304.1 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 5.  | Introduction to Marketing:<br>the product concept :<br>Introduction                        | Lecture             | BBA304.1 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 6.  | Introduction to Marketing:<br>selling concept and the<br>marketing concept : Case<br>study | Home<br>Assignment  | BBA304.1 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 7.  | Introduction to Marketing:<br>The newer definitions of<br>marketing                        | Lecture             | BBA304.1 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 8.  | Introduction to Marketing:<br>societal marketing                                           | Case Study          | BBA304.1 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 9.  | Introduction to Marketing:<br>relationship marketing.                                      | Lecture             | BBA304.1 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 10. | Relationship between<br>Marketing and Strategic<br>Planning                                | Lecture             | BBA304.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 11. | Strategic Planning with<br>marketing perspective: case<br>study                            | Home<br>Assignment  | BBA304.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 12. | Case study Strategic Planning<br>with marketing perspective.                               | Lecture             | BBA304.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 13. | Marketing process                                                                          | Group<br>Discussion | BBA304.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 14. | Relationship between<br>Marketing and Strategic<br>Planning: Marketing Plan.               | Lecture             | BBA304.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 15. | Analyzing marketing<br>opportunities                                                       | Lecture             | BBA304.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 16. | Internal and External<br>Marketing Environment<br>Analysis.                                | Lecture             | BBA304.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |

|     |                                                                                    |                  |          |                                 |
|-----|------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 17. | Analysing marketing opportunities:<br>Introduction to Marketing Information System | Group Discussion | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 18. | Analyzing marketing opportunities                                                  | Case Study       | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | Introduction to Marketing Research.                                                | Group Discussion | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | Analyzing marketing opportunities:                                                 | Lecture          | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | BCG matrix.                                                                        | Lecture          | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 22. | Analyzing marketing opportunities:<br>GE 9 cell model,                             | Group Discussion | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 23. | Intensive growth strategies.                                                       | Home Assignment  | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 24. | Analyzing marketing opportunities: Intensive growth strategies.                    | Lecture          | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 25. | Studying Consumer Behaviour                                                        | Lecture          | BBA304.4 | Mid Term-1, Quiz & End Sem Exam |
| 26. | Buying Behaviour Industrial Markets                                                | Lecture          | BBA304.4 | Mid Term-1, Quiz & End Sem Exam |
| 27. | Types of Buying Situations.                                                        | Lecture          | BBA304.4 | Mid Term-1, Quiz & End Sem Exam |
| 28. | Buying Situations case studies                                                     | Lecture          | BBA304.4 | Mid Term-1, Quiz & End Sem Exam |
| 29. | Buying Decision Process                                                            | Group Discussion | BBA304.4 | Mid Term-1, Quiz & End Sem Exam |
| 30. | Buying Decision Process: case study                                                | Lecture          | BBA304.4 | Mid Term-1, Quiz & End          |

|     |                                                                     |                 |          |                                       |
|-----|---------------------------------------------------------------------|-----------------|----------|---------------------------------------|
|     |                                                                     |                 |          | Sem Exam                              |
| 31. | Consumer Adoption Process.                                          | Lecture         | BBA304.4 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 32. | Segmentation, Targeting and Positioning                             | Lecture         | BBA304.5 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 33. | Concept of Market Segmentation                                      | Lecture         | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 34. | Segmentation, Targeting and Positioning                             | Lecture         | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 35. | Bases for segmenting Consumer                                       | Home Assignment | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 36. | Business markets                                                    | Case Study      | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 37. | Segmentation, Targeting and Positioning - Approaches for Targeting, | Case Study      | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 38. | Segmentation                                                        | Case Study      | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 39. | Targeting and Positioning                                           | Case Study      | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 40. | Differentiation and Positioning.                                    | Case Study      | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 41. | Emerging Marketing Paradigms                                        | Case Study      | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 42. | Global marketing, Mobile marketing                                  | Case Study      | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 43. | Paradigms - Kiosk marketing                                         | Case Study      | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 44. | Green marketing                                                     | Case Study      | BBA304.6 | Mid Term-2,<br>Quiz & End             |

|     |                              |            |          |                                       |
|-----|------------------------------|------------|----------|---------------------------------------|
|     |                              |            |          | Sem Exam                              |
| 45. | Tele marketing,              | Case Study | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 46. | Multi-level marketing,       | Case Study | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 47. | Rural marketing              | Case Study | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 48. | Case studies Rural marketing | Case Study | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| Course Outcome  | Statement                                                                                                                                                        | Correlation with Programme Outcomes |      |      |      |      |      |      |      |      |       |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|
|                 |                                                                                                                                                                  | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 |
| <b>BBA304.1</b> | Examine marketing concepts and phenomenon to current business events in the industry and to identify the scope and significance of marketing in domain industry. | 3                                   | 1    | 2    | 2    | 1    | 1    | -    | 2    | -    | 1     |
| <b>BBA304.2</b> | Understand the need, importance and process of Marketing Planning and develop                                                                                    | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    | 1     |

|                 |                                                                                                                                                                                                                                         |          |          |          |          |          |          |          |          |          |          |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 | comprehensive strategic and tactical plans for an organization.                                                                                                                                                                         |          |          |          |          |          |          |          |          |          |          |
| <b>BBA304.3</b> | Coordinate the various marketing environment variables to interpret them for designing marketing strategy for business firms and to illustrate market research skills for designing innovative marketing strategies for business firms. | <b>3</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>-</b> | <b>1</b> |
| <b>BBA304.4</b> | Examine the role of consumers as purchasers and users of goods and services using various theories and models of consumer behaviour.                                                                                                    | <b>3</b> | <b>1</b> | <b>-</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA304.5</b> | Demonstrate effective understanding of relevant functional areas of                                                                                                                                                                     | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |

|                 |                                                                                                                                                              |          |          |          |          |          |          |          |          |          |          |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 | marketing management and its application.                                                                                                                    |          |          |          |          |          |          |          |          |          |          |
| <b>BBA304.6</b> | Use creative, critical and reflective thinking to address organisational opportunities and challenge and explore emerging paradigms in marketing management. | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |

## **Sample Question Paper**

| <b>Amity Business School</b>                                                                                                                                                                                                                                                                                                                                                        |                          |                                                                         |                      |           |                       |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-------------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>I MID-SEMESTER (SEM - III) 2019-22</b>                                                                                                                                                                                                                                                                                                                                           |                          |                                                                         |                      |           |                       |              |
| <b>Class: BBA III Semester</b>                                                                                                                                                                                                                                                                                                                                                      |                          |                                                                         |                      |           |                       |              |
| <b>Subjects Name: BBA 304<br/>Marketing Management</b>                                                                                                                                                                                                                                                                                                                              |                          |                                                                         | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                                                               | Remem<br>bering          | Understa<br>nding                                                       | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                                                                             | <b>Q. 2, Q. 4</b>        | <b>Q. 3, Q. 6</b>                                                       | <b>Q. 1</b>          | <b>-</b>  | <b>Q. 5</b>           | <b>-</b>     |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Examine marketing concepts and phenomenon to current business events in the industry and to identify the scope and significance of marketing in domain industry.<br><b>CO 2:</b> Understand the need, importance and process of Marketing Planning and develop comprehensive strategic and tactical plans for an organization. |                          |                                                                         |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                                       | <b>Questio<br/>n No.</b> | <b>Question</b>                                                         |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>1.</b>                | <b>Define marketing and state the core concepts of marketing.</b>       |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>2.</b>                | <b>Elaborate the evolution of the changing business environment.</b>    |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>3.</b>                | <b>What is the production concept?</b>                                  |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>4.</b>                | <b>State the relationship between marketing and Strategic Planning.</b> |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>5.</b>                | <b>Evaluate the marketing process.</b>                                  |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>6.</b>                | <b>Discuss the stages of strategic marketing plan</b>                   |                      |           |                       | <b>5</b>     |

### **Attainment**

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2019-22                  |
| <b>Course Name</b>      | BBA                      |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester |
| <b>Subject Code</b>     | BBA 304                  |
| <b>Subject Name</b>     | Marketing Management     |
| <b>Attainment Level</b> | Level 2                  |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## PROGRAMME OUTCOMES

**Bachelor of Business Administration**

**2019-2022**

### Programme Outcomes:

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |     |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 |
| BBA III SEM                   | BBA304 | 3   | 3   | 3   | 3   | 1   | 2   | 3   | 2   | 1   | 1   |

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

| PROGRAMME ARTICULATION MATRIX |                            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|----------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |                            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA<br>III<br>S<br>E<br>M     | B<br>B<br>A<br>3<br>0<br>5 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |

| Course Handout                                                                                     |
|----------------------------------------------------------------------------------------------------|
| Course : <b>Cost and Management Accounting</b>                                                     |
| Course Code : BBA 305, Crédits : 03, Session :2019-22 (Odd Sem.), Class : BBA 2 <sup>nd</sup> Year |

**A. Introduction:** The course aims at developing an insight into cost accounting, its need and the various methods used to determine the cost of production, preparation of cost sheet, allocation and absorption of overheads, break even analysis, variance analysis and budgeting.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA305.1.** Get an overview of Cost Accounting, its concept, scope and nature. The students will be able to differentiate between management accounting and financial accounting, understand methods of costing, different cost concepts, how to prepare cost sheet and will be able to know the relevant cost which are used for decision making.

**BBA305.2.** Understand the material pricing and method of costing. The students will get acquainted different methods of pricing the material and various methods used in costing such as job costing, batch costing, contract costing, single costing, process costing etc.

**BBA305.3.** Know about Overhead allocation and absorption. The students will be able to know how to do accounting for factory overheads, administration overheads, classification of selling and distribution overheads, and activity-based costing.

**BBA305.4.** Understand the concept of marginal costing and Cost volume profit analysis. The students will be able to calculate the fixed & variable cost, cost volume profit ratio, break-even point, calculation of sales at desired profits.

**BBA305.5.** Get an overview of concept of budgetary control, objectives of budgetary control. The students will be able to prepare purchase budget, production budget, cash budget, fixed and flexible budget.

**BBA305.6.** Understand the concept and calculations of Variance, Material cost Variance, Material Price variance, labour cost variance and Overhead Variance.

**C. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------|-------------|--------------------|
| Continuous Internal            | Mid Term 1         | CT          | 15%                |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Evaluation               |                                                                                                                                                                                                               |          |             |
|                          | Project/Assignment/<br>Quiz/Presentation                                                                                                                                                                      | P/A/Q/PR | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## P. Syllabus

### Module I: Introduction to Cost Accounting

Meaning, nature and scope of cost accounting. Differentiate cost accounting from management accounting and financial accounting. Methods of costing. Cost concepts and numerical on preparation of cost sheet. Relevant costs for decision-making.

### Module II: Material Pricing & Methods of Costing

Methods of pricing materials. Actual cost method, First in First out method, Last in First out method, Weighted Average method (**numerical**), Highest in First out method, Replacement Cost method, Introduction to various methods used in costing: job costing, batch costing, contract costing, single costing, process costing, services or operating costing (no **numerical**).

Case Study: “**Cortland Manufacturing, Inc**” (<http://www.chegg.com/homework-help/questions-and-answers/manegerial-accounting-case-study-case-assignment-1-cortland-manufacturing-inc>)

### Module III: Overhead Allocation and Absorption

Introduction and classification of overheads. Accounting for factory overheads, Accounting for the administration overheads. Definition and classification of Selling and Distribution overheads and numerical on the same. Introduction to Activity Based Costing.

### Module IV: Marginal Costing and Cost Volume Profit Analysis

Marginal Costing – Fixed & variable cost, meaning & characteristics of marginal costing profit/volume ratio. Limiting or key factor, break-even analysis and calculation of sales for desired profit and numerical on the same.

**Module V: Budgetary Control**

Budgetary Control, objective of budgetary control, preparation of purchase budget, production budget, cash budget, fixed & flexible budgets and zero base budgeting.

**Module VI: Variance Analysis**

Concept of variance. Material Cost Variance, Material Price Variance and numerical on the same. Labour cost Variance, Labour Rate Variance and numerical on the same. Concept of overhead variance.

**Q. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

**R. Suggested Text/Reference Books:**

Text:

- Cost Accounting, S.P Jain & K.L Narang

References:

- Management Accounting, MY Khan & PK Jain, Third Edition, Tata McGraw Hill
- Advanced Management Accounting, Robert S Koplan, Anthony A Atkinson, Third Edition, Printice Hall.

**S. Lecture Plan:**

| Lecture | Topics                                                                             | Mode of Delivery | Corresponding CO | Mode of Assessing CO                            |
|---------|------------------------------------------------------------------------------------|------------------|------------------|-------------------------------------------------|
| 1       | Introduction to cost Accounting                                                    | Lecture          | BBA305.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2       | Meaning, nature and scope of cost accounting.                                      | Lecture          | BBA305.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3       | Differentiate cost accounting from management accounting and financial accounting. | Lecture          | BBA305.1         | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                           |         |          |                                                       |
|----|-----------------------------------------------------------|---------|----------|-------------------------------------------------------|
| 4  | Methods of costing                                        | Lecture | BBA305.1 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 5  | Cost Concepts and Numericals on preparation of cost sheet | Lecture | BBA305.1 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 6  | Relevant Costs for Decision Making                        | Lecture | BBA305.1 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 7  | Material Pricing and Methods of Costing- Introduction     | Lecture | BBA305.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 8  | Actual Cost Method, FIFO method                           | Lecture | BBA305.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 9  | LIFO method and Weighted average cost methods             | Lecture | BBA305.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 10 | HIFO method and replacement cost method                   | Lecture | BBA305.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 11 | Introduction to various methods used in costing           | Lecture | BBA305.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 12 | Job Costing and Batch Costing                             | Lecture | BBA305.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 13 | Contract Costing, Single Costing                          | Lecture | BBA305.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 14 | Process Costing                                           | Lecture | BBA305.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 15 | Operating costing                                         | Lecture | BBA305.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 16 | Case Study: Cortland Manufacturing, INC.                  | Lecture | BBA305.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 17 | Overhead Allocation and Absorption- Introduction          | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination                       |

|    |                                                                                            |         |          |                                 |
|----|--------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 18 | Introduction and Classification of overheads                                               | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 19 | Accounting for factory overheads                                                           | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 20 | Accounting for the administration Overheads                                                | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 21 | Definition and classification of selling and distribution overheads                        | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 22 | Numerical                                                                                  | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 23 | Introduction to activity based costing                                                     | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 24 | Introduction to marginal costing and cost volume profit analysis                           | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 25 | Marginal Costing-Fixed and Variable cost                                                   | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 26 | Meaning and Characteristic of marginal costing                                             | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 27 | Calculating Marginal Costing profit volume ratio                                           | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 28 | Limiting Key Factor and Calculating break-even analysis and calculation for desired profit | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 29 | Introduction to budgetary control and Its objective                                        | Lecture | BBA305.5 | Viva/Quiz & End Sem Examination |
| 30 | Preparation of Purchase Budget and Production Budget                                       | Lecture | BBA305.5 | Viva/Quiz & End Sem Examination |
| 31 | Preparing Cash Budget, Fixed and Flexible Budget                                           | Lecture | BBA305.5 | Viva/Quiz & End Sem Examination |
| 32 | Concept of zero base budgeting                                                             | Lecture | BBA305.5 | Viva/Quiz & End Sem Examination |



|    |                                                                                |         |          |                                 |
|----|--------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 33 | Introduction to variance analysis, Concept of variance, material cost variance | Lecture | BBA305.6 | Viva/Quiz & End Sem Examination |
| 34 | Numerical on Material Cost Variance                                            | Lecture | BBA305.6 | Viva/Quiz & End Sem Examination |
| 35 | Labour Cost Variance, Labour Rate Variance                                     | Lecture | BBA305.6 | Viva/Quiz & End Sem Examination |
| 36 | Overhead Variance                                                              | Lecture | BBA305.6 | Viva/Quiz & End Sem Examination |

**T. Course Articulation Matrix (Mapping of COs with POs)**

| CO                | STATEMENT                                                                                                                                                                                                                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |         |          |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|
|                   |                                                                                                                                                                                                                                                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 |
| <b>BBA 305.1.</b> | Get an overview of Cost Accounting, its concept, scope and nature. The students will be able to differentiate between management accounting and financial accounting, understand methods of costing, different cost concepts, how to prepare cost sheet and will be able to know the relevant cost | 3                                   | 2           | 3           | 2           | 3           | 1           | 3           | 3           | 1       | 1        |

|                           |                                                                                                                                                                                                                                                                  |   |   |   |   |   |   |   |   |   |   |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
|                           | which are used for decision making.                                                                                                                                                                                                                              |   |   |   |   |   |   |   |   |   |   |
| <b>BBA<br/>305.<br/>2</b> | Understand the material pricing and method of costing. The students will get acquainted different methods of pricing the material and various methods used in costing such as job costing, batch costing, contract costing, single costing, process costing etc. | 3 | 2 | 3 | 2 | 3 | 1 | 3 | 3 | 1 | 1 |
| <b>BBA<br/>305.<br/>3</b> | Know about Overhead allocation and absorption. The students will be able to know how to do accounting for factory overheads, administration overheads, classification of selling and distribution overheads, and activity-based costing.                         | 3 | 2 | 3 | 2 | 3 | 1 | 3 | 3 | 1 | 1 |

|                           |                                                                                                                                                                                                                                    |   |   |   |   |   |   |   |   |   |   |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>305.<br/>4</b> | Understand the concept of marginal costing and Cost volume profit analysis. The students will be able to calculate the fixed & variable cost, cost volume profit ratio, break-even point, calculation of sales at desired profits. | 3 | 2 | 3 | 2 | 3 | 1 | 3 | 3 | 1 | 1 |
| <b>BBA<br/>305.<br/>5</b> | Get an overview of concept of budgetary control, objectives of budgetary control. The students will be able to prepare purchase budget, production budget, cash budget, fixed and flexible budget..                                | 3 | 2 | 3 | 2 | 3 | 1 | 3 | 3 | 1 | 1 |
| <b>BBA<br/>305.<br/>6</b> | Understand the concept and calculations of Variance, Material cost Variance, Material Price variance, labour cost variance and Overhead Variance                                                                                   | 3 | 2 | 3 | 2 | 3 | 1 | 3 | 3 | 1 | 1 |

#### U. Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –III) 2019-22 |             |               |          |           |                |          |
|------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Class: BBA III Semester                                    |             |               |          |           |                |          |
| Subject Name:<br>BBA 305 Cost and Management Accounting    |             | Time: 2 Hrs   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy             | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |

| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q. 1, 2      | Q.1, 2, 5                                                                                                                                                                                                                                                                                                                                                             | Q.4, 5, 6 | Q.2 b, Q 3 , 5, 6 | Q 5 and 6 |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------------|-----------|-------|
| <p>Student will be able to</p> <p>CO1: Get an overview of Cost Accounting, its concept, scope and nature. The students will be able to differentiate between management accounting and financial accounting, understand methods of costing, different cost concepts, how to prepare cost sheet and will be able to know the relevant cost which are used for decision making.</p> <p>CO2: Understand the material pricing and method of costing. The students will get acquainted different methods of pricing the material and its various methods costing such as job costing, batch costing, contract costing, single costing, process costing etc.</p> <p>CO3: Know about Overhead allocation and absorption. The students will be able to know how to do accounting for factory overheads, administration overheads, classification of selling and distribution overheads, and activity-based costing.</p> |              |                                                                                                                                                                                                                                                                                                                                                                       |           |                   |           |       |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Question No. | Question                                                                                                                                                                                                                                                                                                                                                              |           |                   |           | Marks |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.1          | What do you mean by elements of cost? Discuss the various elements of cost.                                                                                                                                                                                                                                                                                           |           |                   |           | 3     |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.2a         | State the distinction between the two terms in each of the following, giving examples:<br><br>(a) Cost allocation and cost apportionment.                                                                                                                                                                                                                             |           |                   |           | 3     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.2b         | (b) Direct cost and indirect cost.                                                                                                                                                                                                                                                                                                                                    |           |                   |           | 3     |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.3          | The following information is given for company A for year 2002<br><br>Factory Overheads Rs 62,000<br><br>Direct Labor cost Rs 98,000<br><br>Direct labor hours 50,000<br><br>Machine hours 70,000<br><br>From the above figures prepare the overhead application rates using the following methods:<br><br>a) Direct labor hour b) Direct labor cost c) Machine hour. |           |                   |           | 6     |

|     |     |                                                                                                                                |   |
|-----|-----|--------------------------------------------------------------------------------------------------------------------------------|---|
|     |     |                                                                                                                                |   |
| CO2 | Q.4 | What do you understand by Job costing explain with example? In which industries is it applied?                                 | 3 |
| CO3 | Q.5 | What are overheads? How should overheads be classified?                                                                        | 3 |
|     | Q.5 | To what extent will you include overhead charges in your valuation of (a) work-in-progress, and (b) finished goods?            | 3 |
| CO3 | Q 6 | What are the general considerations that should decide your choice of basis for distribution of overhead costs to departments? | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                              |
|-------------------------|------------------------------|
| <b>Session</b>          | 2019-20                      |
| <b>Course Name</b>      | BBA                          |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester     |
| <b>Subject Code</b>     | BBA 305                      |
| <b>Subject Name</b>     | Cost & Management Accounting |
| <b>Attainment Level</b> | Level 2                      |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2019-2022**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| III SEM                       | BBL 326 | 1   | 1   | 2   | 3   | 1   | 3   | 3   | 1   | 1   | 1    |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                       |
|---------------------------------------------------------------------------------------|
|                                                                                       |
| <b>Course Handout</b>                                                                 |
| Course : Business Laws                                                                |
| Course Code : BBL326, Crédits : 03, Session :2019-22(Odd Sem.), Class : BBA. 2nd Year |

**PPPP. Introduction:** The objective of this course is to familiarize the budding managers with the objective of the course to acquaint the students with the fundamentals of business related laws, which have an important role over smooth conduct of business with the exposure of Business Laws or we can say legal environment of business, Indian contract Act 1872 ,Indian Sale of Goods Act,1930 ,Negotiable Instruments Act,1881 ,Elements of company law and consumer protection act 1986 and torts .where students have a capacity to mobilize resources and power accordingly. It aims to equip the students to focuses on understanding the basic concepts of Business Law and its functioning and its applications that they would find how it useful to society.

**QQQQ. Course Outcomes:** At the end of the course, students will be able to:

- 1.BBL 326.1.** To make the student aware about the legal environment of business so that the fair level of business understanding principles can be developed.
- 2.BBL326.2.** Getting them acquainted with the mercantile law's norms with respect to Indian contract Act. Where all aspirants learn the entry level complexities in Law.
- 3.BBL326.3.** Acquaintance of the various term Hire Purchase -Pledge -Mortgage where they able to recognize the essential of Indian Sale of Goods Act with the rights of unpaid seller.
- 4.BBL326.4.** Understand the role of Negotiable Instruments Act,1881 and its functions with applicability in day-to-day life.

**5.BBL326.5.** Demonstrate the essential elements of company law with the provisions of power and liabilities of directors and its remuneration with the all provisions of winding up of company.

**6.BBL326.6.** Acquaintance of consumer protection Act,1986 and its applicability.

**A. Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens,

establishing the importance of ethical conduct in business at national and international levels.

**RRRR. :**

**Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**SSSS. Syllabus**

**Module I: Legal Environment of Business**

Importance of Law, Legal environment of business, sources of law, function of law.

**Module II: Indian Contract Act, 1872**

Nature and kinds of Contracts, Concepts related to offer, Acceptance and Consideration, Principles Governing Capacity of Parties and Free Consent, Legality of Objects, Performance and Discharge of Contract, Breach of Contract and its Remedies, Basic Elements of Law Relating to Agency, Guarantee and Pledge.

**Module III: Indian Sale of Goods Act, 1930**

Sale and Agreement to Sell, Hire Purchase – Pledge – Mortgage – Hypothecation Lease. Goods – Different types of Goods, Passing of Property in Goods, Conditions and Warranties, Doctrine of Caveat emptor, Rights of an unpaid Seller.

**Module IV: Negotiable Instruments Act, 1881**

Meaning of Negotiability and Definition of Negotiable Instruments, Features, Cheques, Bill of Exchange and Promissory Note, Holder in Due Course, Crossing of Cheques, Endorsement and Dishonour of Cheques.

### **Module V: Elements of Company Law**

Meaning and types of companies, Formation of a company, Memorandum and Articles of Association, Prospectus and Issue of Shares, Share Capital and Shareholders, Company Meetings and Proceedings, Powers and Liabilities of Directors, meeting, Managerial Remuneration and Winding up of Company.

### **Module VI: Consumer Protection Act 1986 and Torts**

Need for Consumer Protection – Meaning of Consumer – Different Redressal Forums for Consumers, Rights of Consumers, Unfair Trade Practices, and Procedure for Filing Complaints. Meaning of tort, Application of Tortious Liability in Business Situations

### **Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### **TTTT. Suggested Text/Reference Books:**

**Text:**

- **Mercantile Law N.D. Kapoor.**
- **Prof (Cmde) P.K Goel, Business Law for managers Biztantra.**

**References:**

- **Dr. S.M. Shukla and Dr. O P Gupta Mercantile Law.**
- **S. S. Gulshan Excel Book Mercantile Law.**
- **Maheshwari & Maheshwari Business Law.**

### **UUUU. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                               | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|---------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Legal Environment of Business: Introduction | Lecture                 | <b>BBL326.1.</b>        | Mid Term-1, Quiz & End Sem Exam |
| 2              | Importance of Law                           | Lecture                 | <b>BBL326.1.</b>        | Mid                             |

|    |                                                                                |         |                  |                                             |
|----|--------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
|    |                                                                                |         |                  | Term-1,<br>Quiz &<br>End Sem<br>Exam        |
| 3  | Legal environment of<br>business                                               | Lecture | <b>BBL326.1.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 4  | Sources of law                                                                 | Lecture | <b>BBL326.1.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 5  | Function of law                                                                | Lecture | <b>BBL326.1.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 6  | Indian Contract Act,<br>1872: Introduction                                     | Lecture | <b>BBL326.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 7  | Nature and kinds of<br>Contracts                                               | Lecture | <b>BBL326.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 8  | Concepts related to<br>offer, Acceptance                                       | Lecture | <b>BBL326.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 9  | Consideration, Principles<br>Governing Capacity of<br>Parties and Free Consent | Lecture | <b>BBL326.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 10 | Legality of Objects                                                            | Lecture | <b>BBL326.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 11 | Performance and                                                                | Lecture | <b>BBL326.2.</b> | Mid                                         |

|    |                                                                                                       |         |                  |                                             |
|----|-------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
|    | Discharge of Contract,<br>Breach of Contract and<br>its Remedies,                                     |         |                  | Term-1,<br>Quiz &<br>End Sem<br>Exam        |
| 12 | Basic Elements of Law<br>Relating to Agency,                                                          | Lecture | <b>BBL326.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 13 | Guarantee and Pledge                                                                                  | Lecture | <b>BBL326.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 14 | Indian Sale of Goods Act,<br>1930: Introduction                                                       | Lecture | <b>BBL326.3.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 15 | Sale and Agreement to<br>Sell                                                                         | Lecture | <b>BBL326.3.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 16 | Hire Purchase – Pledge –<br>Mortgage –<br>Hypothecation Lease.<br>Goods – Different types<br>of Goods | Lecture | <b>BBL326.3.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 17 | Passing of Property in<br>Goods                                                                       | Lecture | <b>BBL326.3.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 18 | Conditions and<br>Warranties                                                                          | Lecture | <b>BBL326.3.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 19 | Doctrine of Caveat<br>emtor, Rights of an<br>unpaid Seller                                            | Lecture | <b>BBL326.3.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 20 | Negotiable Instruments                                                                                | Lecture | <b>BBL326.4.</b> | Quiz &                                      |

|    |                                                                                  |         |                  |                     |
|----|----------------------------------------------------------------------------------|---------|------------------|---------------------|
|    | Act, 1881                                                                        |         |                  | End Sem Exam        |
| 21 | Meaning of Negotiability and Definition of Negotiable Instruments                | Lecture | <b>BBL326.4.</b> | Quiz & End Sem Exam |
| 22 | Features, Cheques, Bill of Exchange and Promissory Note,                         | Lecture | <b>BBL326.4.</b> | Quiz & End Sem Exam |
| 23 | Holder in Due Course, Crossing of Cheques, Endorsement and Dishonour of Cheques. | Lecture | <b>BBL326.4.</b> | Quiz & End Sem Exam |
| 24 | Elements of Company Law: Meaning, Types of companies                             | Lecture | <b>BBL326.5</b>  | Quiz & End Sem Exam |
| 25 | Formation of a company, Memorandum and Articles of Association                   | Lecture | <b>BBL326.5</b>  | Quiz & End Sem Exam |
| 26 | Issue of Shares, Share Capital and Shareholders                                  | Lecture | <b>BBL326.5</b>  | Quiz & End Sem Exam |
| 27 | Company Meetings and Proceedings                                                 | Lecture | <b>BBL326.5</b>  | Quiz & End Sem Exam |
| 28 | Powers and Liabilities of Directors                                              | Lecture | <b>BBL326.5.</b> | Quiz & End Sem Exam |
| 29 | Meeting                                                                          | Lecture | <b>BBL326.5.</b> | Quiz & End Sem Exam |
| 30 | Managerial Remuneration                                                          | Lecture | <b>BBL326.5.</b> | Quiz & End Sem Exam |
| 31 | Winding up of Company.                                                           | Lecture | <b>BBL326.5.</b> | Quiz & End Sem Exam |
| 32 | Consumer Protection Act                                                          | Lecture | <b>BBL326.6.</b> | Quiz &              |

|    |                                                                            |         |                  |                     |
|----|----------------------------------------------------------------------------|---------|------------------|---------------------|
|    | 1986 and Torts: Need for Consumer Protection – Meaning of Consumer         |         |                  | End Sem Exam        |
| 33 | Different Redressal Forums for Consumers, Rights of Consumers              | Lecture | <b>BBL326.6.</b> | Quiz & End Sem Exam |
| 34 | Unfair Trade Practices, and Procedure for Filing Complaints.               | Lecture | <b>BBL326.6.</b> | Quiz & End Sem Exam |
| 35 | Meaning of tort, Application of Tortious Liability in Business Situations. | Lecture | <b>BBL326.6.</b> | Quiz & End Sem Exam |
| 36 | Application of Tortious Liability in Business Situations.                  | Lecture | <b>BBL326.6.</b> | Quiz & End Sem Exam |

**VVVV. Course Articulation Matrix (Mapping of COs with POs)**

| CO                 | STATEMENT                                                                                                                     |          | CORRELATION WITH PROGRAMME OUTCOMES |          |          |      |          |          |          |          |          |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------|----------|-------------------------------------|----------|----------|------|----------|----------|----------|----------|----------|
|                    |                                                                                                                               | PO 1     | PO 2                                | PO 3     | PO 4     | PO 5 | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BBL 326 .1.</b> | To make the student aware about the legal environment of business so that the fair level of business understanding principles | <b>1</b> | <b>1</b>                            | <b>3</b> | <b>2</b> | 1    | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |



|                    |                                                                                                                                                             |          |          |          |          |          |          |          |          |          |          |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                    | can be developed .                                                                                                                                          |          |          |          |          |          |          |          |          |          |          |
| <b>BBL 326 .2.</b> | Getting them acquainted with the mercantile law's norms with respect to Indian contract Act. Where all aspirants learn the entry level complexities in Law. | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |
| <b>BBL 326 .3.</b> | Acquaintance of the various term Hire Purchase - Pledge - Mortgage where they able to recognize the essential of Indian Sale of Goods Act with the          | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                    |                                                                                                                  |          |          |          |          |          |          |          |          |          |          |
|--------------------|------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                    | rights of unpaid seller.                                                                                         |          |          |          |          |          |          |          |          |          |          |
| <b>BBL 326 .4.</b> | Understand the role of Negotiable Instruments Act, 1881 and its functions with applicability in day-to-day life. | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |
| <b>BBL 326 .5.</b> | Demonstrate the essential elements of company law with the provisions of power and liabilities of directors      | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                    |                                                                        |          |          |          |          |          |          |          |          |          |          |
|--------------------|------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                    | and its remuneration with the all provisions of winding up of company. |          |          |          |          |          |          |          |          |          |          |
| <b>BBL 326 .6.</b> | Acquaintance of consumer protection Act, 1986 and its applicability.   | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |

Sample question Paper

| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –III) 2019-22 |               |               |          |           |                |          |
|------------------------------------------------------------------------------------------------|---------------|---------------|----------|-----------|----------------|----------|
| Class: BBA III Semester                                                                        |               |               |          |           |                |          |
| Subject Name:<br>BBL326                                                                        |               | Time: 2 Hrs   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                 | Remembering   | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                               | Q.1,2(a),2(b) | Q.3,6         | Q.4,5    |           |                |          |

| <p>Student will be able to</p> <p>CO1: To make the student aware about the legal environment of business so that the fair level of business understanding principles can be developed.</p> <p>CO2: Getting them acquainted with the mercantile law's norms with respect to Indian contract Act. Where all aspirants learn the entry level complexities in Law.</p> |              |                                                                                               |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------|-------|
| CO Map                                                                                                                                                                                                                                                                                                                                                             | Question No. | Question                                                                                      | Marks |
| CO2                                                                                                                                                                                                                                                                                                                                                                | Q.1          | Why all contracts are agreement but all agreement are not contract? Highlight the difference. | 3     |
| CO1                                                                                                                                                                                                                                                                                                                                                                | Q.2a         | Write a short on Legal environment of business.                                               | 3     |
|                                                                                                                                                                                                                                                                                                                                                                    | Q.2b         | What are the different sources of Law?                                                        | 3     |
| CO2                                                                                                                                                                                                                                                                                                                                                                | Q.3          | What are the essential elements of valid contract as per Indian Contract Act?                 | 6     |
| CO3                                                                                                                                                                                                                                                                                                                                                                | Q.4          | Define sale and agreement to sell.                                                            | 3     |
| CO3                                                                                                                                                                                                                                                                                                                                                                | Q.5          | Explain rights of unpaid seller.                                                              | 6     |
| CO2                                                                                                                                                                                                                                                                                                                                                                | Q.6.         | What do you mean by Breach of contract? Explain with examples.                                | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2019-20                  |
| <b>Course Name</b>      | BBA                      |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester |
| <b>Subject Code</b>     | BBL 326                  |
| <b>Subject Name</b>     | Business Law             |
| <b>Attainment Level</b> | Level 2                  |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**Amity Business School**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration,  
2019-20**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |     |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 |
| IV Sem.                       | BBA 401 | 1   | 1   | 2   | 3   | 1   | 1   | 1   | 1   | 2   | 1   |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| Amity Business School                                                                      |
|--------------------------------------------------------------------------------------------|
| Course Handout                                                                             |
| Course : Corporate Financial Management                                                    |
| Course Code : BBA 401, Crédits : 04,<br>Session :2019-20 (Even Sem.), Class : BBA 2nd Year |

In today's world, every manager is a decision-making unit. To take decisions which are effective, a manager should understand all areas of management. The objective of this course is to develop an understanding of short term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**WWW. Course Outcomes:** At the end of the course, students will be able to:

**BBA 401.1** To learn about the Sources of finance – Debt: Term Loans, Debentures. Equity: Ordinary Shares. Hybrid: Preference, Warrants.

**BBA 401.2** To study about the Concept significance assumptions, Computation of cost of capital of various sources: Equity, Debt, Reserve & Surplus and Preference shares

**BBA 401.3** To study about the Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage

**BBA 401.4** Importance of dividend decisions, Theories of Dividend decisions: Irrelevance theory, optimal dividend decision.

**BBA 401.5** To study about the Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options



**BBA 401.6** To learn about the Introduction to Financial Services, Features of marketing these services

**XXXX. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognize, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**YYYY. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**ZZZZ. Syllabus**

Module I: Introduction to Financial Management

Indian Financial System (Meaning, importance and role). Sources of finance – Debt: Term Loans, Debentures. Equity: Ordinary Shares. Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs.

## Module II: Cost of capital

Concept significance assumptions, Computation of cost of capital of various sources: Equity, Debt, Reserve & Surplus and Preference shares. Weighted average cost of capital. Book value weights v/s market value weights.

Module III: Leverage Analysis and Capital Structure Theories Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage.

Factors affecting Capital Structure decisions, Theory of Capital Structure Decisions, MM Theory, NI, NOI and traditional theory.

## Module IV: Dividend Decisions

Importance of dividend decisions, Theories of Dividend decisions: Irrelevance theory, optimal dividend decision, relevance theory, Issues in dividend policy: Bonus Shares, Stock Splits & Buyback of shares.

## Module V: Introduction to Derivatives

Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options, Use of Derivative in financial investment decision.

## Module VI: Marketing of Financial Services

Introduction to Financial Services, Features of marketing these services, Recent developments.

### ***Examination Scheme:***

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### **AAAAA. Suggested Text/Reference Books:**

**Chandra, P. Fundamentals of Financial Management, Sixth Edition, Tata Mc-Graw Hill.**

**Brearly R.A. and Myers, S.C. Eighth Edition Principles of Corporate Finance, Tata Mc-Graw Hill.**

**Horne.V. Tenth Edition, Financial Management and Policy, Prentice Hall of India**

**BBBBB. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                           | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|-------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | <b>Indian Financial System :Meaning</b>                                 | Lecture                 | BBA 401.1               | Mid Term-1, Quiz & End Sem Exam |
| 2              | <b>Indian Financial System :Importance and Sources of finance</b>       | Lecture                 | BBA 401.1               | Mid Term-1, Quiz & End Sem Exam |
| 3              | <b>Debt: Term Loans, Debentures. Equity: Ordinary Shares</b>            | Lecture                 | BBA 401.1               | Mid Term-1, Quiz & End Sem Exam |
| 4              | <b><i>Debt: Term Loans, Debentures. Equity: Ordinary Shares</i></b>     | Lecture                 | BBA 401.1               | Mid Term-1, Quiz & End Sem Exam |
| 5              | <b>Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs</b> | Lecture                 | BBA 401.1               | Mid Term-1, Quiz & End Sem Exam |
| 6              | <b>Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs</b> | Lecture                 | BBA 401.1               | Mid Term-1, Quiz & End Sem Exam |
| 7              | <b>Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs</b> | Lecture                 | BBA 401.1               | Mid Term-1, Quiz & End Sem Exam |
| 8              | <b>Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs</b> | Lecture                 | BBA 401.1               | Mid Term-1, Quiz & End Sem Exam |
| 9              | <b>Concept significance assumptions</b>                                 | Lecture                 | BBA 401.2               | Mid Term-1, Quiz & End Sem Exam |
| 10             | <b>Computation of cost of capital of various sources</b>                | Lecture                 | BBA 401.2               | Mid Term-1, Quiz & End Sem Exam |
| 11             | <b>Equity, Debt, Reserve &amp; Surplus and Preference shares</b>        | Lecture                 | BBA 401.2               | Mid Term-1, Quiz & End Sem Exam |
| 12             | <b>Equity, Debt, Reserve &amp; Surplus and Preference shares</b>        | Lecture                 | BBA 401.2               | Mid Term-1, Quiz & End Sem Exam |
| 13             | <b>Weighted average cost of</b>                                         | Lecture                 | BBA                     | Mid Term-1,                     |

|    |                                                             |         |           |                                 |
|----|-------------------------------------------------------------|---------|-----------|---------------------------------|
|    | <b>capital.</b>                                             |         | 401.2     | Quiz & End Sem Exam             |
| 14 | <b>Book value weights</b>                                   | Lecture | BBA 401.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | <b>Market value weights</b>                                 | Lecture | BBA 401.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | <b>Weighted average: Formulae</b>                           | Lecture | BBA 401.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | <b>Leverage Analysis:</b>                                   | Lecture | BBA 401.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | <b>Operating Leverage</b>                                   | Lecture | BBA 401.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | <b>Factors affecting Capital Structure decisions</b>        | Lecture | BBA 401.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | <b>Theory of Capital Structure Decisions</b>                | Lecture | BBA 401.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | <b>MM Theory</b>                                            | Lecture | BBA 401.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | <b>NI, NOI and traditional theory.</b>                      | Lecture | BBA 401.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | <b>Traditional theory.</b>                                  | Lecture | BBA 401.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | <b>Examples: MM Theory, NI, NOI and traditional theory.</b> | Lecture | BBA 401.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | <b>Importance of dividend decisions</b>                     | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | <b>Theories of Dividend decisions</b>                       | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | <b>Irrelevance theory</b>                                   | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | <b>optimal dividend decision,</b>                           | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem      |

|    |                                                                                   |         |              |                                       |
|----|-----------------------------------------------------------------------------------|---------|--------------|---------------------------------------|
|    | <b>relevance theory</b>                                                           |         |              | Exam                                  |
| 29 | <b>Issues in dividend policy</b>                                                  | Lecture | BBA<br>401.4 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 30 | <b>Bonus Shares, Stock<br/>Splits &amp; Buyback of<br/>shares</b>                 | Lecture | BBA<br>401.4 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 31 | <b>Stock Splits &amp; Buyback<br/>of shares</b>                                   | Lecture | BBA<br>401.4 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 32 | <b>Buyback of shares</b>                                                          | Lecture | BBA<br>401.4 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 33 | <b>Meaning and Concept of<br/>Derivatives</b>                                     | Lecture | BBA<br>401.5 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 34 | <b>Conceptual<br/>understanding of<br/>Futures and Options</b>                    | Lecture | BBA<br>401.5 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 35 | <b>Examples Futures and Options</b>                                               | Lecture | BBA<br>401.5 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 36 | <b>Concept of Derivatives</b>                                                     | Lecture | BBA<br>401.5 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 37 | <b>Use of Derivative in financial<br/>investment decision. :<br/>Introduction</b> | Lecture | BBA<br>401.5 | Quiz & End Sem<br>Exam                |
| 38 | <b>Use of Derivative in financial<br/>investment decision : Examples</b>          | Lecture | BBA<br>401.5 | Quiz & End Sem<br>Exam                |
| 39 | <b>Use of Derivative in financial<br/>investment decision: Practical</b>          | Lecture | BBA<br>401.5 | Quiz & End Sem<br>Exam                |
| 40 | <b>Use of Derivative in financial<br/>investment decision.</b>                    | Lecture | BBA<br>401.5 | Quiz & End Sem<br>Exam                |
| 41 | <b>Financial Services :</b>                                                       | Lecture | BBA<br>401.6 | Quiz & End Sem<br>Exam                |

|    |                                                           |         |              |                        |
|----|-----------------------------------------------------------|---------|--------------|------------------------|
|    | <b>Introduction</b>                                       |         |              |                        |
| 42 | <b>Financial Services: Functions</b>                      | Lecture | BBA<br>401.6 | Quiz & End Sem<br>Exam |
| 43 | <b>Marketing these services</b>                           | Lecture | BBA<br>401.6 | Quiz & End Sem<br>Exam |
| 44 | <b>Features of marketing these services</b>               | Lecture | BBA<br>401.6 | Quiz & End Sem<br>Exam |
| 45 | <b>Types marketing these services</b>                     | Lecture | BBA<br>401.6 | Quiz & End Sem<br>Exam |
| 46 | <b>Financial Services</b>                                 | Lecture | BBA<br>401.6 | Quiz & End Sem<br>Exam |
| 47 | <b>Recent developments in financial Services</b>          | Lecture | BBA<br>401.6 | Quiz & End Sem<br>Exam |
| 48 | <b>Examples Recent developments in financial Services</b> | Lecture | BBA<br>401.6 | Quiz & End Sem<br>Exam |

**CCCCC. Course Articulation Matrix (Mapping of COs with POs)**

| C<br>O                    | STATEMENT                                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |     |          |          |          |          |          |          |          |          |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|----------|----------|----------|----------|----------|----------|----------|----------|
|                           |                                                                                                                             | PO<br>1                             | PO2 | PO3      | PO4      | PO5      | PO<br>6  | PO<br>7  | PO<br>8  | PO<br>9  | PO<br>10 |
| <b>BBA<br/>401<br/>.1</b> | To learn about the Sources of finance – Debt: Term Loans, Debentures. Equity: Ordinary Shares. Hybrid: Preference, Warrants | <b>2</b>                            | -   | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | <b>3</b> | <b>1</b> |
| <b>BBA<br/>401.2</b>      | To study about the Concept significance assumptions,                                                                        | <b>3</b>                            | -   | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>1</b> | -        | <b>2</b> | <b>1</b> |

|                  |                                                                                                                  |          |          |          |          |          |          |          |          |          |          |
|------------------|------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  | Computation of cost of capital of various sources: Equity, Debt, Reserve & Surplus and Preference shares         |          |          |          |          |          |          |          |          |          |          |
| <b>BBA 401.3</b> | to study about the Leverage Analysis : Operating Leverage, Financial Leverage & Combined Leverage                | <b>2</b> | -        | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        | <b>1</b> |
| <b>BBA 401.4</b> | Importance of dividend decisions, Theories of Dividend decisions: Irrelevance theory, optimal dividend Decision. | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> | <b>1</b> |



|                      |                                                                                                        |   |   |   |   |   |   |   |   |   |   |
|----------------------|--------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
|                      |                                                                                                        |   |   |   |   |   |   |   |   |   |   |
| <b>BBA<br/>401.5</b> | To study about the Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options | - | 2 | - | 3 | - | 2 | 3 | - | 1 | 1 |
| <b>BBA<br/>401.6</b> | To learn about the Introduction to Financial Services, Features of marketing these services            | 2 | - | 2 | 3 | 2 | - | 2 | 3 | 2 | 1 |

## Sample Question Paper

| Amity Business School                                                                                                                                |              |                                                              |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------|----------|-----------|----------------|----------|
| I MID-SEMESTER (SEM –IV) 2019-20                                                                                                                     |              |                                                              |          |           |                |          |
| Class: B.B.A IV Semester                                                                                                                             |              |                                                              |          |           |                |          |
| Subject Name:<br>BBA 401 Corporate Financial Management                                                                                              |              | Time: 2 Hrs                                                  |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                       | Remembering  | Understanding                                                | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                     | Q.1          | Q.4                                                          | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| Student will be able to<br>CO1: List the broad perceptive of cloud architecture and model.CO2: Apply different cloud programming models as per need. |              |                                                              |          |           |                |          |
| CO Map                                                                                                                                               | Question No. | Question                                                     |          |           |                | Marks    |
| BBA 401.1                                                                                                                                            | Q.1          | Write down the Importance of Indian Financial System         |          |           |                | 3        |
| BBA 401.2                                                                                                                                            | Q.2a         | Write down the Procedure of Computation of Cost of Equity    |          |           |                | 3        |
|                                                                                                                                                      | Q.2b         | Write down the Procedure of Computation of Cost of Debenture |          |           |                | 3        |
| BBA 401.1                                                                                                                                            | Q.3          | Explain the Long-term Sources of Finance in details          |          |           |                | 6        |
| BBA 401.2                                                                                                                                            | Q.4          | Write down Short Notes on ADR and GDR                        |          |           |                | 3        |
| BBA 401.1                                                                                                                                            | Q.5a         | Write down the Procedure of Convertible Securities           |          |           |                | 3        |
|                                                                                                                                                      | Q.5b         | Write down the role of Indian Financial System.              |          |           |                | 3        |
| BBA 401.2                                                                                                                                            | Q.6          | Explain the Weighted average cost of Capital in details      |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                |
|-------------------------|--------------------------------|
| <b>Session</b>          | 2019-20                        |
| <b>Course Name</b>      | BBA                            |
| <b>Semester</b>         | 4 <sup>th</sup> Semester       |
| <b>Subject Code</b>     | BBA 401                        |
| <b>Subject Name</b>     | Corporate Financial Management |
| <b>Attainment Level</b> | Level 2                        |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
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# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2019-20**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

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1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

| PROGRAMME ARTICULATION MATRIX |            |         |         |         |         |         |         |         |         |     |     |
|-------------------------------|------------|---------|---------|---------|---------|---------|---------|---------|---------|-----|-----|
|                               |            | PO<br>1 | PO<br>2 | PO<br>3 | PO<br>4 | PO<br>5 | PO<br>6 | PO<br>7 | PO<br>8 | PO9 | P10 |
| BBA IV<br>Sem.                | BBA<br>402 | 3       | 2       | 3       | 2       | 1       | 3       | 1       | 1       | 2   | 3   |



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|                                                                                            |
|--------------------------------------------------------------------------------------------|
|                                                                                            |
| <b>Course Handout</b>                                                                      |
| Course : Marketing Management II                                                           |
| Course Code : BBA 402, Crédits : 04,<br>Session :2019-20 (Even Sem.), Class : BBA 2nd Year |

**DDDDD. Introduction:** To expose the students to the advance concepts of Marketing and to help them analyze the recurrent issues in Marketing with the help of cases.

**EEEE. Course Outcomes:** At the end of the course, students will be able to:

**BBA 402.1** To learn about the industrial, product differentiation, product mix, Product Life Cycle and various strategies.

**BBA 402.2** To study about the Product Line Decision, New Product Development: Challenges & Process.

**BBA 402.3** To study about the Understanding various pricing strategies and their application.

**BBA 402.4** To learn about the Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions

**BBA 402.5** To understand about the Marketing communication budget. Introduction to various elements of integrated marketing communications briefly

**BBA 402.6** To learn about the Challenges and opportunities of Globalization. Factors governing entry into foreign markets

**FFFF. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**GGGGG. Programme Specific Outcomes: NA**



**HHHHH. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**IIII. Syllabus****Module I: Product Mix Strategy**

Product: concept & levels, Classification of products consumer and industrial, product differentiation, product mix, Product Life Cycle and various strategies, Branding: concept and challenges, brand decisions. Packaging and labeling.

**Module II: Product Development Decision**

Product Line Decision, New Product Development: Challenges & Process, Consumer Adoption Process, Diffusion of Innovation.

**Module III: Pricing Considerations and Strategies**

Introduction to various objectives of pricing, Pricing Process. Adapting the price: Concept of geographical pricing, promotional pricing, discriminatory pricing. Understanding various pricing strategies and their application.

**Module IV: Distribution and Logistics Decision**

Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions, Channel Dynamics. Introduction to Wholesaling,

Retailing and Logistics.

### **Module V: Deciding on the Marketing Communications Mix**

The process of deciding the Marketing communication mix, Marketing communication budget. Introduction to various elements of integrated marketing communications briefly.

### **Module VI: Introduction to global market place**

Challenges and opportunities of Globalization. Factors governing entry into foreign markets. Marketing Mix for Global Markets. Trends in international marketing

#### **JJJJ. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **KKKKK. Suggested Text/Reference Books:**

Kotler Philip and Armstrong Gray, Principles of Marketing, Eleventh Edition, Pearson Education.

Ramaswamy VS, Namakumari S, Marketing Management, Planning Implementation & Control, Third Edition, MacMillan.

#### **LLLLL. Lecture Plan**

| Lecture | Topics                                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Product: concept & levels, Classification of products consumer and industrial | Lecture          | BBA 402.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Product: concept & levels, Classification of products consumer and industrial | Lecture          | BBA 402.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | product differentiation, product mix, Product Life Cycle and various          | Lecture          | BBA 402.1        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                 |         |           |                                 |
|----|---------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | strategies                                                                      |         |           |                                 |
| 4  | product differentiation, product mix, Product Life Cycle and various strategies | Lecture | BBA 402.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Branding: concept and challenges, brand decisions. Packaging and labeling.      | Lecture | BBA 402.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Branding: concept and challenges, brand decisions. Packaging and labeling.      | Lecture | BBA 402.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Branding: concept and challenges, brand decisions. Packaging and labeling.      | Lecture | BBA 402.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Branding: concept and challenges, brand decisions. Packaging and labeling.      | Lecture | BBA 402.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Product Line Decision                                                           | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | New Product Development                                                         | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Challenges & Process                                                            | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Product Line Decision: case study                                               | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Consumer Adoption Process: Introduction                                         | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Consumer Adoption Process: case study                                           | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Consumer Adoption Process: Introduction                                         | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Examples : case study                                                           | Lecture | BBA       | Mid Term-1,                     |

|    |                                               |         |           |                                 |
|----|-----------------------------------------------|---------|-----------|---------------------------------|
|    |                                               |         | 402.2     | Quiz & End Sem Exam             |
| 17 | Introduction to various objectives of pricing | Lecture | BBA 402.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Pricing Process.                              | Lecture | BBA 402.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Adapting the price                            | Lecture | BBA 402.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Concept of geographical pricing               | Lecture | BBA 402.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Promotional pricing, discriminatory pricing   | Lecture | BBA 402.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Pricing strategies and their application.     | Lecture | BBA 402.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Understanding various pricing strategies      | Lecture | BBA 402.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Pricing strategies and their application.     | Lecture | BBA 402.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Nature of Marketing Channels                  | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Channel Functions and Flows                   | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Marketing Channels: Introduction              | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Channel Design and Management Decisions       | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Channel Dynamics.                             | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Introduction to Wholesaling                   | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Retailing                                     | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem      |

|    |                                                                                           |         |              |                                       |
|----|-------------------------------------------------------------------------------------------|---------|--------------|---------------------------------------|
|    |                                                                                           |         |              | Exam                                  |
| 32 | Logistics                                                                                 | Lecture | BBA<br>402.4 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 33 | The process of deciding<br>the Marketing<br>communication mix                             | Lecture | BBA<br>402.5 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 34 | The process of deciding<br>the Marketing<br>communication mix                             | Lecture | BBA<br>402.5 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 35 | The process of deciding the<br>Marketing communication mix                                | Lecture | BBA<br>402.5 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 36 | Marketing communication<br>budget: Introduction                                           | Lecture | BBA<br>402.5 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 37 | Marketing communication<br>budget: case                                                   | Lecture | BBA<br>402.5 | Quiz & End Sem<br>Exam                |
| 38 | Marketing communications<br>briefly: functions                                            | Lecture | BBA<br>402.5 | Quiz & End Sem<br>Exam                |
| 39 | Introduction to various<br>elements of integrated<br>marketing communications<br>briefly. | Lecture | BBA<br>402.5 | Quiz & End Sem<br>Exam                |
| 40 | Integrated marketing<br>communications: case studies                                      | Lecture | BBA<br>402.5 | Quiz & End Sem<br>Exam                |
| 41 | Challenges of Globalization                                                               | Lecture | BBA<br>402.6 | Quiz & End Sem<br>Exam                |
| 42 | Opportunities of Globalization.                                                           | Lecture | BBA<br>402.6 | Quiz & End Sem<br>Exam                |
| 43 | Factors governing entry<br>into foreign markets                                           | Lecture | BBA<br>402.6 | Quiz & End Sem<br>Exam                |
| 44 | Marketing Mix for Global<br>Markets: Introduction                                         | Lecture | BBA<br>402.6 | Quiz & End Sem<br>Exam                |
| 45 | Marketing Mix for Global<br>Markets.: case study                                          | Lecture | BBA<br>402.6 | Quiz & End Sem<br>Exam                |

|    |                                                 |         |           |                     |
|----|-------------------------------------------------|---------|-----------|---------------------|
|    |                                                 |         |           |                     |
| 46 | Trends in international marketing: Introduction | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 47 | Trends in international marketing: case studies | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 48 | Examples: Trends in international marketing     | Lecture | BBA 402.6 | Quiz & End Sem Exam |

**MMMMM. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                       | CORRELATION WITH PROGRAMME OUTCOMES |     |          |          |          |          |          |          |          |          |
|------------------|-----------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|----------|----------|----------|----------|----------|----------|----------|----------|
|                  |                                                                                                                 | PO 1                                | PO2 | PO3      | PO4      | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BBA40 2.1</b> | To learn about the industrial, product differentiation, product mix, Product Life Cycle and various strategies. | <b>2</b>                            | -   | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | <b>3</b> | <b>1</b> |
| <b>BBA 402.2</b> | to study about the Product Line Decision, New Product Development: Challenges & Process.                        | <b>3</b>                            | -   | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>1</b> | -        | <b>2</b> | <b>1</b> |

|                  |                                                                                                                                         |          |          |          |          |          |          |          |          |          |          |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  |                                                                                                                                         |          |          |          |          |          |          |          |          |          |          |
| <b>BBA402.3</b>  | to study about the Understanding various pricing strategies and their application.                                                      | <b>2</b> | -        | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        | <b>1</b> |
| <b>BBA 402.4</b> | To learn about the Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions                   | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA 402.5</b> | To understand about the Marketing communication budget. Introduction to various elements of integrated marketing communications briefly | -        | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> | <b>1</b> |
| <b>BBA 402.6</b> | To learn about the Challenges and opportunities                                                                                         | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> |

[illegible]



## Sample Question Paper

| Amity Business School                                                                                                                                |              |                                                                   |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------|----------|-----------|----------------|----------|
| I MID-SEMESTER (SEM –IV) 2019-20                                                                                                                     |              |                                                                   |          |           |                |          |
| Class: B.B.A IV Semester                                                                                                                             |              |                                                                   |          |           |                |          |
| Subject Name:<br>BBA 402 Marketing Management                                                                                                        |              | Time: 2 Hrs                                                       |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                       | Remembering  | Understanding                                                     | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                     | Q.1          | Q.4                                                               | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| Student will be able to<br>CO1: List the broad perceptive of cloud architecture and model.CO2: Apply different cloud programming models as per need. |              |                                                                   |          |           |                |          |
| CO Map                                                                                                                                               | Question No. | Question                                                          |          |           |                | Marks    |
| BBA402.1                                                                                                                                             | Q.1          | Explain the Product mix in details                                |          |           |                | 3        |
| BBA402.2                                                                                                                                             | Q.2a         | Explain the Different Stages of New Product Development           |          |           |                | 3        |
|                                                                                                                                                      | Q.2b         | Write down the Challenges and Process of new Product Development. |          |           |                | 3        |
| BBA402.1                                                                                                                                             | Q.3          | Write down the Product Life Cycle and various strategies          |          |           |                | 6        |
| BBA402.2                                                                                                                                             | Q.4          | Explain the Product Line Decision                                 |          |           |                | 3        |
| BBA402.1                                                                                                                                             | Q.5a         | Explain the Brand decision in details                             |          |           |                | 3        |
|                                                                                                                                                      | Q.5b         | Explain the Packaging and labeling in details                     |          |           |                | 3        |
| BBA402.2                                                                                                                                             | Q.6          | Explain the Diffusion of Innovation                               |          |           |                | 6        |

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# Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2019-20                  |
| <b>Course Name</b>      | BBA                      |
| <b>Semester</b>         | 4 <sup>th</sup> Semester |
| <b>Subject Code</b>     | BBA 402                  |
| <b>Subject Name</b>     | Marketing Management     |
| <b>Attainment Level</b> | Level 1                  |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
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**Amity Business School**

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**2019-20**

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If there is no correlation, put “- “

| PROGRAMME ARTICULATION MATRIX |            |         |         |         |         |         |         |         |         |     |     |
|-------------------------------|------------|---------|---------|---------|---------|---------|---------|---------|---------|-----|-----|
|                               |            | PO<br>1 | PO<br>2 | PO<br>3 | PO<br>4 | PO<br>5 | PO<br>6 | PO<br>7 | PO<br>8 | PO9 | P10 |
| IV<br>Sem.                    | BBA<br>403 | 3       | 2       | 3       | 2       | 3       | 1       | 3       | 3       | 1   | 1   |



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|                                                                                            |
|--------------------------------------------------------------------------------------------|
|                                                                                            |
| <b>Course Handout</b>                                                                      |
| Course : Research Methodologies and Report Preparation                                     |
| Course Code : BBA 403, Crédits : 03,<br>Session :2019-20 (Even Sem.), Class : BBA 2nd Year |

- A. Introduction :** To understand the way in which systematic research can be conducted to describe, explain, and predict phenomena of interest; To develop practical knowledge and skills to understand and carry out research projects; To develop understanding of the basic techniques and tools for conducting research, To develop contents and organization of both the written report and oral presentation for which the research study was done.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 403.1** To learn about Conceptualization and Formulation of a Research Problem, Introduction to Research Design.

**BBA 403.2** To study about Concept of Primary and Secondary Data; Data Collection Methods: Observation, Survey, Questionnaire; Steps in Constructing Questionnaire

**BBA 403.3** To study about Concept Nature of Sampling, Steps of Sampling Design, Sampling Frame, Sample Selection Methods.

**BBA 403.4** To understand about Fieldwork procedure, Common sources of error in the fieldwork

**BBA 403.5** To study about the Data analysis-I: Test of significance Z, t, F and chi-square

**BBA 403.6** To learn about Research presentation and research process examination

**Programme Outcomes:**

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**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognize, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### C. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester                   | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |



|              |  |  |             |
|--------------|--|--|-------------|
| Examination  |  |  |             |
| <b>Total</b> |  |  | <b>100%</b> |

## **D. Syllabus**

### **Module I: Introduction**

Meaning and Importance of Research, Conceptualization and Formulation of a Research Problem, Introduction to Research Design, Scales and Measurements: Ordinal, Nominal, Ratio, Interval, Likert. Preliminary Research: Literature Review, Construction of Hypotheses

### **Module II: Data collection methods**

Primary And Secondary Data; Data Collection Methods: Observation, Survey, Questionnaire; Steps in Constructing Questionnaire, Type of Questions, Introduction to Projective techniques

### **Module III: Sampling**

Nature of Sampling, Steps of Sampling Design, Sampling Frame, Sample Selection Methods - Probability and Non Probability, Sample Size, Sampling Errors and Principles of Sampling.

### **Module IV: Data Collection Field Work**

Fieldwork procedure, Common sources of error in the fieldwork, Minimizing fieldwork errors, Tabulation of collected data

### **Module V: Data Analysis**

Data analysis-I: Test of significance Z, t, F and chi-square, Data analysis-II: Correlation and Regression techniques, Data analysis – III: Introduction to Statistical Package

### **Module VI: Report Writing**

Research presentation and research process examination; Report writing – Format and Types of research report.

**Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**E. Suggested Text/Reference Books:**

Luck, David J and Rubin, Ronald S., Marketing Research(7th edition), Prentice Hall of India

Aaker, David A; Kumar V and George S., Marketing Research(6th edition), John Wiley & Sons.

Boyd, Harper W, Westphall, Ralph & Stasch, Stanely F, Market Research : Text & Cases, Richard D. Irwin Inc.

**F. Lecture Plan**

| Lecture | Topics                                                                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Meaning and Importance of Research, Conceptualization and Formulation of a Research Problem | Lecture          | BBA 403.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction to Research Design, Scales and Measurements                                    | Lecture          | BBA 403.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Ordinal, Nominal, Ratio, Interval, Likert                                                   | Lecture          | BBA 403.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Preliminary Research</i>                                                                 | Lecture          | BBA 403.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Literature Review                                                                           | Lecture          | BBA              | Mid Term-1,                     |

|    |                                                                         |         |           |                                 |
|----|-------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                         |         | 403.1     | Quiz & End Sem Exam             |
| 6  | Construction of Hypotheses                                              | Lecture | BBA 403.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Primary And Secondary Data                                              | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Data Collection Methods                                                 | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Observation, Survey, Questionnaire; Steps in Constructing Questionnaire | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Type of Questions,                                                      | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Introduction to Projective techniques                                   | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Type of Questions, Introduction to Projective techniques                | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Nature of Sampling                                                      | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Steps of Sampling Design, Sampling Frame                                | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Sample Selection Methods                                                | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Probability and Non-Probability                                         | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Sample Size                                                             | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Sampling Errors and Principles of Sampling.                             | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Fieldwork procedure                                                     | Lecture | BBA 403.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Common sources of error in the                                          | Lecture | BBA       | Mid Term-1,                     |

|    |                                                           |         |           |                                 |
|----|-----------------------------------------------------------|---------|-----------|---------------------------------|
|    | fieldwork                                                 |         | 403.4     | Quiz & End Sem Exam             |
| 21 | Fieldwork procedure : case study                          | Lecture | BBA 403.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Minimizing fieldwork errors : Introduction                | Lecture | BBA 403.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Minimizing fieldwork errors, Tabulation of collected data | Lecture | BBA 403.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Minimizing fieldwork errors, Tabulation of collected data | Lecture | BBA 403.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Data analysis-I:                                          | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Test of significance Z, t, F                              | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | chi-square                                                | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Data analysis-II                                          | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Correlation and Regression techniques, Data analysis      | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Introduction to Statistical Package                       | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Research presentation                                     | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Research process examination                              | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Research presentation and research process examination    | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Report writing                                            | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Format and Types of research                              | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem      |

|    |                |         |              |                                       |
|----|----------------|---------|--------------|---------------------------------------|
|    | report.        |         |              | Exam                                  |
| 36 | Report writing | Lecture | BBA<br>403.6 | Mid Term-2,<br>Quiz & End Sem<br>Exam |

### G. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                               | CORRELATION WITH PROGRAMME OUTCOMES |     |     |     |      |      |      |      |      |       |
|------------------|---------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|-----|------|------|------|------|------|-------|
|                  |                                                                                                         | PO 1                                | PO2 | PO3 | PO4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 |
| <b>BBA403.1</b>  | To learn about Conceptualization and Formulation of a Research Problem, Introduction to Research Design | 2                                   | -   | -   | 3   | 2    | -    | -    | 2    | 3    | 1     |
| <b>BBA 403.2</b> | To study about Concept of Primary And Secondary Data; Data Collection Methods: Observati                | 3                                   | -   | 2   | -   | 2    | 3    | 1    | -    | 2    | 1     |

|                      |                                                                                                                                                    |          |          |          |          |          |          |          |          |          |          |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                      | on,<br>Survey,<br>Question<br>naire;<br>Steps in<br>Construc<br>ting<br>Question<br>naire                                                          |          |          |          |          |          |          |          |          |          |          |
| <b>BBA403<br/>.3</b> | To study<br>about<br>Concept<br>Nature of<br>Sampling<br>, Steps of<br>Sampling<br>Design,<br>Sampling<br>Frame,<br>Sample<br>Selection<br>Methods | <b>2</b> | -        | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        | <b>1</b> |
| <b>BBA<br/>403.4</b> | To understand<br>about<br>Fieldwork<br>procedure,<br>Common<br>sources of<br>error in the<br>fieldwork                                             | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA<br/>403.5</b> | To study about<br>the Data<br>analysis-I: Test<br>of significance<br>Z, t, F and chi-<br>square                                                    | -        | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> | <b>1</b> |
| <b>BBA<br/>403.6</b> | To learn about<br>Research<br>presentation<br>and research<br>process<br>examination                                                               | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> |

## Sample Question Paper

| Amity Business School<br>Department of Business Management<br>I MID-SEMESTER (SEM –IV) 2019-20                                                                                                                                                                                                                 |                 |                                                            |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.B.A IV Semester                                                                                                                                                                                                                                                                                       |                 |                                                            |          |           |                |          |
| Subject Name:<br>Research Méthodologies and<br>Report Préparation                                                                                                                                                                                                                                              |                 | Time: 2 Hrs                                                |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                        | Remembering     | Understanding                                              | Applying | Analyzing | Evaluatin<br>g | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                            | Q.1             | Q.4                                                        | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| Student will be able to<br>CO1: To learn about Conceptualization and Formulation of a<br>Research Problem, Introduction to Research Design .<br>CO2: To study about Concept of Primary and Secondary Data; Data Collection Methods:<br>Observation, Survey, Questionnaire; Steps in Constructing Questionnaire |                 |                                                            |          |           |                |          |
| CO<br>Map                                                                                                                                                                                                                                                                                                      | Question<br>No. | Questio<br>n                                               |          |           |                | Marks    |
| BBA403.1                                                                                                                                                                                                                                                                                                       | Q.1             | Write down a formulation of Research Problem.              |          |           |                | 3        |
| BBA403.2                                                                                                                                                                                                                                                                                                       | Q.2a            | Write down the method of data collection of Primary data.  |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                | Q.2<br>b        | Write down the sources of Secondary data collection.       |          |           |                | 3        |
| BBA403.1                                                                                                                                                                                                                                                                                                       | Q.3             | Write about the scale and measurement.                     |          |           |                | 6        |
| BBA403.2                                                                                                                                                                                                                                                                                                       | Q.4             | Write down the steps in the construction of Questionnaire. |          |           |                | 3        |
| BBA403.1                                                                                                                                                                                                                                                                                                       | Q.5a            | Explain about the nominal and ordinal scale.               |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                | Q.5<br>b        | Write down about the ratio, likert and interval scale      |          |           |                | 3        |
| BBA403.2                                                                                                                                                                                                                                                                                                       | Q 6             | Write down about the projective technique                  |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# Attainment

|                         |                                               |
|-------------------------|-----------------------------------------------|
| <b>Session</b>          | 2019-20                                       |
| <b>Course Name</b>      | BBA                                           |
| <b>Semester</b>         | 4 <sup>th</sup> Semester                      |
| <b>Subject Code</b>     | BBA 403                                       |
| <b>Subject Name</b>     | Research Methodologies and Report Préparation |
| <b>Attainment Level</b> | Level 1                                       |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2019-20**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |     |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 |
| BBA IV SEM                    | BBA 404 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1   |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                   |
|-----------------------------------------------------------------------------------|
|                                                                                   |
| <b>Course Handout</b>                                                             |
| Course : ENTREPRENEURSHIP DEVELOPMENT                                             |
| Course Code : BBA 404, Crédits : 03,<br>Session : 2019-20 (Odd Sem.), Class : BBA |

**A. Introduction:** The aim of the course is to orient the students in theories and practices of management so as to apply the acquired knowledge in actual business practices. This is a gateway to the real world of management and decision-making.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 404.1.** Knowledge of venture idea generation and overview of setting up an enterprise.

**BBA 404.2.** Understand the significance of project appraisal with business plans.

**BBA 404.3.** Describe the Financial Analysis with venture capital Proposal.

**BBA 404.4.** Understand the complexities associated with Market and Materials Management Analysis these complexities.

**BBA 404.5.** Understand project management and legal issues for the entrepreneur.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Programme Specific Outcomes:NA**

**E. Assessment Plan:**

| Component of Evaluation        | Description                            | Code     | Weightage % |
|--------------------------------|----------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                             | CT       | 15%         |
|                                | Mid Term 2                             |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment | S/V/Q/HA | 10%         |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |

## F. Syllabus

### Module I: Basic Concepts

Qualities, Characteristics of an entrepreneur, Venture idea generation, Ideas and the entrepreneurship, Women entrepreneurs, Preliminary Screening, Drawbacks or Problems of entrepreneurship, Reasons of failure, Overview of setting up an enterprise with organizational forms – MSMED Act.

Project Based Learning -1

Group task: studying various success stories of entrepreneurs and discussing their characteristics and reasons for success.

### Module II: Project Appraisal

Pre-feasibility Report, Project Report, Comparative Rating of Product ideas, Cash Flow, Financial Analysis and Planning, Sources of Finance. Stages of Project Feasibility Analysis-Market, Technical, Financial, Social Analysis, Project Implementation Stages.

Project Based Learning – 2

Activities and assignments: Students asked to finalize on their ideas and start writing business plans.

### Module III: Financial Analysis

Financing the project, Sources of finance, Venture Capital Sources, What Investor looks in the Investment Proposal, Outline for a Venture Capital Proposal.

### Module IV: Market and Materials Management Analysis

Vendor development, vendor selection decision factors, methods of price determination, direct and hidden cost in material management, market development, market feasibility, activities and decisions in materials management – International Markets.

### Module V: Project Management

Steps and procedure for setting up small scale, Role of Banks and Financial Institutions in Development, E-Commerce, E-Business, E-Auction. Project management problems. SEZ, Cluster Development. Legal Issues for the Entrepreneur: Patents, Trademarks, Copyrights.

## G. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## **H. Suggested Text/Reference Books:**

- Essential of Management, Koontz O' Donnell
- Management, Stoner, Freemond & Gilbert
- Principles & practice of Mgmt., L.M. Prasad
- Management Today, Burton & Thakur
- Principles & Practices of Mgmt., C.B. Gupta

## **I. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                                                                                                          | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1.             | Qualities, Characteristics of an entrepreneur                                                                                                                          | Lecture                 | BBA 404.1               | Mid Term-1, Quiz & End Sem Exam |
| 2.             | Venture idea generation                                                                                                                                                | Group Discussion        | BBA 404.1               | Mid Term-1, Quiz & End Sem Exam |
| 3.             | Ideas and the entrepreneurship                                                                                                                                         | Lecture                 | BBA 404.1               | Mid Term-1, Quiz & End Sem Exam |
| 4.             | Women entrepreneurs                                                                                                                                                    | Lecture                 | BBA 404.1               | Mid Term-1, Quiz & End Sem Exam |
| 5.             | Preliminary Screening                                                                                                                                                  | Lecture                 | BBA 404.1               | Mid Term-1, Quiz & End Sem Exam |
| 6.             | Drawbacks or Problems of entrepreneurship                                                                                                                              | Home Assignment         | BBA 404.1               | Mid Term-1, Quiz & End Sem Exam |
| 7.             | Reasons of failure                                                                                                                                                     | Lecture                 | BBA 404.1               | Mid Term-1, Quiz & End Sem Exam |
| 8.             | Overview of setting up an enterprise with organizational forms – MSMED Act. studying various success stories of entrepreneurs and discussing their characteristics and | Case Study              | BBA 404.1               | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                                  |                  |           |                                       |
|-----|----------------------------------------------------------------------------------------------------------------------------------|------------------|-----------|---------------------------------------|
|     | reasons for success.                                                                                                             |                  |           |                                       |
| 9.  | Pre-feasibility Report                                                                                                           | Lecture          | BBA 404.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 10. | Project Report                                                                                                                   | Lecture          | BBA 404.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 11. | Comparative Rating of Product ideas                                                                                              | Home Assignment  | BBA 404.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 12. | Cash Flow, Financial Analysis and Planning                                                                                       | Lecture          | BBA 404.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 13. | Sources of Finance. Stages of Project Feasibility Analysis-Market                                                                | Group Discussion | BBA 404.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 14. | Technical, Financial, Social Analysis                                                                                            | Lecture          | BBA 404.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 15. | Project Implementation Stages.                                                                                                   | Lecture          | BBA 404.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 16. | Project Based Learning : Activities and assignments: Students asked to finalize on their ideas and start writing business plans. | Lecture          | BBA 404.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 17. | Financial Analysis                                                                                                               | Group Discussion | BBA 404.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 18. | Financing the project                                                                                                            | Case Study       | BBA 404.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 19. | Sources of finance                                                                                                               | Group Discussion | BBA 404.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 20. | Venture Capital Sources                                                                                                          | Lecture          | BBA 404.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 21. | What Investor looks in the Investment Proposal                                                                                   | Lecture          | BBA 404.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |



|     |                                                                                           |                  |           |                                 |
|-----|-------------------------------------------------------------------------------------------|------------------|-----------|---------------------------------|
| 22. | Venture Capital Proposal.                                                                 | Group Discussion | BBA 404.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | Venture Capital Proposal: Template                                                        | Home Assignment  | BBA 404.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | Venture Capital Proposal: Exercise                                                        | Lecture          | BBA 404.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | Market and Materials Management Analysis Vendor development                               | Lecture          | BBA 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 26. | vendor selection decision factors                                                         | Lecture          | BBA 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 27. | methods of price determination                                                            | Lecture          | BBA 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 28. | Direct and hidden cost in material management, market development                         | Lecture          | BBA 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | Market feasibility, activities and decisions in materials management                      | Group Discussion | BBA 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | International Markets.                                                                    | Lecture          | BBA 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | Project Management                                                                        | Lecture          | BBA 404.5 | Mid Term-2, Quiz & End Sem Exam |
| 32. | Steps and procedure for setting up small scale                                            | Lecture          | BBA 404.5 | Mid Term-2, Quiz & End Sem Exam |
| 33. | Role of Banks and Financial Institutions in Development, ECommerce, E-Business, E-Auction | Lecture          | BBA 404.5 | Mid Term-2, Quiz & End Sem Exam |
| 34. | Project management problems.                                                              | Lecture          | BBA 404.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | SEZ, Cluster Development.                                                                 | Home Assignment  | BBA 404.5 | Mid Term-2, Quiz & End          |

|     |                                                                     |            |           |                                 |
|-----|---------------------------------------------------------------------|------------|-----------|---------------------------------|
|     |                                                                     |            |           | Sem Exam                        |
| 36. | Legal Issues for the Entrepreneur: Patents, Trademarks, Copyrights. | Case Study | BBA 404.5 | Mid Term-2, Quiz & End Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| Course Outcome   | Statement                                                                      | Correlation with Programme Outcomes |      |      |      |      |      |      |      |      |       |
|------------------|--------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|
|                  |                                                                                | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 |
| <b>BBA 404.1</b> | Knowledge of venture idea generation and overview of setting up an enterprise. | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    | 1     |
| <b>BBA 404.2</b> | Understand the significance of project appraisal with business plans.          | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    | 1     |
| <b>BBA 404.3</b> | Describe the Financial Analysis with venture capital Proposal                  | 3                                   | 3    | 1    | 3    | 3    | 1    | 2    | 1    | -    | 1     |

|                  |                                                                                                          |          |          |          |          |          |          |          |          |          |          |
|------------------|----------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA 404.4</b> | Understand the complexities associated with Market and Materials Management Analysis these complexities. | <b>3</b> | <b>1</b> | <b>-</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA 404.5</b> | Understand project management and legal issues for the entrepreneur.                                     | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |

## **Sample Question Paper**

|                                                                                                                                                                                                             |                     |                                                           |                      |           |                       |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>Amity Business School</b>                                                                                                                                                                                |                     |                                                           |                      |           |                       |              |
| <b>I MID-SEMESTER (SEM – IV) 2019-20</b>                                                                                                                                                                    |                     |                                                           |                      |           |                       |              |
| <b>Class: BBA IV Semester</b>                                                                                                                                                                               |                     |                                                           |                      |           |                       |              |
| <b>Subjects Name: BBA 404<br/>Entrepreneurship Development</b>                                                                                                                                              |                     |                                                           | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of<br/>the<br/>questions<br/>as per<br/>Blooms<br/>Taxonomy</b>                                                                                                                                   | Remembering         | Understanding                                             | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question<br/>Mapping</b>                                                                                                                                                                                 | <b>Q. 2, Q. 4</b>   | <b>Q. 3, Q. 6</b>                                         | <b>Q. 1</b>          | -         | <b>Q. 5</b>           | -            |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Knowledge of principles of management and school of management thoughts.<br><b>CO 2:</b> Understand the significance of planning, and decision making. |                     |                                                           |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                               | <b>Question No.</b> | <b>Question</b>                                           |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>1.</b>           | <b>Discuss the scope and nature of Entrepreneurship.</b>  |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>2.</b>           | <b>Define Women Entrepreneurship.</b>                     |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>3.</b>           | <b>Explain the salient features of MSMED Act</b>          |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>4.</b>           | <b>What are the objectives of project Appraisal?</b>      |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>5.</b>           | <b>Describe in detail the various types of Analysis.</b>  |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>6.</b>           | <b>Discuss the steps of project implementation stage.</b> |                      |           |                       | <b>5</b>     |

\*\*\*\*\*

# Attainment



|                         |                              |
|-------------------------|------------------------------|
| <b>Session</b>          | 2019-20                      |
| <b>Course Name</b>      | BBA                          |
| <b>Semester</b>         | 4 <sup>th</sup> Semester     |
| <b>Subject Code</b>     | BBA 404                      |
| <b>Subject Name</b>     | Entrepreneurship Development |
| <b>Attainment Level</b> | Level 2                      |

**Note:**

|                    |                                                            |
|--------------------|------------------------------------------------------------|
| <b>Attainments</b> | <b>Rubric</b>                                              |
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**2019-2020**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2019-2020**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA IV SEM                    | BBA405 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                           |
|-------------------------------------------------------------------------------------------|
|                                                                                           |
| <b>Course Handout</b>                                                                     |
| Course : E-Commerce                                                                       |
| Course Code : BBA405, Crédits : 03,<br>Session : 2019-20 (Even Sem.), Class : BBA II Year |

**NNNNN. Introduction:** In the changed business environment of today, it has become imperative for businesses to understand, appreciate and learn to create their presence in cyber space. This course focuses on exposing the students to the world of e-commerce, the opportunities, and the threats and teaches them the strategies of making businesses viable and successful.

**OOOOO. Course Outcomes:** At the end of the course, students will be able to:

**BBA 405.1.** To focus on the three major driving forces that permeate all aspects of e-commerce: business development and strategy, technological innovations, and social and legal issues and impacts.

**BBA 405.2.** Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences.

**BBA 405.3.** To know the concept of e-commerce and its (r)evolution. Understand current Internet business models and strategies

**BBA 405.4.** Able to Explain and develop solutions for implementing an e-commerce web presence. Discuss major ethical and legal issues surrounding e-commerce

**BBA 405.5.** To understand implement, in simulation or authentically, an e-commerce presence. Create a marketing and promotional plan for an e-commerce presence.

**PPPPP. Programme Outcomes:**



**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**QQQQQ. Programme Specific Outcomes: NA**

**RRRRR. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **SSSSS. Syllabus**

### **Module I: E-Commerce Concept**

Meaning, definition, concept, features, function of E-Commerce, E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce, limitations of E-Commerce, precaution for secure E-Commerce, proxy services. Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI, Application areas for EDI, Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control. Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce

### **Module II: Types of E-Commerce Applications of B2C**

Consumers' shopping procedure on the internet; Online travel tourism services; Benefits and Impact of e-commerce on travel industry; Online stock trading and its benefits; Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards

E-Auction Applications in B2C- E-Banking, E-Trading. - Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement,

Just in time delivery. Consumer to consumer and peer to peer business model Introduction and basic concepts.

### **Module III: E-Marketing Applications in B2B**

Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets Architectural models of b2b; Characteristics of the supplier-oriented marketplace, Buyer-oriented marketplace, and Intermediary-oriented marketplace; Benefits of b2b on procurement reengineering; Marketing issue in E-Marketing, Promoting your E-Business. Direct marketing, one to one marketing.

### **Module IV: E-Finance Applications in Governance,**

E-government; E-governance – applications of the internet; Concept of government-to-business, business-to-government and citizen-to-government; E-governance models;

Areas of E-Financing, E-Banking, traditional v/s E-Banking, operations in E-Banking. E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading.

### **Module V: E-Payment Emerging Business Models**

Retail model; Media model; advisory model, Made-to-order manufacturing model; Do-it-yourself model; Information service model; Emerging hybrid models; Emerging models in India.

Transactions through Internet, Requirements of E-Payment system, Post paid payment system- Credit card solutions, cyber cash Internet cheques. Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards.

### **TTTTT. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### **UUUUU. Suggested Text/Reference Books:**

- Computer Today, S. Bansundara

- E-Commerce: The Cutting Edge of Business, Kamblesh Bajaj and Debjani Nag, McGraw Hill
- E-Commerce, S. Jaiswal

**VVVVV. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                                                             | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|---------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Meaning, definition, concept, features, function of E-Commerce,                                                           | Lecture                 | <b>BBA 405.1.</b>       | Mid Term-1, Quiz & End Sem Exam |
| 2              | E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce,                                     | Lecture                 | <b>BBA 405.1.</b>       | Mid Term-1, Quiz & End Sem Exam |
| 3              | limitations of E-Commerce, precaution for secure E-Commerce, proxy services.                                              | Lecture                 | <b>BBA 405.1..</b>      | Mid Term-1, Quiz & End Sem Exam |
| 4              | Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI,                        | Lecture                 | <b>BBA 405.1.</b>       | Mid Term-1, Quiz & End Sem Exam |
| 5              | Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access | Lecture                 | <b>BBA 405.1.</b>       | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                       |         |                   |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
|    | Control                                                                                                               |         |                   |                                 |
| 6  | Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature,    | Lecture | <b>BBA 405.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7  | Access Control. Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce | Lecture | <b>BBA 405.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | Management issues relating to e-commerce.                                                                             | Lecture | <b>BBA 405.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce                                                           | Lecture | <b>BBA 405.1</b>  | Mid Term-1, Quiz & End Sem Exam |
| 10 | Consumers' shopping procedure on the internet; Online travel tourism services.                                        | Lecture | <b>BBA 405.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Benefits and Impact of e-commerce on travel industry; Online stock trading and its benefits;                          | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Online banking and its                                                                                                | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz &              |

|    |                                                                                                                                                       |         |                   |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
|    | benefits                                                                                                                                              |         |                   | End Sem Exam                    |
| 13 | Online financial services and their future                                                                                                            | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Instant Paid payment system- Debit card, direct debit.                                                                                                | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Online banking and its benefits Case study                                                                                                            | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Direct debit : Case study                                                                                                                             | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards<br><br>E-Auction<br>Applications in B2C- E-Banking,                | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | E-Trading. - Introduction and overview of these concepts.<br>Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement, | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | E-Trading. - Introduction and overview of these concepts.                                                                                             | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                                                                                                            |         |                   |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
|    | <p>Application of B2B-E-distributor, B2B service provider, benefits of B2B on Procurement,</p> <p>Just in time delivery.</p> <p>Consumer to consumer and peer to peer business model</p> <p>Introduction and basic concepts</p>            |         |                   |                                 |
| 20 | <p>Just in time delivery.</p> <p>Consumer to consumer and peer to peer business model</p> <p>Introduction and basic concepts</p> <p>demption of preference shares - statutory requirements, disclosure in balance sheet; rights issue.</p> | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | <p>Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets</p> <p>Architectural models of b2b;</p>                                                                                                                           | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | <p>Characteristic s of the supplier-oriented marketplace,</p>                                                                                                                                                                              | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                           |         |                   |                                 |
|----|-----------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
| 23 | Buyer-oriented marketplace, and Intermediary-oriented marketplace;                                        | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Benefits of b2b on procurement reengineering;                                                             | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Marketing issue in E-Marketing, Promoting your E-Business.                                                | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Direct marketing, one to one marketing.                                                                   | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Marketing issue in E-Marketing, Promoting your E-Business. Direct marketing, one to one marketing.        | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | E-government;E-governance – applications of the internet .                                                | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | E-governance models; Areas of E-Financing, E-Banking, traditional v/s E-Banking, operations in E-Banking. | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | E-Trading-Stock marketing                                                                                 | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Trading v/s E-Trading, Importance of E-                                                                   | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem      |



|    |                                                                               |         |                   |                                 |
|----|-------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
|    | Trading.                                                                      |         |                   | Exam                            |
| 32 | Advantages of E-trading, operational aspects of E-Trading.                    | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | Operational aspects of E-Trading.                                             | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | E-Trading-Stock marketing, trading v/s E-Trading.                             | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | Advantages of E-trading, operational aspects of E-Trading.                    | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | Do-it-yourself model; Information service model;                              | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | Information service model; Emerging hybrid models; Emerging models in India.  | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam             |
| 38 | Transactions through Internet, Requirements of E-Payment system,              | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam             |
| 39 | Post paid payment system- Credit card solutions, cyber cash Internet cheques. | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam             |
| 40 | Preparation of statement                                                      | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem                  |

|    |                                                                                   |         |                   |                     |
|----|-----------------------------------------------------------------------------------|---------|-------------------|---------------------|
|    | showing allocation of gross liability and net liability.                          |         |                   | Exam                |
| 41 | Preparation of statement showing allocation of gross liability and net liability. | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam |
| 42 | Preparation of statement showing allocation of gross liability and net liability. | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam |
| 43 | Instant Paid payment system- Debit card, direct debit                             | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |
| 44 | Prepaid payment system- Electronic cash.                                          | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |
| 45 | Digicash                                                                          | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |
| 46 | Netcash                                                                           | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |
| 47 | Cybercash                                                                         | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |
| 48 | smart cards.                                                                      | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |



|                                           |                                                                                                                |   |   |   |   |   |   |   |   |   |   |
|-------------------------------------------|----------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
|                                           | cts.                                                                                                           |   |   |   |   |   |   |   |   |   |   |
| B<br>B<br>A<br>4<br>0<br>5<br>.<br>2<br>. | Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences.      | 3 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| B<br>B<br>A<br>4<br>0<br>5<br>.<br>3<br>. | To know the concept of e-commerce and its (r)evolution.<br><br>Understand current Internet business models and | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |



## Sample question Paper

| Amity Business School                                                                                                                                                                                                                                                                                                                                      |              |                                                                         |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------|----------|-----------|----------------|----------|
| I MID-SEMESTER (SEM –IV) 2019-20                                                                                                                                                                                                                                                                                                                           |              |                                                                         |          |           |                |          |
| Class: B.B.A IV Semester                                                                                                                                                                                                                                                                                                                                   |              |                                                                         |          |           |                |          |
| Subject Name: E Commerce<br>BBA 405                                                                                                                                                                                                                                                                                                                        |              | Time: 2 Hrs                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                             | Remembering  | Understanding                                                           | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                           | Q.1,4        | Q.2,3                                                                   | Q.4      | Q.2,5,6   | Q 6            | -        |
| <p>Student will be able to</p> <p>CO1: To focus on the three major driving forces that permeate all aspects of e-commerce: business development and strategy, technological innovations, and social and legal issues and impacts</p> <p>CO2: Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences.</p> |              |                                                                         |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                     | Question No. | Question                                                                |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                        | Q.1          | Explain in brief the functions of ecommerce.                            |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                        | Q.2a         | What are the essential features of digital marketing?                   |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                            | Q.2b         | Write a short note on SEO.                                              |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                        | Q.3          | State the significance of digital marketing in present scenario.        |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                        | Q.4          | Explain functions of W.W.W.                                             |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                        | Q.5a         | Elaborate B to B, B to C and C to C.                                    |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                            | Q.5b         | Write short note on development of e-commerce in India.                 |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                        | Q 6          | Evaluating the role of digital marketing in development of the economy. |          |           |                | 6        |

| Attainments | Rubric |
|-------------|--------|
|-------------|--------|

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                     |                          |
|---------------------|--------------------------|
| <b>Session</b>      | 2019-20                  |
| <b>Course Name</b>  | BBA                      |
| <b>Semester</b>     | 4 <sup>th</sup> Semester |
| <b>Subject Code</b> | BBA 405                  |
| <b>Subject Name</b> | E Commerce               |

**Attainment Level**      Level 1

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## **PROGRAMME OUTCOMES**

### **Bachelor of Business Administration**

**2019-20**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):**

Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA IV<br>SEM                 | BBA406 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| Course Handout                                                                               |
|----------------------------------------------------------------------------------------------|
| Course : Human Resource Management                                                           |
| Course Code : BBA 406 , Credits : 03,<br>Session :2019-20 (Odd Sem.), Class : BBA IIInd year |

**A. Introduction:** The objective of this course is to orient the students towards the basic concepts of Human Resource Management and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

BBA 406.1 Understand basic concepts of Human Resource Management

BBA 406 2. Analyse Acquisition of Human Resource

BBA 406.3 Apply Development of Human resource

BBA 406.4 Understand maintenance of Human Resource

BBA 406.5. Analyse Retention and separation process

BBA 406.6. Understand current issues in HRM

**C. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|--|--|--|--|

## A. Syllabus

### HUMAN RESOURCE MANAGEMENT

**Course Code:**

**BBA 406**

**Credit Units: 03**

#### Course Objective:

The objectives of this course are to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India.

#### Course Contents:

##### **Module I: Fundamentals of HRM**

Introduction, Concept and Functions, Scope and Significance of Human Resource Management, Difference between Personnel Management and HRM, Overview of basic HRM Model, Role and Responsibilities of the Human Resource Manager and essentials of Sound HR Policies.

##### **Module II: Acquisition of Human Resources**

Objectives, Policies and Process of Human Resource Planning, Job Analysis, Recruitment (process, methods: internal, external), Selection (process, tests, interviews), Induction, Placement.

##### **Module III: Development of Human Resources**

Training and Development (process, methods: On-the job, Off-the job), Evaluation of training( Kirkpatrick model) and Performance Appraisal-concept, significance, process, methods

##### **Module IV: Maintenance of Human Resources**

Job Evaluation: concept, process, compensation: concept, components, Designing and Administering the Wage and Salary Structure, Grievance Procedure and Handling.

##### **Module V: Retention and Separation Processes**

Discharge, Retirement, Layoff, Retrenchment, VRS, Promotion and Transfer, exit interview, attrition and retention (concept, significance, determinants and strategies).

##### **Module VI: Current Issues in HRM**

Increased concern for HRM (Sound IR, dual career couples, flexi-working hours, work-from home facility), International Human Resource Management-Managing

inter country differences, SHRM, talent management, Employee engagement, HR audit.

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6<sup>th</sup> Edn.), McGraw Hill, New Delhi
- Dessler G (2006). Human Resource Management, Pearson Education, India
- Mathis R L and Jackson J H (2006). Human Resource Management, (10<sup>th</sup> Edn.) Cengage Learning, Indian Print.
- Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition
- Pattanayak B,(2014), Human Resource Management, 4<sup>th</sup> Edition , PHI

### Lecture Plan

| Lecture | Topics                                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO              |
|---------|------------------------------------------------------------|------------------|------------------|-----------------------------------|
| 1       | Introduction, Concept and Functions                        | Lecture          | BBA 406.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 2       | <i>Scope and Significance of Human Resource Management</i> | Lecture          | BBA 406.1        | Mid Term-1, Quiz & End Sem. .Exam |
| 3       | Difference between Personnel Management and HRM            | Lecture          | BBA 406.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 4       | Overview of basic HRM Model                                | Lecture          | BBA 406.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 5       | Role and Responsibilities                                  | Lecture          | BBA 406.1        | Mid Term-                         |

|    |                                                    |         |           |                                  |
|----|----------------------------------------------------|---------|-----------|----------------------------------|
|    | of the Human Resource Manager                      |         |           | 1, Quiz & End Sem. Exam          |
| 6  | Essentials of Sound HR Policies                    | Lecture | BBA 406.1 | Mid Term-1, Quiz & End Sem. Exam |
| 7  | Acquisition of Human Resources Objectives          | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Policies and Process of Human Resource Planning    | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Job Analysis,                                      | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Recruitment (process, methods: internal, external) | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Selection (process, tests, interviews)             | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Induction, Placement.                              | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Training and Development: process                  | Lecture | BBA 406.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | methods: On-the job                                | Lecture | BBA 406.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Off-the job                                        | Lecture | BBA 406.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Evaluation of training                             | Lecture | BBA 406.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Kirkpatrick model                                  | Lecture | BBA 406.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Performance                                        | Lecture | BBA 406.3 | Mid Term-                        |

|    |                                                                                                          |         |           |                                         |
|----|----------------------------------------------------------------------------------------------------------|---------|-----------|-----------------------------------------|
|    | Appraisal-<br>concept,<br>significance,<br>process, methods                                              |         |           | 1, Quiz &<br>End Sem.<br>Exam           |
| 19 | Maintenance of<br>Human Resources                                                                        | Lecture | BBA 406.4 | End term,<br>Quiz &<br>End Sem.<br>Exam |
| 20 | Job Evaluation:<br>concept, process,                                                                     | Lecture | BBA 406.4 | End term,<br>Quiz &<br>End Sem.<br>Exam |
| 21 | compensation:<br>concept,<br>components                                                                  | Lecture | BBA 406.4 | End term,<br>Quiz &<br>End Sem.<br>Exam |
| 22 | Designing and<br>Administering the<br>Wage                                                               | Lecture | BBA 406.4 | End term,<br>Quiz &<br>End Sem.<br>Exam |
| 23 | Salary Structure                                                                                         | Lecture | BBA 406.4 | End term,<br>Quiz &<br>End Sem.<br>Exam |
| 24 | Grievance Procedure<br>and Handling.                                                                     | Lecture | BBA 406.4 | End term,<br>Quiz &<br>End Sem.<br>Exam |
| 25 | Retention and<br>Separation Processes                                                                    | Lecture | BBA 406.5 | End term,<br>Quiz &<br>End Sem.<br>Exam |
| 26 | Discharge                                                                                                | Lecture | BBA 406.5 | End term,<br>Quiz &<br>End Sem.<br>Exam |
| 27 | Retirement, Layoff,<br>Retrenchment                                                                      | Lecture | BBA 406.5 | End term,<br>Quiz &<br>End Sem.<br>Exam |
| 28 | VRS, Promotion and<br>Transfer                                                                           | Lecture | BBA 406.5 | End term,<br>Quiz &<br>End Sem.<br>Exam |
| 29 | Exit interview,<br>attrition retention<br>(concept,<br>significance,<br>determinants and<br>strategies). | Lecture | BBA 406.5 | End term,<br>Quiz &<br>End Sem.<br>Exam |
| 30 | Current Issues in HRM                                                                                    | Lecture | BBA 406.6 | End term,                               |



|    |                                                   |         |           |                                |
|----|---------------------------------------------------|---------|-----------|--------------------------------|
|    |                                                   |         |           | Quiz & End Sem. Exam           |
| 31 | Increased concern for HRM Sound IR,               | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |
| 32 | dual career couples, flexi-working hours          | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |
| 33 | work-from home facility                           | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |
| 34 | International Human Resource Management           | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |
| 35 | Managing inter country differences, SHRM,         | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |
| 36 | Talent management, Employee engagement, HR audit. | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |

### Course Articulation Matrix (Mapping of COs with POs)

| C<br>O                                             | STATEMENT                                                                       | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |
|----------------------------------------------------|---------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                                                    |                                                                                 | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>6<br/>.<br/>1</b> | Able to Understand the concept and basic elements of Human Resource Management. | <b>1</b>                            | <b>1</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>3</b>    |

|                                                          |                                                                                                                 |          |          |          |          |          |          |          |          |          |
|----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>6<br/>.<br/>2<br/>.</b> | Know the basic process of Human Resource planning and its objectives with its contemporary methods.             | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>2<br/>.<br/>3<br/>.</b> | Able to Recognize the development of human resource and its applicability.                                      | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>6<br/>.<br/>4<br/>.</b> | Describe the role of maintenance of human resource and grievance procedure handlings with relevant case studies | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>6<br/>.<br/>5<br/>.</b> | Demonstrate the applications functions in retention and separation process                                      | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |

|                                                          |                                                                                                                     |   |   |   |   |   |   |   |   |   |
|----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>6<br/>.<br/>6<br/>.</b> | Able to understand the emerging concerns with performance management beyond tangible performance with HR Scorecard. | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 |
|----------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|

### Sample Question Paper

| Amity Business School<br>IV MID-SEMESTER (SEM –I) 2019-20                                                                      |              |                                                                      |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BBA IV Semester                                                                                                         |              |                                                                      |          |           |                |          |
| Subject Name:<br>BBA 406 Human Resource Management                                                                             |              | Time: 2 Hours                                                        |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                 | Remembering  | Understanding                                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                               | Q.1,4        | Q.2,3                                                                | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand basic concepts of Human Resource Management<br>CO2: Analyse Human Resource Planning |              |                                                                      |          |           |                |          |
| CO Map                                                                                                                         | Question No. | Question                                                             |          |           |                | Marks    |
| CO1                                                                                                                            | Q.1          | Explain in brief the rational for studying Human Resource Management |          |           |                | 3        |
|                                                                                                                                | Q.2a         | Explain Human Resource Management                                    |          |           |                | 3        |

|     |      |                                            |   |
|-----|------|--------------------------------------------|---|
| CO1 | Q.2b | Explain need of Human Resource Management. | 3 |
| CO1 | Q.3  | Discuss duties of HR Manager.              | 6 |
| CO2 | Q.4  | Explain HR Planning.                       | 3 |
| CO2 | Q.5a | Explain Process of HR Planning             | 3 |
|     | Q.5b | Explain importance of HR Planning.         | 3 |
| CO2 | Q 6  | Explain Induction.                         | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                           |
|-------------------------|---------------------------|
| <b>Session</b>          | 2019-20                   |
| <b>Course Name</b>      | BBA                       |
| <b>Semester</b>         | 4 <sup>th</sup> Semester  |
| <b>Subject Code</b>     | BBA 406                   |
| <b>Subject Name</b>     | Human Resource Management |
| <b>Attainment Level</b> | Level 1                   |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course: INTERNATIONAL BUSINESS MANAGEMENT**

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2019-2020**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:**

The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |       |
|-------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                               |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| BBA<br>V<br>SEM               | BBA<br>501 | 1   | -   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | -     |



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|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
| Course Handout                                                                          |  |
| Course : <b>INTERNATIONAL BUSINESS MANAGEMENT</b>                                       |  |
| Course Code: BBA 501, Credits: 03, Session :2019- 20 (Odd Sem.), Class : BBA V Semester |  |
|                                                                                         |  |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 501.1** Understand International Business, challenges and problems of international business

**BBA 501. 2** Analyse International Economic Environment, Understand Trade policies and relations

**BBA 501.3** Identify and evaluate different modes of entry into foreign markets, Apply Licensing.

**BBA 501.4** Understand the role of World Trade Organization and other international Trade Organizations.

## Program Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.



**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **B. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------|-------------|--------------------|
| Continuous Internal            | Mid Term 1         | CT          | 15%                |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Evaluation               | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## XXXXX. Syllabus

### **Module I:** International Business

Definition evaluation, nature, international business approaches theories of International business, problems of international business.

**Module II:** International Economic Environment Business, Social, Cultural, technological, economic and political environment. International trade policies and relations – tariffs, subsidies, import quota, voluntary export restraints, administrative policies, international Law and business firms.

**Module III:** Modes of Entering International Business Modes of entry-exporting, licensing, Franchising, contracts, contracts of manufacturing, management contracts, turnkey projects, mergers, acquisitions. Joint ventures.

**Module IV:** World Trade Organization and Trade Blocks Economic Integrations – free trade area, custom unions, common markets, economic unions, GATT, GATS, liberalization of agriculture trade, EEC, ASEAN, SAARC, AAFTA.

Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

**Text & References:**

- Frame Works – International Business – II Edition by Roger Benneet – Financial Times management – Pitman Publishing, London.
- International Business – Text and cases. By P. Subba Rao, Himalaya Publishing House.

## Lecture Plan

| Lecture | Topics                                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO              |
|---------|-------------------------------------------------------------------------------|------------------|------------------|-----------------------------------|
| 1       | Introduction to International Business                                        | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 2       | International business approaches                                             | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. .Exam |
| 3       | Theories of International business                                            | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 4       | Problems of international business.                                           | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 5       | Problems of international business.                                           | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 6       | problems of international business.                                           | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 7       | Business, Social, Cultural, technological, economic and political environment | Lecture          | BBA 501.2        | Mid Term-1, Quiz & End Sem. Exam  |

|    |                                                                               |         |           |                                  |
|----|-------------------------------------------------------------------------------|---------|-----------|----------------------------------|
| 8  | Business, Social, Cultural, technological, economic and political environment | Lecture | BBA 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | International trade policies and relations                                    | Lecture | BBA 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | – tariffs, subsidies, import quota, voluntary export restraints               | Lecture | BBA 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | administrative policies                                                       | Lecture | BBA 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | International Law and business firms.                                         | Lecture | BBA 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Modes of entry-exporting, licensing                                           | Lecture | BBA 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Franchising, contracts                                                        | Lecture | BBA 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | contracts of manufacturing, management contracts                              | Lecture | BBA 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | turnkey projects,                                                             | Lecture | BBA 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | mergers, acquisitions                                                         | Lecture | BBA 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Joint ventures.                                                               | Lecture | BBA 501.3 | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                 |         |           |                                  |
|----|-------------------------------------------------|---------|-----------|----------------------------------|
| 19 | Economic Integrations                           | Lecture | BBA 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Economic Integrations                           | Lecture | BBA 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Custom unions                                   | Lecture | BBA 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | common markers, economic unions                 | Lecture | BBA 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | GATT, GATS, liberalization of agriculture trade | Lecture | BBA 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | EEC, ASEAN, SAARC, AAFTA                        | Lecture | BBA 501.4 | Mid Term-2, Quiz & End Sem. Exam |

#### A. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |

|              |                                                                                              |   |   |   |   |   |   |   |   |   |   |
|--------------|----------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| BBA<br>501.1 | Understand International Business, challenges and problems of international business         | 1 | – | 3 | 2 | – | 2 | 1 | – | 2 | – |
| BBA<br>501.2 | Analyse International Economic Environment, Understand Trade policies and relations          | 3 | 3 | 3 | 3 | 3 | 2 | – | 1 | 1 | 1 |
| BBA<br>501.3 | Identify and evaluate different modes of entry into foreign markets, Apply Licensing.        | 3 | 3 | 3 | 3 | 3 | 2 | – | – | 1 | – |
| BBA<br>501.4 | Understand the role of World Trade Organization and other international Trade Organizations. | 1 | – | 2 | 2 | – | 2 | – | 1 | 1 | – |

### Sample Question Paper

|                                                 |             |                 |          |           |                |          |
|-------------------------------------------------|-------------|-----------------|----------|-----------|----------------|----------|
| Amity Business School<br>MID-SEMESTER (2019-20) |             |                 |          |           |                |          |
| Class: BBA V Semester                           |             |                 |          |           |                |          |
| Subject Name:<br>BBA 501 International Business |             | Time: 1.5 Hours |          |           | Max. Marks: 30 |          |
| Levels of the questions as                      | Remembering | Understanding   | Applying | Analyzing | Evaluating     | Creating |

| per Blooms Taxonomy                                                                                                                                                     |              |                                                           |     |         |       |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------|-----|---------|-------|--|
| Question Mapping                                                                                                                                                        | Q.1,4        | Q.2,3                                                     | Q.4 | Q.2,5,6 |       |  |
| Student will be able to<br>CO1: Understand International Business, challenges and problems of international business<br>CO2: Analyse International Economic Environment |              |                                                           |     |         |       |  |
| CO Map                                                                                                                                                                  | Question No. | Question                                                  |     |         | Marks |  |
| CO1                                                                                                                                                                     | Q.1          | Explain in brief the importance of International Business |     |         | 3     |  |
| CO1                                                                                                                                                                     | Q.2a         | Define International Business                             |     |         | 3     |  |
|                                                                                                                                                                         | Q.2 b        | Explain technological Environment                         |     |         | 3     |  |
| CO1                                                                                                                                                                     | Q.3          | Differentiate between International and local business    |     |         | 6     |  |
| CO2                                                                                                                                                                     | Q.4          | Explain Tariff                                            |     |         | 3     |  |
| CO2                                                                                                                                                                     | Q.5a         | Explain purpose of subsidies                              |     |         | 3     |  |
|                                                                                                                                                                         | Q.5 b        | Explain importance of import quota                        |     |         | 3     |  |
| CO2                                                                                                                                                                     | Q 6          | Explain evolution of licensing                            |     |         | 6     |  |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

## Attainment

|                         |                                   |
|-------------------------|-----------------------------------|
| <b>Session</b>          | 2019-20                           |
| <b>Course Name</b>      | BBA                               |
| <b>Semester</b>         | 5 <sup>th</sup> Semester          |
| <b>Subject Code</b>     | BBA 501                           |
| <b>Subject Name</b>     | International Business Management |
| <b>Attainment Level</b> | Level 2                           |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| <b>Course : PERSONAL FINANCIAL PLANNING</b>     |
| <b>2019-2020</b>                                |

### **Programme Outcomes**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):**

Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-“

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM               | BBA<br>502 | 3           | -           | -           | 2           | 1           | 1           | 3           | 3           | 1       | -        | 1        | 2        | 1    |

| AMITY BUSINESS SCHOOL                                                            |
|----------------------------------------------------------------------------------|
| Course Handout                                                                   |
| Course : Personal Financial Planning                                             |
| Course Code: BBA 502, Credits: 03, Session :2019-20 (Odd Sem.), Class: BBA V Sem |

**Introduction:** The aim of the course is to orient the student to the recent changes in the financial institutions and financial services industry and their link to economic development. The financial institutions and services are changing rapidly. A course that merely describes the existing institutions and services will not prepare you for the change. Thus you must familiarize yourself with the services available in the industry today and understand why they are the way they are and why they are changing. An Indian perspective will be given.

**G. Course Outcomes:** At the end of the course, students will be able to:

**BBA 502.1.** Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.

**BBA 502.2.** Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ.

**BBA 502.3.** Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.

**BBA 502.4.** Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.

**BBA 502.5.** Get an conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds.

**BBA 502.6.** Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.

**Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**V. Syllabus****Module I: Introduction to personal financial planning and personal accounting**

Concept of Personal Financial Planning: Need, Significance, Scope; Ethical issues in Personal Financial Planning; Changing per capita investors. Need to maintain Accounts, Methods: Traditional & Using Electronic Media. Applying for PAN & filing of Income Tax returns.

**Module II: Investment Avenues**

Real Assets: Investment in Real Assets: Real Estate, Precious Metals, Other Fixed assets. Their relative merits & demerits. Change in their returns over the past few years.

Financial Assets: Investments in securities: Through IPO, Secondary Market. Investment in G-sec; Debt instruments, Post Office instruments, Insurance Policies, Mutual Funds, Certificate of Deposits, Foreign Market.

### **Module III: Introduction to Income tax and Income from salary**

Introduction to Income tax act 1961 and Finance Act. Previous year, Assessment year, Income, Total Income, Gross Total Income, Capital and Revenue Receipts / Expenditures, Exempted Incomes, Residential Status and incidence of Tax. Salary, Exemption:- Leave encashment, Gratuity, Pension, Annuity, Pension fund, Allowance (HRA, Entertainment, Special allowance – dependent of expense and not dependent on expenses, perquisites – rent free accommodation, Leave travel concession, medical facility), Deductions 80c to 80u. ). Sections (2(9), 2(31), 2(7), 2(24), 3, 6, 14, 288A, 288B, 2(17), 4, 9, 45, 9(1)(ii), 9(1)(iv), 9(1)(v), 10, 11, 12, 17(1), 22

### **Module IV: Income from house property, capital gains and other sources**

Income from House Property (Types of house property, Exempted house property income, Computation of GAV and NAV, Treatment of unrealized, recovered and arrears of rent), Capital Gains and other Sources (Short term & Long term capital gain, Cost of acquisition, Cost of improvement, Index cost, Income that are taxed under other sources, Deduction under other sources, Tax treatment of lotteries, puzzles. Sections 23, 24, 2528, 30, 31, 32.

### **Module V: Tax planning**

Concept, significance and problems of tax planning, Tax evasion and tax avoidance, Individual Taxation Slabs, Wealth Tax, Gift Tax, Capital Gains Tax, Service tax, Recent Tax saving schemes

### **Module VI: Retirement & Goal Planning**

Concept of risk assessment of individual, Introduction to portfolio management, Retirement planning & investment: Income generation after retirement, liability management, anticipation of expenses. Investment for major goals: House, Family, Education, Medical, Wealth Management/ Financial Advisory companies. Their role, significance & growth.

### **Module VII Insurance Planning (Life & Medical)**

Concept of Insurance, Characteristics of insurance, Concept of risk financing, Nature, Functions of Insurance and Types of Insurance, Requirements of an Insurable risk, Advantages and Disadvantages of Insurance, Approaches of life insurance. Medical Insurance, Its Features, advantages & Disadvantages.

**W. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

**X. Suggested Text/Reference Books:****Text:**

- Khan, M. Y. Indian Financial System, Tata McGraw Hill

**References:**

- Khan, M.Y. Financial Services, Tata McGraw Hill

**Y. Lecture Plan:**

| Lecture | Topics                                                                                                                                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO                            |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|-------------------------------------------------|
| 1       | <b>Concept of Personal Financial Planning:</b>                                                                                                                               | Lecture          | BBA 502.1        | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2       | Need, Significance, Scope; Ethical issues in Personal Financial Planning; Changing per capita investors. Need to maintain Accounts                                           | Lecture          | BBA 502.1        | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3       | , Methods: Traditional & Using Electronic Media. Applying for PAN & filing of Income Tax returns.                                                                            | Lecture          | BBA 502.1        | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4       | Real Assets: Investment in Real Assets: Real Estate, Precious Metals, Other Fixed assets. Their relative merits & demerits. Change in their returns over the past few years. | Lecture          | BBA 502.1        | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                                                                                                                                                                                                                                    |         |           |                                                       |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|-------------------------------------------------------|
| 5  | Financial Assets:<br>Investments in securities                                                                                                                                                                                                                                     | Lecture | BBA 502.1 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 6  | Through IPO,<br>Secondary Market.<br>Investment in G-sec;<br>Debt instruments, Post<br>Office instruments,<br>Insurance Policies                                                                                                                                                   | Lecture | BBA 502.1 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 7  | Mutual Funds,<br>Certificate of Deposits,<br>Foreign Market                                                                                                                                                                                                                        | Lecture | BBA 502.1 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 8  | Introduction to Income<br>tax act 1961 and<br>Finance Act. Previous<br>year, Assessment year,<br>Income, Total Income,<br>Gross Total Income,<br>Capital and Revenue<br>Receipts /<br>Expenditures,<br>Exempted Incomes,                                                           | Lecture | BBA 502.1 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 9  | Introduction to<br>Venture Capital                                                                                                                                                                                                                                                 | Lecture | BBA 502.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 10 | Meaning and Stages of<br>Venture Capital<br>Financing                                                                                                                                                                                                                              | Lecture | BBA 502.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 11 | Venture Capital<br>Financing in India                                                                                                                                                                                                                                              | Lecture | BBA 502.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 12 | International<br>Experiences in VCI                                                                                                                                                                                                                                                | Lecture | BBA 502.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 13 | Income from House<br>Property (Types of<br>house property,<br>Exempted house<br>property income,<br>Computation of GAV<br>and NAV, Treatment<br>of unrealized,<br>recovered and arrears<br>of rent), Capital Gains<br>and other Sources<br>(Short term & Long<br>term capital gain | Lecture | BBA 502.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |



|    |                                                                                                                          |         |           |                                                 |
|----|--------------------------------------------------------------------------------------------------------------------------|---------|-----------|-------------------------------------------------|
| 14 | Key features of depository system in India                                                                               | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Tax treatment of lotteries, puzzles. Sections 23, 24, 2528, 30, 31, 32.                                                  | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Concept, significance and problems of tax planning, Tax evasion and tax avoidance, Individual Taxation Slabs, Wealth Tax | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Organization and functions of CDSL                                                                                       | Lecture | BBA 502.2 | Viva/Quiz & End Sem Examination                 |
| 18 | Gift Tax, Capital Gains Tax, Service tax, Recent Tax saving schemes                                                      | Lecture | BBA 502.2 | Viva/Quiz & End Sem Examination                 |
| 19 | Brief Introduction of NYSE and NASDAQ                                                                                    | Lecture | BBA 502.2 | Viva/Quiz & End Sem Examination                 |
| 20 | Introduction to Factoring Services                                                                                       | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 21 | Features of Factoring Services                                                                                           | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 22 | Merits and Demerits of Factoring Services                                                                                | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 23 | Cost Benefit analysis                                                                                                    | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 24 | Introduction to Forfaiting Services                                                                                      | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 25 | Features                                                                                                                 | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 26 | Merits and Demerits                                                                                                      | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 27 | Concept of risk assessment of individual, Introduction to portfolio management, Retirement planning & investment         | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |
| 28 | Introduction to Leasing                                                                                                  | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination                 |

|    |                                                                                    |         |           |                                 |
|----|------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 29 | Development of leasing Services                                                    | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 30 | Definition And types of leasing                                                    | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 31 | Income generation after retirement, liability management, anticipation of expenses | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 32 | Merits and Demerits                                                                | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 33 | Difference between Leasing and Hire Purchase                                       | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 34 | Concept of Insurance, Characteristics of insurance, Concept of risk financing,     | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 35 | Financial Analysis                                                                 | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 36 | Taxation aspects                                                                   | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |

#### Z. Course Articulation Matrix (Mapping of COs with Pos,PSO)

| CO               | STATEMENT                                                                                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                                       | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 502.1</b> | <b>BBA 502.1.</b> Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic | 3                                   | -           | 3           | -           | -           | 3           | 1           | 1           | -           | 1            | -                                            | 2                | 1                |

|                  |                                                                                                                                                                                                                                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  | development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.                                                                                                                                                                                                                                            |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 502.2</b> | <b>BBA 502.2.</b> Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ. | 3 | - | 3 | - | 1 | 3 | - | 1 | - | 1 | 3 | 3 | - |
| <b>BBA 502.3</b> | <b>BBA 502.3.</b> Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.                                                                                                                                                                                                                            | 3 | - | 2 | 2 | - | 2 | - | 1 | - | 1 | 3 | 3 | - |
| <b>BBA 502.4</b> | <b>BBA 502.4.</b> Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.                                                                                                       | 3 | 2 | - | 1 | - | 2 | - | 1 | - | - | 3 | 3 | - |
| <b>BBA 502.</b>  | <b>BBA 502.5.</b> Get a conceptual overview of Mutual funds, History of                                                                                                                                                                                                                                                                                | 3 | 2 | - | 1 | - | 2 | - | 1 | - | 2 | 2 | - | 1 |

|                  |                                                                                                                                                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 5                | M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds. |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 502.6</b> | <b>BBA 502.6.</b> Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.                                                                                             | 3 | - | 1 | 1 | - | 2 | - | 1 | - | 1 | 3 | 3 | - |

**AA. Sample Question Paper**

| Amity Business School<br>I MID-SEMESTER (SEM –V) 2019-20 |               |               |                |                   |                |          |
|----------------------------------------------------------|---------------|---------------|----------------|-------------------|----------------|----------|
| Class: BBA V Semester                                    |               |               |                |                   |                |          |
| Subject Name:<br>BBA 502 Financial Services              |               | Time: 1.5 Hrs |                |                   | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy           | Remembering   | Understanding | Applying       | Analysing         | Evaluating     | Creating |
| Question Mapping                                         | Q. 1, 2, 4, 5 | Q.1, 2, 3,6   | Q.2 (b, 3)4, 5 | Q.2 b, Q 3 , 5, 6 | Q 2(b), 3,     |          |

**CO1:** Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.

**CO2:** Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing

| CO Map | Question No. | Question                                                   | Marks |
|--------|--------------|------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain Financial System and Its different Component       | 3     |
| CO2    | Q.2a         | Explain the concept of Venture Capital Financing.          | 3     |
|        | Q.2b         | Explain the different stages of Venture Capital Financing? | 3     |
| CO1    | Q.3          | Explain Cost benefit analysis in factoring services.       | 6     |
| CO1    | Q.4          | Discuss the process of Forfeiting services.                | 3     |
| CO2    | Q.5          | Write a short note on Depository services in India.        | 3     |
|        | Q.5          | Write a brief note on stock exchanges in India.            | 3     |
| CO2    | Q 6          | What is Investment Banking? Explain its functions.         | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

# Attainment

|                         |                             |
|-------------------------|-----------------------------|
| <b>Session</b>          | 2019-20                     |
| <b>Course Name</b>      | BBA                         |
| <b>Semester</b>         | 5 <sup>th</sup> Semester    |
| <b>Subject Code</b>     | BBA 502                     |
| <b>Subject Name</b>     | Personal Financial Planning |
| <b>Attainment Level</b> | Level 2                     |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course: Consumer Behaviour**



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**PROGRAMME OUTCOMES**  
**Bachelor of Business Administration**  
**2019-2020**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.



### Programme Specific Outcomes:

After graduating in this program, the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM               | BBA<br>504 | 3           | 2           | 3           | 2           | 3           | 1           | 3           | 3           | 1       | -        | 3        | 2        | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| DEPARTMENT OF BUSINESS MANAGEMENT                                                            |
|----------------------------------------------------------------------------------------------|
| Course Handout                                                                               |
| Course : Consumer Behaviour                                                                  |
| Course Code : BBA504, Credits: 04,<br>Session : 2019-20 (Odd Sem.), Class : BBA 5th Semester |
|                                                                                              |

**A. Introduction:** To develop an understanding of how consumers behave and use the knowledge to adopt appropriate marketing strategies.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA504.1.** Demonstrate how knowledge of consumer behaviour can be applied to marketing.

**BBA504.2.** Identify and explain factors which influence consumer behaviour.

**BBA504.3.** Use appropriate personal influence and leadership in diffusing innovative practices to evaluate consumer behaviour.

**BBA504.4.** Relate internal individual dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.

**BBA504.5.** Use appropriate research approach in consumer decision making process.

**BBA504.6.** Define behavioural issues within an organisation as a consumer to the industry.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **Programme Specific Outcomes:**

After graduating in this program, the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------|-------------|--------------------|
|--------------------------------|--------------------|-------------|--------------------|

|                                |                                                                                                                                                                                                               |          |             |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## F. Syllabus

### Module I: Introduction

Consumer Behaviour: Definition and significance. Understanding consumer and market. Difference in individual buyer behaviour and organizational buyer behaviour. Market segmentation: lifestyle and demographic segmentation, usage segmentation, benefit segmentation. Product positioning.

### Module II: Environmental influences

Culture: Meaning and Characteristics. Cross Cultural understanding of Consumer Behaviour. Subculture. Social Groups: Meaning and formation of a group. Reference groups. Influence of reference groups on consumer behaviour. Family: Lifecycle and it's significance on consumer behaviour. Family purchase decision process.

### Module III: Personal influence and Diffusion of Innovation

Concept, nature and significance of personal influence. Opinion leadership and its role in consumer behaviour. Concept of product adoption and adoption process. Diffusion of innovation and process of diffusion.

### Module IV: Individual determinants of Consumer Behaviour

Personality and self- concept and it's relevance in consumer behaviour. Motivation: Nature and role of motives and their significance in marketing. Information processing: Concept and Process. Attitudes: Characteristics, functions and it's importance in buyer behaviour.

### **Module V: Consumer Decision process**

Consumer decision process model. Problem Recognition, Search and Evaluation, Purchasing Process. Post-purchase Behaviour: Post Purchase evaluation and Product disposition.

### **Module VI: Organizational buyer behaviour**

Nature of Organizational Buying. Factors influencing organizational buyer behaviour. Types of decision situations. Organizational buyers decision process.

#### **G. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **H. Suggested Text/Reference Books:**

##### **Text:**

- Loudon David L. & Della Bitta Albert J. Consumer Behaviour, Fourth Edition, Tata McGraw Hill.

##### **References:**

- Schiffman and Kanuk, Consumer Behaviour, Eighth Edition, Printice Hall.
- Hawkins, Best, Coney, Consumer Behaviour, Building Marketing Strategy, Ninth Edition, Tata McGraw Hill

#### **I. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                          | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1.             | <b>Introduction</b> – Consumer Behaviour: Definition and significance. | Lecture                 | BBA504.1                | Mid Term-1, Quiz & End Sem Exam |
| 2.             | <b>Introduction</b> – Understanding                                    | Group                   | BBA504.1                | Mid Term-1, Quiz & End          |

|     |                                                                                                                             |                 |          |                                 |
|-----|-----------------------------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
|     | consumer and market                                                                                                         | Discussion      |          | Sem Exam                        |
| 3.  | <b>Introduction</b> – Difference in individual buyer behaviour and organizational buyer behaviour.                          | Lecture         | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 4.  | <b>Introduction</b> – Difference in individual buyer behaviour and organizational buyer behaviour                           | Lecture         | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 5.  | <b>Introduction</b> – Difference in individual buyer behaviour and organizational buyer behaviour                           | Lecture         | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 6.  | <b>Introduction</b> – Market segmentation: lifestyle and demographic segmentation                                           | Home Assignment | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | <b>Introduction</b> – Market segmentation: lifestyle and demographic segmentation                                           | Lecture         | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | <b>Introduction</b> – usage segmentation, benefit segmentation. Product positioning.                                        | Case Study      | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | <b>Introduction</b> – usage segmentation, benefit segmentation. Product positioning.                                        | Lecture         | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Environmental influences</b> - Culture: Meaning and Characteristics. Cross Cultural understanding of Consumer Behaviour. | Lecture         | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Environmental influences</b> - Subculture.                                                                               | Home Assignment | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Environmental influences</b> - Meaning and formation of a                                                                | Lecture         | BBA504.2 | Mid Term-1, Quiz & End          |

|     |                                                                                                                 |                  |          |                                 |
|-----|-----------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | group. Reference groups.                                                                                        |                  |          | Sem Exam                        |
| 13. | <b>Environmental influences</b> - Reference groups. Influence of reference groups on consumer behaviour.        | Group Discussion | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Environmental influences</b> - Family: Lifecycle and its significance on consumer behaviour.                 | Lecture          | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Environmental influences</b> - Family: Lifecycle and its significance on consumer behaviour.                 | Lecture          | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Environmental influences</b> - Family purchase decision process.                                             | Lecture          | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Environmental influences</b> - Family purchase decision process.                                             | Group Discussion | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Personal influence and Diffusion of Innovation</b> - Concept, nature and significance of personal influence. | Case Study       | BBA504.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Personal influence and Diffusion of Innovation</b> - Concept, nature and significance of personal influence. | Group Discussion | BBA504.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>Personal influence and Diffusion of Innovation</b> - Opinion leadership and its role in consumer behaviour.  | Lecture          | BBA504.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Personal influence and Diffusion of Innovation</b> -                                                         | Lecture          | BBA504.3 | Mid Term-2, Quiz & End          |

|     |                                                                                                                              |                  |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | Opinion leadership and its role in consumer behaviour.                                                                       |                  |          | Sem Exam                        |
| 22. | <b>Personal influence and Diffusion of Innovation</b> - Concept of product adoption and adoption process.                    | Group Discussion | BBA504.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Personal influence and Diffusion of Innovation</b> - Concept of product adoption and adoption process.                    | Home Assignment  | BBA504.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Personal influence and Diffusion of Innovation</b> - Diffusion of innovation and process of diffusion.                    | Lecture          | BBA504.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Personal influence and Diffusion of Innovation</b> - Diffusion of innovation and process of diffusion.                    | Lecture          | BBA504.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Individual determinants of Consumer Behaviour</b> - Personality and self-concept and its relevance in consumer behaviour. | Lecture          | BBA504.5 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Individual determinants of Consumer Behaviour</b> - Personality and self-concept and its relevance in consumer behaviour. | Lecture          | BBA504.5 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Individual determinants of Consumer Behaviour</b> - Personality and self-concept and its relevance in consumer behaviour. | Lecture          | BBA504.5 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Individual determinants of Consumer Behaviour</b> - Motivation: Nature and role of                                        | Group Discussion | BBA504.5 | Mid Term-2, Quiz & End          |



|     |                                                                                                                                                                                  |                 |          |                                 |
|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
|     | motives and their significance in marketing. functions and its importance in buyer behaviour.                                                                                    |                 |          | Sem Exam                        |
| 30. | <b>Individual determinants of Consumer Behaviour</b> - Motivation: Nature and role of motives and their significance in marketing.                                               | Lecture         | BBA504.5 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Individual determinants of Consumer Behaviour</b> - Information processing: Concept and Process. Attitudes: Characteristics, functions and its importance in buyer behaviour. | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Individual determinants of Consumer Behaviour</b> - Information processing: Concept and Process. Attitudes: Characteristics, functions and its importance in buyer behaviour. | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Consumer Decision process</b> - Consumer decision process model.                                                                                                              | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Consumer Decision process</b> - Consumer decision process model.                                                                                                              | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Consumer Decision process</b> - Problem Recognition, Search and Evaluation, Purchasing Process.                                                                               | Home Assignment | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Consumer Decision process</b> - Problem Recognition, Search and Evaluation, Purchasing Process.                                                                               | Case Study      | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                               |                 |          |                                 |
|-----|---------------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 37. | <b>Consumer Decision process</b> - Problem Recognition, Search and Evaluation, Purchasing Process.            | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 38. | <b>Consumer Decision process</b> - Post-purchase Behaviour: Post Purchase evaluation and Product disposition. | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 39. | <b>Consumer Decision process</b> - Post-purchase Behaviour: Post Purchase evaluation and Product disposition. | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 40. | <b>Consumer Decision process</b> - Post-purchase Behaviour: Post Purchase evaluation and Product disposition. | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 41. | <b>Organizational buyer behaviour</b> - Nature of Organizational Buying.                                      | Home Assignment | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 42. | <b>Organizational buyer behaviour</b> - Nature of Organizational Buying.                                      | Case Study      | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 43. | <b>Organizational buyer behaviour</b> - Factors influencing organizational buyer behaviour.                   | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 44. | <b>Organizational buyer behaviour</b> - Factors influencing organizational buyer behaviour.                   | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 45. | <b>Organizational buyer behaviour</b> - Factors influencing organizational buyer behaviour.                   | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 46. | <b>Organizational buyer</b>                                                                                   | Lecture         | BBA504.6 | Mid Term-2,                     |

|     |                                                                               |                 |          |                                 |
|-----|-------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
|     | <b>behaviour</b> - Types of decision situations.                              |                 |          | Quiz & End Sem Exam             |
| 47. | <b>Organizational buyer behaviour</b> - Types of decision situations.         | Home Assignment | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 48. | <b>Organizational buyer behaviour</b> Organizational buyers decision process. | Case Study      | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |       | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |       |       |
|------------------|------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|----------------------------------------------|-------|-------|
|                  |                                                                              | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PSO 1                                        | PSO 2 | PSO 3 |
| <b>BBA 504.1</b> | Demonstrate how knowledge of consumer behaviour can be applied to marketing. | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    | 1     | 3                                            | 1     | 2     |
| <b>BBA 504.2</b> | Identify and explain factors which influence consumer behaviour.             | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    | -     | 3                                            | -     | 1     |
| <b>BBA 504.</b>  | Use appropriate personal influence and leadership                            | 3                                   | 3    | 1    | 3    | 3    | 1    | 2    | 1    | -    | 1     | -                                            | -     | 1     |

|            |                                                                                                                                      |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------|--------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 3          | in diffusing innovative practices to evaluate consumer behaviour.                                                                    |   |   |   |   |   |   |   |   |   |   |   |   |   |
| BBA 504. 4 | Relate internal individual dynamics such as personality, perception, learning motivation and attitude to the choices consumers make. | 3 | 1 | - | 1 | 3 | 1 | 3 | 2 | 1 | 1 | - | - | 2 |
| BBA 504. 5 | Use appropriate research approach in consumer decision making process.                                                               | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 1 | 1 | - | 1 | 1 |
| BBA 504. 6 | Define behavioural issues within an organisation as a consumer to the industry                                                       | 3 | 1 | 2 | 3 | 3 | - | 3 | 2 | 1 | 1 | - | 1 | 1 |

## Sample Question Paper

| <b>Amity Business School<br/>I MID-SEMESTER (SEM – V) 2019-20</b>                                                                                                                                                      |                     |                                                                                          |                        |           |                       |              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------------------------------------------------------------------------|------------------------|-----------|-----------------------|--------------|
| <b>Class: BBA V Semester</b>                                                                                                                                                                                           |                     |                                                                                          |                        |           |                       |              |
| <b>Subjects Name: BBA 504 Consumer Behavior</b>                                                                                                                                                                        |                     |                                                                                          | <b>Time: 1.5 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                  | Remembering         | Understanding                                                                            | Applying               | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                                | <b>Q. 2, Q. 4</b>   | <b>Q. 6</b>                                                                              | <b>Q. 1</b>            | <b>-</b>  | <b>Q. 5</b>           | <b>Q. 3</b>  |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Demonstrate how knowledge of consumer behaviour can be applied to marketing.<br><br><b>CO 2:</b> Identify and explain factors which influence consumer behaviour. |                     |                                                                                          |                        |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                          | <b>Question No.</b> | <b>Question</b>                                                                          |                        |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                            | 1.                  | Define consumer behavior                                                                 |                        |           |                       | 5            |
| <b>CO 1</b>                                                                                                                                                                                                            | 2.                  | State the difference between individual and organisational buying behaviour.             |                        |           |                       | 5            |
| <b>CO 1</b>                                                                                                                                                                                                            | 3.                  | How can you specify the segmentation of market through lifestyle? Explain with examples. |                        |           |                       | 5            |
| <b>CO 2</b>                                                                                                                                                                                                            | 4.                  | What are the internal and external factors that influence buying behaviour?              |                        |           |                       | 5            |
| <b>CO 2</b>                                                                                                                                                                                                            | 5.                  | What issues of cross- cultural population influence consumer?                            |                        |           |                       | 5            |
| <b>CO 2</b>                                                                                                                                                                                                            | 6.                  | Describe family life cycle.                                                              |                        |           |                       | 5            |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

**Session** 2019-20  
**Course Name** BBA  
**Semester** 5<sup>th</sup> Semester  
**Subject Code** BBA 504  
**Subject Name** Consumer Behaviour  
  
**Attainment Level** Level 3

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**COURSE: SERVICE MARKETING**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **Programme Specific Outcomes:**

After graduating in this program the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**Note: -** Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION MATRIX</b> |        |             |             |             |             |             |             |             |             |         |          |          |          |      |
|--------------------------------------|--------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                      |        | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM                      | BBA505 | 1           | 2           | 1           | 2           | 3           | 1           | -           | -           | 1       | 1        | 3        | 2        | -    |





# AMITY UNIVERSITY

MADHYA PRADESH

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| AMITY BUSINESS SCHOOL                                                                        |
|----------------------------------------------------------------------------------------------|
| Course Handout                                                                               |
| Course : Service Marketing                                                                   |
| Course Code: BBA 505, Credits: 04,<br>Session : 2019-20 (Odd Sem.), Class : BBA 5th Semester |
|                                                                                              |

**A. Introduction:** The course has been designed to familiarize students with characteristics of services, their design and delivery and the complexities of handling intangibles.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA505.1.** Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products

**BBA505.2.** Identify the characteristics of the services industry and the modus operandi of consumers.

**BBA505.3.** Analyse the role and relevance of Quality in Services

**BBA505.4.** Measure service quality and assess the impact of service quality on consumer Behaviour.

**BBA505.5.** Identify GAPS between end user and service provider and devise strategies to close them.

**BBA505.6.** Develop services pricing strategies and identify and analyse best service practices in the industry.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Programme Specific Outcomes:**

After graduating in this program the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### E. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### F. Syllabus

##### Module I: Services an Overview

Services: concept, characteristics. Marketing of goods v/s marketing of services. Significance of services marketing. Role of services sector in economy. Growth of service sector. Services- Global and Indian Scenario. Introduction to service marketing mix: Seven Ps of Service Marketing, Classification of services,

##### Module II: Consumer Behaviour in Services

Consumer decision-making process. Consumer Expectations: Concept. Factors influencing customer expectation of services. Service encounter and moments of truths. Managing Customer Satisfaction. Service failure and recovery.

### **Module III: Service Quality & Productivity**

Managing service operations. Concept of productivity in service context. Approaches to improve productivity. Managing service demand and capacity: Understanding capacity constraints, understanding demand patterns. Strategies for matching demand and supply; service blueprinting, physical evidence & Servicescape.

### **Module IV: Service Quality**

Concept of service quality, Gap model of service quality, measuring & improving service quality, concept of SERVQUAL system, concept of CRM & enhancing quality through it. Introduction to Six Sigma.

### **Module V: Managing Service Personnel**

Role of service personnel and developing customer-focused personnel. Job characteristics. Internal marketing, Strategies for delivering quality through people.

### **Module VI: Pricing and Distribution for Services**

Price determinants, pricing modifications. Approaches to pricing services. Pricing strategies linking to value definitions. Customer-focused pricing. Channel structures, distribution-growth options. Service industries: insurance, banking, air transportation, courier, education etc.

#### **G. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **H. Suggested Text/Reference Books:**

Text:

- Clow Kenneth E. and Kurtz David L., Services marketing operations, management and strategy, biztantra innovations in management, John Willey & Sons

References:

- Valarie A Zeithaml and Mary J Bitner, Services Marketing, Third Edition, Tata McGraw Hill Companies
- Christopher Lovelock, Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.
- Rampal M.K., Gupta S.L., Service Marketing, 2006 Galgotia Publishing Company.

## I. Lecture Plan

| Lecture | Topics                                                                                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Services an Overview</b> - Services: concept, characteristics. Marketing of goods v/s marketing of services. | Lecture          | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Services an Overview</b> - Significance of services marketing.                                               | Group Discussion | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Services an Overview</b> - Role of services sector in economy.                                               | Lecture          | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Services an Overview</b> - Role of services sector in economy.                                               | Lecture          | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |
| 5.      | <b>Services an Overview</b> - Growth of service sector. Services- Global and Indian Scenario.                   | Lecture          | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                           |                  |          |                                 |
|-----|-----------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 6.  | <b>Services an Overview</b> - Growth of service sector. Services- Global and Indian Scenario.             | Home Assignment  | BBA505.1 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | <b>Services an Overview</b> - Introduction to service marketing mix: Seven Ps of Service Marketing,       | Lecture          | BBA505.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | <b>Services an Overview</b> - Introduction to service marketing mix: Seven Ps of Service Marketing,       | Case Study       | BBA505.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | <b>Services an Overview</b> - Classification of services                                                  | Lecture          | BBA505.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Consumer Behaviour in Services</b> - Consumer decision-making process. Consumer Expectations: Concept. | Lecture          | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Consumer Behaviour in Services</b> - Factors influencing customer expectation of services              | Home Assignment  | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Consumer Behaviour in Services</b> - Service encounter and moments of truths.                          | Lecture          | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Consumer Behaviour in Services</b> - Service encounter and moments of truths.                          | Group Discussion | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Consumer Behaviour in Services</b> - Managing Customer Satisfaction.                                   | Lecture          | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Consumer Behaviour in Services</b> - Managing Customer Satisfaction.                                   | Lecture          | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                      |                  |          |                                 |
|-----|----------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 16. | <b>Consumer Behaviour in Services</b> - Service failure and recovery.                                                | Lecture          | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Consumer Behaviour in Services</b> - Service failure and recovery.                                                | Group Discussion | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Service Quality &amp; Productivity</b> - Managing service operations. Concept of productivity in service context. | Case Study       | BBA505.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Service Quality &amp; Productivity</b> - Approaches to improve productivity. Managing service demand and capacity | Group Discussion | BBA505.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>Service Quality &amp; Productivity</b> - Understanding capacity constraints, understanding demand patterns.       | Lecture          | BBA505.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Service Quality &amp; Productivity</b> - Strategies for matching demand and supply                                | Lecture          | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Service Quality &amp; Productivity</b> - service blueprinting,                                                    | Group Discussion | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Service Quality &amp; Productivity</b> - service blueprinting,                                                    | Home Assignment  | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Service Quality &amp; Productivity</b> - physical evidence & Servicescape.                                        | Lecture          | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Service Quality &amp; Productivity</b> - physical evidence & Servicescape.                                        | Lecture          | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Service Quality</b> - Concept of                                                                                  | Lecture          | BBA505.4 | Mid Term-2, Quiz & End          |

|     |                                                                                                          |                  |          |                                 |
|-----|----------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | service quality                                                                                          |                  |          | Sem Exam                        |
| 27. | <b>Service Quality</b> - Gap model of service quality.                                                   | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Service Quality</b> - Gap model of service quality                                                    | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Service Quality</b> - measuring & improving service quality,                                          | Group Discussion | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Service Quality</b> - Concept of SERVQUAL system.                                                     | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Service Quality</b> - Concept of CRM & enhancing quality through it.                                  | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Service Quality</b> - Concept of CRM & enhancing quality through it.                                  | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Service Quality</b> - Introduction to Six Sigma.                                                      | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Managing Service Personnel</b> - Role of service personnel and developing customer-focused personnel. | Lecture          | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Managing Service Personnel</b> - Job characteristics.                                                 | Home Assignment  | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Managing Service Personnel</b> - Internal marketing,                                                  | Case Study       | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 37. | <b>Managing Service Personnel</b> -                                                                      | Lecture          | BBA505.5 | Mid Term-2, Quiz & End          |



|     |                                                                                                                                    |                 |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
|     | Internal marketing,                                                                                                                |                 |          | Sem Exam                        |
| 38. | <b>Managing Service Personnel</b> - Strategies for delivering quality through people.                                              | Lecture         | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 39. | <b>Managing Service Personnel</b> - Strategies for delivering quality through people.                                              | Lecture         | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 40. | <b>Managing Service Personnel</b> - Strategies for delivering quality through people.                                              | Lecture         | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 41. | <b>Pricing and Distribution for Services</b> - Price determinants, pricing modifications. Approaches to pricing services.          | Home Assignment | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 42. | <b>Pricing and Distribution for Services</b> - Pricing strategies linking to value definitions.                                    | Case Study      | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 43. | <b>Pricing and Distribution for Services</b> - Customer-focused pricing.                                                           | Lecture         | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 44. | <b>Pricing and Distribution for Services</b> - Channel structures, distribution-growth options.                                    | Lecture         | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 45. | <b>Pricing and Distribution for Services</b> - Channel structures, distribution-growth options.                                    | Lecture         | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 46. | <b>Pricing and Distribution for Services</b> - Service industries: insurance, banking, air transportation, courier, education etc. | Lecture         | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 47. | <b>Pricing and Distribution for Services</b> - Service industries: insurance, banking, air                                         | Home Assignment | BBA505.6 | Mid Term-2, Quiz & End          |

|     |                                                                                                                                   |            |          |                                 |
|-----|-----------------------------------------------------------------------------------------------------------------------------------|------------|----------|---------------------------------|
|     | transportation, courier, education etc.                                                                                           |            |          | Sem Exam                        |
| 48. | <b>Pricing and Distribution for Services-</b> Service industries: insurance, banking, air transportation, courier, education etc. | Case Study | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with Pos, PSO)**

| CO               | STATEMENT                                                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-----------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 505.1</b> | Demonstrate how knowledge of services marketing influences economy and understand the concept of Services | <b>3</b>                            | <b>1</b>    | <b>1</b>    | <b>-</b>    | <b>3</b>    | <b>2</b>    | <b>-</b>    | <b>-</b>    | <b>1</b>    |              | <b>3</b>                                     | <b>1</b>         | <b>1</b>         |

|                           |                                                                                                      |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---------------------------|------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                           | and intangible products                                                                              |   |   |   |   |   |   |   |   |   | - |   |   |   |
|                           |                                                                                                      |   |   |   |   |   |   |   |   |   | 1 |   |   |   |
| <b>BBA<br/>505.<br/>2</b> | Identify the characteristics of the services industry and the modus operandi of consumers.           | 2 | 2 | 1 | 3 | 1 | 3 | 3 | - | - | 1 | 3 | 1 | 2 |
| <b>BBA<br/>505.<br/>3</b> | Analyse the role and relevance of Quality in Services                                                | 3 | 3 | 1 | 3 | 3 | 1 | 2 | 1 | - | 1 | - | - | 1 |
| <b>BBA<br/>505.<br/>4</b> | Measure service quality and assess the impact of service quality on consumer Behaviour.              | 3 | 1 | - | 1 | 3 | 1 | 3 | 2 | 1 | 1 | - | - | 2 |
| <b>BBA<br/>505.<br/>5</b> | Identify GAPS between end user and service provider and devise strategies to close them.             | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 1 | 1 | 1 | - | 1 | 1 |
| <b>BBA<br/>505.<br/>6</b> | Develop services pricing strategies and identify and analyse best service practices in the industry. | 3 | 1 | 2 | 3 | 3 | - | 3 | 2 | 1 | - | - | 1 | 1 |

## Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM – V) 2019-20</b>                                                                                                                                                                                                                                |                     |                                                                                                |                        |           |                       |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------------------------------------------------------------------------------|------------------------|-----------|-----------------------|--------------|
| <b>Class: BBA V Semester</b>                                                                                                                                                                                                                                                                           |                     |                                                                                                |                        |           |                       |              |
| <b>Subject Name: BBA505 Services Marketing</b>                                                                                                                                                                                                                                                         |                     |                                                                                                | <b>Time: 1.5 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                  | Remembering         | Understanding                                                                                  | Applying               | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                | <b>Q. 2, Q. 4</b>   | <b>Q. 6</b>                                                                                    | <b>Q. 1</b>            | <b>-</b>  | <b>Q. 5</b>           | <b>Q. 3</b>  |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products.<br><br><b>CO 2:</b> Identify the characteristics of the services industry and the modus operandi of consumers. |                     |                                                                                                |                        |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                          | <b>Question No.</b> | <b>Question</b>                                                                                |                        |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                            | <b>1.</b>           | <b>What is service marketing? State its features.</b>                                          |                        |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                            | <b>2.</b>           | <b>How does service industry influence the economy?</b>                                        |                        |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                            | <b>3.</b>           | <b>What impact does the service industry bring in the growth of global and Indian markets?</b> |                        |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                            | <b>4.</b>           | <b>Elaborate consumer decision process for services?</b>                                       |                        |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                            | <b>5.</b>           | <b>What are the factors that influence the customer expectations?</b>                          |                        |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                            | <b>6.</b>           | <b>State the reasons for service failure.</b>                                                  |                        |           |                       | <b>5</b>     |

| <b>Attainments</b> |          | <b>Rubric</b>                                              |
|--------------------|----------|------------------------------------------------------------|
| <b>Level</b>       | <b>1</b> | IF 60% of students secure more than 60% marks then level 1 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

# Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2019-20                  |
| <b>Course Name</b>      | BBA                      |
| <b>Semester</b>         | 5 <sup>th</sup> Semester |
| <b>Subject Code</b>     | BBA 505                  |
| <b>Subject Name</b>     | Service Marketing        |
| <b>Attainment Level</b> | Level 2                  |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course: International Marketing**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.



**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **Programme Specific Outcomes:**

After graduating in this program the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2] Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3] Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION MATRIX</b> |        |             |             |             |             |             |             |             |             |         |          |          |          |      |
|--------------------------------------|--------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                      |        | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM                      | BBA506 | 3           | 2           | 1           | 2           | 3           | -           | 1           | 3           | 1       | 2        | 2        | 2        | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                        |
|----------------------------------------------------------------------------------------------|
| Course Handout                                                                               |
| Course : International Marketing                                                             |
| Course Code : BBA506, Credits: 04,<br>Session : 2019-20 (Odd Sem.), Class : BBA 5th Semester |
|                                                                                              |

**A. Introduction:** After giving students an introduction of marketing management, it is necessary to give them an overview about the international scenario keeping in view the ever growing importance of international market.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA506.1.** Building awareness for the concept of international marketing.

**BBA506.2.** Identifying the emerging markets and marketing challenges in the international marketing environment

**BBA506.3.** Identifying the emerging markets and marketing challenges in the international marketing environment

**BBA506.4.** Use appropriate research approaches and information systems in planning for international marketing situations

**BBA506.5.** Evaluate different methods of marketing decisions in international environment.

**BBA506.6.** Understanding the policies and procedures prevalent in India for export and import.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**E. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**F. Syllabus**

### **Module I: Introduction**

Meaning, scope and challenges of international marketing. International dimensions of marketing, international marketing v/s domestic marketing. Benefits of International Marketing.

### **Module II: Global Business Environment**

WTO and its impact on international business operations. Tariff and non-tariff barriers. Regional economic groupings and their significance.

### **Module III: International Marketing Environment**

International marketing environment- Geographical, demographic, economic, political, legal, socio cultural environment- Elements of culture. Cultural challenges Business customs and practices. Emerging markets and marketing challenges.

### **Module IV: Planning for International Marketing**

International Marketing Research and Information System. Modes of entering into foreign markets. International Product Life Cycle. International market segmentation, targeting and positioning.

### **Module V: International Marketing Decisions**

International pricing strategy- Factors influencing price, pricing methods. Global Branding Decisions. International distribution – Types and functions of foreign distribution channels; distribution logistics. Promotion Decisions- International advertising, selection of media, challenges of international advertising, personal selling publicity and sales promotion.

### **Module VI: The Indian Scenario**

The Export Import Scene in India. EXIM Policy. Export Documentation, Export Procedure

#### **G. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **H. Suggested Text/Reference Books:**

Text:

- Onkvist Sak Onkvist, Shaw John J. International Marketing Analysis & Strategy, Third Edition, Prentice Hall.

References:

- Graham Cateora, International Marketing, Twelfth Edition, Tata McGraw Hill.
- Keegan Warren J. Global Marketing Management, Seventh Edition, Prentice Hall.

**I. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                                                | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|--------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1.             | <b>Introduction</b> - Meaning, scope and challenges of international marketing.                              | Lecture                 | BBA506.1                | Mid Term-1, Quiz & End Sem Exam |
| 2.             | <b>Introduction</b> - Meaning, scope and challenges of international marketing.                              | Group Discussion        | BBA506.1                | Mid Term-1, Quiz & End Sem Exam |
| 3.             | <b>Introduction</b> - Meaning, scope and challenges of international marketing.                              | Lecture                 | BBA506.1                | Mid Term-1, Quiz & End Sem Exam |
| 4.             | <b>Introduction</b> - Meaning, scope and challenges of international marketing                               | Lecture                 | BBA506.1                | Mid Term-1, Quiz & End Sem Exam |
| 5.             | <b>Introduction</b> - International dimensions of marketing, international marketing v/s domestic marketing. | Lecture                 | BBA506.1                | Mid Term-1, Quiz & End Sem Exam |
| 6.             | <b>Introduction</b> - International dimensions of marketing, international marketing v/s domestic marketing. | Home Assignment         | BBA506.1                | Mid Term-1, Quiz & End Sem Exam |
| 7.             | <b>Introduction</b> - International dimensions of marketing, international marketing v/s domestic            | Lecture                 | BBA506.1                | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                               |                  |          |                                 |
|-----|-----------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | marketing.                                                                                    |                  |          |                                 |
| 8.  | <b>Introduction</b> - Benefits of International Marketing.                                    | Case Study       | BBA506.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | <b>Introduction</b> - Benefits of International Marketing.                                    | Lecture          | BBA506.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Global Business Environment</b> - WTO and its impact on international business operations. | Lecture          | BBA506.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Global Business Environment</b> - WTO and its impact on international business operations. | Home Assignment  | BBA506.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Global Business Environment</b> - WTO and its impact on international business operations. | Lecture          | BBA506.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Global Business Environment</b> - Tariff and non-tariff barriers.                          | Group Discussion | BBA506.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Global Business Environment</b> - Tariff and non-tariff barriers.                          | Lecture          | BBA506.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Global Business Environment</b> - Regional economic groupings and their significance.      | Lecture          | BBA506.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Global Business Environment</b> - Regional economic groupings and their significance.      | Lecture          | BBA506.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Global Business Environment</b> - Regional                                                 | Group            | BBA506.2 | Mid Term-1, Quiz & End          |

|     |                                                                                                                           |                  |          |                                 |
|-----|---------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | economic groupings and their significance.                                                                                | Discussion       |          | Sem Exam                        |
| 18. | <b>International Marketing Environment</b> - International marketing environment- Geographical, demographic, environment. | Case Study       | BBA506.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>International Marketing Environment</b> - International marketing environment- economic, political, legal environment  | Group Discussion | BBA506.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>International Marketing Environment</b> - socio cultural environment- Elements of culture.                             | Lecture          | BBA506.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>International Marketing Environment</b> - Cultural challenges Business customs and practices.                          | Lecture          | BBA506.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>International Marketing Environment</b> - Cultural challenges Business customs and practices.                          | Group Discussion | BBA506.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>International Marketing Environment</b> - markets and marketing challenges.                                            | Home Assignment  | BBA506.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>International Marketing Environment</b> - Emerging markets and marketing challenges.                                   | Lecture          | BBA506.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>International Marketing Environment</b> - Emerging markets and marketing                                               | Lecture          | BBA506.3 | Mid Term-2, Quiz & End          |



|     |                                                                                                                                                   |                  |          |                                 |
|-----|---------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | challenges.                                                                                                                                       |                  |          | Sem Exam                        |
| 26. | <b>Planning for International Marketing</b> - International Marketing Research and Information System.                                            | Lecture          | BBA506.4 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Planning for International Marketing</b> - International Marketing Research and Information System.                                            | Lecture          | BBA506.4 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Planning for International Marketing</b> - Modes of entering into foreign markets.                                                             | Lecture          | BBA506.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Planning for International Marketing</b> - Modes of entering into foreign markets.                                                             | Group Discussion | BBA506.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Planning for International Marketing</b> - International market segmentation, targeting and positioning.                                       | Lecture          | BBA506.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Planning for International Marketing</b> - International market segmentation, targeting and positioning.                                       | Lecture          | BBA506.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Planning for International Marketing</b> - International market segmentation, targeting and positioning.                                       | Lecture          | BBA506.4 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>International Marketing Decisions</b> - International pricing strategy- Factors influencing price, pricing methods. Global Branding Decisions. | Lecture          | BBA506.5 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                                                       |                 |          |                                 |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 34. | <b>International Marketing Decisions</b> - International pricing strategy- Factors influencing price, pricing methods. Global Branding Decisions.     | Lecture         | BBA506.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>International Marketing Decisions</b> - International distribution – Types and functions of foreign distribution channels; distribution logistics. | Home Assignment | BBA506.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>International Marketing Decisions</b> - International distribution – Types and functions of foreign distribution channels; distribution logistics. | Case Study      | BBA506.5 | Mid Term-2, Quiz & End Sem Exam |
| 37. | <b>International Marketing Decisions</b> - Promotion Decisions- International advertising, selection of media                                         | Lecture         | BBA506.5 | Mid Term-2, Quiz & End Sem Exam |
| 38. | <b>International Marketing Decisions</b> - Promotion Decisions- International advertising, selection of media                                         | Lecture         | BBA506.5 | Mid Term-2, Quiz & End Sem Exam |
| 39. | <b>International Marketing Decisions</b> - challenges of international advertising                                                                    | Lecture         | BBA506.5 | Mid Term-2, Quiz & End Sem Exam |
| 40. | <b>International Marketing Decisions</b> - personal selling publicity and sales promotion.                                                            | Lecture         | BBA506.5 | Mid Term-2, Quiz & End Sem Exam |
| 41. | <b>International Marketing Decisions</b> - personal selling                                                                                           | Home            | BBA506.5 | Mid Term-2, Quiz & End          |

|     |                                                                |                 |          |                                 |
|-----|----------------------------------------------------------------|-----------------|----------|---------------------------------|
|     | publicity and sales promotion.                                 | Assignment      |          | Sem Exam                        |
| 42. | <b>The Indian Scenario</b> - The Export Import Scene in India. | Case Study      | BBA506.6 | Mid Term-2, Quiz & End Sem Exam |
| 43. | <b>The Indian Scenario</b> - EXIM Policy.                      | Lecture         | BBA506.6 | Mid Term-2, Quiz & End Sem Exam |
| 44. | <b>The Indian Scenario</b> - Export Documentation              | Lecture         | BBA506.6 | Mid Term-2, Quiz & End Sem Exam |
| 45. | <b>The Indian Scenario</b> - Export Documentation              | Lecture         | BBA506.6 | Mid Term-2, Quiz & End Sem Exam |
| 46. | <b>The Indian Scenario</b> - Export Procedure                  | Lecture         | BBA506.6 | Mid Term-2, Quiz & End Sem Exam |
| 47. | <b>The Indian Scenario</b> - Export Procedure                  | Home Assignment | BBA506.6 | Mid Term-2, Quiz & End Sem Exam |
| 48. | <b>The Indian Scenario</b> - Export Procedure                  | Case Study      | BBA506.6 | Mid Term-2, Quiz & End Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |
|----|-----------|-------------------------------------|----------------------------------------------|
|    |           |                                     |                                              |

|                           |                                                                                                                | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
|---------------------------|----------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
| <b>BBA<br/>506.<br/>1</b> | Building awareness for the concept of international marketing.                                                 | 3           | 1           | 1           | -           | 3           | 2           | -           | -           | 1           | -            | -                | 1                | 2                |
| <b>BBA<br/>506.<br/>2</b> | Acquire Knowledge and understand the global business environment and their operations                          | 2           | 2           | 1           | 3           | 1           | 3           | 3           | -           | -           | 1            | -                | 3                | 2                |
| <b>BBA<br/>506.<br/>3</b> | Identifying the emerging markets and marketing challenges in the international marketing environment           | 3           | 3           | 1           | 3           | 3           | 1           | 2           | 1           | 3           | -            | 2                | -                | 1                |
| <b>BBA<br/>506.<br/>4</b> | Use appropriate research approaches and information systems in planning for international marketing situations | 3           | 1           | -           | 1           | 3           | 1           | 3           | 2           | 1           | 2            | -                | -                | 2                |
| <b>BBA<br/>506.<br/>5</b> | Evaluate different methods of marketing decisions in international environment.                                | 3           | 2           | 3           | 3           | 3           | 2           | 3           | 3           | 1           | -            | -                | 1                | 1                |
| <b>BBA<br/>506.<br/>6</b> | Understanding the policies and procedures prevalent in India for export and import.                            | 3           | 1           | 2           | 3           | 3           | -           | 3           | 2           | 1           | 3            | -                | 2                | 1                |

## Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM – V) 2019-20</b>                                                                                                                                                       |              |                                                                                         |                        |           |                       |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------|------------------------|-----------|-----------------------|----------|
| <b>Class: BBA V Semester</b>                                                                                                                                                                                                  |              |                                                                                         |                        |           |                       |          |
| <b>Subject Name: BBA506 International Marketing</b>                                                                                                                                                                           |              |                                                                                         | <b>Time: 1.5 hours</b> |           | <b>Max. Marks: 30</b> |          |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                         | Remembering  | Understanding                                                                           | Applying               | Analyzing | Evaluating            | Creating |
| <b>Question Mapping</b>                                                                                                                                                                                                       | Q. 2, Q. 4   | Q. 6                                                                                    | Q. 1                   | -         | Q. 5                  | Q. 3     |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Building awareness for the concept of international marketing.<br><br><b>CO 2:</b> Acquire Knowledge and understand the global business environment and their operations |              |                                                                                         |                        |           |                       |          |
| CO Map                                                                                                                                                                                                                        | Question No. | Question                                                                                |                        |           |                       | Marks    |
| CO 1                                                                                                                                                                                                                          | 1.           | State the challenges of International Marketing.                                        |                        |           |                       | 5        |
| CO 1                                                                                                                                                                                                                          | 2.           | What are the dimensions of international marketing?                                     |                        |           |                       | 5        |
| CO 1                                                                                                                                                                                                                          | 3.           | What benefits can be attained if marketed in international territories?                 |                        |           |                       | 5        |
| CO 2                                                                                                                                                                                                                          | 4.           | Give the difference between tariff and non- tariff barriers of international marketing. |                        |           |                       | 5        |
| CO 2                                                                                                                                                                                                                          | 5.           | What factors influence regional economic groupings?                                     |                        |           |                       | 5        |
| CO 2                                                                                                                                                                                                                          | 6.           | Write a note on WTO.                                                                    |                        |           |                       | 5        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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# Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2019-20                  |
| <b>Course Name</b>      | BBA                      |
| <b>Semester</b>         | 5 <sup>th</sup> Semester |
| <b>Subject Code</b>     | BBA 506                  |
| <b>Subject Name</b>     | International Marketing  |
| <b>Attainment Level</b> | Level 1                  |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| <b>Course: Financial Services</b>               |

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2019-2020**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.



**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|--------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                      |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM                      | BBA<br>507 | 3           | 1           | 3           | -           | -           | 3           | 2           | 1           | -       | -        | 3        | 1        | 1    |

|                                                                                        |
|----------------------------------------------------------------------------------------|
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>Course Handout</b>                                                                  |
| <b>Course: Financial Services</b>                                                      |
| Course Code: BBA 507, Crédits: 04, Session :2019-20 (Odd Sem.), Class : BBA V Semester |

**Introduction:** The aim of the course is to orient the student to the recent changes in the financial institutions and financial services industry and their link to economic development. The financial institutions and services are changing rapidly. A course that merely describes the existing institutions and services will not prepare you for the change. Thus, you must familiarize yourself with the services available in the industry today and understand why they are the way they are and why they are changing. An Indian perspective will be given.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA507.1.** Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.

**BBA507.2.** Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ.

**BBA507.3.** Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.

**BBA507.4.** Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.

**BBA507.5.** Get an conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds.

**BBA507.6.** Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.

## **B. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

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**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

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**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### C. PROGRAM SPECIFIC OUTCOMES:

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

### H. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## **D. Syllabus**

### **Course Contents:**

#### **Module I: Financial Services**

Introduction: An Overview of Indian Financial System, Components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India. Investment Banking: Introduction and Functions

#### **Module II: Venture Capital & Depository System**

Venture Capital, Stages of Venture Capital Financing, International Experiences in Venture Capital Financing, Venture Capital Financing in India, Pitfalls to be Avoided.

Overview of Depository system, Key features of depository system in India, Agreement between depository and Issuer, Organisation and functions of NSDL and CDSL. Brief introduction of BSE, NSE, NYSE AND NASDAQ.

#### **Module III: Factoring & Forfaiting**

Factoring Services – Features, Merits and Demerits, Cost Benefit Analysis. Forfaiting: Features, Merits & Limitations

#### **Module IV: Leasing and Hire Purchase**

Development and Definition of Leasing and Hire Purchase, Types of Leasing, Differences between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.

#### **Module V: Mutual funds**

The concept & Role of M/Fs, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent, Selecting the Right Investment Products for Investors, Comparison of Investment products, Measuring of Risk In M/Fs, recommending model Portfolios & selecting the right funds.

#### **Module VI: Credit rating**

Credit rating concept of Credit rating, Types of credit rating, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process, Individual Credit rating, Sovereign Credit Rating Practices.

### **BB. Examination Scheme:**

| Components | CT | HA/C/V | A | EE |
|------------|----|--------|---|----|
|------------|----|--------|---|----|

|                      |           |           |          |           |
|----------------------|-----------|-----------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |
|----------------------|-----------|-----------|----------|-----------|

**(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)**

**CC. Suggested Text/Reference Books:**

**Text:**

- Khan, M. Y. Indian Financial System, Tata McGraw Hill

**References:**

- Khan, M.Y. Financial Services, Tata McGraw Hill

### **E. Lecture Plan:**

| <b>Lecture</b> | <b>Topics</b>                                      | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|----------------|----------------------------------------------------|-------------------------|-------------------------|-------------------------------------------------|
| 1              | Introduction-Financial Services                    | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2              | Overview of Indian Financial System                | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3              | Overview of Indian Financial System                | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4              | Components of Indian Financial System              | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5              | Role of Financial Services in Economic Development | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6              | Evolution of Financial Services Sector in India    | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7              | Investment Banking: Introduction                   | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8              | Functions of Investment Banking                    | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                 |         |          |                                                 |
|----|-------------------------------------------------|---------|----------|-------------------------------------------------|
| 9  | Introduction to Venture Capital                 | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10 | Meaning and Stages of Venture Capital Financing | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | Venture Capital Financing in India              | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | International Experiences in VCI                | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Introduction to Depository System               | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Key features of depository system in India      | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Agreement Between Depository and Issuer         | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Organization and functions of NSDL              | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Organization and functions of CDSL              | Lecture | BBA507.2 | Viva/Quiz & End Sem Examination                 |
| 18 | Brief Introduction of NSE AND BSE               | Lecture | BBA507.2 | Viva/Quiz & End Sem Examination                 |
| 19 | Brief Introduction of NYSE and NASDAQ           | Lecture | BBA507.2 | Viva/Quiz & End Sem Examination                 |
| 20 | Introduction to Factoring Services              | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 21 | Features of Factoring Services                  | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 22 | Merits and Demerits of Factoring Services       | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 23 | Cost Benefit analysis                           | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 24 | Introduction to Forfaiting Services             | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 25 | Features                                        | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |

|    |                                                        |         |           |                                 |
|----|--------------------------------------------------------|---------|-----------|---------------------------------|
| 26 | Merits and Demerits                                    | Lecture | BBA507.3  | Viva/Quiz & End Sem Examination |
| 27 | Flowchart of Forfeiting services                       | Lecture | BBA507.3  | Viva/Quiz & End Sem Examination |
| 28 | Introduction to Leasing                                | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 29 | Development of leasing Services                        | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 30 | Definition And types of leasing                        | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 31 | Meaning of Hire Purchase                               | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 32 | Merits and Demerits                                    | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 33 | Difference between Leasing and Hire Purchase           | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 34 | Pricing methodology                                    | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 35 | Financial Analysis                                     | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 36 | Taxation aspects                                       | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 38 | Legal Framework for Leasing and Hire Purchase          | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 39 | Concept and Role of Mutual Funds                       | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 40 | History and Types of Mutual Funds                      | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 41 | Fund Structure & Constituent,                          | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 42 | Selecting the Right Investment Products for Investors, | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 43 | Comparison of Investment products,                     | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 44 | Measuring of Risk In M/Fs, Recommending                | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |



|    |                                                                                                                        |         |          |                                 |
|----|------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | model Portfolios & selecting the right funds.                                                                          |         |          |                                 |
| 45 | Credit rating concept of Credit rating                                                                                 | Lecture | BBA507.6 | Viva/Quiz & End Sem Examination |
| 46 | Types of credit rating,                                                                                                | Lecture | BBA507.6 | Viva/Quiz & End Sem Examination |
| 47 | Advantages and Disadvantages of credit rating,                                                                         | Lecture | BBA507.6 | Viva/Quiz & End Sem Examination |
| 48 | Credit rating agencies and their methodology and process, Individual Credit rating, Sovereign Credit Rating Practices. | Lecture | BBA507.6 | Viva/Quiz & End Sem Examination |

#### F. Course Articulation Matrix (Mapping of COs with Pos & PSOs)

| CO               | STATEMENT                                                                                                                                                                                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                                                                                                                              | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 507.1</b> | <b>BBA507.1.</b> Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of | 3                                   | -           | 3           | -           | -           | 3           | -           | 1           | -           | 2            | 3                                            | 2                | 1                |

|                  |                                                                                                                                                                                                                                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  | Investment Banking.                                                                                                                                                                                                                                                                                                                                   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 507.2</b> | <b>BBA507.2.</b> Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ. | 3 | - | 3 | - | - | 3 | - | 3 | - | 1 | 3 | 3 | 2 |
| <b>BBA 507.3</b> | <b>BBA507.3.</b> Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.                                                                                                                                                                                                                            | 3 | - | - | - | - | 2 | 1 | - | 2 | - | - | 2 | 1 |
| <b>BBA 507.4</b> | <b>BBA507.4.</b> Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.                                                                                                       | 3 | - | 2 | - | - | 2 | - | 1 | 1 | - | 3 | 3 | - |

|                  |                                                                                                                                                                                                                                                                                                                                                |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA 507.5</b> | <b>BBA507.5.</b> Get an conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds. | 3 | 2 | - | - | - | 2 | - | - | 1 | - | 1 | 1 | - |
| <b>BBA 507.6</b> | <b>BBA507.6.</b> Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.                                                                                                                                                                      | 3 | 1 | - | 1 | - | 2 | - | 2 | 2 | - | 3 | 1 | - |

### G. Sample Question Paper

| Amity Business School<br>MID-SEMESTER (SEM –V) 2019-20 |               |               |                |                   |                |          |
|--------------------------------------------------------|---------------|---------------|----------------|-------------------|----------------|----------|
| Class: BBA V Semester                                  |               |               |                |                   |                |          |
| Subject Name:<br>BBA 507 Financial Services            |               | Time: 1.5 Hrs |                |                   | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy         | Remembering   | Understanding | Applying       | Analysing         | Evaluating     | Creating |
| Question Mapping                                       | Q. 1, 2, 4, 5 | Q.1, 2, 3,6   | Q.2 (b, 3)4, 5 | Q.2 b, Q 3 , 5, 6 | Q 2(b), 3,     |          |

**CO1:** Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.

**CO2:** Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing

| CO Map | Question No. | Question                                                   | Marks |
|--------|--------------|------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain Financial System and Its different Component       | 3     |
| CO2    | Q.2a         | Explain the concept of Venture Capital Financing.          | 3     |
|        | Q.2b         | Explain the different stages of Venture Capital Financing? | 3     |
| CO1    | Q.3          | Explain Cost benefit analysis in factoring services.       | 6     |
| CO1    | Q.4          | Discuss the process of Forfeiting services.                | 3     |
| CO2    | Q.5          | Write a short note on Depository services in India.        | 3     |
|        | Q.5          | Write a brief note on stock exchanges in India.            | 3     |
| CO2    | Q.6          | What is Investment Banking? Explain its functions.         | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

# Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2019-20                  |
| <b>Course Name</b>      | BBA                      |
| <b>Semester</b>         | 5 <sup>th</sup> Semester |
| <b>Subject Code</b>     | BBA 507                  |
| <b>Subject Name</b>     | Financial Services       |
| <b>Attainment Level</b> | Level 3                  |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**COURSE: PRINCIPLES OF INVESTMENT MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2019-2020**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

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**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

| <b>PROGRAMME ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |             |              |          |          |      |
|--------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------|----------|------|
|                                      |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM                      | BBA<br>508 | 2           | -           | 1           | 3           | -           | 3           | 1           | 1           | -           | 2            | 1        | -        | 2    |

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

|                              |
|------------------------------|
| <b>AMITY BUSINESS SCHOOL</b> |
| <b>Course Handout</b>        |

|                                                                                        |
|----------------------------------------------------------------------------------------|
| <b>Course: PRINCIPLES OF INVESTMENT MANAGEMENT</b>                                     |
| Course Code: BBA 508, Crédits: 04, Session :2019-20 (Odd Sem.), Class : BBA V Semester |

**Introduction:** The course aims at equipping the undergraduate students with financial tools, which help in making decisions for investment in financial securities. It is also aimed at imparting a basic understanding of the influence of changing economic scenario on the decisions and important theories and models, techniques and regulations underlying these decisions.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA508.1.** Get an overview on concept of Investments, Avenues for Investment including introduction to derivatives, Investments and Speculation, Features of a Good Investment programme, Process of Investment Decision Making, Risks involved in Investments including the concept of beta, Principle of Dominance.

**BBA508.2.** Get an overview of the Stock Markets in India, its Nature and Functions, about OTCEI & BSE, NSE & Role of Depositories, Market Indices, The Brokerage Business.

**BBA508.3.** Know about valuation of securities such as bonds, preference shares and equity shares.

**BBA508.4.** Learn the security analysis on fundamental and technical basis.

**BBA508.5.** Get acquainted with portfolio analysis and its management, different models for selection of securities for portfolio management.

**I. Programme Outcome:**



**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**DD. Syllabus**

**Module I: Introduction to Investments**

Investments: Introduction, Avenues for Investment including introduction to derivatives, Investments and Speculation, Features of a Good Investment programme, Process of Investment Decision Making, Risks involved in Investments including the concept of beta, Principle of Dominance.

## Module II: The Stock Markets in India

Nature and Functions of the Stock Market, OTCEI & BSE, NSE & Role of Depositories, Market Indices, The Brokerage Business

## Module III: Valuation of Securities

Bond Valuation and Analysis, Preference share Valuation and Analysis, Equity Share Valuation

## Module IV: Security Analysis

Fundamental Security Analysis, Technical Security Analysis

## Module V: Portfolio Analysis and Management

Portfolio Analysis: Risk and Return, Portfolio Choice: Utility Theory and Indifference Curves, Markowitz: Portfolio Selection Model, Capital Asset Pricing Model, Sharpe's Single Index Model and Portfolio Evaluation Treynor, Sharpe and Jensen.

### EE. Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

### FF.Suggested Text/Reference Books:

#### Text:

- Sharpe, William F. Alexander and Bailey, Investments, Sixth Edition Prentice - Hall, India

#### References:

- Fisher, Donald E & Jordan, Ronald., Securities Analysis & Portfolio Management:, Sixth Edition, Prentice Hall
- Haugen, Robert. Modern Investment Theory, Fifth Edition, Prentice Hall
- Bhalla, V. K. Investment Management, S. Chand & Co.

### GG. Lecture Plan:

| Lecture | Topics | Mode of Delivery | Corresponding CO | Mode of Assessing CO |
|---------|--------|------------------|------------------|----------------------|
|---------|--------|------------------|------------------|----------------------|

|    |                                                                                 |         |          |                                                 |
|----|---------------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 1  | Introduction to Subject/Syllabus Discussion                                     | Lecture | BBA508.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2  | Investments: Introduction                                                       | Lecture | BBA508.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3  | Avenues for Investment                                                          | Lecture | BBA508.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4  | Introduction to derivatives                                                     | Lecture | BBA508.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5  | ,Investments and Speculation,.                                                  | Lecture | BBA508.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6  | Features of a Good Investment programme, Process of Investment Decision Making, | Lecture | BBA508.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7  | Risks involved in Investments including the concept of beta,                    | Lecture | BBA508.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8  | Principle of Dominance                                                          | Lecture | BBA508.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9  | Problem Solving Session                                                         | Lecture | BBA508.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10 | Overview on The Stock Markets in India                                          | Lecture | BBA508.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | Nature and Functions of the Stock Market,                                       | Lecture | BBA508.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | About OTCEI                                                                     | Lecture | BBA508.2 | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                         |         |          |                                                 |
|----|-----------------------------------------|---------|----------|-------------------------------------------------|
| 13 | Introduction to BSE, NSE                | Lecture | BBA508.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Role of Depositories,                   | Lecture | BBA508.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Market Indices                          | Lecture | BBA508.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | The Brokerage Business                  | Lecture | BBA508.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Group Discussion Session                | Lecture | BBA508.2 | Viva/Quiz & End Sem Examination                 |
| 18 | Introduction to Valuation of Securities | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination                 |
| 19 | Bond Valuation and Analysis             | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination                 |
| 20 | Bond Valuation and Analysis             | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination                 |
| 21 | Preference share Valuation and Analysis | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination                 |
| 22 | Preference share Valuation and Analysis | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination                 |
| 23 | Equity Share Valuation                  | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination                 |
| 24 | Equity Share Valuation                  | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination                 |
| 25 | Numericals                              | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination                 |
| 26 | Problem Solving Session                 | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination                 |
| 27 | Introduction to Security Analysis       | Lecture | BBA508.4 | Viva/Quiz & End Sem Examination                 |
| 28 | Fundamental Security Analysis           | Lecture | BBA508.4 | Viva/Quiz & End Sem Examination                 |
| 29 | Fundamental Security Analysis           | Lecture | BBA508.4 | Viva/Quiz & End Sem Examination                 |

|    |                                                   |         |           |                                 |
|----|---------------------------------------------------|---------|-----------|---------------------------------|
| 30 | Fundamental Security Analysis                     | Lecture | BBA508.4  | Viva/Quiz & End Sem Examination |
| 31 | Fundamental Security Analysis                     | Lecture | BBA508.4  | Viva/Quiz & End Sem Examination |
| 32 | Technical Security Analysis                       | Lecture | BBA508.4  | Viva/Quiz & End Sem Examination |
| 33 | Technical Security Analysis                       | Lecture | BBA508.4  | Viva/Quiz & End Sem Examination |
| 34 | Technical Security Analysis                       | Lecture | BBA508.4  | Viva/Quiz & End Sem Examination |
| 35 | Technical Security Analysis                       | Lecture | BBA508.4  | Viva/Quiz & End Sem Examination |
| 36 | Technical Security Analysis                       | Lecture | BBA508.4  | Viva/Quiz & End Sem Examination |
| 38 | Problem Solving Session                           | Lecture | BBA508.4  | Viva/Quiz & End Sem Examination |
| 39 | Introduction to Portfolio Analysis and Management | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 40 | Portfolio Analysis: Risk and Return,              | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 41 | Portfolio Choice:                                 | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 42 | Utility Theory and Indifference Curves,           | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 43 | Markowitz: Portfolio Selection Model,             | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 44 | Capital Asset Pricing Model,                      | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 45 | Sharpe's Single Index Model and                   | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 46 | Portfolio Evaluation Treynor,                     | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 47 | Sharpe and Jensen.                                | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 48 | Problem Solving Session                           | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |

### HH. Course Articulation Matrix (Mapping of COs with Pos, PSO)

| CO                 | STATEMENT                                                                                                                                                                                                                                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                    |                                                                                                                                                                                                                                                                                                            | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 508. 1.</b> | Get an overview on concept of Investments, Avenues for Investment including introduction to derivatives, Investments and Speculation, Features of a Good Investment programme, Process of Investment Decision Making, Risks involved in Investments including the concept of beta, Principle of Dominance. | 1                                   | 2           | -           | 1           | 3           | -           | 3           | -           | -           | 1            | 2                                            | -                | 1                |

|                  |                                                                                                                                                                 |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA 508.2</b> | Get an overview of the Stock Markets in India, its Nature and Functions, about OTCEI & BSE, NSE & Role of Depositories, Market Indices, The Brokerage Business. | - | - | 2 | 1 | - | 1 | 1 | - | 1 | - | 2 | - | 1 |
| <b>BBA 508.3</b> | Know about valuation of securities such as bonds, preference shares and equity shares.                                                                          | 1 | - | - | 2 | - | 1 | 1 | 2 | 2 | - | 3 | - | 2 |
| <b>BBA 508.4</b> | Learn the security analysis on fundamental and technical basis.                                                                                                 | 1 | 2 | - | - | 1 | 2 | - | 1 | - | 1 | - | 1 | 2 |
| <b>BBA 508.5</b> | Get acquainted with portfolio analysis and its management, different models for selection of securities for portfolio management.                               | 2 | - | 3 | - | - | 2 | 1 | 1 | - | - | 1 | 3 | 3 |
|                  |                                                                                                                                                                 |   |   |   |   |   |   |   |   |   |   |   |   |   |

## II. Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –V) 2019-20     |             |               |              |                  |                |          |
|--------------------------------------------------------------|-------------|---------------|--------------|------------------|----------------|----------|
| Class: BBA V Semester                                        |             |               |              |                  |                |          |
| Subject Name:<br>BBA 508 Principles of Investment Management |             | Time: 1.5 Hrs |              |                  | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy               | Remembering | Understanding | Applying     | Analyzing        | Evaluating     | Creating |
| Question Mapping                                             | Q. 1, 2     | Q.1, 2a, 5    | Q.2, 4, 5, 6 | Q.2 b, Q 3, 5, 6 | Q 5 and 6      |          |



Student will be able to

CO1: Get an overview on concept of Investments, Avenues for Investment including introduction to derivatives, Investments and Speculation, Features of a Good Investment programme, Process of Investment Decision Making, Risks involved in Investments including the concept of beta, Principle of Dominance.

CO2: Get an overview of the Stock Markets in India, its Nature and Functions, about OTCEI & BSE, NSE & Role of Depositories, Market Indices, The Brokerage Business.

CO4: Learn the security analysis on fundamental and technical basis.

| CO Map | Question No. | Question                                                                | Marks |
|--------|--------------|-------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Discuss the different avenues for investment                            | 3     |
| CO1    | Q.2a         | Discuss the features of Good Investment Programme.                      | 3     |
|        | Q.2b         | Differentiate between investment and speculation.                       | 3     |
| CO2    | Q.3          | Explain the different functions of stock market.                        | 6     |
| CO2    | Q.4          | Explain 5 types of stock indices.                                       | 3     |
| CO4    | Q.5 a        | Explain in detail the fundamental analysis for securities of Companies. | 3     |
|        | Q.5 b        |                                                                         | 3     |
| CO4    | Q 6          | Explain technical analysis in detail.                                   | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

## Attainment

|                         |                                     |
|-------------------------|-------------------------------------|
| <b>Session</b>          | 2019-20                             |
| <b>Course Name</b>      | BBA                                 |
| <b>Semester</b>         | 5 <sup>th</sup> Semester            |
| <b>Subject Code</b>     | BBA 508                             |
| <b>Subject Name</b>     | Principles of Investment Management |
| <b>Attainment Level</b> | Level 1                             |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course: Financial Derivatives**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-“

| <b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|----------------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                              |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| V<br>SE<br>M                                 | BBA5<br>09 | -           | -           | 3           | 2           | -           | 3           | 3           | -           | -       | -        | 3        | 3        | 3    |

|                                                                                       |
|---------------------------------------------------------------------------------------|
| <b>AMITY BUSINESS SCHOOL</b>                                                          |
| <b>Course Handout</b>                                                                 |
| <b>Course: Financial Derivatives</b>                                                  |
| Course Code: BBA 509, Crédits: 04, Session: 2019-20 (Odd Sem.), Class: BBA V Semester |

**Introduction:** This course attempts to give an overview of the derivatives market with special reference to India. A financial manager must understand how derivatives can be used to the advantage of the firm. An introduction to Derivatives will equip the students to understand the mechanics of this highly intriguing & innovative field of study.

**J. Course Outcomes:** At the end of the course, students will be able to:

**BBA509.1.** Get an overview of derivative trading, concept of Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives, types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India.

**BBA509.2.** Get a conceptual understanding on Forward and future contracts, Differences between forwards and futures, concept of Early delivery, extension & cancellation of forward contracts, Futures terminology and pricing of futures contract and types of future contracts.

**BBA509.3.** Learn the options fundamentals and its Terminology like call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM , Options positions(payoff graphs), Types of Stock options.

**BBA509.4.** Understand the concept of Option Valuation and Trading strategies.

**BBA509.5.** Get an overview on **Swaps**, LIBOR, MIBOR, Swap basis, Interest rate swaps,. Learn how to determine LIBOR/MIBOR, Various types of swaps & features and about Swaptions.

**BBA509.6.** Get aware of recent developments in derivatives market., New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc. and different scams in derivatives market.

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**JJ. Syllabus**

**Module I:**

Introduction to financial derivatives Introduction to derivative trading, Characteristics of derivatives, Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives as an investment option, introduction to types of derivatives,



Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India.

### **Module II:**

Forwards & Futures: Forward contracts: Limitations of forward markets, Differences between forwards and futures, Early delivery, extension & cancellation of forward contracts, Futures terminology, pricing of futures contract, Introduction to currency futures, Interest rate futures, Treasury bond futures, Eurodollar futures, commodity futures, Index futures & Stock Futures (Hedging, speculation and arbitrage).

### **Module III:**

Options: Fundamentals, Terminology - call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM, Options positions (payoff graphs), Types of Stock options, futures options vs spot options, Options on stock Indices, currencies & futures, Warrants & executive stock options, Exotic options

### **Module IV: Principles of trading & Hedging with Options**

Option Valuation: The BS-Merton Model (Solving for BS model, assumption application and criticism), Trading strategies - Option trading using bull and bear spreads (payoff graphs)

### **Module V: Swaps**

Terminology: LIBOR, MIBOR, Swap basis, Interest rate swaps, Determining LIBOR/MIBOR swap zero rates, Currency swaps: Various types of swaps & features, Introduction to Swaptions.

### **Module VI: Recent Developments**

New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc. Role of derivatives in the economic meltdown of 2007 - 2008, Major Derivative mishaps in the world including The Baring Bank disaster (1995), The Sumitomo corporation scandal (1996) the Swiss Bank scam (2011), US Subprime Crisis (2008), Forex derivatives scam by Indian banks (25 lakh crores)

### **KK. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

**(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)**

**LL. Suggested Text/Reference Books:**

**Text:**

- Hull, John C, An introduction to futures and options markets, Second Edition Prentice Hall of India

**References:**

Gupta, S .L., Financial Derivatives Theory, Concepts and Problem 2005, Prentice - Hall, India

**MM. Lecture Plan:**

| <b>Lecture</b> | <b>Topics</b>                                                                   | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|----------------|---------------------------------------------------------------------------------|-------------------------|-------------------------|-------------------------------------------------|
| 1              | Introduction to the course                                                      | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2              | Derivative Trading-Meaning, Characteristics of Derivatives                      | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3              | Concept of Underlying Assets (Equity, Bonds /Loans, Foreign Currency, Commodity | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4              | Importance of derivatives as an investment option                               | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5              | Introduction to types of derivatives                                            | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6              | Participants in derivatives market (Hedgers, Speculators , Arbitrageurs         | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7              | Evolution of Derivates markets in India                                         | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                         |         |          |                                                       |
|----|-------------------------------------------------------------------------|---------|----------|-------------------------------------------------------|
| 8  | Forward Contracts:<br>Limitations of Forward<br>Markets                 | Lecture | BBA509.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 9  | Difference between<br>forwards and futures                              | Lecture | BBA509.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 10 | Early Delivery,<br>Extensions &<br>Cancellation of forward<br>contracts | Lecture | BBA509.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 11 | Futures terminology                                                     | Lecture | BBA509.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 12 | Pricing of Futures<br>contract, introduction<br>to currency future      | Lecture | BBA509.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 13 | Interest Rate Futures                                                   | Lecture | BBA509.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 14 | Treasury Bond Futures                                                   | Lecture | BBA509.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 15 | Eurodollar futures,<br>commodity futures                                | Lecture | BBA509.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 16 | Problem solving session                                                 | Lecture | BBA509.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 17 | Introduction to Options                                                 | Lecture | BBA509.3 | Viva/Quiz & End Sem<br>Examination                    |
| 18 | Terminology - call, put,<br>writer, buyer, premium                      | Lecture | BBA509.3 | Viva/Quiz & End Sem<br>Examination                    |
| 19 | Intrinsic value, time<br>value, expiry date,<br>settlement date         | Lecture | BBA509.3 | Viva/Quiz & End Sem<br>Examination                    |
| 20 | Strike price, ATM, OTM<br>& ITM                                         | Lecture | BBA509.3 | Viva/Quiz & End Sem<br>Examination                    |
| 21 | Options positions<br>(payoff graphs)                                    | Lecture | BBA509.3 | Viva/Quiz & End Sem<br>Examination                    |
| 22 | Types of Stock options,<br>futures options vs spot<br>options           | Lecture | BBA509.3 | Viva/Quiz & End Sem<br>Examination                    |

|    |                                                                                 |         |          |                                 |
|----|---------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 23 | Options on stock Indices, currencies & futures                                  | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination |
| 24 | Warrants & executive stock options, Exotic options                              | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination |
| 25 | Problem Solving Session                                                         | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination |
| 26 | Principles of trading & Hedging with Options                                    | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 27 | Option Valuation: The BS-Merton Model                                           | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 28 | Solving for BS model, assumption                                                | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 29 | application and criticism),                                                     | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 30 | Trading strategies - Option trading using bull and bear spreads (payoff graphs) | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 31 | Trading strategies - Option trading using bull and bear spreads (payoff graphs) | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 32 | Trading strategies - Option trading using bull and bear spreads (payoff graphs) | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 33 | Trading strategies - Option trading using bull and bear spreads (payoff graphs) | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 34 | Practical session on using option strategies in derivatives trading             | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 35 | Practical session on using option strategies in derivatives trading             | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 36 | Swaps: Introduction                                                             | Lecture | BBA509.5 | Viva/Quiz & End Sem Examination |
| 38 | Terminology:- LIBOR, MIBOR,                                                     | Lecture | BBA509.5 | Viva/Quiz & End Sem Examination |

|    |                                                                                                                                                       |         |           |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 39 | Swap basis, Interest rate swaps,                                                                                                                      | Lecture | BBA509.5  | Viva/Quiz & End Sem Examination |
| 40 | swap zero rates                                                                                                                                       | Lecture | BBA509.5  | Viva/Quiz & End Sem Examination |
| 41 | Currency swaps:                                                                                                                                       | Lecture | BBA509.5  | Viva/Quiz & End Sem Examination |
| 42 | Various types of swaps & features,                                                                                                                    | Lecture | BBA509.5  | Viva/Quiz & End Sem Examination |
| 43 | Introduction to Swaptions.                                                                                                                            | Lecture | BBA509.5  | Viva/Quiz & End Sem Examination |
| 44 | New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc.                                                  | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |
| 45 | Role of derivatives in the economic meltdown of 2007 - 2008,                                                                                          | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |
| 46 | Major Derivative mishaps in the world including The Baring Bank disaster (1995),                                                                      | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |
| 47 | The Sumitomo corporation scandal(1996) the Swiss Bank scam (2011), US Subprime Crisis (2008), Forex derivatives scam by Indian banks (25 lakh crores) | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |
| 48 | Problem Solving Session                                                                                                                               | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |

NN. **Course Articulation Matrix (Mapping of COs with Pos, PSOs)**

| CO                 | STATEMENT                                                                                                                                                                                                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                    |                                                                                                                                                                                                                                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 509. 1.</b> | Get an overview of derivative trading, concept of Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives, types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India. | -                                   | -           | 3           | -           | 2           | 3           | -           | 1           | -           | 1            | 3                                            | 3                | 3                |
| <b>BBA 509. 2</b>  | Get a conceptual understanding on Forward and future contracts, Differences between forwards and futures, concept of Early delivery, extension & cancellation of forward contracts, Futures terminology and pricing                                                                            | 2                                   | -           | 3           | 2           | 2           | 3           | -           | 1           | -           | -            | 3                                            | 3                | 2                |

|                   |                                                                                                                                                                                                                                                |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | of futures contract and types of future contracts                                                                                                                                                                                              |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 509. 3</b> | Learn the options fundamentals and its Terminology like call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM , Options positions(payoff graphs), Types of Stock options. | 1 | - | - | 3 | - | 3 | 2 | - | - | 1 | 3 | 3 | 2 |
| <b>BBA 509. 4</b> | Understand the concept of Option Valuation and Trading strategies.                                                                                                                                                                             | 1 | - | 3 | - | - | 2 | 3 | - | - | - | 1 | - | 2 |
| <b>BBA 509. 5</b> | Get an overview on <b>Swaps</b> , LIBOR, MIBOR, Swap basis, Interest rate swaps,. Learn how to determine LIBOR/MIBOR, Various types of swaps & features and about Swaptions.                                                                   | - | 1 | 3 | - | - | 2 | 3 | - | - | 1 | 2 | - | 2 |
| <b>BBA 509. 6</b> | Get aware of recent developments in derivatives market., New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc. and different scams in derivatives market.                                       | 1 | 2 | 3 | 3 | - | 2 | - | - | - |   | 1 | 2 | - |

## 00. Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –V) 2019-20                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              |                                                                                                                                                                                                                                                                        |           |                  |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|------------------|----------------|----------|
| Class: BBA V Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |              |                                                                                                                                                                                                                                                                        |           |                  |                |          |
| Subject Name:<br>BBA 509 Financial Derivatives                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              | Time: 1.5 Hrs                                                                                                                                                                                                                                                          |           |                  | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Remembering  | Understanding                                                                                                                                                                                                                                                          | Applying  | Analyzing        | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q. 1, 2      | Q.1, 2, 5                                                                                                                                                                                                                                                              | Q.4, 5, 6 | Q.2 b, Q 3, 5, 6 | Q 5 and 6      |          |
| <p>Student will be able to</p> <p>CO1: Get an overview of derivative trading, concept of Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives, types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India.</p> <p>CO2: Get a conceptual understanding on Forward and future contracts, Differences between forwards and futures, concept of Early delivery, extension &amp; cancellation of forward contracts, Futures terminology and pricing of futures contract and types of future contracts.</p> <p>CO3: Learn the options fundamentals and its Terminology like call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM &amp; ITM , Options positions(payoff graphs), Types of Stock options.</p> |              |                                                                                                                                                                                                                                                                        |           |                  |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Question No. | Question                                                                                                                                                                                                                                                               |           |                  |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.1          | What is a derivative? Explain the characteristics of a derivative.                                                                                                                                                                                                     |           |                  |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.2a         | What is meant by a futures? Explain different types of futures contracts.                                                                                                                                                                                              |           |                  |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.2b         | A sugar mill in Uttar Pradesh is expected to produce 100 MT of sugar in the month of April. The current price today (in the month of February) is Rs. 22 per kg. April future contract in sugar due on 20 April is trading at Rs. 25 per kg. The sugar mill apprehends |           |                  |                | 3        |



|     |       |                                                                                                                                                                                                                                                                                                 |   |
|-----|-------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
|     |       | that a lesser price than Rs. 25 per kg will prevail in April due to excessive supply expected at that time. How can the sugar mill hedge its position against the anticipated decline in sugar prices in April? (Quantity to be hedged is 100 MT and Quantity in each future contract is 10 MT) |   |
| CO2 | Q.3   | Explain the following concepts with reference to future contracts:<br>1- Short Position and Long Position<br><br>2- Speculation with Futures<br><br>3- Margin                                                                                                                                   | 6 |
| CO3 | Q.4   | What are options? Explain the concepts of strike price, underlying price and option premium.                                                                                                                                                                                                    | 3 |
| CO2 | Q.5 a | Explain the different types of future contracts.                                                                                                                                                                                                                                                | 3 |
|     | Q.5 b | Differentiate between future and forwards contracts.                                                                                                                                                                                                                                            | 3 |
| CO1 | Q 6   | What are stock indices? Discuss about few of the Indian stock indices with their basis.                                                                                                                                                                                                         | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |
|             |   |                                                            |

\*\*\*\*\*

# Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2019-20                  |
| <b>Course Name</b>      | BBA                      |
| <b>Semester</b>         | 5 <sup>th</sup> Semester |
| <b>Subject Code</b>     | BBA 509                  |
| <b>Subject Name</b>     | Financial Derivatives    |
| <b>Attainment Level</b> | Level 3                  |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                      |
|------------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>      |
| <b>AMITY BUSINESS SCHOOL</b>                         |
| Course: <b>ORGANISATIONAL DEVELOPMENT AND CHANGE</b> |

### PROGRAMME OUTCOMES

**Bachelor of Business Administration  
2019-2020**

#### Programme Outcomes:

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labor law with its applications at national and international level in the individual, team and at organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM               | BBA<br>510 | 3           | 1           | 3           | -           | 2           | 3           | 2           | 1           | -       | -        | 3        | 1        | 1    |

| AMITY BUSINESS SCHOOL                                                                 |
|---------------------------------------------------------------------------------------|
| Course Handout                                                                        |
| Course: <b>ORGANISATIONAL DEVELOPMENT AND CHANGE</b>                                  |
| Course Code: BBA 510, Crédits: 04, Session: 2019-20 (Odd Sem.), Class: BBA V Semester |

**Introduction:** The objective of this course is to familiarize the budding managers with how course will help students to acquire the conceptual input of meaning, characteristics, process and influences of organizational development and change management. It gives comprehensive overview of human capital from the prospective of organizational excellence in the light of transitional phase of Indian Industries. It gives the imperatives, assumptions, role and skills of O.D. specialists through experiential learning methods it facilitates teamwork, team building and the concepts of transformational Leadership

**Course Outcomes:** At the end of the course, students will be able to:

- 1.**BBA 510.1.** Able to Understand the concept of organizational development and analysing the values and assumption underlying organization development (OD).
- 2.**BBA 510.2.** Know the basic of organisational development process and steps involved in OD with relevant factors affecting OD with contemporary techniques of organisational diagnosis.
- 3.**BBA 510.3.** Able to Recognize the need of Classification of OD interventions in relations to Human Strategic interventions with Evaluation and institutionalization of interventions.
- 4.**BBA 510.4.** Describe the role of change management and factors causing change with contemporary model and techniques involved in change management.
- 5.**BBA 510.5.** Demonstrate the applications and implementation of change models by implementing the Lewin's force model field analysis and Kotler's eight step model with action research model to improve Total Quality Management, Business Process Reengineering, Learning Organization.

**6.BBA 510.6.** Able to understand the trends in OD by analyse the different role & styles of OD practitioners and HRD interface in relations to OD in global settings with contemporary OD issues for today's managers.

**Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens,

establishing the importance of ethical conduct in business at national and international levels.

**YYYYY. Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

**Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **ZZZZZ. Syllabus**

### **Module I: Organizational Development**

Nature, basic assumptions, characteristics & importance, values and assumption underlying organization development (OD).

### **Module II: Organizational Development Process**

OD process, Steps involved in OD, Role of Managers, Factors affecting OD, Techniques of organizational diagnosis - Questionnaires, interviews.

### **Module III: Structural and Comprehensive OD interventions**

Classification of OD interventions: Human Process, Techno structural, HRM, Strategic interventions, Evaluation and institutionalization of interventions.

### **Module IV: Change Management**

Need for the change, Factors causing change, environmental, Technological, Legal, Political, Social and cultural factors of change, Models and Techniques involved in change management,

### **Module V: Implementation of Change Models**

Lewin's force field analysis, Kotler's eight step model, action research model.  
Total Quality Management, Business Process Reengineering, Learning Organization.

### **Module VI: Trends in OD**

Role & styles of OD practitioners, OD-HRD interface; OD in global settings; contemporary OD issues for today's managers.

**Assignment:** Experiential learning: Managing leadership talent to support change (Class activity) Designing organizational diagnosis tool (Class activity)  
Cases study: Change management success and failure

### **Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b>     | <b>5</b> | <b>70</b> |

### **Text & References:**

#### *Text:*

- French W L & Bell, Organizational Development, Prentice Hall of India
- Ravishankar S & Mishra R.K., Organizational Development, Vision Books Pvt. Ltd.

#### *References:*



- Perek U & Rao T V, Designing & Managing HR System, Oxford & IBH Publishing company
- Perek U & Rao T V Making Organization Roles Effective, TATA McGraw Hill

### AAAAAA. Lecture Plan

| Lecture | Topics                                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Organizational development: Definition and scope.               | Lecture          | BBA 510.1.       | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of characteristics & importance OF OD                   | Lecture          | BBA 510.1.       | Mid Term-1, Quiz & End Sem Exam |
| 3       | values and assumption underlying organization development (OD). | Lecture          | BBA 510.1.       | Mid Term-1, Quiz & End Sem Exam |
| 4       | Organizational Development: Case studies                        | Lecture          | BBA 510.1.       | Mid Term-1, Quiz & End Sem Exam |
| 5       | Organizational Development Process: Introduction                | Lecture          | BBA 510.2.       | Mid Term-1, Quiz & End Sem Exam |
| 6       | OD process                                                      | Lecture          | BBA 510.2.       | Mid Term-1, Quiz & End Sem Exam |
| 7       | Steps involved in OD                                            | Lecture          | BBA 510.2.       | Mid Term-1, Quiz & End Sem Exam |
| 8       | Role of Managers                                                | Lecture          | BBA 510.2.       | Mid                             |

|    |                                                     |         |            |                                             |
|----|-----------------------------------------------------|---------|------------|---------------------------------------------|
|    |                                                     |         |            | Term-1,<br>Quiz &<br>End Sem<br>Exam        |
| 9  | Factors affecting<br>OD                             | Lecture | BBA 510.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 10 | Techniques of<br>organizational<br>diagnosis -.     | Lecture | BBA 510.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 11 | Questionnaires,<br>interviews.                      | Lecture | BBA 510.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 12 | Structural and<br>Comprehensive<br>OD interventions | Lecture | BBA 510.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 13 | Classification of OD<br>interventions               | Lecture | BBA 510.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 14 | Human Process,<br>Techno structural                 | Lecture | BBA 510.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 15 | HRM, Strategic<br>interventions,                    | Lecture | BBA 510.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 16 | Evaluation of<br>interventions                      | Lecture | BBA 510.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 17 | Institutionalizatio                                 | Lecture | BBA 510.3. | Mid                                         |

|    |                                                                                                                                                                                          |         |            |                                             |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------|---------------------------------------------|
|    | n of intervention                                                                                                                                                                        |         |            | Term-1,<br>Quiz &<br>End Sem<br>Exam        |
| 18 | Change Management:<br>Need for the change                                                                                                                                                | Lecture | BBA 510.4. | Mid<br>Term-1,<br>Quiz&<br>End Sem<br>Exam  |
| 19 | Factors causing change,<br>environmental,<br>Technological, Legal,<br>Political, Social and<br>cultural factors of<br>change, Models and<br>Techniques involved in<br>change management, | Lecture | BBA 510.4. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 20 | Technological<br>Techniques involved in<br>change management,                                                                                                                            | Lecture | BBA 510.4. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 21 | Legal techniques<br>involved in change<br>management,                                                                                                                                    | Lecture | BBA 510.4. | Quiz &<br>End Sem<br>Exam                   |
| 22 | Political, Social and<br>cultural factors of<br>change, Models and<br>Techniques involved in<br>change management,                                                                       | Lecture | BBA 510.4. | Quiz &<br>End Sem<br>Exam                   |
| 23 | cultural factors of<br>change, Models and<br>Techniques involved<br>in change<br>management,                                                                                             | Lecture | BBA 510.4. | Quiz &<br>End Sem<br>Exam                   |
| 24 | Models and<br>Techniques<br>involved in<br>change<br>management.                                                                                                                         | Lecture | BBA 510.4. | Quiz &<br>End Sem<br>Exam                   |
| 25 | Implementation                                                                                                                                                                           | Lecture | BBA 510.5. | Quiz &                                      |

|    |                                            |         |            |                     |
|----|--------------------------------------------|---------|------------|---------------------|
|    | of Change Models                           |         |            | End Sem Exam        |
| 26 | Lewin's force field analysis,              | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 27 | Kotler's eight step model                  | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 28 | Action research model.                     | Lecture | BBA 510.5  | Quiz & End Sem Exam |
| 29 | Action research model: case study          | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 30 | Total Quality Management: meaning          | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 31 | Business Process Reengineering             | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 32 | Business Process Reengineering: case study | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 33 | Learning Organization: Introduction        | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 34 | Learning Organization: case study          | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 35 | Trends in OD: introduction                 | Lecture | BBA 510.6  | Quiz & End Sem Exam |
| 36 | Trends in OD: case study                   | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 37 | Role of OD: Introduction                   | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 38 | Styles of OD practitioners                 | Lecture | BBA 510.6. | Quiz & End Sem      |

|    |                                                               |         |            |                     |
|----|---------------------------------------------------------------|---------|------------|---------------------|
|    |                                                               |         |            | Exam                |
| 39 | Role & styles of OD practitioners: case study                 | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 40 | OD-HRD interface: Introduction                                | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 41 | OD-HRD interface: case study                                  | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 42 | OD in global settings                                         | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 43 | contemporary OD issues for today's managers.                  | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 44 | Experiential learning                                         | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 45 | Managing leadership talent to support change (Class activity) | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 46 | Designing organizational diagnosis tool (Class activity)      | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 47 | Cases study: Change management success and failure            | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 48 | OD in global settings: case study                             | Lecture | BBA 510.6. | Quiz & End Sem Exam |

### Course Articulation Matrix (Mapping of COs with Pos & PSOs)

| CO                | STATEMENT                                                                                                                                                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                                                           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 510. 1</b> | Able to understand the trends in OD by analyse the different role & styles of OD practitioners and HRD interface in relations to OD in global settings with contemporary OD issues for today's managers . | 1                                   | 1           | 3           | 2           | 1           | 1           | 1           | 1           | 3           | 2            | 3                                            | 2                | 1                |
| <b>BBA 510. 2</b> | Able to Understand the concept of organizational development and analysing the values and assumption underlying organization development (OD).                                                            | 1                                   | 1           | 3           | 3           | 1           | 1           | 2           | 2           | 1           | 1            | 3                                            | 3                | 2                |
| <b>BBA 510. 3</b> | Know the basic of organisational development process and steps involved in OD with relevant factors affecting OD with contemporary techniques of organisational diagnosis.                                | 1                                   | 1           | 3           | 3           | 2           | 1           | 1           | 1           | 3           | -            | -                                            | 2                | 1                |

|                           |                                                                                                                                                                                                                                                                              |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>510.<br/>4</b> | Able to Recognize the need of Classification of OD interventions in relations to Human Strategic interventions with Evaluation and institutionalization of interventions.                                                                                                    | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | - | 3 | 3 | - |
| <b>BBA<br/>510.<br/>5</b> | Describe the role of change management and factors causing change with contemporary model and techniques involved in change management.                                                                                                                                      | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | - | 1 | 1 | - |
| <b>BBA<br/>510.<br/>6</b> | Demonstrate the applications and implementation of change models by implementing the Lewin's force model field analysis and Kotler's eight step model with action research model to improve Total Quality Management, Business Process Reengineering, Learning Organization. | 3 | 1 | - | 1 | - | 2 | - | 2 | 2 | - | 3 | 1 | - |

### Sample Question Paper

|                                                                |               |                |
|----------------------------------------------------------------|---------------|----------------|
| Amity Business School<br>I MID-SEMESTER (SEM –V) 2019-20       |               |                |
| Class: BBA V Semester                                          |               |                |
| Subject Name: BBA 510<br>Organizational development and Change | Time: 1.5 Hrs | Max. Marks: 30 |

|                                                |             |               |          |           |            |          |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.5,6     |            |          |

Student will be able to -

CO1: Able to Understand the concept of organizational development and analysing the values and assumption underlying organization development (OD).

CO2: Know the basic of organisational development process and steps involved in OD with relevant factors affecting OD with contemporary techniques of organisational diagnosis.

CO3: Able to Recognize the need of Classification of OD interventions in relations to Human Strategic interventions with Evaluation and institutionalization of interventions.

| CO Map | Question No. | Question                                                                                            | Marks |
|--------|--------------|-----------------------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief the basic concept of Organisational Development and its importance and philosophy. | 6     |
| CO2    | Q.2          | What are the different values and assumptions underlying organisational development?                | 6     |
| CO3    | Q.3          | Write the name of Classifications of organizational Development Interventions.                      | 3     |
| CO1    | Q.4          | Describe the different Techniques of organizational development.                                    | 6     |
| CO1    | Q.5          | Demonstrate the functions related to training styles.                                               | 6     |
| CO2    | Q .6.        | Write short note on steps involved in OD.                                                           | 3     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# Attainment

|                         |                                       |
|-------------------------|---------------------------------------|
| <b>Session</b>          | 2019-20                               |
| <b>Course Name</b>      | BBA                                   |
| <b>Semester</b>         | 5 <sup>th</sup> Semester              |
| <b>Subject Code</b>     | BBA 510                               |
| <b>Subject Name</b>     | Organizational development and Change |
| <b>Attainment Level</b> | Level 3                               |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                          |
|------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |
| AMITY BUSINESS SCHOOL                    |
| COURSE: TRAINING AND DEVELOPMENT         |

## PROGRAMME OUTCOMES

**Bachelor of Business Administration**

**2019-2020**

### Programme Outcomes:

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### Programme Specific Outcomes:

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM               | BBA<br>511 | 3           | 1           | 1           | 3           | 1           | 2           | 2           | 1           | 1       | -        | 3        | 1        | 1    |

|                                                                                        |
|----------------------------------------------------------------------------------------|
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>Course Handout</b>                                                                  |
| <b>Course: Training and Development</b>                                                |
| Course Code: BBA 511, Crédits: 04, Session :2019-20 (Odd Sem.), Class : BBA V Semester |

**Introduction:** The objective of this course is to familiarize the budding managers with how course will help students to help students acquire and enhance their knowledge of how to plan, develop, carry out, and evaluate training and executive development programmes in Business Organizations and familiarize students with the dynamics of training and development for an organization and individuals. It will develop an understanding of various training and their evaluation. Further it will develop a right perspective in them towards managing and improving performance. It aims to equip the students to focuses on understanding the basic concepts, theories and functioning of training system on organisation and its applications.

**BBBBBB. Course Outcomes:** At the end of the course, students will be able to:

- 1.**BBA 511.1.** Able to Understand the concept of Training and its strategy in relations to education, culture and context.
- 2.**BBA 511.2.** Know the basic of process of training with need assessment in relations to person analysis, task analysis and organisational analysis, focus on recent on training methods with styles.
- 3.**BBA 511.3.** Able to Recognize the need for Training Evaluation and Measuring Training Effectiveness in relation to Return on Investment and Cost – Benefit Analysis with models of Training Evaluation.
- 4.**BBA 511.4.** Describe the role of training system and its actions for better career development and succession planning to gain the full advantage of diversity training.
- 5.**BBA 511.5.** Demonstrate the applications functions of Changes in Training Needs for Modern Organizations focus on Learning Organizations by which the Training for

Trainers concept by conducting a sensitivity Training, Computer Based Training, Training transfer to workplace.

**6.BBA 511.6.** Able to understand the Executive Development significance and identify the role of HRD in 21<sup>st</sup> century.

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens,

establishing the importance of ethical conduct in business at national and international levels.

**CCCCC. Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

**Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **DDDDDD. Syllabus**

### **Module I: Introduction**

Meaning and definition of training, Training vs education, Culture and Context, Introduction to training Strategy.

### **Module II: Process of Training**

Establishing objectives, training need assessment (Person Analysis, Task Analysis, Organization Analysis, designing the programs, training methods, trainers and training styles, Introduction to Management Development program.

### **Module III: Evaluation of Training & Development**

Training Evaluation – Need for evaluation, Measuring Training Effectiveness, Concept of Return on Investment, Cost – Benefit Analysis, Models of Training Evaluation.

### **Module IV: Training Systems**

Action Research for better training, knowledge management, career development, succession planning, diversity training, orientation training.

**Module V:** Changes in Training Needs for Modern Organizations, Concept and Need for Learning Organizations, Trainer Identification) & Training for Trainers, Leadership, Basics of Sensitivity Training, Computer Based Training. Training transfer to workplace

### **Module VI: Development**

Executive Development – significance & nature, identifying development needs and setting objectives. Techniques of development and advantages. Role of HRD in 21<sup>st</sup> Century.

**Assignment** – Visit an organization & find out their training needs.

### **Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | 15        | 10            | 5        | 70        |

### **Text & References:**

#### *Text:*

- Lynton R.P and Pareek U (1990). Training for Development. Vistaar Publications, New Delhi

#### *References:*

- Goldstein, Training in Organizations, Thomson Learning.
- Pareek Udai, Training and Development, Tata McGraw Hill.
- Srivastava, S., Recruitment, Selection & Retention, ABS Course pack, 1999.
- Wexley, K & Lathan Gary, Developing & Training HR in Organization. P. Hall, 2002.

**EEEEEE. Lecture Plan**

| Lecture | Topics                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | What is training? definition and scope.              | Lecture          | BBA 511.1.       | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of training Strategy.                        | Lecture          | BBA 511.1.       | Mid Term-1, Quiz & End Sem Exam |
| 3       | Nature, Importance, Philosophy, Objectives: Training | Lecture          | BBA 511.1.       | Mid Term-1, Quiz & End Sem Exam |
| 4       | Definition, Goals: Training vs. education            | Lecture          | BBA 511.1.       | Mid Term-1, Quiz & End Sem Exam |
| 5       | Process of Training                                  | Lecture          | BBA 511.2.       | Mid Term-1, Quiz & End Sem Exam |
| 6       | Establishing objectives, training need assessment    | Lecture          | BBA 511.2.       | Mid Term-1, Quiz & End Sem Exam |
| 7       | Person Analysis                                      | Lecture          | BBA 511.2.       | Mid Term-1, Quiz & End Sem Exam |
| 8       | Task Analysis                                        | Lecture          | BBA 511.2.       | Mid Term-1, Quiz & End Sem Exam |
| 9       | Organization Analysis                                | Lecture          | BBA 511.2.       | Mid Term-1, Quiz & End Sem Exam |
| 10      | Designing the programs:                              | Lecture          | BBA 511.2.       | Mid Term-1, Quiz &              |



|    |                                                              |         |            |                                 |
|----|--------------------------------------------------------------|---------|------------|---------------------------------|
|    | Introduction and steps                                       |         |            | End Sem Exam                    |
| 11 | Designing the programs                                       | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 12 | Training methods: off the job                                | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 13 | Training methods: on the job                                 | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 14 | Training methods: off the job : implications                 | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 15 | Trainers: Role ,importance and significance                  | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 16 | Training styles : Introduction and methods                   | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 17 | Training styles : case studies                               | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 18 | Introduction to Management Development program: Introduction | Lecture | BBA 511.2. | Mid Term-1, Quiz& End Sem Exam  |
| 19 | Evaluation of Training & Development: Introduction           | Lecture | BBA 511.3. | Mid Term-1, Quiz & End Sem Exam |
| 20 | Training Evaluation role and significance                    | Lecture | BBA 511.3. | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                  |         |            |                           |
|----|----------------------------------------------------------------------------------|---------|------------|---------------------------|
| 21 | Need for evaluation:<br>Training                                                 | Lecture | BBA 511.3. | Quiz &<br>End Sem<br>Exam |
| 22 | Measuring Training<br>Effectiveness:<br>Introduction                             | Lecture | BBA 511.3. | Quiz &<br>End Sem<br>Exam |
| 23 | Concept of Return<br>on Investment:<br>Introduction                              | Lecture | BBA 511.3. | Quiz &<br>End Sem<br>Exam |
| 24 | Cost – Benefit<br>Analysis:<br>Introduction :                                    | Lecture | BBA 511.3. | Quiz &<br>End Sem<br>Exam |
| 25 | Models of<br>Training<br>Evaluation:<br>Introduction                             | Lecture | BBA 511.3. | Quiz &<br>End Sem<br>Exam |
| 26 | Models of<br>Training<br>Evaluation: The<br>Kirkpatrick-<br>Phillips Model       | Lecture | BBA 511.3. | Quiz &<br>End Sem<br>Exam |
| 27 | Models of<br>Training<br>Evaluation:<br>Anderson's<br>Value of<br>Learning Model | Lecture | BBA 511.3. | Quiz &<br>End Sem<br>Exam |
| 28 | Models of<br>Training<br>Evaluation:<br>Brinkerhoff's<br>Success Case<br>Method. | Lecture | BBA 511.3  | Quiz &<br>End Sem<br>Exam |
| 29 | Learning<br>Transfer<br>Evaluation<br>Model (LTEM).                              | Lecture | BBA 511.3. | Quiz &<br>End Sem<br>Exam |
| 30 | Models of<br>Training<br>Evaluation:<br>summary                                  | Lecture | BBA 511.3. | Quiz &<br>End Sem<br>Exam |

|    |                                                                                     |         |            |                           |
|----|-------------------------------------------------------------------------------------|---------|------------|---------------------------|
| 31 | Training Systems:<br>Introductions                                                  | Lecture | BBA 511.4. | Quiz &<br>End Sem<br>Exam |
| 32 | Action Research<br>for better<br>training:<br>Introductions                         | Lecture | BBA 511.4. | Quiz &<br>End Sem<br>Exam |
| 33 | knowledge<br>management:<br>Importance                                              | Lecture | BBA 511.4. | Quiz &<br>End Sem<br>Exam |
| 34 | career<br>development:<br>Introductions                                             | Lecture | BBA 511.4. | Quiz &<br>End Sem<br>Exam |
| 35 | Retirement<br>benefits,<br>Employees'<br>service benefits:<br>Types                 | Lecture | BBA 511.4  | Quiz &<br>End Sem<br>Exam |
| 36 | succession planning:<br>Introduction: steps                                         | Lecture | BBA 511.4. | Quiz &<br>End Sem<br>Exam |
| 37 | Diversity training:<br>Introduction and<br>steps                                    | Lecture | BBA 511.4. | Quiz &<br>End Sem<br>Exam |
| 38 | Orientation training:<br>introduction and<br>steps                                  | Lecture | BBA 511.4. | Quiz &<br>End Sem<br>Exam |
| 39 | Changes in<br>Training Needs<br>for Modern<br>Organizations                         | Lecture | BBA 511.5. | Quiz &<br>End Sem<br>Exam |
| 40 | Concept and<br>Need for<br>Learning<br>Organizations,<br>Trainer<br>Identification) | Lecture | BBA 511.5. | Quiz &<br>End Sem<br>Exam |
| 41 | Training for Trainers                                                               | Lecture | BBA 511.5. | Quiz &<br>End Sem<br>Exam |
| 42 | Leadership                                                                          | Lecture | BBA 511.5. | Quiz &                    |

|    |                                                              |         |            |                     |
|----|--------------------------------------------------------------|---------|------------|---------------------|
|    |                                                              |         |            | End Sem Exam        |
| 43 | Basics of Sensitivity Training, Computer Based Training.     | Lecture | BBA 511.5. | Quiz & End Sem Exam |
| 44 | Training transfer to workplace                               | Lecture | BBA 511.5. | Quiz & End Sem Exam |
| 45 | Executive Development: significance & nature                 | Lecture | BBA 511.6. | Quiz & End Sem Exam |
| 46 | Identifying development needs                                | Lecture | BBA 511.6. | Quiz & End Sem Exam |
| 47 | Setting objectives. Techniques of development and advantages | Lecture | BBA 511.6. | Quiz & End Sem Exam |
| 48 | Role of HRD in 21 <sup>st</sup> Century.                     | Lecture | BBA 511.6. | Quiz & End Sem Exam |

**FFFFFF. Course Articulation Matrix (Mapping of COs with Pos & PSOs)**

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |
|----|-----------|-------------------------------------|----------------------------------------------|
|    |           |                                     |                                              |

|                           |                                                                                                                                                                                             | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
| <b>BBA<br/>511.<br/>1</b> | Able to Understand the concept of Training and its strategy in relations to education, culture and context.                                                                                 | 1           | 1           | 3           | 2           | 1           | 1           | 1           | 1           | 3           | 2            | 3                | 2                | 1                |
| <b>BBA<br/>511.<br/>2</b> | Know the basic of process of training with need assessment in relations to person analysis, task analysis and organisational analysis, focus on recent on training methods with styles.     | 1           | 1           | 3           | 3           | 1           | 1           | 2           | 2           | 1           | 1            | 3                | 3                | 2                |
| <b>BBA<br/>511.<br/>3</b> | Able to Recognize the need for Training Evaluation and Measuring Training Effectiveness in relation to Return on Investment and Cost – Benefit Analysis with models of Training Evaluation. | 1           | 1           | 3           | 3           | 2           | 1           | 1           | 1           | 3           | -            | -                | 2                | 1                |
| <b>BBA<br/>511.<br/>4</b> | Describe the role of training system and its actions for better career development and succession planning to gain the full advantage of diversity training.                                | 3           | 1           | 2           | 1           | 1           | 1           | 2           | 1           | 1           | -            | 3                | 3                | -                |

|                           |                                                                                                                                                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                           |                                                                                                                                                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA<br/>511.<br/>5</b> | Demonstrate the applications functions of Changes in Training Needs for Modern Organizations focus on Learning Organizations by which the Training for Trainers concept by conducting a sensitivity Training, Computer Based Training, Training transfer to workplace. | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | - | 1 | 1 | - |
| <b>BBA<br/>511.<br/>6</b> | Able to understand the Executive Development significance and identify the role of HRD in 21 <sup>st</sup> century.                                                                                                                                                    | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | - | 3 | 1 | - |

Sample question Paper

Amity Business School  
I MID-SEMESTER (SEM –V) 2019-20

| Class: BBA V Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              |                                                                                   |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Subject Name: BBA 511<br>Training and Development                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              | Time: 1.5 Hrs                                                                     |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Remembering  | Understanding                                                                     | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                                             | Q.4      | Q.5,6     |                |          |
| <p>Student will be able to</p> <p>CO1: Able to Understand the concept of Training and its strategy in relations to education, culture and context.</p> <p>CO2: Know the basic of process of training with need assessment in relations to person analysis, task analysis and organisational analysis, focus on recent on training methods with styles.</p> <p>CO3: Able to Recognize the need for Training Evaluation and Measuring Training Effectiveness in relation to Return on Investment and Cost – Benefit Analysis with models of Training Evaluation.</p> |              |                                                                                   |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Question No. | Question                                                                          |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.1          | Explain in brief the basic concept of Training and its importance and philosophy. |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.2          | What are the different training need assessment?                                  |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.3          | Write a short note on: Management development program.                            |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.4          | Describe the different classification of training and methods.                    |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.5          | Demonstrate the functions related to training styles.                             |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q .6.        | Write short note on: Training strategy                                            |          |           |                | 3        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2019-20                  |
| <b>Course Name</b>      | BBA                      |
| <b>Semester</b>         | 5 <sup>th</sup> Semester |
| <b>Subject Code</b>     | BBA 511                  |
| <b>Subject Name</b>     | Training and Development |
| <b>Attainment Level</b> | Level 3                  |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course : International Human Resource Management**

## PROGRAMME OUTCOMES

**Bachelor of Business Administration**

**2019-2020**

### Programme Outcomes:

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### Programme Specific Outcomes:

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM               | BBA<br>512 | 3           | 1           | 1           | 3           | 1           | 2           | 2           | 1           | 1       | 1        | 3        | 1        | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                      |
|--------------------------------------------------------------------------------------------|
| Course Handout                                                                             |
| Course : International Human Resource Management                                           |
| Course Code : BBA 512, Crédits : 04, Session :2019-2020 (Odd Sem.), Class : BBA V semester |

**Introduction:** The main objective of this course is to explore the dynamics of global business development and to prepare the students about examining significant business investment opportunities and maximization of returns in context with human resources.

**Course Outcomes:** At the end of the course, students will be able to:

- 1.**BBA512.1.** Able to Understand the concept and benefits of International Human Resource Management with basic factors influencing the global work environment.
- 2.**BBA512.2.** Know the basic of strategic Human Resource Management with integrating the business and formulating HR Strategies with relationship at SIHRM.
- 3.**BBA512.3.** Able to Recognize the need of Cross- cultural management with cultural diversity in consortia formation with basic determinants of cultural identify frameworks in context to Hofstede model.
- 4.**BBA512.4.** Describe the role of international recruitment from host county and reward strategies for international execution with expatriate approach along with training global executives.
- 5.**BBA512.5.** Demonstrate the applications and implementation performance management and compensation in international business with compensation issues of double taxation.

6.**BBA512.6.** Able to understand the trends in best HR Practices across northern Europe , China emerging economy and Japan culture of enfolding relationship with trends and future of HR in high performing .

### **Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **GGGGGG. Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |

|                          |                          |    |             |
|--------------------------|--------------------------|----|-------------|
| Attendance               | End Semester Examination | A  | 5%          |
| End Semester Examination |                          | EE | 70%         |
| <b>Total</b>             |                          |    | <b>100%</b> |

## HHHHHH. Syllabus

**Module I: Internationalization:** Broad overview of International Human Resource Management features, elements, benefits and limitations, Domestic and International HRM, Factors influencing the global work environment.

### **Module II: Strategic Human Resource Management**

Strategic HRM, Aims of SHRM, Integrating the business and HR strategies, Formulating HR strategy, Content of HR strategies, Relationship between International Strategy and SIHRM.

### **Module III: Cross-Cultural Management**

Cultural diversity in consortia formation, Developing cognitive framework to appreciate the impact of culture on managerial behaviour, Introduction, Understanding Culture, Key Concepts, Determinants of Cultural Identity, Frameworks for Mapping the Culture, Concept of Geert Hofstede

### **Module IV: International Recruitment, Training and Rewards**

Recruiting from Host country, Reward strategies for international execution, the expatriate approach, international values and reward policy, designing rewards for the international business unit, Training Global executives.

### **Module V: Performance Management and Compensation in International Business**

Context for international performance management, framework for performance management, Compensation, issue of double taxation.

### **Module VI: Best HR Practices**

Emerging Trends, North America, South America, some key pointers, Northern Europe, Value based management in Nordic countries, China emerging economy,, Japan – a culture of enfolding relationship, Trends and Future of HR in high performing Co., Essay on Dream Organisational.

**Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

**Text & References:**

*Text:*

- Dowling, Peter; Title: International human resource management - Managing people in a multinational context; Publisher: Thompson.

*References:*

- By Monir H. Tayeb International Human Resource Management: A Multinational Company Perspective, Oxford University Press.
- By Paul Sparrow, Chris Brewster, Hilary Harris; Pub. Taylor and Francis, Globalizing Human Resource Management; Oxford University Press.

**IIIIII. Lecture Plan**

| Lecture | Topics                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Internationalization: Definition                     | Lecture          | BBA51 2.1.       | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of characteristics human resource management | Lecture          | BBA51 2.1.       | Mid Term-1, Quiz & End Sem Exam |



|    |                                                           |         |            |                                 |
|----|-----------------------------------------------------------|---------|------------|---------------------------------|
|    | features.                                                 |         |            |                                 |
| 3  | Benefits and limitations, Domestic and International HRM  | Lecture | BBA51 2.1. | Mid Term-1, Quiz & End Sem Exam |
| 4  | Global work environment.                                  | Lecture | BBA51 2.1. | Mid Term-1, Quiz & End Sem Exam |
| 5  | Factors influencing the global work environment.          | Lecture | BBA51 2.1. | Mid Term-1, Quiz & End Sem Exam |
| 6  | Strategic Human Resource Management: Introduction         | Lecture | BBA51 2.1. | Mid Term-1, Quiz & End Sem Exam |
| 7  | Strategic Human Resource Management                       | Lecture | BBA51 2.2. | Mid Term-1, Quiz & End Sem Exam |
| 8  | Strategic HRM: Introduction                               | Lecture | BBA51 2.2. | Mid Term-1, Quiz & End Sem Exam |
| 9  | Aims of SHRM                                              | Lecture | BBA51 2.2. | Mid Term-1, Quiz & End Sem Exam |
| 10 | Integrating the business and HR strategies : Introduction | Lecture | BBA51 2.2. | Mid Term-1, Quiz & End Sem Exam |
| 11 | Content of HR strategies                                  | Lecture | BBA51 2.2. | Mid Term-1, Quiz & End Sem Exam |
| 12 | Relationship between International Strategy and SIHRM.    | Lecture | BBA51 2.2. | Mid Term-1, Quiz & End Sem Exam |
| 13 | Cross-Cultural Management: Introduction                   | Lecture | BBA51 2.3. | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                           |         |            |                                 |
|----|-------------------------------------------------------------------------------------------|---------|------------|---------------------------------|
| 14 | Cultural diversity in consortia formation: Introduction and classification                | Lecture | BBA51 2.3. | Mid Term-1, Quiz & End Sem Exam |
| 15 | Developing cognitive framework to appreciate the impact of culture on managerial behavior | Lecture | BBA51 2.3. | Mid Term-1, Quiz & End Sem Exam |
| 16 | Understanding Culture: Introduction                                                       | Lecture | BBA51 2.3. | Mid Term-1, Quiz & End Sem Exam |
| 17 | Understanding Culture: Key concepts                                                       | Lecture | BBA51 2.3. | Mid Term-1, Quiz & End Sem Exam |
| 18 | Understanding Culture: case study                                                         | Lecture | BBA51 2.3. | Mid Term-1, Quiz & End Sem Exam |
| 19 | Determinants of Cultural Identity: Meaning                                                | Lecture | BBA51 2.3. | Mid Term-1, Quiz & End Sem Exam |
| 20 | Frameworks for Mapping the Culture: Introduction                                          | Lecture | BBA51 2.3. | Mid Term-1, Quiz & End Sem Exam |
| 21 | Concept of Geert Hofstede: case study                                                     | Lecture | BBA51 2.3. | Quiz & End Sem Exam             |
| 22 | Geert Hofstede model: characteristics                                                     | Lecture | BBA51 2.3. | Quiz & End Sem Exam             |
| 23 | International Recruitment, Training and Rewards                                           | Lecture | BBA51 2.4. | Quiz & End Sem Exam             |
| 24 | Recruiting from Host country                                                              | Lecture | BBA51 2.4. | Quiz & End Sem Exam             |
| 25 | Recruiting from                                                                           | Lecture | BBA51      | Quiz & End                      |

|    |                                                                                           |         |               |                        |
|----|-------------------------------------------------------------------------------------------|---------|---------------|------------------------|
|    | Host country:<br>case study                                                               |         | 2.4.          | Sem Exam               |
| 26 | Reward<br>strategies for<br>international<br>execution                                    | Lecture | BBA51<br>2.4. | Quiz & End<br>Sem Exam |
| 27 |                                                                                           | Lecture | BBA51<br>2.4. | Quiz & End<br>Sem Exam |
| 28 | The expatriate<br>approach                                                                | Lecture | BBA51<br>2.4  | Quiz & End<br>Sem Exam |
| 29 |                                                                                           | Lecture | BBA51<br>2.4. | Quiz & End<br>Sem Exam |
| 30 | International<br>values and<br>reward policy                                              | Lecture | BBA51<br>2.4. | Quiz & End<br>Sem Exam |
| 31 |                                                                                           | Lecture | BBA51<br>2.4. | Quiz & End<br>Sem Exam |
| 32 | Designing<br>rewards for the<br>international<br>business unit                            | Lecture | BBA51<br>2.4. | Quiz & End<br>Sem Exam |
| 33 | Training Global<br>executives                                                             | Lecture | BBA51<br>2.4. | Quiz & End<br>Sem Exam |
| 34 | Performance<br>Management and<br>Compensation in<br>International<br>Business             | Lecture | BBA51<br>2.5. | Quiz & End<br>Sem Exam |
| 35 | Context for<br>international<br>performance<br>management,                                | Lecture | BBA51<br>2.5  | Quiz & End<br>Sem Exam |
| 36 | Framework for<br>performance<br>management                                                | Lecture | BBA51<br>2.5. | Quiz & End<br>Sem Exam |
| 37 | Framework for<br>performance<br>management,<br>Compensation, issue<br>of double taxation. | Lecture | BBA51<br>2.5. | Quiz & End<br>Sem Exam |
| 38 | Best HR Practices                                                                         | Lecture | BBA51<br>2.6. | Quiz & End<br>Sem Exam |
| 39 | Best HR Practices :                                                                       | Lecture | BBA51<br>2.6. | Quiz & End<br>Sem Exam |

|    |                                                                 |         |               |                        |
|----|-----------------------------------------------------------------|---------|---------------|------------------------|
|    | Emerging Trends                                                 |         |               |                        |
| 40 | HR Practices :<br>North America,<br>South America               | Lecture | BBA51<br>2.6. | Quiz & End<br>Sem Exam |
| 41 | Some key pointers,<br>Northern Europe                           | Lecture | BBA51<br>2.6. | Quiz & End<br>Sem Exam |
| 42 | Value based<br>management in<br>Nordic countries,               | Lecture | BBA51<br>2.6. | Quiz & End<br>Sem Exam |
| 43 | China emerging<br>economy                                       | Lecture | BBA51<br>2.6. | Quiz & End<br>Sem Exam |
| 44 | Japan – a culture<br>of enfolding<br>relationship               | Lecture | BBA51<br>2.6. | Quiz & End<br>Sem Exam |
| 45 | Trends and Future of<br>HR in high performing<br>Co.,           | Lecture | BBA51<br>2.6. | Quiz & End<br>Sem Exam |
| 46 | Trends and Future of<br>HR in high performing<br>Co: Case study | Lecture | BBA51<br>2.6. | Quiz & End<br>Sem Exam |
| 47 | Dream<br>Organizational                                         | Lecture | BBA51<br>2.6. | Quiz & End<br>Sem Exam |
| 48 | Dream Organisational:<br>case study                             | Lecture | BBA51<br>2.6. | Quiz & End<br>Sem Exam |

**JJJJJ. Course Articulation Matrix (Mapping of COs with Pos & PSO)**

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |

|                           |                                                                                                                                                                                              |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                           |                                                                                                                                                                                              |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA<br/>512.<br/>1</b> | Able to Understand the concept and benefits of International Human Resource Management with basic factors influencing the global work environment.                                           | 1 | 1 | 3 | 2 | 1 | 1 | 1 | 1 | 3 | - | 3 | 2 | 1 |
| <b>BBA<br/>512.<br/>2</b> | Know the basic of strategic Human Resource Management with integrating the business and formulating HR Strategies with relationship at SIHRM.                                                | 1 | 1 | 3 | 3 | 1 | 1 | 2 | 2 | 1 | 1 | 3 | 3 | 2 |
| <b>BBA<br/>512.<br/>3</b> | Able to Recognize the need of Cross-cultural management with cultural diversity in consortia formation with basic determinants of cultural identify frameworks in context to Hofstede model. | 1 | 1 | 3 | 3 | 2 | 1 | 1 | 1 | 3 | 1 | - | 2 | 1 |

|                           |                                                                                                                                                                                              |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                           |                                                                                                                                                                                              |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA<br/>512.<br/>4</b> | Describe the role of international recruitment from host country and reward strategies for international execution with expatriate approach along with training global executives.           | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | - | 3 | 3 | - |
| <b>BBA<br/>512.<br/>5</b> | Demonstrate the applications and implementation performance management and compensation in international business with compensation issues of double taxation.                               | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | - | 1 | 1 | - |
| <b>BBA<br/>512.<br/>6</b> | Able to understand the trends in best HR Practices across northern Europe, China emerging economy and Japan culture of enfoldng relationship with trends and future of HR in high performing | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | 1 | 3 | 1 | - |

## Sample question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –V) 2019-2020                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |              |                                                                         |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BBA V Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              |                                                                         |          |           |                |          |
| Subject Name: BBA 512<br>International Human Resource Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              | Time: 1.5 Hrs                                                           |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Remembering  | Understanding                                                           | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                                   | Q.4      | Q.5,6     |                |          |
| <p>Student will be able to-</p> <p>CO1: Able to Understand the concept and benefits of International Human Resource Management with basic factors influencing the global work environment.</p> <p>CO2: Know the basic of strategic Human Resource Management with integrating the business and formulating HR Strategies with relationship at SIHRM.</p> <p>CO3: Able to Recognize the need of Cross- cultural management with cultural diversity in consortia formation with basic determinants of cultural identify frameworks in context to Hofstede model.</p> |              |                                                                         |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Question No. | Question                                                                |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.1          | Explain in brief the basic concept of Internationalization.             |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.2          | What are the different factors influencing the global work environment? |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.3          | Write a short note on formulating HR Strategy.                          |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.4          | Describe the relationship between international strategy and SIHRM.     |          |           |                | 6        |

|     |       |                                                  |   |
|-----|-------|--------------------------------------------------|---|
| CO1 | Q.5   | Demonstrate the Geert Hofstede model.            | 6 |
| CO2 | Q .6. | Write short note on - Cross cultural management. | 3 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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# Attainment

|                         |                                         |
|-------------------------|-----------------------------------------|
| <b>Session</b>          | 2019-20                                 |
| <b>Course Name</b>      | BBA                                     |
| <b>Semester</b>         | 5 <sup>th</sup> Semester                |
| <b>Subject Code</b>     | BBA 512                                 |
| <b>Subject Name</b>     | International Human Resource Management |
| <b>Attainment Level</b> | Level 1                                 |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2019-2020**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA VI SEM                    | BBA605 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                           |
|-------------------------------------------------------------------------------------------------|
| Course Handout                                                                                  |
| Course : Brand Management                                                                       |
| Course Code : BBA 605, Credits: 04,<br>Session : 2019-220 (Even Sem.), Class : BBA 6th Semester |
|                                                                                                 |

**A. Introduction:** The objective of the course is to help the students understand and appreciate the theoretical concepts of brands. To generate the ability to apply the concepts in real life.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA605.1.** Building awareness for the concept of branding and brand equity and to identify the scope and significance of brand management in domain industry.

**BBA605.2.** Identifying the emerging markets and marketing challenges in the developing brand equity and brand value

**BBA605.3.** Acquire knowledge and understand the brand elements and develop product and price strategies.

**BBA605.4.** Evaluate different methods and use appropriate research approaches for building brand hierarchy and brand extension.

**BBA605.5.** Understanding the policies and procedures prevalent to audit brand and also acquiring knowledge to develop global brand strategy.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a

global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

| <b>PROGRAMME ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|--------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                      |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| VI<br>SE<br>M                        | BBA6<br>05 | -           | -           | -           | -           | -           | 3           | 2           | -           | 2       | -        | -        | -        | 3    |

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **F. Syllabus**

##### **Module I: Introduction**

Meaning and importance of brands. Brands v/s products. Challenges and opportunities of branding. Concept of Brand Equity. Brand management process. Role of CRM in building brands.

### **Module II: Brand Positioning and value**

Sources of brand equity. Brand Building. Implications of brand building. Brand positioning: Brand value. Internal branding.

### **Module III: Brand Marketing**

Criteria for choosing Brand elements. Building brand equity: Product strategy, pricing strategy. Integrated marketing communication. Brand Personality, Brand Image, Celebrity endorsements. Concept of co-branding

### **Module IV: Brand Performance and Branding strategies**

Brand value chain, Brand equity management system. Brand hierarchy. Designing branding strategy. Brand extension: Concept, Advantages and disadvantages. Evaluating opportunities of brand extension, Managing Brands over time, Branding strategy over PLC.

### **Module V: Managing Brands**

Brand Audit: Meaning, Need and Significance, Reinforcing Brands. Brands revitalization Managing brands internationally, Standardization v/s customization. Global Brand strategy.

### **Module VI: The Indian Scenario**

The Export Import Scene in India. EXIM Policy. Export Documentation, Export Procedure

#### **G. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **H. Suggested Text/Reference Books:**

Text:

- Keller Kevin Lane, Strategic Brand Management: Building, Measuring and Managing Brand Equity, Second Edition, Prentice Hall.

References:

- Jean Noel Kampferer, Kogan Page, Strategic Brand Management, Second Edition
- Understanding Brands, Cowley D.

**I. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                        | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|--------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1.             | <b>Introduction</b> - Meaning and importance of brands.                              | Lecture                 | BBA605.1                | Mid Term-1, Quiz & End Sem Exam |
| 2.             | <b>Introduction</b> - Meaning and importance of brands.                              | Group Discussion        | BBA605.1                | Mid Term-1, Quiz & End Sem Exam |
| 3.             | <b>Introduction</b> - Brands v/s products. Challenges and opportunities of branding. | Lecture                 | BBA605.1                | Mid Term-1, Quiz & End Sem Exam |
| 4.             | <b>Introduction</b> - Challenges and opportunities of branding.                      | Lecture                 | BBA605.1                | Mid Term-1, Quiz & End Sem Exam |
| 5.             | <b>Introduction</b> - Concept of Brand Equity                                        | Lecture                 | BBA605.1                | Mid Term-1, Quiz & End Sem Exam |
| 6.             | <b>Introduction</b> - Concept of Brand Equity.                                       | Home Assignment         | BBA605.1                | Mid Term-1, Quiz & End Sem Exam |
| 7.             | <b>Introduction</b> - Brand management process.                                      | Lecture                 | BBA605.1                | Mid Term-1, Quiz & End Sem Exam |



|     |                                                                      |                  |          |                                 |
|-----|----------------------------------------------------------------------|------------------|----------|---------------------------------|
| 8.  | <b>Introduction</b> - Brand management process.                      | Case Study       | BBA605.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | <b>Introduction</b> - Role of CRM in building brands.                | Lecture          | BBA605.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Introduction</b> - Role of CRM in building brands.                | Lecture          | BBA605.1 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Brand Positioning and value</b> - Sources of brand equity.        | Home Assignment  | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Brand Positioning and value</b> - Brand Building.                 | Lecture          | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Brand Positioning and value</b> - Implications of brand building. | Group Discussion | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Brand Positioning and value</b> - Implications of brand building  | Lecture          | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Brand Positioning and value</b> - Brand positioning:              | Lecture          | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Brand Positioning and value</b> - Brand positioning               | Lecture          | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Brand Positioning and value</b> - Brand value.                    | Group Discussion | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Brand Positioning and value</b> - Internal branding.              | Case Study       | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Brand Positioning and value</b> - Internal branding.              | Group Discussion | BBA605.2 | Mid Term-1, Quiz & End          |

|     |                                                                                                      |                  |          |                                 |
|-----|------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     |                                                                                                      |                  |          | Sem Exam                        |
| 20. | <b>Brand Marketing</b> - Criteria for choosing Brand elements.                                       | Lecture          | BBA605.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Brand Marketing</b> - Building brand equity: Product strategy, pricing strategy.                  | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Brand Marketing</b> - Building brand equity: Product strategy, pricing strategy.                  | Group Discussion | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Brand Marketing</b> - Integrated marketing communication.                                         | Home Assignment  | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Brand Marketing</b> - Integrated marketing communication.                                         | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Brand Marketing</b> - Brand Personality                                                           | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Brand Marketing</b> - Brand Image                                                                 | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Brand Marketing</b> - Celebrity endorsements.                                                     | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Brand Marketing</b> - Concept of co-branding                                                      | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Brand Marketing</b> - Concept of co-branding                                                      | Group Discussion | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Brand Performance and Branding strategies</b> - Brand value chain, Brand equity management system | Lecture          | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                            |                 |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 31. | <b>Brand Performance and Branding strategies</b> - Brand hierarchy.                                        | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Brand Performance and Branding strategies</b> - Designing branding strategy                             | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Brand Performance and Branding strategies</b> - Brand extension: Concept, Advantages and disadvantages. | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Brand Performance and Branding strategies</b> - Brand extension: Concept, Advantages and disadvantages. | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Brand Performance and Branding strategies</b> - Evaluating opportunities of brand extension             | Home Assignment | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Brand Performance and Branding strategies</b> - Evaluating opportunities of brand extension             | Case Study      | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 37. | <b>Brand Performance and Branding strategies</b> - Managing Brands over time                               | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 38. | <b>Brand Performance and Branding strategies</b> - Branding strategy over PLC.                             | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 39. | <b>Brand Performance and Branding strategies</b> - Branding strategy over PLC.                             | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 40. | <b>Managing Brands</b> - Brand Audit: Meaning, Need and Significance                                       | Lecture         | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                             |                    |          |                                       |
|-----|---------------------------------------------------------------------------------------------|--------------------|----------|---------------------------------------|
| 41. | <b>Managing Brands -</b><br>Reinforcing Brands.                                             | Home<br>Assignment | BBA605.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 42. | <b>Managing Brands -</b><br>Reinforcing Brands.                                             | Case Study         | BBA605.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 43. | <b>Managing Brands -</b> Brands<br>revitalization                                           | Lecture            | BBA605.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 44. | <b>Managing Brands -</b> Brands<br>revitalization                                           | Lecture            | BBA605.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 45. | <b>Managing Brands -</b><br>Managing brands<br>internationally,                             | Lecture            | BBA605.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 46. | <b>Managing Brands -</b><br>Standardization v/s<br>customization. Global Brand<br>strategy. | Lecture            | BBA605.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 47. | <b>Managing Brands -</b><br>Standardization v/s<br>customization. Global Brand<br>strategy. | Home<br>Assignment | BBA605.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 48. | <b>Managing Brands -</b> . Global<br>Brand strategy.                                        | Case Study         | BBA605.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs, PSOs)**

| CO | STATEMENT | CORRELATION WITH<br>PROGRAMME OUTCOMES | CORRELATI<br>ON WITH<br>PROGRAMM<br>E SPECIFIC<br>OUTCOMES |
|----|-----------|----------------------------------------|------------------------------------------------------------|
|----|-----------|----------------------------------------|------------------------------------------------------------|

|                           |                                                                                                                                                    | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
| <b>BBA<br/>605.<br/>1</b> | Building awareness for the concept of branding and brand equity and to identify the scope and significance of brand management in domain industry. | 3           | 1           | 1           | -           | 3           | 2           | -           | -           | 1           | -            | -                | 1                | 2                |
| <b>BBA<br/>605.<br/>2</b> | Identifying the emerging markets and marketing challenges in the developing brand equity and brand value                                           | 2           | 2           | 1           | 3           | 1           | 3           | 3           | -           | -           | 3            | 1                | 1                | 1                |
| <b>BBA<br/>605.<br/>3</b> | Acquire knowledge and understand the brand elements and develop product and price strategies.                                                      | 3           | 3           | 1           | 3           | 3           | 1           | 2           | 1           | -           | 2            | -                | -                | 1                |
| <b>BBA<br/>605.<br/>4</b> | Evaluate different methods and use appropriate research approaches for building brand hierarchy and brand extension.                               | 3           | 1           | -           | 1           | 3           | 1           | 3           | 2           | 1           | 2            | -                | 2                | 1                |
| <b>BBA<br/>605.<br/>5</b> | Understanding the policies and procedures prevalent to audit brand and also acquiring knowledge to develop global brand strategy.                  | 3           | 2           | 3           | 3           | 3           | 2           | 3           | 3           | 1           | -            | 1                | 3                | -                |

## **Sample Question Paper**

|                                                                                                                                                                                                                                                                                                                                       |                     |                                                                      |                        |           |                       |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------|------------------------|-----------|-----------------------|--------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM – VI) 2019-20</b>                                                                                                                                                                                                                                                              |                     |                                                                      |                        |           |                       |              |
| <b>Class: BBA VI Semester</b>                                                                                                                                                                                                                                                                                                         |                     |                                                                      |                        |           |                       |              |
| <b>Subject Name: BBA605 Brand Management</b>                                                                                                                                                                                                                                                                                          |                     |                                                                      | <b>Time: 1.5 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                 | Remembering         | Understanding                                                        | Applying               | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                               | Q. 2, Q. 4          | Q. 6                                                                 | Q. 1                   | -         | Q. 5                  | Q. 3         |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Building awareness for the concept of branding and brand equity and to identify the scope and significance of brand management in domain industry.<br><br><b>CO 2:</b> Identifying the emerging markets and marketing challenges in the developing brand equity and brand value. |                     |                                                                      |                        |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                         | <b>Question No.</b> | <b>Question</b>                                                      |                        |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                           | <b>1.</b>           | <b>Define branding and state the importance of brands.</b>           |                        |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                           | <b>2.</b>           | <b>Differentiate between brands and products.</b>                    |                        |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                           | <b>3.</b>           | <b>Elaborate the process of brand management.</b>                    |                        |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                           | <b>4.</b>           | <b>What are the sources of brand equity?</b>                         |                        |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                           | <b>5.</b>           | <b>Discuss the concept of Internal Branding.</b>                     |                        |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                           | <b>6.</b>           | <b>State the importance of developing brand value in the market.</b> |                        |           |                       | <b>5</b>     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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# Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2019-20                  |
| <b>Course Name</b>      | BBA                      |
| <b>Semester</b>         | 6 <sup>th</sup> Semester |
| <b>Subject Code</b>     | BBA 605                  |
| <b>Subject Name</b>     | Brand Management         |
| <b>Attainment Level</b> | Level 3                  |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





|                                                  |
|--------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>  |
| <b>AMITY BUSINESS SCHOOL</b>                     |
| <b>Course: Advertising &amp; Sales Promotion</b> |

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2019-2020**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management, and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain, and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand, and analyze the knowledge of principles of management to find solutions to real-world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **PROGRAM SPECIFIC OUTCOMES:**

After graduating in this Program, the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b> |        |             |             |             |             |             |             |             |             |         |          |          |          |      |
|----------------------------------------------|--------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                              |        | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA VI<br>SEM                                | BBA606 | 3           | 2           | 3           | 2           | 3           | 1           | 3           | 3           | 1       | 1        | 2        | -        | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course: Advertising & Sales Promotion                                                   |
| Course Code: BBA606, Crédits: 04, Session: 2019-20 (Even Sem.), Class: BBA 6th Semester |

**Introduction:** The objective of the course is to familiarize students with advertising concepts and strategies, the methods and tools used. Enabling them to develop advertising strategies and plans and to develop the judgment parameters required in product management, to evaluate advertising.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA606.1.** Understand the concept of advertising and evaluate the concept of integrated communication

**BBA606.2.** Identify the objectives and importance of advertising as a promotional tool.

**BBA606.3.** Remember the approaches of advertising campaign planning and develop ethics in advertising.

**BBA606.4.** Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market.

**BBA606.5.** Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.

**BBA606.6.** Create sales promotion strategies and identify the latest trends and practices in the industry.

**B. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **C. Programme Specific Outcomes:**

After graduating in this Program, the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q /HA   | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **E. Syllabus**

##### **Module I: Introduction**

Role of Promotion in Marketing Mix. Components of promotion mix viz Advertising Publicity, Personal selling, Public relations and Sales promotion. Concept of integrated marketing communication.

##### **Module II: Advertising**

Need, scope objectives and importance of advertising, Strengths and Weaknesses of Advertising as a Promotion Tool, role of advertising in current market, advertising and society- latest trends in advertisements different types of advertisements.

### **Module III: Advertising Campaign Planning**

Setting advertising goals and objectives- The DAGMAR Approach. Message strategies and tactics- Creative approaches, Copywriting and testing. Advertising copy design. Copy layout, Advertising appeals and themes, Classification of advertisement copies- Essentials of a good copy Ethics in advertising.

### **Module IV: Advertising Media and Agencies**

Types of media, media planning and scheduling. Advertising budgets. Approaches to advertising budgeting. Measuring advertising effectiveness. Advertising business in India. Rural advertising. Legal and ethical aspects of advertising, Advertising and society. Advertising in international perspective.

### **Module V: Sales Promotion**

Need, scope objectives and importance of sales promotion. Management of sales Promotion at the consumer, trade and sales force levels. Strengths and weaknesses of Sales Promotion.

### **Module VI: Sales Promotion Strategy**

Planning and designing sales promotion programme with specific reference to sales contest, trade in discount coupons etc. sales display and merchandising. Latest trends in sales promotion.

#### **F. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **G. Suggested Text/Reference Books:**

Text:

- Belch and Belch, Advertising and Promotion, Sixth Edition, Tata McGraw Hill

References:

- Batra Rajeev, Aaker, David A and Myere John G. Advertising Management, Fifth Edition, Pearson Education
- Advertising Management – Chunawalla

## H. Lecture Plan

| Lecture | Topics                                                                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Introduction</b> - Role of Promotion in Marketing Mix.                                      | Lecture          | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Introduction</b> - Role of Promotion in Marketing Mix.                                      | Group Discussion | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Introduction</b> - Role of Promotion in Marketing Mix.                                      | Lecture          | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Introduction</b> - Components of promotion mix viz Advertising Publicity, Personal selling, | Lecture          | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 5.      | <b>Introduction</b> - Components of promotion mix viz Advertising Publicity, Personal selling, | Lecture          | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 6.      | <b>Introduction</b> - Public relations and Sales promotion.                                    | Home Assignment  | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 7.      | <b>Introduction</b> - Public relations and Sales promotion.                                    | Lecture          | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                         |                  |          |                                 |
|-----|-----------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 8.  | <b>Introduction</b> - Concept of integrated marketing communication.                    | Case Study       | BBA606.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | <b>Introduction</b> - Concept of integrated marketing communication.                    | Lecture          | BBA606.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Advertising</b> - Need, scope objectives and importance of advertising               | Lecture          | BBA606.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Advertising</b> - Strengths and Weaknesses of Advertising as a Promotion Tool.       | Home Assignment  | BBA606.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Advertising</b> -Strengths and Weaknesses of Advertising as a Promotion Tool         | Lecture          | BBA606.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Advertising</b> - role of advertising in current market, advertising and society     | Group Discussion | BBA606.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Advertising</b> - role of advertising in current market, advertising and society-    | Lecture          | BBA606.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Advertising</b> - trends in advertisements different types of advertisements.        | Lecture          | BBA606.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Advertising</b> - latest trends in advertisements different types of advertisements. | Lecture          | BBA606.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Advertising Campaign Planning</b> - Setting advertising goals and objectives         | Group Discussion | BBA606.3 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Advertising Campaign Planning</b> - The DAGMAR                                       | Case Study       | BBA606.3 | Mid Term-1, Quiz & End          |



|     |                                                                                                                        |                  |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | Approach.                                                                                                              |                  |          | Sem Exam                        |
| 19. | <b>Advertising Campaign Planning</b> - The DAGMAR Approach.                                                            | Group Discussion | BBA606.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>Advertising Campaign Planning</b> - - Message strategies and tactics- Creative approaches, Copywriting and testing. | Lecture          | BBA606.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Advertising Campaign Planning</b> - Message strategies and tactics- Creative approaches, Copywriting and testing.   | Lecture          | BBA606.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Advertising Campaign Planning</b> - Advertising copy design. Copy layout, Advertising appeals and themes            | Group Discussion | BBA606.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Advertising Campaign Planning</b> - Advertising copy design. Copy layout, Advertising appeals and themes            | Home Assignment  | BBA606.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Advertising Campaign Planning</b> - Classification of advertisement copies- Essentials of a good copy               | Lecture          | BBA606.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Advertising Campaign Planning</b> - Ethics in advertising.                                                          | Lecture          | BBA606.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Advertising Media and Agencies</b> - Types of media, media planning and scheduling. Advertising budgets.            | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                    |                  |          |                                 |
|-----|--------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 27. | <b>Advertising Media and Agencies</b> -. Approaches to advertising budgeting. Measuring advertising effectiveness. | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Advertising Media and Agencies</b> - Advertising business in India. Rural advertising.                          | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Advertising Media and Agencies</b> - Advertising business in India. Rural advertising.                          | Group Discussion | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Advertising Media and Agencies</b> - Legal and ethical aspects of advertising,                                  | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Advertising Media and Agencies</b> - Legal and ethical aspects of advertising,                                  | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Advertising Media and Agencies</b> - Advertising in international perspective.                                  | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Advertising Media and Agencies</b> - Advertising in international perspective.                                  | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Sales Promotion</b> - Need, scope objectives of sales promotion.                                                | Lecture          | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Sales Promotion</b> - Need, scope objectives and importance of sales promotion.                                 | Home Assignment  | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Sales Promotion</b> - importance of sales promotion.                                                            | Case Study       | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                              |                 |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 37. | <b>Sales Promotion</b> - Management of sales Promotion Promotion.                                                            | Lecture         | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 38. | <b>Sales Promotion</b> - Promotion at the consumer, trade and sales force levels.                                            | Lecture         | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 39. | <b>Sales Promotion</b> - Promotion at the consumer, trade and sales force levels.                                            | Lecture         | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 40. | <b>Sales Promotion</b> - Strengths and weaknesses of Sales Promotion.                                                        | Lecture         | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 41. | <b>Sales Promotion</b> - Strengths and weaknesses of Sales Promotion.                                                        | Home Assignment | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 42. | <b>Sales Promotion Strategy</b> - Planning and designing sales promotion programme with specific reference to sales contest, | Case Study      | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |
| 43. | <b>Sales Promotion Strategy</b> - Planning and designing sales promotion programme with specific reference to sales contest, | Lecture         | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |
| 44. | <b>Sales Promotion Strategy</b> - trade in discount coupons etc.                                                             | Lecture         | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |
| 45. | <b>Sales Promotion Strategy</b> - trade in discount coupons etc.                                                             | Lecture         | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |
| 46. | <b>Sales Promotion Strategy</b> - sales display and merchandising.                                                           | Lecture         | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |
| 47. | <b>Sales Promotion Strategy</b> - Latest trends in sales                                                                     | Home            | BBA606.6 | Mid Term-2, Quiz & End          |

|     |                                                                     |            |          |                                 |
|-----|---------------------------------------------------------------------|------------|----------|---------------------------------|
|     | promotion.                                                          | Assignment |          | Sem Exam                        |
| 48. | <b>Sales Promotion Strategy</b> - Latest trends in sales promotion. | Case Study | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                 | STATEMENT                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |       | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |      |      |
|--------------------|---------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|----------------------------------------------|------|------|
|                    |                                                                                             | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 1                                         | PO 2 | PO 3 |
| <b>BBA 606. 1.</b> | Understand the concept of advertising and evaluate the concept of integrated communication. | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    | 1     | 3                                            | 2    | -    |
| <b>BBA 606. 2</b>  | Identify the objectives and importance of advertising as a promotional tool.                | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    | 1     | -                                            | 2    | 1    |
| <b>BBA 606. 3</b>  | Remember the approaches of advertising campaign planning and develop ethics in advertising. | 3                                   | 3    | 1    | 3    | 3    | 1    | 2    | 1    | -    | 1     | 1                                            | 1    | -    |
| <b>BBA 606. 4</b>  | Analyse media planning and scheduling. Create advertising budgets and evaluate the role of  | 3                                   | 1    | -    | 1    | 3    | 1    | 3    | 2    | 1    | 1     | 3                                            | 1    | -    |

|                   |                                                                                                        |          |          |          |          |          |          |          |          |          |          |          |          |          |
|-------------------|--------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                   | advertisement in the international market.                                                             |          |          |          |          |          |          |          |          |          |          |          |          |          |
| <b>BBA 606. 5</b> | Identify the need and scope of sales promotion and manage the factors responsible for sales promotion. | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>-</b> | <b>2</b> | <b>1</b> |
| <b>BBA 606. 6</b> | Create sales promotion strategies and identify the latest trends and practices in the industry.        | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> |

## **Sample Question Paper**

|                                                                                                                                                                                                                                                   |                     |                                                                   |                        |           |                       |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-------------------------------------------------------------------|------------------------|-----------|-----------------------|--------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM – VI) 2019-20</b>                                                                                                                                                                          |                     |                                                                   |                        |           |                       |              |
| <b>Class: BBA VI Semester</b>                                                                                                                                                                                                                     |                     |                                                                   |                        |           |                       |              |
| <b>Subject Name: BBA606 Advertising &amp; Sales Promotion</b>                                                                                                                                                                                     |                     |                                                                   | <b>Time: 1.5 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                             | Remembering         | Understanding                                                     | Applying               | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                                                           | Q. 2, Q. 4          | Q. 6                                                              | Q. 1                   | -         | Q. 5                  | Q. 3         |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Understand the concept of advertising and evaluate the concept of integrated communication.<br><br><b>CO 2:</b> Identify the objectives and importance of advertising as a promotional tool. |                     |                                                                   |                        |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                                                     | <b>Question No.</b> | <b>Question</b>                                                   |                        |           |                       | <b>Marks</b> |
| CO 1                                                                                                                                                                                                                                              | 1.                  | Elaborate the role of marketing mix in advertising.               |                        |           |                       | 5            |
| CO 1                                                                                                                                                                                                                                              | 2.                  | Differentiate between Publicity, Personal Selling and advertising |                        |           |                       | 5            |
| CO 1                                                                                                                                                                                                                                              | 3.                  | Define integrated marketing communications.                       |                        |           |                       | 5            |
| CO 2                                                                                                                                                                                                                                              | 4.                  | Give the SWOT analysis of advertising as a promotional tool.      |                        |           |                       | 5            |
| CO 2                                                                                                                                                                                                                                              | 5.                  | How does the prevailing market influence advertising? Elaborate.  |                        |           |                       | 5            |
| CO 2                                                                                                                                                                                                                                              | 6.                  | Describe the types of advertisements.                             |                        |           |                       | 5            |

|                    |               |
|--------------------|---------------|
| <b>Attainments</b> | <b>Rubric</b> |
|--------------------|---------------|

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

## Attainment

|                         |                               |
|-------------------------|-------------------------------|
| <b>Session</b>          | 2019-20                       |
| <b>Course Name</b>      | BBA                           |
| <b>Semester</b>         | 6 <sup>th</sup> Semester      |
| <b>Subject Code</b>     | BBA 606                       |
| <b>Subject Name</b>     | Advertising & Sales Promotion |
| <b>Attainment Level</b> | Level 1                       |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
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**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| <b>Course: Retail Management</b>                |

**PROGRAMME OUTCOMES**  
**Bachelor of Business Administration**  
**2019-20**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **PROGRAM SPECIFIC OUTCOMES:**

After graduating in this Program, the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|----------------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                              |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| VI<br>SE<br>M                                | BBA<br>607 | 3           | 2           | 3           | 2           | 3           | 1           | 3           | 3           | 1       | 1        | -        | 2        | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## AMITY BUSINESS SCHOOL

### Course Handout

### Course: Retail Management

Course Code: BBA 607, Crédits : 04, Session : 2019-20 (Even Sem.), Class : BBA 6th Semester

**A. Introduction:** Keeping in view the growth of the retail industry, the course has been designed to familiarize students with the basics of retail industry and give them an overview about retail marketing practices.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA607.1.** Remember the concept of retailing and evaluate the change due to the influencing environment, lifestyle and technological changes.

**BBA607.2.** Identify the buying decision process in retailing and the types of buying decisions used by consumers.

**BBA607.3.** Create strategies for retail marketing and analyse the customer loyalty programmes. Identify GAPS between end user and service provider and devise strategies to close them.

**BBA607.4.** Understand the concept of merchandise management, its planning and establishing strategies of retail.

**BBA607.5.** Evaluate the concept of store management, store layout and atmospherics. Develop compensation schemes and control of store employees.

**BBA607.6.** Develop strategies to implement rural marketing and evaluate social and sustainability aspects of rural retailing in the industry.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program, the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q /HA   | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **F. Syllabus**

## **Module I: Introduction**

Nature, scope and importance of retailing, retail competition theories, Retail management process, Influence of changing environment on retailing viz demographic changes, lifestyle changes, technology changes (e-business), Retail Environment.

## **Module II: Consumer Behaviour in Retailing**

Consumer Behaviour in retailing, Buying decision process in retailing, Types of buying decision, market segmentation for retailing, generational cohorts.

## **Module III: Retail Marketing Strategy & Customer Service**

Types of retailers, multichannel retailing, Retail strategy concept & its elements, Strategic retail planning process, Retail Pricing, Retail Promotion tool, Customer Loyalty Programme, global retailing growth strategies & international market entry strategies, Advantages through customer service, Customer evaluation of service quality, GAP model for improving service.

## **Module IV: Merchandise management**

Retail Information system & supply chain management, Concept of merchandise management. Planning Merchandise – organizing buying process, developing an assortment plan, allocating merchandise to stores meeting vendors and establishing strategic relations with them, branding strategies for retail (e.g., private labels).

## **Module V: Store management & visual merchandising**

Store layout & space planning, atmospherics, Choosing store location, visual merchandising, Recruitment, selection, Training, motivation, Compensation and Control of store employees.

## **Module VI: Rural Retailing**

Introduction to rural retailing, Relevance, Importance and the Emerging Scenario of Rural markets, Major problem areas in rural retailing, Strategies for Rural Retailing, Social and sustainability aspects of rural retailing.

### **G. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## H. Suggested Text/Reference Books:

Text:

- Levy & Weitz, Retailing Management, Fifth edition, Tata McGraw Hill,
- Kashyap Pradeep, Raut Siddhartha, The Rural Marketing Book, 2006, Biztantra.

References:

- Retailing management, Swapna Pradhan, 3rd edition Tata McGraw Hill.
- Retail Marketing Management, David Gilbert.
- Barry Berman & Joel R. Evans, Retail Management, A Strategic Approach, Ninth Edition, Pearson Education.

## I. Lecture Plan

| Lecture | Topics                                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Introduction</b> - Nature, scope and importance of retailing,       | Lecture          | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Introduction</b> - Nature, scope and importance of retailing,       | Group Discussion | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Introduction</b> - retail competition theories,                     | Lecture          | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Introduction</b> - retail competition theories,                     | Lecture          | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 5.      | <b>Introduction</b> - Retail management process, Influence of changing | Lecture          | BBA607.1         | Mid Term-1, Quiz & End          |

|     |                                                                                                       |                  |          |                                 |
|-----|-------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | environment on retailing                                                                              |                  |          | Sem Exam                        |
| 6.  | <b>Introduction</b> - Retail management process, Influence of changing environment on retailing viz   | Home Assignment  | BBA607.1 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | <b>Introduction</b> - demographic changes, lifestyle changes, technology changes (e-business)         | Lecture          | BBA607.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | <b>Introduction</b> - demographic changes, lifestyle changes, technology changes (e-business)         | Case Study       | BBA607.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | <b>Introduction</b> - Retail Environment.                                                             | Lecture          | BBA607.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Consumer Behaviour in Retailing</b> - Consumer Behaviour in retailing,                             | Lecture          | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Consumer Behaviour in Retailing</b> - Buying decision process in retailing                         | Home Assignment  | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Consumer Behaviour in Retailing</b> - Buying decision process in retailing,                        | Lecture          | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Consumer Behaviour in Retailing</b> - Types of buying decision, market segmentation for retailing, | Group Discussion | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Consumer Behaviour in Retailing</b> - Types of buying decision, market segmentation for retailing, | Lecture          | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Consumer Behaviour in Retailing</b> - generational                                                 | Lecture          | BBA607.2 | Mid Term-1, Quiz & End          |



|     |                                                                                                                                                                  |                  |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | cohorts.                                                                                                                                                         |                  |          | Sem Exam                        |
| 16. | <b>Consumer Behaviour in Retailing</b> - generational cohorts.                                                                                                   | Lecture          | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Types of retailers, multichannel retailing.                                                            | Group Discussion | BBA607.3 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Retail strategy concept & its elements,                                                                | Case Study       | BBA607.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Strategic retail planning process, Retail Pricing, Retail Promotion tool                               | Group Discussion | BBA607.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Strategic retail planning process, Retail Pricing, Retail Promotion tool                               | Lecture          | BBA607.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Customer Loyalty Programme, global retailing growth strategies & international market entry strategies | Lecture          | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Advantages through customer service                                                                    | Group Discussion | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Advantages through customer service,                                                                   | Home Assignment  | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                                  |                  |          |                                 |
|-----|----------------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 24. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Customer evaluation of service quality                                 | Lecture          | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Retail Marketing Strategy &amp; Customer Service</b> - GAP model for improving service.                                       | Lecture          | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Merchandise management</b> - Retail Information system & supply chain management,                                             | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Merchandise management</b> - Concept of merchandise management.                                                               | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Merchandise management</b> - Concept of merchandise management.                                                               | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Merchandise management</b> - Planning Merchandise – organizing buying process, developing an assortment plan                  | Group Discussion | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Merchandise management</b> - Planning Merchandise – organizing buying process, developing an assortment plan                  | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Merchandise management</b> - allocating merchandise to stores meeting vendors and establishing strategic relations with them, | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Merchandise management</b> - branding strategies for retail (e.g., private labels).                                           | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Merchandise management</b> - branding strategies for                                                                          | Lecture          | BBA607.4 | Mid Term-2, Quiz & End          |

|     |                                                                                                      |                 |          |                                 |
|-----|------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
|     | retail (e.g., private labels).                                                                       |                 |          | Sem Exam                        |
| 34. | <b>Store management &amp; visual merchandising -</b><br>Store layout & space planning, atmospherics, | Lecture         | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Store management &amp; visual merchandising -</b><br>Store layout & space planning, atmospherics, | Home Assignment | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Store management &amp; visual merchandising -</b><br>Choosing store location                      | Case Study      | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |
| 37. | <b>Store management &amp; visual merchandising -</b><br>visual merchandising                         | Lecture         | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |
| 38. | <b>Store management &amp; visual merchandising -</b><br>Recruitment, selection of store employees.   | Lecture         | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |
| 39. | <b>Store management &amp; visual merchandising -</b><br>Training, motivation, store employees.       | Lecture         | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |
| 40. | <b>Store management &amp; visual merchandising -</b><br>Compensation and Control of store employees. | Lecture         | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |
| 41. | <b>Store management &amp; visual merchandising -</b><br>Compensation and Control of store employees. | Home Assignment | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |
| 42. | <b>Rural Retailing -</b><br>Introduction to rural retailing                                          | Case Study      | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 43. | <b>Rural Retailing -</b> Relevance, Importance and the                                               | Lecture         | BBA607.6 | Mid Term-2, Quiz & End          |

|     |                                                                                |                 |          |                                 |
|-----|--------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
|     | Emerging Scenario of Rural markets                                             |                 |          | Sem Exam                        |
| 44. | <b>Rural Retailing</b> - Major problem areas in rural retailing,               | Lecture         | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 45. | <b>Rural Retailing</b> - Major problem areas in rural retailing,               | Lecture         | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 46. | <b>Rural Retailing</b> - Strategies for Rural Retailing,                       | Lecture         | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 47. | <b>Rural Retailing</b> - Social and sustainability aspects of rural retailing. | Home Assignment | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 48. | <b>Rural Retailing</b> - Social and sustainability aspects of rural retailing. | Case Study      | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs and P)**

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |
|----|-----------|-------------------------------------|----------------------------------------------|
|----|-----------|-------------------------------------|----------------------------------------------|

|                        |                                                                                                                                                                              | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
|------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
| <b>BBA<br/>607. 1.</b> | Remember the concept of retailing and evaluate the change due to the influencing environment, lifestyle and technological changes.                                           | 3           | 1           | 1           | -           | 3           | 2           | -           | -           | 1           | 2            | -                | 1                | 1                |
| <b>BBA<br/>607. 2</b>  | Identify the buying decision process in retailing and the types of buying decisions used by consumers.                                                                       | 2           | 2           | 1           | 3           | 1           | 3           | 3           | -           | 2           | -            | 1                | 2                | 1                |
| <b>BBA<br/>607. 3</b>  | Create strategies for retail marketing and analyse the customer loyalty programmes. Identify GAPs between end user and service provider and devise strategies to close them. | 3           | 3           | 1           | 3           | 3           | 1           | 2           | 1           | -           | 2            | -                | 3                | 1                |
| <b>BBA<br/>607. 4</b>  | Understand the concept of merchandise management, its planning and establishing strategies of retail.                                                                        | 3           | 1           | -           | 1           | 3           | 1           | 3           | 2           | 1           | 2            | -                | 1                | -                |
| <b>BBA<br/>607. 5</b>  | Evaluate the concept of store management, store layout and atmospherics. Develop compensation schemes and control of store employees.                                        | 3           | 2           | 3           | 3           | 3           | 2           | 3           | 3           | 1           | 1            | 1                | -                | 3                |
| <b>BBA<br/>607.6</b>   | Develop strategies to implement rural marketing and                                                                                                                          | 3           | 2           | 3           | 3           | 3           | 2           | 3           | 3           | 1           | 2            | -                | 2                | -                |

|  |                                                                                |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|
|  | evaluate social and sustainability aspects of rural retailing in the industry. |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|

### Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM – VI) 2019-20</b>                                                                                                                                                                                                                                           |              |                                                                          |                        |           |                       |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------|------------------------|-----------|-----------------------|----------|
| <b>Class: BBA VI Semester</b>                                                                                                                                                                                                                                                                                      |              |                                                                          |                        |           |                       |          |
| <b>Subject Name: BBA607 Retail Management</b>                                                                                                                                                                                                                                                                      |              |                                                                          | <b>Time: 1.5 hours</b> |           | <b>Max. Marks: 30</b> |          |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                              | Remembering  | Understanding                                                            | Applying               | Analyzing | Evaluating            | Creating |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                            | Q. 2, Q. 4   | Q. 6                                                                     | Q. 1                   | -         | Q. 5                  | Q. 3     |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Remember the concept of retailing and evaluate the change due to the influencing environment, lifestyle and technological changes.<br><br><b>CO 2:</b> Identify the buying decision process in retailing and the types of buying decisions used by consumers. |              |                                                                          |                        |           |                       |          |
| CO Map                                                                                                                                                                                                                                                                                                             | Question No. | Question                                                                 |                        |           |                       | Marks    |
| CO 1                                                                                                                                                                                                                                                                                                               | 1.           | Define retailing. State its importance and scope.                        |                        |           |                       | 5        |
| CO 1                                                                                                                                                                                                                                                                                                               | 2.           | Elaborate the factors influencing the changing environment of retailing. |                        |           |                       | 5        |
| CO 1                                                                                                                                                                                                                                                                                                               | 3.           | Write a note on Retail Environment.                                      |                        |           |                       | 5        |
| CO 2                                                                                                                                                                                                                                                                                                               | 4.           | What are the types of buying decisions in retail industry?               |                        |           |                       | 5        |

|             |           |                                                             |          |
|-------------|-----------|-------------------------------------------------------------|----------|
| <b>CO 2</b> | <b>5.</b> | <b>How does consumer behaviour influence retail sector?</b> | <b>5</b> |
| <b>CO 2</b> | <b>6.</b> | <b>Write a note on generation cohorts.</b>                  | <b>5</b> |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

# Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2019-20                  |
| <b>Course Name</b>      | BBA                      |
| <b>Semester</b>         | 6 <sup>th</sup> Semester |
| <b>Subject Code</b>     | BBA 607                  |
| <b>Subject Name</b>     | Retail Management        |
| <b>Attainment Level</b> | Level 3                  |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| <b>Course: CORPORATE TAX PLANNING</b>           |

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2019-20**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

| <b>PROGRAMME ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|--------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                      |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| VI<br>SE<br>M                        | BBA<br>608 | 1           | -           | 2           | 2           | -           | 3           | 3           | -           | 3       | -        | 1        | -        | 3    |

| AMITY BUSINESS SCHOOL                                                                |
|--------------------------------------------------------------------------------------|
| Course Handout                                                                       |
| Course: CORPORATE TAX PLANNING                                                       |
| Course Code: BBA 608, Credits: 04, Session :2019-20 (Even Sem.), Class: BBA 3rd Year |

**Introduction:** To provide understanding of Direct Tax including Rules pertaining there to and application to different business situations. To understand principles underlying the Service Tax and concepts of VAT.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA608.1.** Get an overview on tax management, Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation.

**BBA608.2.** Determine the Residential Status of companies, and computing Taxable income under Business and Profession, Assessment of Retail Business and Deemed incomes.

**BBA608.3.** Learn about different Deductions allowed under business and profession

**BBA608.4.** Get an overview of International accounting and Taxation concepts.

**BBA608.5.** Get an overview of GST, Classification of goods and services with GST rates, Basic terminologies- CGST/SGST, IGST, Input Tax Credit, Transitional Provisions, Electronic Commerce etc

**BBA608.6.** Understand the Tax planning concepts relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports. Learn about Tax deductions and collection at source, Advance payment of tax.

**K. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**PP.Syllabus****Module I: Introduction to Tax Management**

Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation.

**Module II Income from business**

Residential Status of companies, Taxable income under Business and Profession, Computation of Profit and Gains from business & profession, Deemed business profits, Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of accounts)

**Module III: Deductions allowed under business and profession**

Deduction Expressly allowed section 30-35, Depreciation deduction calculation, Setoff and carry forward of unabsorbed depreciation section 32(2). Determining Actual Cost<sup>43</sup>(1), Set-off and Carry Forward Losses, Bonus or commission to employees section, Interest on borrowed capital, Insurance premium 36(1(i)), Employees contribution to provident fund, Bad debts 36, Revenue expenditure incurred by statutory corporation, Banking transaction tax, Security transaction tax, Commodity transaction tax, provision for admissibility of general deduction 37(1),

#### **Module IV: International accounting and Taxation**

Comparison of GST of Two Western Country with India. Analysis of foreign financial statement, Accounting standard: US GAAP, Indian GAAP, IAS, IFRS. Transfer Pricing – Meaning, measurement, strategic considerations Norms & Practices, tax havens, Double taxation agreement among countries, Tax implication of activities of foreign enterprise in India: Mode of entry and taxation respectively.

#### **Module V: Introduction to Goods and Services Tax (GST)**

Meaning, Scope and Significance of GST, Principles of sub summation and taxes subsumed, Classification of goods and services with GST rates, Basic terminologies- CGST/SGST, IGST, Input Tax Credit, Transitional Provisions, Electronic Commerce.

#### **Module VI: Tax Planning and Financial Management Decisions**

Tax planning relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports. Tax deductions and collection at source, Advance payment of tax.

#### **QQ. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

#### **RR. Suggested Text/Reference Books:**

Text:

- Lal & Vashisht, Direct Taxes, 29<sup>th</sup> Edition, Pearson

References:

- Singhania & Singhania, Income Tax, 39<sup>th</sup> Edition, Taxmann

### SS. Lecture Plan

| Lecture | Topics                                                    | Mode of Delivery | Corresponding CO | Mode of Assessing CO                            |
|---------|-----------------------------------------------------------|------------------|------------------|-------------------------------------------------|
| 1       | Introduction to syllabus                                  | Lecture          | BBA608.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2       | Introduction to Tax Management                            | Lecture          | BBA608.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3       | Concept of tax planning,                                  | Lecture          | BBA608.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4       | Tax avoidance and tax evasions,                           | Lecture          | BBA608.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5       | Concept of Corporate taxation.                            | Lecture          | BBA608.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6       | Introduction to Income from Business & Profession         | Lecture          | BBA608.2         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7       | Residential Status of companies                           | Lecture          | BBA608.2         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8       | Taxable income under Business and Profession,             | Lecture          | BBA608.2         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9       | Computation of Profit and Gains from business profession, | Lecture          | BBA608.2         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10      | Deemed business profits,                                  | Lecture          | BBA608.2         | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                                                                                                                                                                                 |         |          |                                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 11 | Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of accounts). | Lecture | BBA608.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of accounts)  | Lecture | BBA608.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of Accounts)  | Lecture | BBA608.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Problem Solving Session                                                                                                                                                                                                         | Lecture | BBA608.2 | Mid-Term, Assignment/Quiz & End Sem Examination |



|    |                                                                                                     |         |          |                                                 |
|----|-----------------------------------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 15 | Deductions allowed under business and profession                                                    | Lecture | BBA608.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Deduction Expressly allowed section 30-35,                                                          | Lecture | BBA608.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Depreciation deduction calculation                                                                  | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 18 | Setoff and carry forward of unabsorbed depreciation section 32(2).                                  | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 19 | Determining Actual Cost43(1)                                                                        | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 20 | Set-off and Carry Forward Losses                                                                    | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 21 | Bonus or commission to employees section, Interest on borrowed capital, Insurance premium 36(1(i)), | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 22 | Employees contribution to provident fund,                                                           | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 23 | Bad debts 36, Revenue expenditure incurred by statutory corporation,                                | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 24 | Banking transaction tax, Security transaction tax,)                                                 | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 25 | Commodity transaction tax                                                                           | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 26 | provision for admissibility of general deduction 37(1)                                              | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 27 | Problem Solving Session                                                                             | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 28 | Comparison of GST of Two Western Country with India.                                                | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination                 |

|    |                                                                |         |          |                                 |
|----|----------------------------------------------------------------|---------|----------|---------------------------------|
| 29 | Analysis of foreign financial statement,                       | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 30 | Accounting standard: US GAAP, Indian GAAP, IAS,                | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 31 | IFRS. Transfer Pricing – Meaning, measurement,                 | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 32 | Strategic considerations Norms & Practices,                    | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 33 | Tax havens, Double taxation agreement among countries          | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 34 | Tax implication of activities of foreign enterprise in India:  | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 35 | Mode of entry and taxation                                     | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 36 | Problem Solving Session                                        | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 38 | Meaning, Scope and Significance of GST,                        | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 39 | Principles of sub summation and taxes subsumed                 | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 40 | Classification of goods and services with GST rates,           | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 41 | Basic terminologies- CGST/SGST, IGST,                          | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 42 | Input Tax Credit, Transitional Provisions, Electronic Commerce | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 43 | Tax planning relating to capital structure decision            | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |
| 44 | Dividend policy, Inter – corporate,                            | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |

|    |                                                                                       |         |          |                                 |
|----|---------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 45 | Dividends and bonus shares                                                            | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |
| 46 | Tax provisions relating to free trade zones, Infrastructure sector and backward areas | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |
| 47 | Tax incentives for exports.                                                           | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |
| 48 | Tax deductions and collection at source, Advance payment of tax.                      | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |

**TT. Course Articulation Matrix (Mapping of COs with Pos, PSOs)**

| CO                | STATEMENT                                                                                                       | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                 | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 608.1.</b> | Get an overview on tax management, Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation. | -                                   | -           | 3           | -           | -           | 3           | 3           | -           | -           |              | -                                            | -                | 3                |

|                    |                                                                                                                                                                                                                                                                                                |   |   |   |   |   |   |   |   |   |  |   |   |   |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|--|---|---|---|
| <b>BBA 608. 2.</b> | Determine the Residential Status of companies, and computing Taxable income under Business and Profession, Assessment of Retail Business and Deemed incomes.                                                                                                                                   | - | - | 3 | - | - | 3 | 3 | - | - |  | - | - | 3 |
| <b>BBA 608. 3.</b> | Learn about different Deductions allowed under business and profession                                                                                                                                                                                                                         | - | 3 | - | 3 | - | 3 | 3 | - | - |  | - | - | 3 |
| <b>BBA 608. 4.</b> | Get an overview of International accounting and Taxation concepts.                                                                                                                                                                                                                             | - | - | 3 | - | - | 2 | 3 | - | - |  | - | - | 3 |
| <b>BBA 608. 5.</b> | Get an overview of GST, Classification of goods and services with GST rates, Basic terminologies- CGST/SGST, IGST, Input Tax Credit, Transitional Provisions, Electronic Commerce etc                                                                                                          | - | - | 3 | - | - | 2 | - | - | - |  | - | - | 3 |
| <b>BBA 608. 6.</b> | Understand the Tax planning concepts relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports. Learn about Tax deductions and | - | - | 3 | - | - | 2 | 3 | - | - |  | - | - | 3 |

|  |                                                  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|
|  | collection at source,<br>Advance payment of tax. |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|

**UU. Sample Question Paper**

| Amity Business School<br>I MID-SEMESTER (SEM –VI) 2019-20                                                                                                                                                                                                                                                                                                                                                                |                 |                                                                          |                 |                        |                 |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------------------------------------------------------------------------|-----------------|------------------------|-----------------|--------------|
| Class: BBA III Year                                                                                                                                                                                                                                                                                                                                                                                                      |                 |                                                                          |                 |                        |                 |              |
| Subject Name: Corporate Tax<br>Planning BBA 608                                                                                                                                                                                                                                                                                                                                                                          |                 | Time: 1.5 Hrs                                                            |                 |                        | Max. Marks: 30  |              |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                  | Rememberin<br>g | Understandin<br>g                                                        | Applyin<br>g    | Analyzi<br>ng          | Evaluati<br>ng  | Creatin<br>g |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                      | Q. 1, 2a, 3     | Q.1, 2a and<br>b, 5                                                      | Q.3, 4,<br>5, 6 | Q.2 b,<br>Q 3, 5,<br>6 | Q 2, 5<br>and 6 |              |
| <p>Student will be able to -</p> <p>CO1: Get an overview on tax management, Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation</p> <p>CO2: Determine the Residential Status of companies, and computing Taxable income under Business and Profession, Assessment of Retail Business and Deemed incomes.</p> <p>CO3: Learn about different Deductions allowed under business and profession.</p> |                 |                                                                          |                 |                        |                 |              |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                   | Question No.    | Question                                                                 |                 |                        |                 | Marks        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1             | Explain the rules for determining the residential status of companies.   |                 |                        |                 | 3            |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.2a            | Explain the concept of tax planning.                                     |                 |                        |                 | 3            |
|                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.2b            | What do you mean by tax avoidance and tax evasions? Differentiate.       |                 |                        |                 | 3            |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.3             | Briefly describe the deductions allowed from sec 30-35.                  |                 |                        |                 | 6            |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                      | Q4              | Explain banking transaction tax and security transaction tax.            |                 |                        |                 | 3            |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.5             | Differentiate between US GAAP and Indian GAAP?                           |                 |                        |                 | 6            |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                      | Q 6             | Describe in detail the tax implications of foreign enterprises in India. |                 |                        |                 | 6            |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

## Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2019-20                  |
| <b>Course Name</b>      | BBA                      |
| <b>Semester</b>         | 6 <sup>th</sup> Semester |
| <b>Subject Code</b>     | BBA 608                  |
| <b>Subject Name</b>     | Corporate Tax Planning   |
| <b>Attainment Level</b> | Level 1                  |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course: Banking and Financial Institutions**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2019-20**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.



**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |          |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|----------|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PSO<br>1 | PSO<br>2 | PSO<br>3 |
| BBA<br>VI<br>SEM              | BBA<br>609 | 2           | -           | 1           | 3           | -           | 3           | 2           | -           | 1       | -        | 3        | 2        | -        |

| AMITY BUSINESS SCHOOL                                                                |
|--------------------------------------------------------------------------------------|
| Course Handout                                                                       |
| Course: Banking and Financial Institutions                                           |
| Course Code: BBA 609, Credits: 04, Session :2019-20 (Even Sem.), Class: BBA 3rd Year |

**Introduction:** The aim of the course is to orient the finance students to the change in the banking industry. The financial industry much like the computer industry is changing rapidly. The students will be familiarized with institutions of today and developing an understanding why they are the way they are, and why they are changing is the core aim of the course. An Indian perspective will be added but conceptually the Global frameworks will be used.

**L. Course Outcomes:** At the end of the course, students will be able to:

**BBA609.1.** Understand the concept of Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing.

**BBA609.2.** Understand the Banking System & Operations, Types of banks, about NBFCs- its types; comparison between Banks and NBFCs, International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing), Banking Operation: An overview Principles of Lending, Study of Borrowers & Project Evaluation Criteria

**BBA609.3.** Know about Banking Sector Reforms, Provisions of Banking Regulation Act, Regulatory Institutions RBI & SEBI, Basle Committee Recommendations, Asset Liability Management in Commercial Banks.

**BBA609.4.** Understand the Insurance & Pension Institutions. Learn about IRDA, Its objectives, functions, concept of Bancassurance, Role of Insurance companies in Industrial Financing, New Pension Scheme, Pension Fund Regulatory and Development Authority (PFRDA) Role and guidelines.

**BBA609.5.** Get a conceptual understanding on Financial Inclusion, Challenges in India, Scope of Financial Inclusion in banking activities & financial services, Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India,

Principles of microfinance- institutional structures and delivery mechanisms. Enforcement and savings

**BBA609.6.** Know about recent Trends in Banking and Banking Innovations. Marketing of banking services and Latest Banking Technology.

### **M. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

|                          |                          |    |             |
|--------------------------|--------------------------|----|-------------|
| End Semester Examination | End Semester Examination | EE | 70%         |
| <b>Total</b>             |                          |    | <b>100%</b> |

## **VV. Syllabus**

### **Module I: Introduction**

Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing.

### **Module II: Banking System & Operations.**

Banking system and structure in India- Types of banks in operation and their functions, Retail and Wholesale Banking, Near Banks, Rural Banking. Cooperative Banking. Universal Banking, Payment Banks, NBFCs- its types; comparison between Banks and NBFCs; International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing) Banking Operation: An overview Principles of Lending, Study of Borrowers & Project Evaluation Criteria

### **Module III: Banking Sector Reforms**

Provisions of Banking Regulation Act, Prudential Norms - Narsimhan Committee Recommendations, Regulatory Institutions RBI & SEBI, Basle Committee Recommendations- I, II, III & IV. Asset Liability Management in Commercial Banks.

### **Module IV: Insurance & Pension Institutions**

Introduction to Insurance – Elements of Insurance Risk, Principles of Insurance, Types of Insurance – Life Insurance and General Insurance Products including unit linked plans, Re-insurance, regulatory institution: IRDA – Objective and key functions; Bancassurance- concepts, critical issues & functional aspects. Role of Insurance companies in Industrial Financing, New Pension Scheme, Pension Fund Regulatory and Development Authority (PFRDA) Role and guidelines.

### **Module V: Financial Inclusion**

Concept, Financial Inclusion in India: Challenges, Scope of Financial Inclusion in banking activities & financial services. Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, Principles of microfinance- institutional structures and delivery mechanisms. Enforcement and savings

## **Module VI: Trends in Banking**

Banking Innovations. Marketing of banking services; Latest Banking Technology - Core banking solution (CBS); RTGS, Internet banking, Personal Banking, ATMs, mobile banking; Banking Technology - ECS, debit, credit and smart cards, Securitization (SARFAECI Act, SPV, ARC)

### **WW. Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b>     | <b>5</b> | <b>70</b> |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

### **XX. Suggested Text/Reference Books:**

#### **Text:**

Khan,M. 3rd Reprint, 1998, Financial Institutions and Markets, Tata McGraw Hill Publishing Company Limited.

#### **References:**

Cornett and Sauunders, 1999, Fundamentals of Financial Institutions Management, 1999 McGraw Hill Publishing Company Limited.

### **YY. Lecture Plan:**

| <b>ZZ</b> | <b>Topics</b>            | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|-----------|--------------------------|-------------------------|-------------------------|-------------------------------------------------|
| <b>1</b>  | Introduction to syllabus | Lecture                 | BBA609.1                | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                             |         |          |                                                 |
|----|-------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 2  | Money, Process of Capital Formation.                        | Lecture | BBA609.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3  | Banking and Financial Institutions and economic development | Lecture | BBA609.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4  | Role of Development Banks in Industrial Financing.          | Lecture | BBA609.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5  | Case Study Discussion                                       | Lecture | BBA609.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6  | Banking system and structure in India                       | Lecture | BBA609.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7  | Types of banks in operation and their functions             | Lecture | BBA609.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8  | Retail and Wholesale Banking,                               | Lecture | BBA609.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9  | Near Banks, Rural Banking.                                  | Lecture | BBA609.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10 | Cooperative Banking. Universal Banking                      | Lecture | BBA609.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | Payment Banks                                               | Lecture | BBA609.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | NBFCs- its types;                                           | Lecture | BBA609.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Comparison between Banks and NBFCs;                         | Lecture | BBA609.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | International Banking-financing exporters and importers     | Lecture | BBA609.2 | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                                                   |         |          |                                                 |
|----|---------------------------------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 15 | Important ECGC Policies and guarantees governing export financing)                                | Lecture | BBA609.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Banking Operation: An overview Principles of Lending,                                             | Lecture | BBA609.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Study of Borrowers & Project Evaluation Criteria                                                  | Lecture | BBA609.2 | Viva/Quiz & End Sem Examination                 |
| 18 | Case Study Discussion                                                                             | Lecture | BBA609.2 | Viva/Quiz & End Sem Examination                 |
| 19 | Introduction to banking sector reforms                                                            | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination                 |
| 20 | Provisions of Banking Regulation Act                                                              | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination                 |
| 21 | Prudential Norms - Narsimhan Committee Recommendations,                                           | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination                 |
| 22 | Regulatory Institutions RBI                                                                       | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination                 |
| 23 | Regulatory Institutions - SEBI,                                                                   | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination                 |
| 24 | Basle Committee Recommendations- I, II, III & IV. Asset Liability Management in Commercial Banks. | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination                 |
| 25 | Basle Committee Recommendations- I, II, III & IV.                                                 | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination                 |
| 26 | Asset Liability Management in Commercial Banks.                                                   | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination                 |
| 27 | Group Discussion                                                                                  | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination                 |



|    |                                                                                                                |         |          |                                 |
|----|----------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 28 | Introduction to Insurance – Elements of Insurance Risk,                                                        | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 29 | Principles of Insurance                                                                                        | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 30 | <u>Types of Insurance</u> – Life Insurance and General Insurance                                               | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 31 | Products including unit linked plans, Re-insurance, regulatory institution:                                    | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 32 | IRDA – Objective and key functions;                                                                            | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 33 | Bancassurance- concepts, critical issues & functional aspects.                                                 | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 34 | Role of Insurance companies in Industrial Financing, New Pension Scheme,                                       | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 35 | Pension Fund Regulatory and Development Authority (PFRDA) Role and guidelines.                                 | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 36 | Group Discussion                                                                                               | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 38 | Concept of Financial Inclusion                                                                                 | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |
| 39 | Financial Inclusion in India: Challenges                                                                       | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |
| 40 | Scope of Financial Inclusion in banking activities & financial services.                                       | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |
| 41 | Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |



|                    |                                                                                                                                                                                                                                                                                                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                    |                                                                                                                                                                                                                                                                                                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 609. 1.</b> | <b>BBA609.1.</b> Understand the concept of Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing.                                                                                                                                                              | 3 | - | - | 2 | - | 2 | - | 1 | - | - | 3 | 1 | 3 |
| <b>BBA 609. 2</b>  | Understand the Banking System & Operations, Types of banks, about NBFCs- its types; comparison between Banks and NBFCs, International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing), Banking Operation: An overview Principles of Lending, Study of Borrowers & Project Evaluation Criteria | 3 | - | 3 | - | - | 3 | - | 2 | - | 1 | 3 | - | - |
| <b>BBA 609. 3</b>  | Know about Banking Sector Reforms, Provisions of Banking Regulation Act, Regulatory Institutions RBI & SEBI, Basle Committee Recommendations, Asset Liability Management in                                                                                                                                                                                   | 3 | 3 | - | 3 | - | 3 | 3 | - | - | 1 | - | 1 | 2 |

|                           |                                                                                                                                                                                                                                                                                                                                                                            |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                           | Commercial Banks.                                                                                                                                                                                                                                                                                                                                                          |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA<br/>609.<br/>4</b> | Understand the Insurance & Pension Institutions. Learn about IRDA, Its objectives, functions, concept of Bancassurance, Role of Insurance companies in Industrial Financing, New Pension Scheme, Pension Fund Regulatory and Development Authority ( PFRDA) Role and guidelines,                                                                                           | 3 | - | 3 | 2 | - | 2 | - | - | - | 1 | 3 | - | 2 |
| <b>BBA<br/>609.<br/>5</b> | Get an conceptual understanding on Financial Inclusion, Challenges in India, Scope of Financial Inclusion in banking activities & financial services, Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, Principles of microfinance- institutional structures and delivery mechanisms. Enforcement and savings | 3 | - | - | 3 | - | 2 | 1 | 1 | 1 | - | 3 | - | 2 |
| <b>BBA<br/>609.<br/>6</b> | Know about recent Trends in Banking and Banking Innovations. Marketing of banking services and Latest Banking                                                                                                                                                                                                                                                              | 3 | - | - | 2 | - | 2 | - | 1 | - | 2 | 3 | - | 2 |

|  |             |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|-------------|--|--|--|--|--|--|--|--|--|--|--|--|--|
|  | Technology. |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|-------------|--|--|--|--|--|--|--|--|--|--|--|--|--|

### BBB. Sample Question Paper

| Amity Business School<br>MID-SEMESTER (SEM –VI) 2019-20                                                                                                                                                                                                                                                                                                                                                                                                                                               |              |                                                            |           |                  |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------|-----------|------------------|----------------|----------|
| Class: BBA III Year                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                            |           |                  |                |          |
| Subject Name: BBA 609 Banking and Financial Institution                                                                                                                                                                                                                                                                                                                                                                                                                                               |              | Time: 1.5 Hrs                                              |           |                  | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Remembering  | Understanding                                              | Applying  | Analyzing        | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q. 1, 2, 3   | Q.1, 2, 3, 5                                               | Q.4, 5, 6 | Q.2 b, Q 3, 5, 6 | Q 4            |          |
| <p>Student will be able to -</p> <p>CO1: Understand the concept of Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing.</p> <p>CO2: Understand the Banking System &amp; Operations, Types of banks, about NBFCs- its types and can compare between Banks and NBFCs, International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing</p> |              |                                                            |           |                  |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                                   |           |                  |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1          | Define Money.                                              |           |                  |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2a         | Explain the process of capital formation.                  |           |                  |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.2b         | Write a short note on role of development banks in India.  |           |                  |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.3          | Explain retail and whole sale banking and their functions. |           |                  |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.4          | Explain the criteria for project evaluation.               |           |                  |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5 a        | Write 5 functions of RBI.                                  |           |                  |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.5 b        | Briefly explain the provisions of Banking sector reform.   |           |                  |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q 6          | What is asset liability management?                        |           |                  |                | 6        |
| Attainments                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |              | Rubric                                                     |           |                  |                |          |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

.....

## Attainment

|                         |                                    |
|-------------------------|------------------------------------|
| <b>Session</b>          | 2019-20                            |
| <b>Course Name</b>      | BBA                                |
| <b>Semester</b>         | 6 <sup>th</sup> Semester           |
| <b>Subject Code</b>     | BBA 609                            |
| <b>Subject Name</b>     | Banking and Financial Institutions |
| <b>Attainment Level</b> | Level 1                            |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| <b>Course: ADVANCE CORPORATE FINANCE</b>        |

## PROGRAMME OUTCOMES

**Bachelor of Business Administration  
2019-20**

### Programme Outcomes:

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.



**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| VI<br>SEM                     | BBA61<br>0 | 1           | 1           | -           | 2           | -           | 3           | 2           | -           | 2       | -        | 1        | -        | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                            |
|--------------------------------------------------------------------------------------------------|
| Course Handout                                                                                   |
| Course: ADVANCE CORPORATE FINANCE                                                                |
| Course Code: BBA 610, Credits: 04, Session :2019-20 (Even Sem.), Class: BBA 3 <sup>rd</sup> Year |
|                                                                                                  |

**Introduction:** The basic objective of this course is to acquaint the students with the latest developments in the field of corporate finance. This course will be a step above Financial Management II where they will learn advanced topics related to behavioural finance, corporate restructuring & corporate governance.

**N. Course Outcomes:** At the end of the course, students will be able to:

**BBA610.1.** Get a conceptual overview on Corporate finance and its objective, Shareholder wealth maximization. Agency Problems, Management Compensation & measurement of Performance

**BBA610.2.** Learn the different **Valuation Models, Application of Valuation Model, EVA/MVA, Balanced scorecard** and other methods/measures of financial performance.

**BBA610.3.** Know Corporate restructuring, **Theory of Mergers, Operating Synergy & Pure Diversification: Theory of mergers, Costs and Benefits of Merger, Evaluation of Merger as a Capital Budgeting Decision, Poison Pills, Turnaround Strategies, Tax Planning** relating to mergers and Amalgamation

**BBA610.4.** Understand the concept **Corporate Governance & Business Ethics, Implementation of Corporate Governance, Ethics and finance, Ethical practices in market place, corporate responsibility, social audit and ethical investing.**

**BBA610.5.** Get an overview of concept of Behavioural Finance, Expected Utility, Non-Expected Utility Preferences, A review of classical probability theory, Beliefs, Biases and Heuristics, Preferences and Anomalies in the Financial markets

**BBA610.6.** Understand the concept **Strategic Cost management**, Financial aspects of supply chain management, Operations management perspective on Costs, Strategic cost analysis (using activity based costing, target costing and life cycle costing) and product pricing at Different stages of product's life cycle

**Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens,

establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |

|              |  |  |             |
|--------------|--|--|-------------|
| <b>Total</b> |  |  | <b>100%</b> |
|--------------|--|--|-------------|

### CCC. Syllabus

#### **Module I: Introduction**

Objectives of Corporate finance. Shareholder wealth maximization. Agency Problems, Management Compensation & measurement of Performance

#### **Module II: Valuation Concepts**

**Valuation Models, Application of Valuation Model**, EVA/MVA, Balanced scorecard and other methods/measures of financial performance.

#### **Module III: Corporate restructuring**

**Differential Efficiency & Financial Synergy: Theory of Mergers, Operating Synergy & Pure Diversification: Theory of mergers, Costs and Benefits of Merger, Evaluation of Merger as a Capital Budgeting Decision, Poison Pills, Turnaround Strategies**, Tax Planning relating to mergers and Amalgamation

#### **Module IV: Corporate Governance & Business Ethics**

Implementation of Corporate Governance, Ethics and finance, Ethical practices in market place, corporate responsibility, social audit and ethical investing.

#### **Module V: Behavioural Finance**

Introduction and Expected Utility, Non-Expected Utility Preferences, A review of classical probability theory, Beliefs, Biases and Heuristics, Preferences and Anomalies in the Financial markets

#### **Module VI: Strategic Cost management**

Financial aspects of supply chain management, Operations management perspective on Costs, Strategic cost analysis (using activity based costing, target costing and life cycle costing) and product pricing at Different stages of product's life cycle.

### DDD. Examination Scheme:

|                   |           |               |          |           |
|-------------------|-----------|---------------|----------|-----------|
| <b>Components</b> | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|-------------------|-----------|---------------|----------|-----------|

|                      |           |           |          |           |
|----------------------|-----------|-----------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |
|----------------------|-----------|-----------|----------|-----------|

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

**EEE. Suggested Text/Reference Books:**

**Text:**

- Brealey and Myers, Principles of Corporate Finance, Eighth Edition, Tata McGraw Hill Publishing Company Limited.

**References:**

- Ross, Westerfield and Jaffe, Seventeenth Edition, Tata McGraw Hill.
- Quiry, P., Dallochio, M., YannLE Fur,.Antonio Salvi, Seventh Edition, John Wiley and Sons

**FFF. Lecture Plan:**

| <b>Lecture</b> | <b>Topics</b>                                        | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|----------------|------------------------------------------------------|-------------------------|-------------------------|-------------------------------------------------|
| 1              | Introduction to Syllabus                             | Lecture                 | BBA610.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2              | Objectives of Corporate finance.                     | Lecture                 | BBA610.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3              | Shareholder wealth maximization.                     | Lecture                 | BBA610.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4              | Agency Problems                                      | Lecture                 | BBA610.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5              | Management Compensation & measurement of Performance | Lecture                 | BBA610.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6              | Group discussion                                     | Lecture                 | BBA610.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7              | Valuation Concepts                                   | Lecture                 | BBA610.2                | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                          |         |          |                                                 |
|----|--------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 8  | <b>Valuation Models</b>                                                  | Lecture | BBA610.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9  | <b>Valuation Models</b>                                                  | Lecture | BBA610.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10 | <b>Application of Valuation Model,</b>                                   | Lecture | BBA610.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | EVA/MVA                                                                  | Lecture | BBA610.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | Balanced scorecard                                                       | Lecture | BBA610.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Other methods/measures of financial performance.                         | Lecture | BBA610.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Other methods/measures of financial performance.                         | Lecture | BBA610.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | <b>Valuation Models</b>                                                  | Lecture | BBA610.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Case Study Discussion                                                    | Lecture | BBA610.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Corporate restructuring                                                  | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination                 |
| 18 | <b>Differential Efficiency &amp; Financial Synergy Theory of Mergers</b> | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination                 |
| 19 | Theory of Mergers                                                        | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination                 |
| 20 | <b>Operating Synergy &amp; Pure Diversification: Theory of mergers,</b>  | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination                 |
| 21 | <b>Costs and Benefits of Merger,</b>                                     | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination                 |
| 22 | <b>Evaluation of Merger as a Capital Budgeting</b>                       | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination                 |

|    |                                                   |         |          |                                 |
|----|---------------------------------------------------|---------|----------|---------------------------------|
|    | <b>Decision,</b>                                  |         |          |                                 |
| 23 | <b>Poison Pills, Turnaround Strategies,</b>       | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination |
| 24 | Tax Planning relating to mergers and Amalgamation | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination |
| 25 | Tax Planning relating to mergers and Amalgamation | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination |
| 26 | Case study discussion                             | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination |
| 27 | Case study discussion                             | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination |
| 28 | <b>Corporate Governance &amp; Business Ethics</b> | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 29 | <b>Implementation of Corporate Governance,</b>    | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 30 | Ethics and finance,                               | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 31 | Ethical practices in market place,                | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 32 | Corporate responsibility,                         | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 33 | social audit and ethical investing.               | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 34 | Group Discussion                                  | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 35 | Case Study Discussion                             | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 36 | Behavioural Finance                               | Lecture | BBA610.5 | Viva/Quiz & End Sem Examination |
| 38 | Introduction and Expected Utility,                | Lecture | BBA610.5 | Viva/Quiz & End Sem Examination |
| 39 | Non-Expected Utility Preferences,                 | Lecture | BBA610.5 | Viva/Quiz & End Sem Examination |



|    |                                                                                               |         |          |                                 |
|----|-----------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    |                                                                                               |         |          |                                 |
| 40 | A review of classical probability theory,                                                     | Lecture | BBA610.5 | Viva/Quiz & End Sem Examination |
| 41 | Beliefs, Biases and Heuristics,                                                               | Lecture | BBA610.5 | Viva/Quiz & End Sem Examination |
| 42 | Preferences and Anomalies in the Financial markets                                            | Lecture | BBA610.5 | Viva/Quiz & End Sem Examination |
| 43 | Strategic Cost management -Concept                                                            | Lecture | BBA610.6 | Viva/Quiz & End Sem Examination |
| 44 | Financial aspects of supply chain management,                                                 | Lecture | BBA610.6 | Viva/Quiz & End Sem Examination |
| 45 | Operations management perspective on Costs,                                                   | Lecture | BBA610.6 | Viva/Quiz & End Sem Examination |
| 46 | Strategic cost analysis (using activity based costing, target costing and life cycle costing) | Lecture | BBA610.6 | Viva/Quiz & End Sem Examination |
| 47 | Product pricing at Different stages of product's life cycle                                   | Lecture | BBA610.6 | Viva/Quiz & End Sem Examination |
| 48 | Case Study Discussion                                                                         | Lecture | BBA610.6 | Viva/Quiz & End Sem Examination |

**GGG. Course Articulation Matrix (Mapping of COs with POs, PSO)**

| CO                | STATEMENT                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|----------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 610.1.</b> | Get a conceptual overview on Corporate finance and its objective, Shareholder wealth maximization. | 1                                   | -           | 2           | 3           | -           | 3           | -           | -           | 2           | 1            | 1                                            | -                | 3                |

|                    |                                                                                                                                                                                                                                                                                                      |   |   |   |   |   |   |   |   |   |   |   |   |   |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                    | Agency Problems, Management Compensation & measurement of Performance                                                                                                                                                                                                                                |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 610. 2.</b> | Learn the different <b>Valuation Models, Application of Valuation Model</b> , EVA/MVA, Balanced scorecard and other methods/measures of financial performance.                                                                                                                                       | 2 | - | 2 | 3 | - | 3 | 2 | 2 | 2 | 1 | 2 | - | 3 |
| <b>BBA 610. 3.</b> | Know Corporate restructuring, <b>Theory of Mergers, Operating Synergy &amp; Pure Diversification: Theory of mergers, Costs and Benefits of Merger, Evaluation of Merger as a Capital Budgeting Decision, Poison Pills, Turnaround Strategies</b> , Tax Planning relating to mergers and Amalgamation | 2 | 1 | - | 3 | - | 3 | 3 | 1 | - | 1 | 1 | - | 3 |
| <b>BBA 610. 4.</b> | Understand the concept <b>Corporate Governance &amp; Business Ethics</b> , Implementation of <b>Corporate Governance</b> , Ethics and finance, Ethical practices in market place, corporate responsibility, social audit and ethical investing.                                                      | 2 | - | 1 | 1 | - | 3 | 2 | - | 3 | 1 | 1 | - | 3 |
| <b>BBA 610. 5.</b> | Get an overview of concept of Behavioural Finance, Expected Utility, Non-Expected Utility                                                                                                                                                                                                            | 1 | - | 2 | 2 | - | 3 | 3 | - | 3 | 1 | 2 | - | 3 |

|                    |                                                                                                                                                                                                                                                                                                                   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                    | Preferences, A review of classical probability theory, Beliefs, Biases and Heuristics, Preferences and Anomalies in the Financial markets                                                                                                                                                                         |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 610. 6.</b> | Understand the concept <b>Strategic Cost management</b> , Financial aspects of supply chain management, Operations management perspective on Costs, Strategic cost analysis (using activity based costing, target costing and life cycle costing) and product pricing at Different stages of product's life cycle | 3 | - | 2 | - | 2 | 3 | 3 | - | 2 | 1 | - | 1 | 3 |

### HHH. Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –VI) 2019-20 |             |               |           |                   |                |          |
|-----------------------------------------------------------|-------------|---------------|-----------|-------------------|----------------|----------|
| Class: BBA III Year                                       |             |               |           |                   |                |          |
| Subject Name: BBA 610 Advance Corporate Finance           |             | Time: 1.5 Hrs |           |                   | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy            | Remembering | Understanding | Applying  | Analyzing         | Evaluating     | Creating |
| Question Mapping                                          | Q. 1, 2, 3  | Q.1, 2, 5     | Q.4, 5, 6 | Q.2 b, Q 3 , 5, 6 | Q 5 and 6      |          |

Student will be able to -

CO1: Get a conceptual overview on Corporate finance and its objective, Shareholder wealth maximization. Agency Problems, Management Compensation & measurement of Performance

CO2: Learn the different **Valuation Models, Application of Valuation Model**, EVA/MVA, Balanced scorecard and other methods/measures of financial performance.

| CO Map | Question No. | Question                                                             | Marks |
|--------|--------------|----------------------------------------------------------------------|-------|
| CO1    | Q.1          | What do you mean Corporate Finance?                                  | 3     |
| CO1    | Q.2a         | Define shareholder wealth maximization concept.                      | 3     |
|        | Q.2b         | Explain the objectives of corporate finance.                         | 3     |
| CO2    | Q.3          | Explain the Balanced Scorecard and its different perspectives.       | 6     |
| CO2    | Q.4          | Define EVA/MVA.                                                      | 3     |
| CO1    | Q.5          | What is Corporate Restructuring.                                     | 3     |
|        | Q.5          | Explain cost and benefits of merger.                                 | 3     |
| CO2    | Q 6          | Explain operating synergy and pure diversification theory of merger. | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

# Attainment

|                         |                           |
|-------------------------|---------------------------|
| <b>Session</b>          | 2019-20                   |
| <b>Course Name</b>      | BBA                       |
| <b>Semester</b>         | 6 <sup>th</sup> Semester  |
| <b>Subject Code</b>     | BBA 610                   |
| <b>Subject Name</b>     | Advance Corporate Finance |
| <b>Attainment Level</b> | Level 1                   |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course : PERFORMANCE MANAGEMENT SYSTEM**

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2019-20**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management, and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand, and analyze the knowledge of principles of management to find solutions to real-world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate, and provide innovative solution frameworks to real-world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need to be proactive and keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communication skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate, and Resolve Conflicts):** Define, explain, and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognize, explain, and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future Leaders:** The program will develop the foundations of business ethics, and prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **PROGRAM SPECIFIC OUTCOMES:**

**PSO1:** - Understand the basic concepts of Human resources management and the role of Industrial relations and labour law with its applications at national and international levels in the individual, team, and at organizational levels.

**PSO2:** - Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** - Practical knowledge of training and development in various areas and hands-on session compensation and reward management with current trends and its benefits.

**Note:** - Correlation levels 1, 2, and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium), and 3: Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|----------------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                              |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| VI<br>SEM                                    | BBA6<br>12 | 3           | 1           | 1           | 3           | 1           | 2           | 2           | 1           | 1       | 1        | -        | 1        | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                 |
|---------------------------------------------------------------------------------------|
| Course Handout                                                                        |
| Course: PERFORMANCE MANAGEMENT SYSTEM                                                 |
| Course Code: BBA 612, Crédits : 04, Session: 2019-20 (Even Sem.), Class: BBA 3rd Year |

**Introduction:** The objective of this course is to familiarize the budding managers with how the course will help students understand the significance of appraisal for an organization and individuals. It will develop an understanding of various Performance Appraisal tools and their applications and potential appraisal. Further it will develop a right perspective in them towards managing and improving performance. It aims to equip the students to focus on understanding the basic concepts, theories and functioning of performance management system on organisation and its applications.

**KKKKKK. Course Outcomes:** At the end of the course, students will be able to:

**BBA 612. 1.** Able to Understand the concept of performance management and basic elements of performance appraisal and motivational-related theory that impact planning performance.

**BBA 612. 2.** Know the basic process of performance appraisal and its objectives with methods of appraisal with its contemporary methods.

**BBA 612. 3.** Able to Recognize the essential features of 360-degree feedback with the RSDQ Model and its applicability.

**BBA 612. 4.** Describe the role of potential appraisal in relation to competency mapping with relevant case studies.



**BBA 612. 5.** Demonstrate the application functions in performance management related to creating high-performance organizations.

**BBA 612. 6.** Able to understand the emerging concerns with performance management beyond tangible performance with HR Scorecard.

**LLLLLL. Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management, and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain, and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyze the knowledge of principles of management to find solutions to real-world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real-world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need to be proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communication skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain, and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognize, explain, and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**MMMMMM. Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and the role of Industrial relations and labour law with its applications at national and international level in the individual, team, and at organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands-on session compensation and reward management with current trends and its benefits.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **NNNNNN. Syllabus**

### **Module I: Overview of Performance Management**

Employee Motivation & Needs (Vroom's & Adam's Theory of Motivation), Performance Appraisal: The past & the future, Human Resource Development & Performance Appraisal, Planning Performance & Role Clarity, Accountability and Effectiveness.

### **Module II: Process of Performance Appraisal**

Measuring Performance Appraisal – Objectives & Indicators, Methods of Appraisal – Contemporary & Modern methods, Performance feedback & counseling, PMS.

### **Module III: 360-degree Feedback**

Definition, methodology, advantages/disadvantages of Feedback, RSDQ Model, and Criteria for Success, Experiences in 360 appraisals.

### **Module IV: Potential Appraisal**

Concept, difference between performance appraisal and potential appraisal, Competency mapping & potential appraisal –case studies

### **Module V: Performance Management in Application**

Performance Management and development, Performance Management and Pay, Creating a High-Performance organization.

### **Module VI: Emerging Concerns & Performance Management**

Appraisal for future – going beyond tangible performance, HR Scorecard.

Examination Scheme:

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b>     | <b>5</b> | <b>70</b> |

Text & References:

#### **Text:**

- T.V. Rao; Performance Management and Appraisal; Jaico Publication
- Dinesh K. Srivastava, "Strategies for Performance Management", New Delhi, 2005, Excel Books,

#### **References:**

- K Aswathappa; Human Resource and Personnel Management; McGraw- Hill Companies
- Desimone; Human Resource Development Thomson Learning.

**000000. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                         | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|-------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | What is Performance Management? definition and scope. | Lecture                 | BBA 612.1.              | Mid Term-1, Quiz & End Sem Exam |
| 2              | Concept of Employee Motivation & Needs.               | Lecture                 | BBA 612.1.              | Mid Term-1, Quiz & End Sem Exam |
| 3              | Vroom's & Adam's Theory of Motivation                 | Lecture                 | BBA 612.1.              | Mid Term-1, Quiz & End Sem Exam |
| 4              | Performance Appraisal                                 | Lecture                 | BBA 612.1.              | Mid Term-1, Quiz & End Sem Exam |
| 5              | Performance appraisal: The past & the future          | Lecture                 | BBA 612.1.              | Mid Term-1, Quiz & End Sem Exam |
| 6              | Human Resource Development & Performance              | Lecture                 | BBA 612.1.              | Mid Term-1, Quiz & End Sem Exam |
| 7              | Planning Performance & Role Clarity,                  | Lecture                 | BBA 612.1.              | Mid Term-1, Quiz & End Sem Exam |
| 8              | Accountability and Effectiveness                      | Lecture                 | BBA 612.1.              | Mid Term-1, Quiz & End Sem Exam |

|    |                                                           |         |            |                                 |
|----|-----------------------------------------------------------|---------|------------|---------------------------------|
| 9  | Process of Performance Appraisal                          | Lecture | BBA 612.2. | Mid Term-1, Quiz & End Sem Exam |
| 10 | Measuring Performance Appraisal – Objectives & Indicators | Lecture | BBA 612.2. | Mid Term-1, Quiz & End Sem Exam |
| 11 | Methods of Appraisal                                      | Lecture | BBA 612.2. | Mid Term-1, Quiz & End Sem Exam |
| 12 | Contemporary & Modern methods                             | Lecture | BBA 612.2. | Mid Term-1, Quiz & End Sem Exam |
| 13 | Performance feedback                                      | Lecture | BBA 612.2. | Mid Term-1, Quiz & End Sem Exam |
| 14 | counseling, PMS.                                          | Lecture | BBA 612.2. | Mid Term-1, Quiz & End Sem Exam |
| 15 | 360-degree Feedback                                       | Lecture | BBA 612.3. | Mid Term-1, Quiz & End Sem Exam |
| 16 | 360-degree Feedback: Definition, methodology              | Lecture | BBA 612.3. | Mid Term-1, Quiz & End Sem Exam |
| 17 | Advantages/disadvantages of Feedback.                     | Lecture | BBA 612.3. | Mid Term-1, Quiz & End Sem Exam |
| 18 | RSDQ Model:                                               | Lecture | BBA 612.3. | Mid                             |

|    |                                                                           |         |            |                                             |
|----|---------------------------------------------------------------------------|---------|------------|---------------------------------------------|
|    | introduction                                                              |         |            | Term-1,<br>Quiz &<br>End Sem<br>Exam        |
| 19 | Criteria for success,<br>Experiences in 360<br>appraisals.                | Lecture | BBA 612.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 20 | Potential Appraisal:<br>Introduction                                      | Lecture | BBA 612.4. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 21 | Potential Appraisal:<br>concept                                           | Lecture | BBA 612.4. | Quiz &<br>End Sem<br>Exam                   |
| 22 | Difference between<br>performance<br>appraisal and<br>potential appraisal | Lecture | BBA 612.4. | Quiz &<br>End Sem<br>Exam                   |
| 23 | Competency mapping                                                        | Lecture | BBA 612.4. | Quiz &<br>End Sem<br>Exam                   |
| 24 | Potential appraisal-<br>case studies                                      | Lecture | BBA 612.4. | Quiz &<br>End Sem<br>Exam                   |
| 25 | Competency<br>mapping:<br>Introduction .                                  | Lecture | BBA 612.4. | Quiz &<br>End Sem<br>Exam                   |
| 26 | Competency<br>mapping: Factors.                                           | Lecture | BBA 612.4. | Quiz &<br>End Sem<br>Exam                   |
| 27 | Competency<br>mapping: Case<br>studies.                                   | Lecture | BBA 612.4. | Quiz &<br>End Sem<br>Exam                   |
| 28 | Competency<br>mapping: model and<br>skill gap.                            | Lecture | BBA 612.4  | Quiz &<br>End Sem<br>Exam                   |
| 29 | Performance<br>Management in<br>application:<br>Introduction              | Lecture | BBA 612.5. | Quiz &<br>End Sem<br>Exam                   |
| 30 | Performance<br>Management in<br>application: case                         | Lecture | BBA 612.5. | Quiz &<br>End Sem<br>Exam                   |

|    |                                                          |         |            |                     |
|----|----------------------------------------------------------|---------|------------|---------------------|
|    | study                                                    |         |            |                     |
| 31 | Performance Management and development                   | Lecture | BBA 612.5. | Quiz & End Sem Exam |
| 32 | Performance Management and development: case studies     | Lecture | BBA 612.5. | Quiz & End Sem Exam |
| 33 | Performance Management and Pay                           | Lecture | BBA 612.5. | Quiz & End Sem Exam |
| 34 | Performance Management and Pay: Case studies             | Lecture | BBA 612.5. | Quiz & End Sem Exam |
| 35 | Creating High Performance organization: Introduction     | Lecture | BBA 612.5. | Quiz & End Sem Exam |
| 36 | Emerging Concerns & Performance Management               | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 37 | Emerging Concerns & Performance Management: Introduction | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 38 | Appraisal for future: Introduction                       | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 39 | Appraisal for future: case studies                       | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 40 | Going beyond tangible performance: Introduction          | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 41 | Tangible performance: case studies                       | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 42 | HR Scorecard.                                            | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 43 | HR Scorecard: Introduction                               | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 44 | HR Scorecard: relevance                                  | Lecture | BBA 612.6. | Quiz &              |

|    |                                                          |         |            |                     |
|----|----------------------------------------------------------|---------|------------|---------------------|
|    |                                                          |         |            | End Sem Exam        |
| 45 | HR Scorecard: case studies                               | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 46 | Emerging Concerns & Performance Management: summary      | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 47 | Emerging Concerns & Performance Management: case studies | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 48 | various Performance Appraisal tools                      | Lecture | BBA 612.6. | Quiz & End Sem Exam |

**PPPPPP. Course Articulation Matrix (Mapping of COs with POs & PSO)**

| CO                | STATEMENT                                                                                                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |       | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |       |       |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|----------------------------------------------|-------|-------|
|                   |                                                                                                                                                                            | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PSO 1                                        | PSO 2 | PSO 3 |
| <b>BBA 612.1.</b> | Able to Understand the concept of performance management and basic elements of performance appraisal and motivational related theory which impact on planning performance. | 1                                   | 1    | 3    | 2    | 1    | 1    | 1    | 1    | 3    | 1     | -                                            | 1     | 3     |



|                           |                                                                                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>612.<br/>2</b> | Know the basic process of performance appraisal and its objectives with methods of appraisal with its contemporary methods. | 1 | 1 | 3 | 3 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | - |
| <b>BBA<br/>612.<br/>3</b> | Able to Recognize the essential features of 360-degree feedback with RSDQ Model and its applicability.                      | 1 | 1 | 3 | 3 | 2 | 1 | 1 | 1 | 3 | 1 | - | 1 | 3 |
| <b>BBA<br/>612.<br/>4</b> | Describe the role of potential appraisal in relations to competency mapping with relevant case studies                      | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 3 | - | 2 |
| <b>BBA<br/>612.<br/>5</b> | Demonstrate the applications functions in performance management related to creating high performance organization          | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | 1 | 2 | 2 | 1 |
| <b>BBA<br/>612.<br/>6</b> | Able to understand the emerging concerns with performance management beyond tangible performance with HR Scorecard.         | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | 1 | 3 | 1 | 1 |

## Sample question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –VI) 2019-20                                                                                                                                                                                                                                                                                                                                                                                                                        |              |                                                                                                                                        |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BBA III Year                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              |                                                                                                                                        |          |           |                |          |
| Subject Name: BBA 612<br>Performance Management System                                                                                                                                                                                                                                                                                                                                                                                                                           |              | Time: 1.5 Hrs                                                                                                                          |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                   | Remembering  | Understanding                                                                                                                          | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.1,4        | Q.2,3                                                                                                                                  | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Able to Understand the concept of performance management and basic elements of performance appraisal and motivational related theory which impact on planning performance.</p> <p>CO2: Know the basic process of performance appraisal and its objectives with methods of appraisal with its contemporary methods.</p> <p>CO3: Able to Recognize the essential features of 360-degree feedback with RSDQ Model and its applicability.</p> |              |                                                                                                                                        |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Question No. | Question                                                                                                                               |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.1          | Explain in brief the basic elements of performance appraisal and one motivational related theory which impact on planning performance. |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.2          | What is the process of performance appraisal.                                                                                          |          |           |                | 3        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.3          | Write a short note on: Performance management with RSDQ Model.                                                                         |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.4          | Describe the role concept of performance appraisal.                                                                                    |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.5          | Demonstrate the functions related to planning performance.                                                                             |          |           |                | 3        |

|     |       |                                            |   |
|-----|-------|--------------------------------------------|---|
| CO2 | Q .6. | Write short note on :360 degree feedback . | 6 |
|-----|-------|--------------------------------------------|---|

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

# Attainment

|                         |                               |
|-------------------------|-------------------------------|
| <b>Session</b>          | 2019-20                       |
| <b>Course Name</b>      | BBA                           |
| <b>Semester</b>         | 6 <sup>th</sup> Semester      |
| <b>Subject Code</b>     | BBA 612                       |
| <b>Subject Name</b>     | Performance Management System |
| <b>Attainment Level</b> | Level 1                       |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



|                                                   |
|---------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>   |
| <b>AMITY BUSINESS SCHOOL</b>                      |
| <b>Course: Compensation and Reward Management</b> |

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2019-20**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future Leaders:** The program will develop the foundations of business ethics, and prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO1:** Understand the basic concepts of Human resources management and the role of Industrial relations and labour law with its applications at national and international levels in the individual, team, and organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands-on session compensation and reward management with current trends and its benefits.

**Note:** - Correlation levels 1, 2, and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium), and 3: Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME<br/>ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |          |
|------------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|----------|
|                                          |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PSO<br>1 | PSO<br>2 | PSO<br>3 |
| VI SEM                                   | BBA<br>613 | 3           | 1           | 1           | 3           | 1           | 2           | 2           | 1           | 1       | 1        | 3        | 1        | -        |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course: Compensation and Reward Management                                              |
| Course Code : BBA 613, Crédits : 04, Session: 2019-20( Even Sem.), Class : BBA 3rd Year |

**Introduction:** The objective of this course is to familiarize the budding managers with how course will help students to familiarize students with the dynamics of wage and salary administration and current trends in India and understand the significance of compensation and reward management for an organization and individuals. It will develop an understanding of various compensation tools and their applications and potential appraisal. Further it will develop a right perspective in them towards managing and improving performance. It aims to equip the students to focuses on understanding the basic concepts, theories and functioning of compensation and reward management system on organisation and its applications.

**QQQQQQ. Course Outcomes:** At the end of the course, students will be able to:

- BBA 613. 1.** Able to Understand the concept of compensation management and basic elements of wages and salary administration and the Role of various parties with Legislation for compensation.
- BBA 613. 2.** Know the basics of Developing Compensation Programs and Job Evaluation, with Basic wage payment systems with total Salary Structure with the help of Compensation Surveys.
- BBA 613. 3.** Able to Recognize the Derivatives of Compensation with Merit pay and Performance Evaluation and Performance-based rewards with Performance Criteria Choices.

4. **BBA 613.4.** Describe the role of Incentive Plans: individual and group incentive plans and its impact on Productivity Gain sharing plans with financial incentives.

5. **BBA 613.5.** Demonstrate the application functions of Supplemented Pay benefits insurance benefits and Retirement benefits, and Employee service benefits in performance management related to creating a high-performance organization That depends on ESOPs, Flexible benefits, and Benefits Surveys. Measuring Cost-to-Company (CTC).

6. **BBA 613.6.** Able to understand the current trends in compensation and reward management.

### **Program Outcomes:**

**[PO.1]. Knowledge of Business, Management, and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain, and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyze the knowledge of principles of management to find solutions to real-world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate, and provide innovative solution frameworks to real-world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weaknesses, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive and keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communication skills for communicating effectively in the business environment and society at large.



**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**RRRRRR. Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and the role of Industrial relations and labour law with its applications at national and international levels in the individual, team, and organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands-on session compensation and reward management with current trends and its benefits.

**SSSSSS. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester                                                                                                                                                                                                  | A        | 5%          |

|                          |             |    |             |
|--------------------------|-------------|----|-------------|
|                          | Examination |    |             |
| End Semester Examination |             | EE | 70%         |
| <b>Total</b>             |             |    | <b>100%</b> |

## TTTTTT. Syllabus

### Module I: Introduction

Overview of Compensation Management, Wage and Salary Administration – Nature, Importance, Philosophy, Objectives, Definition, Goals, Role of various parties – Employees, Employers, Unions & Government and

Consequences of pay, Legislations for compensation – PF, Gratuity, Pension, Bonus

### Module II: Developing Compensation Programs

Job Evaluation, Basic systems Time wage, Piece wage, Incentives, Wage payments and Total Salary Structure, Compensation Surveys, Hay Plan, Developing Competitive Compensation Programs, Developing Salary Structures

### Module III: Derivatives of Compensation

Pay for Performance, Merit pay and Performance Evaluation, Performance-based rewards, Performance Criteria Choices, and Performance-based Compensation Schemes, Benefits.

### Module IV: Incentive Plans

Incentive Plans: individual and group incentive plans, Productivity Gain sharing plans, Profit Sharing Plans, Non - Financial and Financial incentives,

### Module V: Employee Benefits

Employee Benefits: Supplemented Pay benefits (pay for time not worked) insurance benefits, Retirement benefits, Employees' service benefits, Introduction to ESOPs, Flexible benefits and Benefits Surveys. Measuring Cost-to-Company (CTC)

### Module VI: Current Trends:

Current Trends in Compensation and Reward Management.

### Examination Scheme:

| Components | CT | HA/C/V | A | EE |
|------------|----|--------|---|----|
|------------|----|--------|---|----|

|                      |           |           |          |           |
|----------------------|-----------|-----------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |
|----------------------|-----------|-----------|----------|-----------|

### Text & References:

Text:

- Garry Dressler, "Personnel / Human Resource Management", London, Prentice Hall, 1994.
- William B. Werther Jr. and Keith Davis "Human Resource Management". New Jersey: McGraw Hill. (1993)
- Milkovich & Newman, Compensation, Irwin/McGraw-Hill 8<sup>th</sup> Ed.

References:

- Frans Poets, The Art of HRD – Job Evaluation & Remuneration, Crest Publishing, Volume7 1<sup>st</sup> Edition
- Michael Armstrong, Helen Murlis, The Art of HRD – Reward Management, Crest Publishing
- Michael Armstrong, Employee Reward, (University Press)
- P. Zingheim, The New Pay, Linking Employee & Organization Performance, Schuster, (Jossey-Bass)
- Sara Rynes, Compensation in Organization, Gerhart (Jossey BASS)
- Wendell L French, "Human Resource Management", USA, Houghton Mifflin Company, 1994.
- David D. Decenzo and Stephen P. Robbins, "Human Resource Management", New Delhi, Prentice Hall, 3<sup>rd</sup> Edn., 1988.

### UUUUUU. Lecture Plan

| Lecture | Topics                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | What is Compensation Management? definition and scope. | Lecture          | BBA 613.1.       | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of Wage and Salary Administration              | Lecture          | BBA 613.1.       | Mid Term-1, Quiz & End Sem      |

|    |                                             |         |            |                                 |
|----|---------------------------------------------|---------|------------|---------------------------------|
|    |                                             |         |            | Exam                            |
| 3  | Nature, Importance, Philosophy, Objectives  | Lecture | BBA 613.1. | Mid Term-1, Quiz & End Sem Exam |
| 4  | Definition, Goals                           | Lecture | BBA 613.1. | Mid Term-1, Quiz & End Sem Exam |
| 5  | Role of various parties                     | Lecture | BBA 613.1. | Mid Term-1, Quiz & End Sem Exam |
| 6  | Employees, Employers, Unions & Government . | Lecture | BBA 613.1. | Mid Term-1, Quiz & End Sem Exam |
| 7  | Legislations for compensation               | Lecture | BBA 613.1. | Mid Term-1, Quiz & End Sem Exam |
| 8  | PF, Gratuity, Pension, Bonus                | Lecture | BBA 613.1. | Mid Term-1, Quiz & End Sem Exam |
| 9  | Developing Compensation Programs            | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 10 | Job Evaluation                              | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 11 | Basic systems Time wage                     | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 12 | Piece wage, Incentives                      | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 13 | Wage payments                               | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem      |

|    |                                                                     |         |            |                                 |
|----|---------------------------------------------------------------------|---------|------------|---------------------------------|
|    |                                                                     |         |            | Exam                            |
| 14 | Total Salary Structure,                                             | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 15 | Compensation Surveys                                                | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 16 | Hay Plan                                                            | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 17 | Developing Competitive Compensation Programs.                       | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 18 | Developing Salary Structures                                        | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 19 | Derivatives of Compensation                                         | Lecture | BBA 613.3. | Mid Term-1, Quiz & End Sem Exam |
| 20 | Pay for Performance, Merit pay .                                    | Lecture | BBA 613.3. | Mid Term-1, Quiz & End Sem Exam |
| 21 | Incentive Plans                                                     | Lecture | BBA 613.4. | Quiz & End Sem Exam             |
| 22 | Individual and group incentive plans,                               | Lecture | BBA 613.4. | Quiz & End Sem Exam             |
| 23 | Individual and group incentive plans. Introduction, classifications | Lecture | BBA 613.4. | Quiz & End Sem Exam             |
| 24 | Individual and group incentive plans:                               | Lecture | BBA 613.4. | Quiz & End Sem Exam             |

|    |                                                                                                         |         |            |                           |
|----|---------------------------------------------------------------------------------------------------------|---------|------------|---------------------------|
|    | Importance                                                                                              |         |            |                           |
| 25 | Productivity<br>Gain sharing<br>plans:<br>Introduction                                                  | Lecture | BBA 613.4. | Quiz &<br>End Sem<br>Exam |
| 26 | Productivity<br>Gain sharing<br>plans:<br>classifications                                               | Lecture | BBA 613.4. | Quiz &<br>End Sem<br>Exam |
| 27 | Productivity<br>Gain sharing<br>plans: summary                                                          | Lecture | BBA 613.4. | Quiz &<br>End Sem<br>Exam |
| 28 | Productivity<br>Gain sharing<br>plans :case<br>study                                                    | Lecture | BBA 613.4  | Quiz &<br>End Sem<br>Exam |
| 29 | Profit Sharing<br>Plans:<br>Introduction                                                                | Lecture | BBA 613.4. | Quiz &<br>End Sem<br>Exam |
| 30 | Non - Financial and<br>Financial incentives :<br>Introduction ,<br>classification                       | Lecture | BBA 613.4. | Quiz &<br>End Sem<br>Exam |
| 31 | Employee Benefits:<br>Introductions                                                                     | Lecture | BBA 613.5. | Quiz &<br>End Sem<br>Exam |
| 32 | Supplemented<br>Pay benefits (pay<br>for time not<br>worked)<br>insurance<br>benefits:<br>Introductions | Lecture | BBA 613.5. | Quiz &<br>End Sem<br>Exam |
| 33 | Insurance<br>benefits:<br>Introductions                                                                 | Lecture | BBA 613.5. | Quiz &<br>End Sem<br>Exam |
| 34 | Retirement<br>benefits,<br>Employees'<br>service benefits:<br>Introductions                             | Lecture | BBA 613.5. | Quiz &<br>End Sem<br>Exam |
| 35 | Retirement                                                                                              | Lecture | BBA 613.5. | Quiz &                    |

|    |                                                                          |         |            |                           |
|----|--------------------------------------------------------------------------|---------|------------|---------------------------|
|    | benefits,<br>Employees’<br>service benefits :<br>Types                   |         |            | End Sem<br>Exam           |
| 36 | Introduction to<br>ESOPs                                                 | Lecture | BBA 613.5. | Quiz &<br>End Sem<br>Exam |
| 37 | ESOPs: Case<br>studies                                                   | Lecture | BBA 613.5. | Quiz &<br>End Sem<br>Exam |
| 38 | Flexible benefits<br>: Introduction                                      | Lecture | BBA 613.5. | Quiz &<br>End Sem<br>Exam |
| 39 | Benefit Surveys:<br>classification<br>and benefits                       | Lecture | BBA 613.5. | Quiz &<br>End Sem<br>Exam |
| 40 | Measuring Cost- to –<br>Company (CTC) :<br>meaning                       | Lecture | BBA 613.5. | Quiz &<br>End Sem<br>Exam |
| 41 | Measuring Cost- to –<br>Company (CTC) :<br>different heads under<br>CTC. | Lecture | BBA 613.6. | Quiz &<br>End Sem<br>Exam |
| 42 | Measuring Cost- to –<br>Company (CTC) :<br>Importance                    | Lecture | BBA 613.6. | Quiz &<br>End Sem<br>Exam |
| 43 | Current Trends in<br>compensation                                        | Lecture | BBA 613.6. | Quiz &<br>End Sem<br>Exam |
| 44 | Current Trends:<br>case study.                                           | Lecture | BBA 613.6. | Quiz &<br>End Sem<br>Exam |
| 45 | Current Trends in<br>reward management                                   | Lecture | BBA 613.6. | Quiz &<br>End Sem<br>Exam |
| 46 | Current Trends in<br>compensation: case<br>study                         | Lecture | BBA 613.6. | Quiz &<br>End Sem<br>Exam |
| 47 | Reward<br>management:                                                    | Lecture | BBA 613.6. | Quiz &<br>End Sem         |

|    |                                                |         |            |                           |
|----|------------------------------------------------|---------|------------|---------------------------|
|    | summary                                        |         |            | Exam                      |
| 48 | Derivatives of Compensation:<br>Current trends | Lecture | BBA 613.6. | Quiz &<br>End Sem<br>Exam |

**VVVVVV. Course Articulation Matrix (Mapping of COs with POs & PSO)**

| CO                 | STATEMENT                                                                                                                                                                       | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                    |                                                                                                                                                                                 | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 613. 1</b>  | Able to Understand the concept of compensation management and basic elements of wages and salary administration and Role of various parties with Legislations for compensation. | 1                                   | 1           | 3           | 2           | 1           | 1           | 1           | 1           | 3           | 1            | 1                                            | 1                | -                |
| <b>BBA 613. 2.</b> | Know the basic of Developing Compensation Programs and Job Evaluation, with Basic wage payment systems with total Salary Structure with help of Compensation Surveys.           | 1                                   | 1           | 3           | 3           | 1           | 1           | 2           | 2           | 1           | 1            | 2                                            | 1                | 3                |
| <b>BBA 613. 3.</b> | Able to Recognize the Derivatives of Compensation with Merit pay and Performance Evaluation and Performance based rewards with Performance Criteria Choices.                    | 1                                   | 1           | 3           | 3           | 2           | 1           | 1           | 1           | 3           | 1            | 1                                            | 1                | 2                |



|                            |                                                                                                                                                                                                                                                                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>613.<br/>4.</b> | Describe the role of Incentive Plans: individual and group incentive plans and its impact on Productivity Gain sharing plans with financial incentives.                                                                                                                                                                       | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 3 | 1 | 1 |
| <b>BBA<br/>613.<br/>5.</b> | Demonstrate the applications functions of Supplemented Pay benefits insurance benefits and Retirement benefits, Employees' service benefits in performance management related to creating high performance organisation Which is depends on ESOPs, Flexible benefits and Benefit Surveys. Measuring Cost- to – Company (CTC). | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | 1 | 1 | 3 | 3 |
| <b>BBA<br/>613.<br/>6.</b> | Able to understand the current trends in compensation and reward management.                                                                                                                                                                                                                                                  | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | 1 | 2 | - | 1 |

Amity Business School  
I MID-SEMESTER (SEM –VI) 2019-20

Class: BBA III Year

|                                                             |             |               |          |           |                |          |
|-------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Subject Name: BBA 613<br>Compensation and Reward Management |             | Time: 1.5 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy              | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                            | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |                |          |

Student will be able to

CO1: Able to Understand the concept of compensation management and basic elements of wages and salary administration and Role of various parties with Legislations for compensation.

CO2: Know the basic of Developing Compensation Programs and Job Evaluation, with Basic wage payment systems with total Salary Structure with help of Compensation Surveys.

CO3: Able to Recognize the Derivatives of Compensation with Merit pay and Performance Evaluation and Performance based rewards with Performance Criteria Choices.

| CO Map | Question No. | Question                                                                                   | Marks |
|--------|--------------|--------------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief the basic elements of compensation management: importance and philosophy. | 6     |
| CO2    | Q.2          | What are the different developing compensation programs?                                   | 6     |
| CO3    | Q.3          | Write a short note on: Gratuity, pension.                                                  | 3     |
| CO1    | Q.4          | Describe the role of developing competitive compensation programs.                         | 6     |
| CO1    | Q.5          | Demonstrate the functions related to various parties related to compensation.              | 6     |

|     |       |                                                       |   |
|-----|-------|-------------------------------------------------------|---|
| CO2 | Q .6. | Write short note on: wages and salary administration. | 3 |
|-----|-------|-------------------------------------------------------|---|

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

# Attainment

|                         |                                    |
|-------------------------|------------------------------------|
| <b>Session</b>          | 2019-20                            |
| <b>Course Name</b>      | BBA                                |
| <b>Semester</b>         | 6 <sup>th</sup> Semester           |
| <b>Subject Code</b>     | BBA 613                            |
| <b>Subject Name</b>     | Compensation and Reward Management |
| <b>Attainment Level</b> | Level 1                            |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course : INDUSTRIAL RELATIONS AND LABOUR LAW**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2019-20**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### Programme Specific Outcomes:

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| VI<br>SE<br>M                 | BBA<br>629 | 3           | 1           | 1           | 3           | 1           | 2           | 2           | 1           | 1       | 1        | -        | -        | 3    |

| AMITY BUSINESS SCHOOL                                                                    |
|------------------------------------------------------------------------------------------|
| Course Handout                                                                           |
| Course : INDUSTRIAL RELATIONS AND LABOUR LAW                                             |
| Course Code : BBL 629, Crédits : 04, Session :2019-20 (Even Sem.), Class : BBA. 3rd Year |
|                                                                                          |

**WWWWWW. Introduction:** The objective of this course is to familiarize the budding managers with how industrial relations and labour law is an identifiable governing general functioning of employees in an organisation and also to educate student with the important provisions under these laws .This will enable them to develop the right perspective of this delicate responsibility to deal with union constructively and to maintain industrial democracy, and have a capacity to deal different laws mobilize resources and power accordingly.

**XXXXXX. Course Outcomes:** At the end of the course, students will be able to:

**1.BBL629.1.** Able to Understand the concept of the industrial Relations and basic elements of labour unrest and Labour-Management Relations During Five Year Plans.

**2.BBL629.2.** Know the basic functioning of laws relating to industry and details discussion on the factories Act,1948 and industrial disputes act ,1947 .

**3.BBL629.3.** Able to Recognize the essential features of Laws relating to remunerations in relations to the payment of wages Act,1936. Minimum wages act 1948 and employees state insurance act 1948 with its applicability.

**4.BBL629.4.** Describe the role of Trade union act 1926 and recognition.

**5.BBL629.5.** Demonstrate the functions related to compensation and insurance, with respect to defense mechanism available to employer and employees etc.

**6.BBL629.6.** Able to understand the concept of provident fund, Bonus and gratuity in organisational social structure of India with respect to social security judicial activism.

### **B. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.



**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **YYYYYY. Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

**ZZZZZZ. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**AAAAAAA. Syllabus****Module I: Basic Concepts**

Background Study of Industrial Relations in India, Industrial Relations, Industrial Peace, Industrial unrest and Industrial Discipline, Labour-Management Relations During Five Year Plans. Technological Change and Industrial Relations.

**Module II: Laws Relating to Industry**

The factories Act, 1948 - Definition - Approval licencing and registration of factories - Notice by occupier, Health, and welfare measures - weekly holidays. Leave with wages, Employment of women and young person - Penalties and returns. The Industrial Disputes Act, 1947 - Definition – conciliation, court of enquiry and voluntary process for the settlement of industrial disputes - power of the Govt. under ID Act - Instrument of economic coercion - Strike & lock out, Lay off Retrenchment, Transfer and closures - Discharge and

Dismissal - Managements prerogative during pendency of proceeding – Work Committee, arbitration and adjudication.

### **Module III: Laws Relating to Remuneration**

The Payment of Wages Act, 1936 - Definition - Rules for payment of wages and deductions from wage. The Minimum Wages Act 1948 - Fixing of minimum wages, Procedure for raising minimum wage - Concept of living wages, Fair wage and minimum wage. The Employees State Insurance Act 1948 - Definition - Applicability of the Act - Insurable workmen - Contribution Benefit – Penalties, The Maternity Benefit Act 1961

### **Module IV: Laws Relating to Trade Union**

The Trade Union Act 1926. Statutory Definition - Registration of TU, Immunity granted to Registered Trade Union - Recognition of TU.

### **Module V: Laws relating to Compensation and Insurance**

The workmen's compensation Act 1923 - Definition - Rules regarding workmen's compensation - Defense available to employer and employees.

### **Module VI: Laws relating to Provident Fund, Bonus and Gratuity**

The Employees Provident Fund and Miscellaneous Provisions Act, 1952 and Employees family pension scheme - definition - Coverage of the organization and employees under the Act - Employees Provident Fund and pension fund scheme - Calculation of contribution withdrawal of Provident Fund amount - Penalties for offence. The. The Payment of Bonus Act 1965 - Applicability of Act - Coverage of employee - Calculation of bonus Rate of Payable bonus - available surplus - allocable surplus Payment of Gratuity Act, 1972 - Definition - Scope and Coverage of the Act - Eligibility criteria - Calculation of Gratuity Nomination

### **Assignment:**

1. Students need to select an organization and gather information of any industrial dispute in the said organization. Each student is required to articulate on the following:

- a. The key issues in the situation
- b. The key role players in solving or increasing the conflict
- c. To give suggestions as how such situations can be avoided in future.

2. Case Study Air India Pilots, Monnapa Arun, Industrial Relations, Pages(218-242), TataMacGrow Hill,2010.

### **Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

#### Text:

- P L Malik, Handbook of Labour and Industrial Law Eastern Book Publication 9th Edition 2005

#### References:

- R. C. Chawla and K.C. Garg, "Industrial Law", Ludhiana, Kalyani Publishers, 1993.
- P.L. Malik, "Industrial Law", Lucknow, Eastern Book Co., 1995.19<sup>th</sup> edition reprinted 2006
- J.K. Bareja, "Industrial Law", New Delhi, Galgotia Publishing Co., 2001.
- M.Y. Pylee and George Simon, "Industrial Relations and Personnel Management", New Delhi, Vikas Publishing House, 1996.
- P. Subba Rao, "Essentials of Human Resource Management and Industrial Relations: Text, Cases and Games", Mumbai, Himalaya, 2000.
- S.C. Shrivastava, "Industrial Relations and Labour Laws", New Delhi, Vikas Publishing House, 2000 Fourth revised Edition. Reprinted 2006

### BBBBBBB. Lecture Plan

| Lecture | Topics                                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | What is Background Study of Industrial Relations in India? definition and scope. | Lecture          | BBL629.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of Industrial Peace.                                                     | Lecture          | BBL629.1.        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Industrial unrest and Industrial Discipline                                      | Lecture          | BBL629.1.        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Labour-Management                                                                | Lecture          | BBL629.1.        | Mid Term-1, Quiz &              |

|    |                                                                                                                        |         |           |                                 |
|----|------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Relations During Five Year Plans.                                                                                      |         |           | End Sem Exam                    |
| 5  | Technological Change and Industrial Relations.                                                                         | Lecture | BBL629.1. | Mid Term-1, Quiz & End Sem Exam |
| 6  | Laws Relating to Industry: The factories Act, 1948 - Definition                                                        | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 7  | Approval licensing and registration of factories - Notice by occupier, Health, and welfare measures - weekly holidays. | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 8  | Leave with wages, Employment of women and young person - Penalties and returns.                                        | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 9  | The Industrial Disputes Act, 1947 - Definition                                                                         | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 10 | conciliation, court of enquiry and voluntary process for the settlement of industrial disputes.                        | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 11 | Power of the Govt. under ID Act - Instrument of economic coercion -                                                    | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                   |         |           |                                 |
|----|-------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Strike & lock out, Lay off Retrenchment ,                         |         |           |                                 |
| 12 | Discharge and Dismissal -                                         | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 13 | Managements prerogative during pendency of proceeding             | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 14 | Work Committee                                                    | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 15 | Arbitration and adjudication.                                     | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 16 | Laws Relating to Remuneration                                     | Lecture | BBL629.3. | Mid Term-1, Quiz & End Sem Exam |
| 17 | The Payment of Wages Act, 1936                                    | Lecture | BBL629.3. | Mid Term-1, Quiz & End Sem Exam |
| 18 | Definition - Rules for payment of wages and deductions from wage. | Lecture | BBL629.3. | Mid Term-1, Quiz & End Sem Exam |
| 19 | The Minimum Wages Act 1948                                        | Lecture | BBL629.3. | Mid Term-1, Quiz & End Sem Exam |
| 20 | Fixing of minimum wages,                                          | Lecture | BBL629.3. | Mid Term-1, Quiz & End Sem Exam |
| 21 | Procedure for raising minimum wage                                | Lecture | BBL629.3. | Quiz & End Sem Exam             |

|    |                                                      |         |           |                     |
|----|------------------------------------------------------|---------|-----------|---------------------|
| 22 | Concept of living wages, Fair wage and minimum wage  | Lecture | BBL629.3. | Quiz & End Sem Exam |
| 23 | The Employees State Insurance Act 1948               | Lecture | BBL629.3. | Quiz & End Sem Exam |
| 24 | Applicability of the Act                             | Lecture | BBL629.3. | Quiz & End Sem Exam |
| 25 | Insurable workmen - Contribution Benefit – Penalties | Lecture | BBL629.3. | Quiz & End Sem Exam |
| 26 | The Maternity Benefit Act 1961                       | Lecture | BBL629.3. | Quiz & End Sem Exam |
| 27 | Laws Relating to Trade Union                         | Lecture | BBL629.4. | Quiz & End Sem Exam |
| 28 | The Trade Union Act 1926.                            | Lecture | BBL629.4  | Quiz & End Sem Exam |
| 29 | Statutory Definition - Registration of TU            | Lecture | BBL629.4. | Quiz & End Sem Exam |
| 30 | Registered Trade Union - Recognition of TU.          | Lecture | BBL629.4. | Quiz & End Sem Exam |
| 31 | Laws relating to Compensation and Insurance          | Lecture | BBL629.5. | Quiz & End Sem Exam |
| 32 | The workmen's compensation Act 1923                  | Lecture | BBL629.5. | Quiz & End Sem Exam |
| 33 | Definition: The workmen's compensation Act 1923      | Lecture | BBL629.5. | Quiz & End Sem Exam |

|    |                                                                     |         |           |                     |
|----|---------------------------------------------------------------------|---------|-----------|---------------------|
| 34 | Defense available to employer and employees.                        | Lecture | BBL629.5. | Quiz & End Sem Exam |
| 35 | Laws relating to Provident Fund, Bonus and Gratuity                 | Lecture | BBL629.1. | Quiz & End Sem Exam |
| 36 | The Employees Provident Fund and Miscellaneous Provisions Act, 1952 | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 37 | Employees family pension scheme - definition                        | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 38 | Coverage of the organization and employees under the Act            | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 39 | Employees Provident Fund                                            | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 40 | pension fund scheme                                                 | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 41 | Calculation of contribution withdrawal of Provident Fund amount     | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 42 | The Payment of Bonus Act 1965 - Applicability of Act                | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 43 | Coverage of employee -                                              | Lecture | BBL629.6. | Quiz & End Sem      |



|    |                                                                        |         |           |                     |
|----|------------------------------------------------------------------------|---------|-----------|---------------------|
|    | Calculation of bonus Rate of Payable bonus                             |         |           | Exam                |
| 44 | Available surplus - allocable surplus<br>Payment of Gratuity Act, 1972 | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 45 | Definition – Scope of the Act                                          | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 46 | Coverage of the gratuity Act                                           | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 47 | Eligibility criteria                                                   | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 48 | Calculation of Gratuity Nomination                                     | Lecture | BBL629.6. | Quiz & End Sem Exam |

**CCCCCCC. Course Articulation Matrix (Mapping of COs with POs & PSO)**

| CO                | STATEMENT                                                                                                            | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |       | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |       |       |
|-------------------|----------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|----------------------------------------------|-------|-------|
|                   |                                                                                                                      | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PSO 1                                        | PSO 2 | PSO 3 |
| <b>BBA 629.1.</b> | Able to Understand the concept of the industrial Relations and basic elements of labour unrest and Labour-Management | 1                                   | 1    | 3    | 2    | 1    | 1    | 1    | 1    | 3    | 1     | -                                            | 1     | 3     |

|                    |                                                                                                                                                                                                                 |   |   |   |   |   |   |   |   |   |   |   |   |   |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                    | Relations During Five Year Plans.                                                                                                                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 629. 2.</b> | Know the basic functioning of laws relating to industry and details discussion on the factories Act,1948 and industrial disputes act ,1947 .                                                                    | 1 | 1 | 3 | 3 | 1 | 1 | 2 | 2 | 1 | 1 | - | 1 | 3 |
| <b>BBA 629. 3.</b> | Able to Recognize the essential features of Laws relating to remunerations in relations to the payment of wages Act,1936. Minimum wages act 1948 and employees state insurance act 1948 with its applicability. | 1 | 1 | 3 | 3 | 2 | 1 | 1 | 1 | 3 | 1 | 1 | - | 3 |
| <b>BBA 629. 4.</b> | Describe the role of Trade union act 1926 and recognition.                                                                                                                                                      | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 2 | 3 |
| <b>BBA 629. 5.</b> | Demonstrate the functions related to compensation and insurance, with respect to defense mechanism available to employer and employees etc.                                                                     | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | 1 | 1 | - | 3 |
| <b>BBA 629. 6.</b> | Able to understand the concept of provident fund, Bonus and gratuity in organisational social security.                                                                                                         | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | 1 | - | 1 | 3 |

Sample question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –VI) 2019-20                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              |                                                                                |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BBA III Year                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |              |                                                                                |          |           |                |          |
| Subject Name: BBL 629<br>Industrial Relations and Labor Laws                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |              | Time: 1.5 Hrs                                                                  |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Remembering  | Understanding                                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.1,4        | Q.2,3                                                                          | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Able to Understand the concept of the industrial Relations and basic elements of labour unrest and Labour-Management Relations During Five Year Plans.</p> <p>CO2: Know the basic functioning of laws relating to industry and details discussion on the factories Act,1948 and industrial disputes act ,1947 .</p> <p>CO3: Able to Recognize the essential features of Laws relating to remunerations in relations to the payment of wages Act,1936. Minimum wages act 1948 and employees state insurance act 1948 with its applicability.</p> |              |                                                                                |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Question No. | Question                                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.1          | Explain in brief the functions of Management Relations During Five Year Plans. |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.2          | What are the essential features of factories Act ,1948?                        |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.3          | Write a short note on: Minimum wages act 1948                                  |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.4          | Describe the role concept of the industrial Relations and labour unrest.       |          |           |                | 6        |

|     |       |                                                                                           |   |
|-----|-------|-------------------------------------------------------------------------------------------|---|
| CO1 | Q.5   | Demonstrate the functions related to compensation and insurance.                          | 3 |
| CO2 | Q .6. | Write short note on: industrial disputes act ,1947 . and different of functioning of laws | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                     |
|-------------------------|-------------------------------------|
| <b>Session</b>          | 2019-20                             |
| <b>Course Name</b>      | BBA                                 |
| <b>Semester</b>         | 6 <sup>th</sup> Semester            |
| <b>Subject Code</b>     | BBL 629                             |
| <b>Subject Name</b>     | Industrial Relations and Labor Laws |
| <b>Attainment Level</b> | Level 1                             |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| Course : Business Organization & Management     |

**PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2019-2022**

**Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| I SEM                               | BCH<br>101 | 3   | 1   | 3   | 1   | 3   | 1   | 3   | 2   | 3   | 2    |



**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
| Course Handout                                                                          |  |
| Course: Business Organization & Management                                              |  |
| Course Code : BCH101, Crédits : 04, Session :2019-22 (Odd Sem.), Class : BCOM. 1st Year |  |

## **A. Introduction:**

This course aims to provide students with an understanding of the principles and practices of organization and management. This course enables students to understand the fundamental management theories and their evolution, identify the elements of the organizational environments, manage resources and develop the ability to make sound decision within an organization.

**B. Course Outcomes:** At the end of the course, students will be able to:

1.**BCH101.1.** Able to understand the concept of organization - sole proprietors, Partnership, Joint-Hindu family, Joint stock Company and Co-operative organizations.

2.**BCH101.2.** Know the basic functions of Organisation and functional areas of management and understand the social responsibility of management and Ethics.

3.**BCH101.3.** Able to recognize the essential features of planning, process and types of plans

4.**BCH101.4.** Describe the role of organizing and staffing in India, departmentation, Committees and Span of Control - MBO and MBE

5.**BCH101.5.** Demonstrate the leadership styles Motivation theories (Maslow's, Herzberg, mcgregors X & Y theory), Ouchi's Theory etc.

6.**BCH101.6.** Able to understand the concept of controlling, Balance score card, Economic value added, Market value added.

7.**BCH101.7.** Evaluating the concept of Change Management, Knowledge Management and Learning organization.

## **C. Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.



**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

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**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **E. Syllabus**

### **Module I**

Introduction to business, Business firms - Forms of organization - sole proprietors, Partnership, Joint-Hindu family, Joint stock Company, Co-operative organizations - Public Enterprises, BPO, E-commerce and M-commerce. Entrepreneurship – Concept & Nature

### **Module II: Management**

Introduction - Meaning, nature and characteristics of Management - Scope and functional areas of management - Social responsibility of management and Ethics.

Organizational Structure & Functions (Production, Marketing, Human resource development and finance functions)

### **Module III: Planning**

Nature importance and purpose of planning - Planning process, Objectives - Types of plans (Meaning only) - Decision-making – importance & steps.

### **Module IV: Organizing & Staffing**

Nature and purpose of organization, Principles of organization - Types of organization - Departmentation, Committees - Centralization Vs decentralization of authority and responsibility - Span of Control - MBO and MBE( Meaning only) - Nature and importance of staffing - Process of selection & recruitment(in brief) – retaining (training and compensation).

### **Module V: Directing**

Meaning and nature of directing - Leadership styles - Motivation theories (Maslow's, Herzberg, mcgregors X & Y theory), Ouchi's Theory- Communication meaning and importance, barriers to communication, types of communication - Coordination meaning and importance.

Case Discussion (GE)

### **Module VI: Controlling**

Meaning and steps in controlling - Essentials of a sound control system - Methods of establishing control(in brief) – Balance score card, Economic value added, Market value added.

### **Module VII: Management in perspective**

Change Management, Knowledge Management, Learning organization, Managing Diversity, Corporate Governance.

## **F. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### G. Suggested Text/Reference Books:

- Koontz & O'Donnell, Management.
- Drucker, Peter: Management Tasks, Responsibilities and Practices
- Basu, "Business Organisation and management", Tata Mcgraw Hill, New Delhi
- M.C. Shukla: Business Organisation & Management, S. Chand
- Rustum & Davan, Principles and practice of Management.
- Jagadish Prakash: Business Organisation & Management
- Newman, H. William Summer, Etc.: The process of Management

#### H. Lecture Plan

| Lecture | Topics                                                                                                    | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Introduction to business                                                                                  | Lecture          | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Business firms - Forms of organization                                                                    | Lecture          | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | sole proprietors, Partnership, Joint-Hindu family, Joint stock Company, Co-operative organizations        | Lecture          | <b>BCH101.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>sole proprietors, Partnership, Joint-Hindu family, Joint stock Company, Co-operative organizations</i> | Lecture          | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | Public Enterprises, BPO, E-commerce and M-commerce.                                                       | Lecture          | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | Public Enterprises, BPO, E-commerce and M-commerce.                                                       | Lecture          | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 7       | Entrepreneurship –                                                                                        | Lecture          | <b>BCH101.1.</b>  | Mid Term-                       |

|    |                                                                  |         |                  |                                 |
|----|------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | Concept & Nature                                                 |         |                  | 1, Quiz & End Sem Exam          |
| 8  | Introduction - Meaning, nature and characteristics of Management | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Introduction - Meaning, nature and characteristics of Management | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | Scope and functional areas of management                         | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | - Social responsibility of management and Ethics.                | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Organizational Structure & Functions                             | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | (Production, Marketing,                                          | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Human resource development and finance functions)                | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Nature importance and purpose of planning                        | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Nature importance and purpose of planning                        | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | - Planning process, Objectives -                                 | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | Types of plans (Meaning only) -                                  | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Decision-making – importance & steps.                            | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz &              |

|    |                                                                                                  |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                                  |         |                  | End Sem Exam                    |
| 20 | Decision-making – importance & steps.                                                            | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Nature and purpose of organization,                                                              | Lecture | <b>BCH101.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Principles of organization - Types of organization -                                             | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Departmentation, Committees - Centralization Vs decentralization of authority and responsibility | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | - Span of Control - MBO and MBE( Meaning only) - Nature and importance of staffing               | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Process of selection & recruitment(in brief)                                                     | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | retaining (training and compensation).                                                           | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | retaining (training and compensation).                                                           | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | retaining (training and compensation).                                                           | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Meaning and nature of directing                                                                  | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Leadership styles                                                                                | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                  |         |                  |                                 |
|----|------------------------------------------------------------------|---------|------------------|---------------------------------|
| 31 | Motivation theories (Maslow's, Herzberg, mcgregors X & Y theory) | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Ouchi's Theory-Communication meaning and importance              | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | barriers to communication                                        | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | types of communication                                           | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | Coordination meaning and importance                              | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | Meaning and steps in controlling                                 | Lecture | <b>BCH101.6.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | Essentials of a sound control system                             | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 38 | Methods of establishing control(in brief)                        | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 39 | Balance score card,                                              | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 40 | Balance score card                                               | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 41 | Economic value added,                                            | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 42 | Market value added.                                              | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 43 | Change Management                                                | Lecture | <b>BCH101.7.</b> | Quiz & End Sem Exam             |
| 44 | Knowledge Management,                                            | Lecture | <b>BCH101.7.</b> | Quiz & End Sem Exam             |
| 45 | Learning organization                                            | Lecture | <b>BCH101.7.</b> | Quiz & End Sem Exam             |
| 46 | Managing Diversity                                               | Lecture | <b>BCH101.7.</b> | Quiz & End Sem Exam             |
| 47 | Corporate Governance.                                            | Lecture | <b>BCH101.7.</b> | Quiz & End Sem Exam             |

|    |                       |         |                  |                     |
|----|-----------------------|---------|------------------|---------------------|
| 48 | Corporate Governance. | Lecture | <b>BCH101.7.</b> | Quiz & End Sem Exam |
|----|-----------------------|---------|------------------|---------------------|

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                               | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                   |                                                                                                                                                         | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BCH 101.1.</b> | Able to understand the concept of organization - sole proprietors, Partnership, Joint-Hindu family, Joint stock Company and Co-operative organizations. | <b>3</b>                            | <b>2</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                            |                                                                                                                                                  |          |          |          |          |          |          |          |          |          |          |
|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BCH<br/>101.<br/>2.</b> | Know the basic functioning of Organisation and functional areas of management and understand the social responsibility of management and Ethics. | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BCH<br/>101.<br/>3.</b> | Able to recognize the essential features of planning , process and types of plans                                                                | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |
| <b>BCH<br/>101.<br/>4.</b> | Describe the role of organizing and staffing in India, departmentation, Committees and                                                           | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |



|                    |                                                                                                                         |          |          |          |          |          |          |          |          |          |          |
|--------------------|-------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                    | Span of Control - MBO and MBE                                                                                           |          |          |          |          |          |          |          |          |          |          |
| <b>BCH 101. 5.</b> | Demonstrate the leadership styles Motivation theories (Maslow's, Herzberg, mcgregors X & Y theory), Ouchi's Theory etc. | <b>3</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |
| <b>BCH 101. 6.</b> | Able to understand the concept of controlling, Balance score card, Economic value added, Market value added.            | <b>2</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> |
| <b>BCH 101. 7.</b> | Evaluating the concept of Change Management, Knowledge Management, Learning                                             | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> |

|  |                  |  |  |  |  |  |  |  |  |  |  |
|--|------------------|--|--|--|--|--|--|--|--|--|--|
|  | organiza<br>tion |  |  |  |  |  |  |  |  |  |  |
|--|------------------|--|--|--|--|--|--|--|--|--|--|

### Sample question Paper

|                                                                                                                                                                         |              |                                                      |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>Department of Management studies<br/>I MID-SEMESTER (SEM –I) 2019-22</p>                                       |              |                                                      |          |           |                |          |
| Class: B.Com.(H) I Semester                                                                                                                                             |              |                                                      |          |           |                |          |
| Subject Name:<br>BCH 101                                                                                                                                                |              | Time: 1.5 Hrs                                        |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                          | Remembering  | Understanding                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                        | Q.1,4        | Q.2,3                                                | Q.4      | Q.2,5,6   | Q 6            |          |
| <p>Student will be able to</p> <p>CO1: List the broad perceptive of cloud architecture and model.</p> <p>CO2: Apply different cloud programming models as per need.</p> |              |                                                      |          |           |                |          |
| CO Map                                                                                                                                                                  | Question No. | Question                                             |          |           |                | Marks    |
| CO1                                                                                                                                                                     | Q.1          | Explain in brief the functions of business firms.    |          |           |                | 3        |
| CO1                                                                                                                                                                     | Q.2a         | What are the essential features of span of control?  |          |           |                | 3        |
|                                                                                                                                                                         | Q.2b         | Write a short note on Entrepreneurship.              |          |           |                | 3        |
| CO1                                                                                                                                                                     | Q.3          | State the significance of communication in business  |          |           |                | 6        |
| CO2                                                                                                                                                                     | Q.4          | Explain organizing and staffing in an organization.  |          |           |                | 3        |
| CO2                                                                                                                                                                     | Q.5a         | Elaborate different theories of motivation.          |          |           |                | 3        |
|                                                                                                                                                                         | Q.5b         | Write short note on barriers of communication.       |          |           |                | 3        |
| CO2                                                                                                                                                                     | Q 6          | Evaluating the concept of Change Management in India |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Attainment

|                  |                                    |
|------------------|------------------------------------|
| Session Course   | 2019-20                            |
| Name             | B. Com (Hons)                      |
| Semester         | 1st Semester                       |
| Subject Code     | BCH 101                            |
| Subject Name     | Business Organization & Management |
| Attainment Level | Level 2                            |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



| AMITY BUSINESS SCHOOL                                                                           |
|-------------------------------------------------------------------------------------------------|
| Course Handout                                                                                  |
| Course : Elementary Business Mathematics                                                        |
| Course Code : BBM 101, Crédits : 03, Session :2019- 22(Odd Sem.), Class : B Com (Hons) 1st Year |
|                                                                                                 |
|                                                                                                 |

### **PROGRAMME OUTCOMES**

#### **Bachelor of Commerce 2019-2022**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |            |     |          |     |     |     |     |     |     |     |       |
|----------------------------------|------------|-----|----------|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |            | PO1 | PO2      | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| I SEM                            | BBM<br>101 | 1   | “ ”<br>— | 1   | 2   | 2   | 2   | 2   | 2   | 3   | “_”   |



**AMITY UNIVERSITY**

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                               |
|----------------------------------------------------------------------------------------|
| AMITY BUSINESS SCHOOL                                                                  |
| Course Handout                                                                         |
| Course : Elementary Business Mathematics                                               |
| Course Code : BBM 101, Credits : 03, Session :2019-22(Odd Sem.), Class : BCOM 1st Year |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBM 101.1** Understand set theory and functions in Business and Economics Limits.

**BBM 101.2** Analyse Basic Counting Principle, Permutation and Combinations

**BBM 101.3** Apply Simple, Compound Interest and Annuities

**BBM 101.4** Evaluate Matrices, Determinants and Numerical Problems

**J. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex

business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

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**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |

|                          |                          |    |             |
|--------------------------|--------------------------|----|-------------|
| End Semester Examination | End Semester Examination | EE | 70%         |
| <b>Total</b>             |                          |    | <b>100%</b> |
|                          |                          |    |             |

## K. Syllabus

### Module I: Set Theory & Functions

Theory of Sets: Meaning; Elements; Types of sets, Subsets; Super sets & Power sets;

Operation on sets, Venn diagrams, Cardinal no of a set and Applications of set theory; Concept of inclusion-exclusion principle with simple example, Finite, Countable or Infinite sets; Cartesian product of sets. Real number systems, Constant and variable, functions, types of functions, Some useful functions in Business and Economics limits and continuity of a function of one variable.

### Module II: Techniques of counting and Number System

Basic counting principle, Factorial Notation; Binomial coefficient; Permutations and Combination; Permutation with restriction; Circular Permutation and Combination with restriction. Series and Sequence- A.P. and G.P.

### Module III: Simple, Compound Interest and Annuities

Simple Interest, Compound interest (Nominal and effective rate of interest), Concept of present value and amount of sum, Concept of discount, Types of annuities, present value and amount of an annuity, including the case of continuous compounding.

### Module IV: Matrices & Determinants

Matrices; concepts and types; properties; Addition; Multiplication; Transpose and inverse of matrix; Algebra of matrices; Ad joint of a matrix; Determinants; Properties of determinants; Solution of simultaneous Linear Equations; Business applications of matrices; Solution using inverse of the coefficient matrix; Numerical Problems.

#### A. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### Text & References:

Text:

- Singh J K & Singh Y P (2010), Business Mathematics, Second Edition, Brijwasi Book Distributors and Publishers

**References:**

- Gupta S P, Statistical Methods, S. Chand & Co.
- Raghavachari M, Mathematics for Management, Tata Mc. Graw Hill
- Piskunov N, Differential & Integral Calculus, Moscow MIR Publishers
- Sancheti & Kapoor, Business Mathematics, Sultan Chand & Sons
- J. K. Sharma Business mathematics- Theory and Applications, Ane Books India.

**Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>      |
|----------------|--------------------------------------------------------------|-------------------------|-------------------------|----------------------------------|
| 1              | Theory of sets                                               | Lecture                 | BBM 101.1               | Mid Term-1, Quiz & End Sem. Exam |
| 2              | Types of Sets                                                | Lecture                 | BBM 101.1               | Mid Term-1, Quiz & End Sem. Exam |
| 3              | Subsets; Super sets & Power sets                             | Lecture                 | BBM 101.1               | Mid Term-1, Quiz & End Sem. Exam |
| 4              | Operation on sets                                            | Lecture                 | BBM 101.1               | Mid Term-1, Quiz & End Sem. Exam |
| 7              | Venn diagrams                                                | Lecture                 | BBM 101.1               | Mid Term-1, Quiz & End Sem. Exam |
| 8              | Cardinal no of a set and Applications of set theory          | Lecture                 | BBM 101.1               | Mid Term-1, Quiz & End Sem. Exam |
| 9              | Concept of inclusion-exclusion principle with simple example | Lecture                 | BBM 101.1               | Mid Term-1, Quiz & End Sem. Exam |
| 10             | Finite, Countable or Infinite sets                           | Lecture                 | BBM 101.1               | Mid Term-1, Quiz & End Sem. Exam |
| 11             | Cartesian                                                    | Lecture                 | BBM 101.1               | Mid Term-                        |



|    |                                                                                                      |         |           |                                  |
|----|------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | product of sets                                                                                      |         |           | 1, Quiz & End Sem. Exam          |
| 12 | Real number systems                                                                                  | Lecture | BBM 101.1 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Constant and variable                                                                                | Lecture | BBM 101.1 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Functions, types of functions                                                                        | Lecture | BBM 101.1 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Some useful functions in Business and Economics limits and continuity of a function of one variable. | Lecture | BBM 101.1 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Basic counting principle                                                                             | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Factorial notation                                                                                   | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Binomial coefficient                                                                                 | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Permutations and Combination                                                                         | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 20 | Permutation with restriction                                                                         | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 21 | Circular permutation and Combination with                                                            | Lecture | BBM 101.2 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                                            |         |           |                                  |
|----|------------------------------------------------------------|---------|-----------|----------------------------------|
|    | restriction                                                |         |           |                                  |
| 22 | Series and sequence-A.P. and G.P                           | Lecture | BBM 101.2 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Simple Interest                                            | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Compound interest (Nominal and effective rate of interest  | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Concept of present value and amount of sum                 | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Concept of discount                                        | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Types of annuities, present value and amount of an annuity | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | case of continuous compounding                             | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Matrices; concepts ,types and properties                   | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Addition; Multiplication; Transpose and inverse of matrix  | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Algebra of matrices; Adjoint of a matrix                   | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Determinants; Properties of determinants                   | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem.      |

|    |                                                  |         |           |                                  |
|----|--------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                  |         |           | Exam                             |
| 33 | Solution of simultaneous Linear Equations        | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Business applications of matrices                | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Solution using inverse of the coefficient matrix | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Numerical Problems                               | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |

#### A. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                                            | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |
|-----------|----------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|
|           |                                                                      | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |
| BBM 101.1 | Understand set theory and functions in Business and Economics Limits | "                                   | "           | "           | "           | "           | 2           | "           | "           | 2           | "            |  |
|           |                                                                      | -                                   | "           | "           | "           | "           |             | "           | "           |             | "            |  |
|           |                                                                      | "                                   | "           | "           | "           | "           |             | "           | "           |             | "            |  |
| BBM 101.2 | Analyse Basic Counting Principle, Permutation and Combinations       | 3                                   | 3           | 3           | 3           | 3           | 2           | "           | "           | 1           | "            |  |
|           |                                                                      |                                     |             |             |             |             |             | "           | "           |             | "            |  |
|           |                                                                      |                                     |             |             |             |             |             | "           | "           |             | "            |  |
| BBM 101.3 | Apply Simple, Compound Interest and Annuities                        | 3                                   | 3           | 3           | 3           | 3           | 2           | "           | "           | 1           | "            |  |
|           |                                                                      |                                     |             |             |             |             |             | "           | "           |             | "            |  |
|           |                                                                      |                                     |             |             |             |             |             | "           | "           |             | "            |  |
| BBM 101.4 | Evaluate Matrices, Determinants and Numerical Problems               | "                                   | "           | 2           | "           | "           | 2           | "           | "           | 1           | "            |  |
|           |                                                                      | "                                   | "           |             | "           | "           |             | "           | "           |             | "            |  |
|           |                                                                      | "                                   | "           |             | "           | "           |             | "           | "           |             | "            |  |

Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –I) 2019-22                                                                                                                           |              |                                                                                |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) I Semester                                                                                                                                                  |              |                                                                                |          |           |                |          |
| Subject Name:<br>BBM 101 ELEMENTARY BUSINESS<br>MATHEMATICS                                                                                                                        |              | Time: 1.5 Hours                                                                |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                            | Remembering  | Understanding                                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                | Q.1,4        | Q.2,3                                                                          | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand set theory and functions in Business and<br>Economics Limits.<br>CO2: Analyze Basic Counting Principle, Permutation and<br>Combinations |              |                                                                                |          |           |                |          |
| CO Map                                                                                                                                                                             | Question No. | Question                                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                                                | Q.1          | Explain in brief the rational for studying elementary<br>business mathematics. |          |           |                | 3        |
| CO1                                                                                                                                                                                | Q.2a         | Explain types of Set                                                           |          |           |                | 3        |
|                                                                                                                                                                                    | Q.2b         | Explain real number system                                                     |          |           |                | 3        |
| CO2                                                                                                                                                                                | Q.3          | Discuss finite set                                                             |          |           |                | 6        |
| CO2                                                                                                                                                                                | Q.4          | What is binomial coefficient                                                   |          |           |                | 3        |
| CO2                                                                                                                                                                                | Q.5a         | Explain factorial notation                                                     |          |           |                | 3        |
|                                                                                                                                                                                    | Q.5b         | Differentiate between permutation and combination                              |          |           |                | 3        |
| CO2                                                                                                                                                                                | Q 6          | Explain series and sequence                                                    |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



### Attainment

|                  |                                 |
|------------------|---------------------------------|
| Session Course   | 2019-20                         |
| Name             | B. Com (Hons)                   |
| Semester         | 1st Semester                    |
| Subject Code     | BBM101                          |
| Subject Name     | Elementary Business Mathematics |
| Attainment Level | Level 1                         |

#### Note:

#### Attainments

#### Attainments

#### Rubric

|         |                                                            |
|---------|------------------------------------------------------------|
| Level 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level 3 | IF 80% of students secure more than 60% marks then level 3 |



|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| Course : Basic Concepts of Financial Accounting |

**PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2019-2022**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |         |          |
|-------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|---------|----------|
|                                     |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO<br>9 | PO<br>10 |
| I SEM                               | BCH<br>102 | 2   | 1   | 2   | 1   | 1   | 1   | 1   | 1   | 2       | 1        |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Handout**

Course: Basic Concepts of Financial Accounting

Course Code : BCH102, Crédits : 04, Session: 2019-22 (Odd Sem.), Class : BCOM. 1st Year

## **L. Introduction:**

To develop a conceptual understanding of the fundamentals of a financial accounting system that processes transactions and other events through a book-keeping mechanism to prepare financial statements, and also to impart skills in accounting for recording various kinds of business transactions.

**M. Course Outcomes:** At the end of the course, students will be able to:

- 1.**BCH102.1.** Able to understand the concept of financial accounting which includes Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book.
- 2.**BCH102.2.** Know the basics about Final accounts, Balance Sheet, Trading and Profit & Loss Account, Financial Adjustments.
- 3.**BCH102.3.** Able to recognize the essential of Depreciation & Inventory Valuation methods
- 4.**BCH102.4.** Describe the role of Bank Reconciliation Statement & Bills of Exchange.
- 5.**BCH102.5.** Demonstrate the role of branch accounting and ascertainment of profit by debtors method and stock and debtors method.

## **N. Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining



business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### O. Assessment Plan:

| Component of Evaluation        | Description                            | Code | Weightage % |
|--------------------------------|----------------------------------------|------|-------------|
| Continuous Internal Evaluation | Mid Term 1                             | CT   | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment |      |             |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
|                          | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance               | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## P. Syllabus

### Module I: Introduction

Financial Accounting Concepts, importance and scope, Financial Accounting Standards: Transition from IAS to IFRS, Branches of Accounting, Accounting Equation, Single entry vs Double entry system of accounting. Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book.

### Module II: Final Accounts

Concept of capital, Revenue and deferred revenue expenditure, Opening entries, Closing entries, Adjustment entries, Final accounts, Balance Sheet, Trading and Profit & Loss Account, Financial Adjustments

### Module III: Depreciation & Inventory Valuation

Depreciation accounting and its methods, Inventory valuation and its methods.

### Module IV: Bank Reconciliation Statement & Bills of Exchange

Bank reconciliation statement, Accounting for bills of exchange - bills receivable and payable, acceptance, endorsement, discounting, dishonour and renewal of bills, accommodation bills.

### Module V: Branch Accounting

Inland Branches: Dependent branches only and ascertainment of profit by debtors method and stock and debtors method.

**Assignment for the students:** Students will Prepare Vouchers, Recording Transactions, Preparing Reports, Cash Book, Bank Book, Ledger Accounts, Trail Balance, Profit And Loss Account And Balance Sheet withheld of any popular Accounting Software.

#### *Examination Scheme:*

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**Q. Suggested Text/Reference Books:**

- Dr. S.N. Maheswari, Financial Accounting
- BS Raman, Financial Accounting
- Grewal and Gupta, Advanced Accounting
- Radhaswamy and R.L. Gupta, Advanced Accounting
- S.Kr. Paul, Advanced Accounting
- P.C. Tulasian, Pearson Editions, Introduction to Accounting
- Jain & Narang, Financial Accounting
- Sehgal, A and Sehgal, D "Advanced Accounting", Part – 1, Taxmann Applied services, New Delhi

**R. Lecture Plan**

| Lecture | Topics                                                                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | <b>Financial Accounting Concepts</b>                                                            | Lecture          | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 2       | <b>Financial Accounting Concepts</b>                                                            | Lecture          | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 3       | <b>Financial Accounting Concepts</b>                                                            | Lecture          | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | <b><i>Importance and scope, Financial Accounting Standards: Transition from IAS to IFRS</i></b> | Lecture          | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 5       | <b>Importance and scope, Financial Accounting Standards: Transition from IAS to IFRS</b>        | Lecture          | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6       | <b>importance and scope, Financial Accounting Standards: Transition from IAS to IFRS.</b>       | Lecture          | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7       | <b>Branches of Accounting, Accounting Equation, Single entry vs Double</b>                      | Lecture          | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | entry system of accounting.                                                                                                    |         |                  |                                 |
| 8  | Branches of Accounting, Accounting Equation, Single entry vs Double entry system of accounting.                                | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Branches of Accounting, Accounting Equation, Single entry vs Double entry system of accounting.                                | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book. | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book. | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Concept of capital                                                                                                             | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Concept of capital                                                                                                             | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Revenue and deferred revenue expenditure                                                                                       | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Revenue and deferred revenue expenditure                                                                                       | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Opening entries, Closing entries                                                                                               | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem      |

|    |                                          |         |                  |                                 |
|----|------------------------------------------|---------|------------------|---------------------------------|
|    |                                          |         |                  | Exam                            |
| 17 | Opening entries,<br>Closing entries      | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | Adjustment entries                       | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Adjustment entries,<br>balance sheet     | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Financial Adjustments,<br>Final accounts | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Depreciation                             | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Depreciation                             | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Inventory Valuation                      | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Inventory Valuation                      | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Depreciation accounting and its methods  | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Depreciation accounting and its methods  | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Inventory valuation and its methods.     | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Bank reconciliation statement            | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                           |         |                  |                                 |
|----|-------------------------------------------|---------|------------------|---------------------------------|
| 29 | Bank reconciliation statement             | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Accounting for bills of exchange          | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Accounting for bills of exchange          | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | bills receivable and payable              | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | bills receivable and payable              | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | endorsement, discounting                  | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | endorsement, discounting                  | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | dishonour and renewal of bills            | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | accommodation bills                       | Lecture | <b>BCH102.4.</b> | Quiz & End Sem Exam             |
| 38 | Inland Branches: Dependent branches only  | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 39 | Inland Branches: Dependent branches only  | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 40 | ascertainment of profit by debtors        | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 41 | ascertainment of profit by debtors method | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 42 | method and stock and debtors method       | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |

|    |                                     |         |                  |                     |
|----|-------------------------------------|---------|------------------|---------------------|
| 43 | method and stock and debtors method | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam |
| 44 | Stock method                        | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam |
| 45 | Stock method                        | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam |
| 46 | debtors method                      | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam |
| 47 | debtors method                      | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam |
| 48 | debtors method                      | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam |

#### S. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATE<br>MENT                                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                   |                                                                                                                                      | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BCH 102.1.</b> | Able to understand the concept of financial accounting which includes Journal, Ledger, Books of prime entry, Subsidiary books, Trial | <b>3</b>                            | <b>3</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>2</b>    | <b>1</b>     |

|                    |                                                                                                                |          |          |          |          |          |          |          |          |          |          |
|--------------------|----------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                    | Balance, Errors and their rectification, Cash Book & Bank Book.                                                |          |          |          |          |          |          |          |          |          |          |
| <b>BCH 102. 2.</b> | Know the basics about Final accounts, Balance Sheet, Trading and Profit & Loss Account, Financial Adjustments. | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BCH 102. 3.</b> | Able to recognize the essential of Depreciation & Inventory Valuation                                          | <b>2</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> |



|                            |                                                                                                                                                                                                |          |          |          |          |          |          |          |          |          |          |
|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                            | on<br>metho<br>ds                                                                                                                                                                              |          |          |          |          |          |          |          |          |          |          |
| <b>BCH<br/>102.<br/>4.</b> | Describ<br>e the<br>role of<br>Bank<br>Reconc<br>iliation<br>Statem<br>ent &<br>Bills of<br>Exchan<br>ge.                                                                                      | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |
| <b>BCH<br/>102.<br/>5.</b> | Demon<br>strate<br>the<br>role of<br>branch<br>accoun<br>ting<br>and<br>ascerta<br>inment<br>of<br>profit<br>by<br>debtor<br>s<br>metho<br>d and<br>stock<br>and<br>debtor<br>s<br>metho<br>d. | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> |

### Sample question Paper

|                                                                                              |
|----------------------------------------------------------------------------------------------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –I) 2019-22 |
| Class: B.Com.(H) I Semester                                                                  |

| Subject Name:<br>BCH 102 Basic Concepts of<br>Financial Accounting                                                                                                                                                                                                                                                                                                                                                 |              | Time: 1.5 Hrs                                                         |          |           | Max. Marks: 30 |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------|----------|-----------|----------------|----------|
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                            | Remembering  | Understanding                                                         | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                | Q.1,4        | Q.2,3                                                                 | Q.4      | Q.2,5     | Q.6            |          |
| <p>Student will be able to</p> <p>1.<b>BCH102.1.</b> Able to understand the concept of financial accounting which includes Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book &amp; Bank Book.</p> <p>2.<b>BCH102.2.</b> Know the basics about Final accounts, Balance Sheet, Trading and Profit &amp; Loss Account, and Financial Adjustments.</p> |              |                                                                       |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                             | Question No. | Question                                                              |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                | Q.1          | Explain single entry and double entry system of accounting.           |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                | Q.2a         | What are the essential features of trial balance?                     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.2b         | Write a short note on final accounts.                                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                | Q.3          | State the significance of inventory valuation and its methods         |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                | Q.4          | Explain accommodation bills in accounting.                            |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                | Q.5a         | Elaborate bills receivable and bills payable in financial accounting. |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.5b         | Write short note on bank reconciliation statement.                    |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                | Q 6          | Evaluating the concept of cash book and bank book                     |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



## Attainment

|                  |                                        |
|------------------|----------------------------------------|
| Session Course   | 2019-20                                |
| Name             | B. Com (Hons)                          |
| Semester         | 1st Semester                           |
| Subject Code     | BCH 102                                |
| Subject Name     | Basic Concepts of Financial Accounting |
| Attainment Level | Level 1                                |

## Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course: Microeconomic Theory & Applications – I**

**PROGRAMME OUTCOMES**

**Bachelor of Commerce**

**2019-2022**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| I<br>SEM                            | BCH103 | 2   | 2   | 2   | -   | 1   | -   | 3   | -   | 2   | -    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## DEPARTMENT OF BUSINESS MANAGEMENT

### Course Handout

Course : Microeconomic Theory & Applications – I

Course Code : BCH103, Crédits : 03, Session :2019-22(Odd Sem.), Class : B.Com. 1st Year

**T. Introduction:** The objective of this paper is to make the student to understand how the business organizations work by applying economic principles in their business management. The course will attempt to relate theory to practice and try to instill in students the ability to apply basic microeconomic concepts to the understanding of everyday phenomena.

**U. Course Outcomes:** At the end of the course, students will be able to:

**BCH109.1.** Develop an understanding of Economic principles and theories. Further the student will have a understanding of consumer behaviour regarding choice of products and prices etc.

**BCH109.2.** To identify key phases and concepts of policy making framework in India. Students will understand the scope and objective of economics and practical use of various economic principles

**BCH109.3.** The students will be able understand how the business organizations work by applying economic principles in their business management.

**V. Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and

predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**W. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **X. Syllabus**

### **Module I: Consumer Behaviour**

Consumer sovereignty-limitations. Approaches to the study of consumer behaviour-cardinal approach-the law of equi-marginal utility, ordinal approach – indifference curve analysis and its properties. Consumer equilibrium, Price effect, income effect and substitution effects. Engel curve. Consumer surplus – meaning-analysis limitations.

### **Module II: Microeconomics and Demand Analysis**

Nature and scope of economics; Difference between micro and macroeconomics, Nature of economic problem. Basic postulates, Role of price mechanism. Theory of Demand and Analysis: Demand- demand determinants – law of demand-characteristics exceptions -Elasticity of demand – price elasticity – types – determining factors- change in demand and elasticity of demand-business applications of price elasticity- concepts of income and cross elasticity of demand. Measurement of price elasticity of demand by total outlay method.

### **Module III: Theory of Production and Cost**

Concept of Production Function- Law of variable proportions and stages of production. Isoquants, marginal rate of technical substitution, Return to scale.

Revenue curves- Average revenue and marginal revenue curve, and elasticity of demand.

Cost curve in short and long run, average and marginal cost curve and its relationship.

### **Examination Scheme:**

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### **Text & References:**

- I.C. Dhingra, Principles of Microeconomics- Sultan Chand & Sons
- H.L. Ahuja- Microeconomics
- Baumol, W.J. Economic Theory and Operations Analysis, Prentice Hall of India, New Delhi.
- Bach, G.L, Economics, Prentice Hall of India, New Delhi.
- Gould, J.P. and Edward P.L, Microeconomic Theory, Richard, Irwin. Homewood.
- Koutsoyiannis, A, Modern Microeconomics, Macmillan.
- Lipsey, R.G. and K.A. Chrystal, Principles of Economics, Oxford University Press, Oxford.



## Y. Lecture Plan

| Lecture | Topics                                                                  | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Consumer sovereignty- limitations.                                      | Lecture          | BCH103.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Approaches to the study of consumer behaviour                           | Lecture          | BCH103.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | cardinal approach                                                       | Lecture          | BCH103.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | the law of equi-marginal utility                                        | Lecture          | BCH103.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | ordinal approach – indifference curve analysis and its properties       | Lecture          | BCH103.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | ordinal approach – indifference curve analysis and its properties       | Lecture          | BCH103.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Consumer equilibrium                                                    | Lecture          | BCH103.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Price effect, income effect and substitution effects                    | Lecture          | BCH103.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Engel curve                                                             | Lecture          | BCH103.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Consumer surplus – meaning-analysis limitations                         | Lecture          | BCH103.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Nature and scope of economics                                           | Lecture          | BCH103.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Difference between micro and macroeconomics                             | Lecture          | BCH103.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Nature of economic problem                                              | Lecture          | BCH103.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Basic postulates, Role of price mechanism                               | Lecture          | BCH103.2         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Theory of Demand and Analysis                                           | Lecture          | BCH103.2         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Demand- demand determinants – law of demand-characteristics, exceptions | Lecture          | BCH103.2         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Elasticity of demand – price                                            | Lecture          | BCH103.2         | Mid Term-1, Quiz                |

|    |                                                                  |         |          |                                 |
|----|------------------------------------------------------------------|---------|----------|---------------------------------|
|    | elasticity                                                       |         |          | & End Sem Exam                  |
| 18 | types – determining factors- change in demand                    | Lecture | BCH103.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | elasticity of demand- business applications of price elasticity  | Lecture | BCH103.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | concepts of income and cross elasticity of demand                | Lecture | BCH103.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | concepts of income and cross elasticity of demand                | Lecture | BCH103.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Measurement of price elasticity of demand by total outlay method | Lecture | BCH103.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Measurement of price elasticity of demand by total outlay method | Lecture | BCH103.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Concept of Production Function                                   | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Law of variable proportions and stages of production             | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Law of variable proportions and stages of production             | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Isoquants                                                        | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | marginal rate of technical substitution                          | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Return to scale.                                                 | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Revenue curves- Average revenue and marginal revenue curve       | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Revenue curves- Average revenue and marginal revenue curve       | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | elasticity of demand                                             | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Cost curve in short and long run                                 | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Cost curve in short and long run                                 | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | average and marginal cost curve and its relationship             | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 36 | average and marginal cost curve and its relationship             | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |

## Z. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                                                               | CORRELATION WITH<br>PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                  |                                                                                                                                                                                         | P<br>O<br>1                            | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BCH103.1.</b> | Develop an understanding of Economic principles and theories. Further the student will have a understanding of consumer behaviour regarding choice of products and prices etc.          | <b>2</b>                               | <b>2</b>    | 2           | -           | <b>1</b>    | -           | 3           | -           | 2           | 1            |
| <b>BCH103.2.</b> | To identify key phases and concepts of policy making framework in India. Students will understand the scope and objective of economics and practical use of various economic principles | <b>2</b>                               | <b>3</b>    | 2           | -           | <b>1</b>    | -           | 3           | -           | 2           | <b>2</b>     |
| <b>BCH103.3.</b> | The students will be able understand how the business organizations                                                                                                                     | <b>2</b>                               | <b>2</b>    | 2           | -           | <b>1</b>    | -           | 3           | -           | 2           | <b>2</b>     |

|  |                                                                    |  |  |  |  |  |  |  |  |  |  |  |
|--|--------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|
|  | work by applying economic principles in their business management. |  |  |  |  |  |  |  |  |  |  |  |
|--|--------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|

### Sample Question Paper

| Amity Business School<br>MICROECONOMIC THEORY AND APPLICATIONS – I<br>I MID-SEMESTER (SEM –I) 2019-22                                                                                                                                                                                                                                                                             |              |                                                                |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.Com (H) Semester                                                                                                                                                                                                                                                                                                                                                         |              |                                                                |          |           |                |          |
| Subject Name:<br>BCH 103 MICROECONOMIC<br>THEORY AND APPLICATIONS - I                                                                                                                                                                                                                                                                                                             |              | Time: 1.5 Hrs                                                  |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                    | Remembering  | Understanding                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                  | Q.1,4        | Q.2,3                                                          | Q.4      | Q.2,5,6   |                |          |
| CO1: Develop an understanding of Economic principles and theories. Further the student will have a understanding of consumer behavior regarding choice of products and prices etc.<br>Co2 To identify key phases and concepts of policy making framework in India. Students will understand the scope and objective of economics and practical use of various economic principles |              |                                                                |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                            | Question No. | Question                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                               | Q.1          | Explain the law of equi-marginal utility                       |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                               | Q.2a         | Explain indifference curve analysis                            |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                   | Q.2b         | What do you understand by Consumer equilibrium?                |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                               | Q.3          | Explain Engel curve with example                               |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                               | Q.4          | What is law of demand? Discuss various determinants of demand. |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                               | Q.5a         | Discuss the difference between micro and macroeconomics        |          |           |                | 3        |

|     |      |                                                                                 |   |
|-----|------|---------------------------------------------------------------------------------|---|
|     | Q.5b | Discuss various exceptions of law of demands.                                   | 3 |
| CO2 | Q 6  | How will you measure price elasticity of demand by total outlay method? Explain | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                           |
|------------------|-------------------------------------------|
| Session Course   | 2019-20                                   |
| Name             | B. Com (Hons)                             |
| Semester         | 1st Semester                              |
| Subject Code     | BCH 103                                   |
| Subject Name     | MICROECONOMIC THEORY AND APPLICATIONS - I |
| Attainment Level | Level 1                                   |

### Note:

### Attainments

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



|                                                  |
|--------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>  |
| <b>AMITY BUSINESS SCHOOL</b>                     |
| <b>Course: DEMOCRACY AND GOVERNANCE IN INDIA</b> |

**PROGRAMME OUTCOMES**

**Bachelor of Commerce**

**2019-2022**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| I SEM                         | BCH109 | -   | -   | 3   | -   | 1   | -   | 2   | -   | -   | 3    |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## DEPARTMENT OF BUSINESS MANAGEMENT

### Course Handout

Course : DEMOCRACY AND GOVERNANCE IN INDIA

Course Code : BCH109, Crédits : 03, Session :2019-22(Odd Sem.), Class : B.Com. 1st Year

**AA.Introduction:** The objective of this course is to impart basic and fundamental knowledge of Indian Democracy and Governance systems to students in order to educate them about the political and regulatory environment of business.

**BB. Course Outcomes:** At the end of the course, students will be able to:

**BCH109.1.** Develop an understanding of Constitution of India and the political system that exists in India. Further the student will have a general understanding about the relation of Constitution as a guiding document with the functioning of various governance institutions at central, state and local level.

**BCH109.2.** To identify key phases and concepts of policy making framework in India. Students will understand the development of budget regime trajectory and various regulatory institutions.

**BCH109.3.** To aware regarding women empowerment activities of rural and urban organizations. Students will understand various trajectory of policy making over models of development in India

**BCH109.4.** Demonstrate awareness of NGOs and monitor grievance redressal mechanism to mainstream development ideas

**CC. Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

=

**DD. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## EE. Syllabus

### Module I: Structure and Process of Governance

Features of Indian Constitution, Parliament, Party Politics and Electoral behavior, Federalism, The Supreme Court and Judicial Activism, Preamble of the Constitution, Fundamental Rights, Directive Principles of State Policy, Fundamental Rights: Problem of Under Privileged Section, Panchayat Raj & Municipal Governance – 73<sup>rd</sup> and 74<sup>th</sup> amendment of the constitution.

### Module II: Ideas, Interests and Institutions in Public Policy

a. Studying Ideas and Institutions of Policy Making – The Role of Experts in Policy Making, Ministry of Finance, Planning Commission, Finance Commission, Annual Budget Regime, Reserve Bank of India, Commission for Agricultural Costs and Prices etc.

b. Regulatory Institutions

c. Lobbying Institutions: Chambers of Commerce and Industries, Trade Unions, Farmers Associations, Public, Private Partnership, BOT

### Module III: Contemporary Political Economy of Development in India

Policy Debates over Models of Development in India, Recent trends of Liberalisation of Indian Economy in different sectors, including e-governance, Development of SCs, STs, OBCs and minorities, Reservation Policy, Constitutional safeguards/welfare measures, Women's Empowerment

### Module IV: Dynamics of Civil Society

New Social Movements and Various interests, Role of NGO's, Understanding the political significance of Media and Popular Culture, Department of Personal & Grievance, Grievance Redressal Mechanism, Central Vigilance Commission (CVC), Lokayukt Ombudsman, Modern Thinkers (Swami Vivekanad, Tagore, Mahatma Gandhi, Dr. Zakir Hussain, PT. Jawahar Lal Nehru, Amritya Sen, Dr. Ambedkar

### Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Atul Kohli (ed.), The Success of India's Democracy, Cambridge University Press.

- Corbridge, Stuart and John Harris, Reinventing India: Liberalisation, Hindu Nationalism and Popular Democracy OUP.
- Dreze, J. and Sen, A, India: Economic Development and Social Opportunity, Clarendon paperbacks.
- Jagdish Bhagwati, India in Transition: Freeing the Economy.
- Patel, I.G., Glimpses of Indian Economic Policy: An Insider View, OUP.

**FF. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                      | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Features of Indian Constitution                                                    | Lecture                 | BCH109.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Parliament, Party Politics and Electoral behavior                                  | Lecture                 | BCH109.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | Federalism, The Supreme Court and Judicial Activism                                | Lecture                 | BCH109.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | Preamble of the Constitution, Fundamental Rights                                   | Lecture                 | BCH109.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | Fundamental Rights, Directive Principles of State Policy                           | Lecture                 | BCH109.1                | Mid Term-1, Quiz & End Sem Exam |
| 6              | Fundamental Rights: Problem of Under Privileged Section                            | Lecture                 | BCH109.1                | Mid Term-1, Quiz & End Sem Exam |
| 7              | Panchayat Raj & Municipal Governance – 73rd and 74th amendment of the constitution | Lecture                 | BCH109.1                | Mid Term-1, Quiz & End Sem Exam |
| 8              | Studying Ideas and Institutions of Policy Making                                   | Lecture                 | BCH109.2.               | Mid Term-1, Quiz & End Sem Exam |
| 9              | The Role of Experts in Policy Making                                               | Lecture                 | BCH109.2.               | Mid Term-1, Quiz & End Sem Exam |
| 10             | Ministry of Finance                                                                | Lecture                 | BCH109.2.               | Mid Term-1, Quiz & End Sem Exam |
| 11             | Planning Commission, Finance Commission                                            | Lecture                 | BCH109.2.               | Mid Term-1, Quiz & End Sem Exam |
| 12             | Annual Budget Regime, Reserve Bank of India                                        | Lecture                 | BCH109.2.               | Mid Term-1, Quiz & End Sem Exam |
| 13             | Commission for Agricultural Costs and Prices etc.                                  | Lecture                 | BCH109.2.               | Mid Term-1, Quiz & End Sem Exam |
| 14             | Regulatory Institutions                                                            | Lecture                 | BCH109.2.               | Mid Term-1, Quiz & End Sem Exam |
| 15             | Lobbying Institutions                                                              | Lecture                 | BCH109.2.               | Mid Term-1, Quiz & End Sem Exam |
| 16             | Chambers of Commerce and Industries                                                | Lecture                 | BCH109.2.               | Mid Term-1, Quiz & End Sem Exam |
| 17             | Trade Unions, Farmers Associations                                                 | Lecture                 | BCH109.2.               | Mid Term-1, Quiz & End Sem Exam |
| 18             | Public, Private Partnership,                                                       | Lecture                 | BCH109.2.               | Mid Term-1, Quiz                |

|    |                                                                                                |         |           |                                 |
|----|------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | BOT                                                                                            |         |           | & End Sem Exam                  |
| 19 | Policy Debates over Models of Development in India                                             | Lecture | BCH109.3. | Mid Term-1, Quiz & End Sem Exam |
| 20 | Recent trends of Liberalisation of Indian Economy in different sectors, including e-governance | Lecture | BCH109.3. | Mid Term-1, Quiz & End Sem Exam |
| 21 | Recent trends of Liberalisation of Indian Economy in different sectors, including e-governance | Lecture | BCH109.3. | Mid Term-2, Quiz & End Sem Exam |
| 22 | Development of SCs, STs, OBCs and minorities                                                   | Lecture | BCH109.3. | Mid Term-2, Quiz & End Sem Exam |
| 23 | Development of SCs, STs, OBCs and minorities                                                   | Lecture | BCH109.3. | Mid Term-2, Quiz & End Sem Exam |
| 24 | Reservation Policy                                                                             | Lecture | BCH109.3. | Mid Term-2, Quiz & End Sem Exam |
| 25 | Constitutional safeguards/welfare measures                                                     | Lecture | BCH109.3. | Mid Term-2, Quiz & End Sem Exam |
| 26 | Women's Empowerment                                                                            | Lecture | BCH109.3. | Mid Term-2, Quiz & End Sem Exam |
| 27 | New Social Movements and Various interests                                                     | Lecture | BCH109.4. | Mid Term-2, Quiz & End Sem Exam |
| 28 | Role of NGO's, Understanding the political significance of Media and Popular Culture           | Lecture | BCH109.4. | Mid Term-2, Quiz & End Sem Exam |
| 29 | Department of Personal & Grievance                                                             | Lecture | BCH109.4. | Mid Term-2, Quiz & End Sem Exam |
| 30 | Grievance Redressal Mechanism, Central Vigilance Commission (CVC)                              | Lecture | BCH109.4. | Mid Term-2, Quiz & End Sem Exam |
| 31 | Lokayukt Ombudsman                                                                             | Lecture | BCH109.4. | Mid Term-2, Quiz & End Sem Exam |
| 32 | Modern Thinkers - Swami Vivekanad, Tagore                                                      | Lecture | BCH109.4. | Mid Term-2, Quiz & End Sem Exam |
| 33 | Dr. Zakir Hussain                                                                              | Lecture | BCH109.4. | Mid Term-2, Quiz & End Sem Exam |
| 34 | PT. Jawahar Lal Nehru                                                                          | Lecture | BCH109.4. | Mid Term-2, Quiz & End Sem Exam |
| 35 | Amritya Sen                                                                                    | Lecture | BCH109.4. | Mid Term-2, Quiz & End Sem Exam |
| 36 | Dr. Ambedkar, Mahatma Gandhi                                                                   | Lecture | BCH109.4. | Mid Term-2, Quiz & End Sem Exam |

**GG. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                                                                                                                                                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|                  |                                                                                                                                                                                                                                                                                                            | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| <b>BCH109.1.</b> | Develop an understanding of Constitution of India and the political system that exists in India. Further the student will have a general understanding about the relation of Constitution as a guiding document with the functioning of various governance institutions at central, state and local level. |                                     |             | 3           |             |             |             | 2           |             |             | 1            |  |  |
| <b>BCH109.2.</b> | To identify key phases and concepts of policy making framework in India. Students will understand the development of budget regime trajectory and various regulatory                                                                                                                                       |                                     |             |             |             | 2           |             | 3           |             |             | 2            |  |  |

|                  |                                                                                                                                                                                     |  |  |          |  |  |  |          |  |          |          |  |  |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|----------|--|--|--|----------|--|----------|----------|--|--|
|                  | institutions.                                                                                                                                                                       |  |  |          |  |  |  |          |  |          |          |  |  |
| <b>BCH109.3.</b> | To aware regarding women empowerment activities of rural and urban organizations. Students will understand various trajectory of policy making over models of development in India. |  |  | <b>3</b> |  |  |  | <b>2</b> |  |          | <b>2</b> |  |  |
| <b>BCH109.4.</b> | Demonstrate awareness of NGOs and monitor grievance redressal mechanism to mainstream development ideas.                                                                            |  |  | <b>2</b> |  |  |  | <b>1</b> |  | <b>3</b> |          |  |  |





**Sample Question Paper**

| Amity Business School<br>DEMOCRACY AND GOVERNANCE IN INDIA<br>I MID-SEMESTER (SEM –I) 2019-22                                                                                                                                                                                                                                                                                                                                                                                                                                         |              |                                                                        |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.Com (H) Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              |                                                                        |          |           |                |          |
| Subject Name:<br>BCH 109 DEMOCRACY AND GOVERNANCE IN INDIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |              | Time: 1.5 Hrs                                                          |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Remembering  | Understanding                                                          | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1,4        | Q.2,3                                                                  | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Develop an understanding of Constitution of India and the political system that exists in India. Further the student will have a general understanding about the relation of Constitution as a guiding document with the functioning of various governance institutions at central, state and local level.<br>CO2: To identify key phases and concepts of policy making framework in India. Students will understand the development of budget regime trajectory and various regulatory institutions. |              |                                                                        |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                                               |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1          | Explain latest amendments in Indian constitutions                      |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2a         | What are the essential characteristics of Indian Constitution?         |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.2b         | What is Preamble of the Constitution and Fundamental Rights of Indian? |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.3          | What are the problems of under Privileged Section?                     |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.4          | Explain the significance of. Role of Experts in Policy Making          |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5a         | Elaborate Annual Budget Regime.                                        |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.5b         | Write characteristics of financial commission.                         |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q 6          | Explain role of major institutions in public policy making.            |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

### Attainment

|                         |                                   |
|-------------------------|-----------------------------------|
| <b>Session Course</b>   | 2019-20                           |
| <b>Name</b>             | B. Com (Hons)                     |
| <b>Semester</b>         | 1st Semester                      |
| <b>Subject Code</b>     | BCH 109                           |
| <b>Subject Name</b>     | Democracy and Governance in India |
| <b>Attainment Level</b> | Level 1                           |
| <b>Note:</b>            |                                   |

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

Course : Financial Accounting II

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2019-2022**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

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**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| II SEM                           | BCH 201 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



**AMITY UNIVERSITY**

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
| Course Handout                                                                          |  |
| Course : FINANCIAL ACCOUNTING II                                                        |  |
| Course Code : BCH 201, Credits : 04, Session :2019-22(EVEN Sem.), Class : BCOM 1st Year |  |

**Introduction:** To develop conceptual understanding of the fundamentals of financial accounting system which processes transactions and other events through a book-keeping mechanism to prepare financial statements, and also to impart skills in accounting for recording various kinds of business transactions.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH 201.1** Student will be able to make joint -venture and consignor account.

**BCH 201.2** Student will be able to manage negotiable instruments i.e., bill of exchange.

**BCH 201.3** Students will be able to prepare partnership accounts.

**HH. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social,

commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### B. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

## II. Syllabus

### Module I

#### Consignment and Joint Venture Accounts:

(i) **Consignments:** Features, Accounting treatment in the books of the consignor and consignee.

(ii) **Joint Ventures:** Accounting procedures: Joint Bank Account, Records Maintained by Co-venturer of (a) all transactions (b) only his own transactions. (Memorandum joint venture account).

## Module II

Accounting for bills of exchange - bills receivable and payable, acceptance, endorsement, discounting, dishonour and renewal of bills, accommodation bills.

## Module III

### Partnership

Admission of a partner: partnership deed, goodwill valuation and treatment. Sacrificing ratio.

Retirement and death of a partner: gaining ratio, goodwill treatment

Dissolution of partnership: revaluation of assets and liabilities. Legal Position, Accounting for simple dissolution,

Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s)

(excluding piecemeal distribution and sale of a firm to a company).

### Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Dr. S.N. Maheswari, Financial Accounting
- BS Raman, Financial Accounting
- Grewal and Gupta, Advanced Accounting
- Radhaswamy and R.L. Gupta, Advanced Accounting
- S.Kr. Paul, Advanced Accounting
- P.C. Tulasian, Pearson Editions, Introduction to Accounting
- Jain & Narang, Financial Accounting
- Sehgal, A and Sehgal, D “Advanced Accounting”, Part – 1, Taxmann Applied services, New Delhi

### Lecture Plan

| Lecture | Topics                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO              |
|---------|------------------------|------------------|------------------|-----------------------------------|
| 1       | Consignments: Features | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 2       | Consignments: Features | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. .Exam |
| 3       | Consignments: Features | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem.       |



|    |                                                                   |         |           |                                  |
|----|-------------------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                                   |         |           | Exam                             |
| 4  | Consignments:<br>Features                                         | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 5  | Consignments:<br>Features                                         | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 6  | Accounting treatment in the books of the consignor and consignee. | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 7  | Accounting treatment in the books of the consignor and consignee. | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Accounting treatment in the books of the consignor and consignee. | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Accounting treatment in the books of the consignor and consignee. | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Joint Ventures:<br>Accounting procedures                          | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Joint Ventures:<br>Accounting procedures                          | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Joint Ventures:<br>Accounting procedures                          | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Joint Ventures:<br>Accounting procedures                          | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Joint Bank Account                                                | Lecture | BCH.201.1 | Mid Term-1, Quiz &               |

|    |                                                                                          |         |           |                                  |
|----|------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                                                          |         |           | End Sem.<br>Exam                 |
| 14 | Joint Bank Account                                                                       | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Joint Bank Account                                                                       | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Records Maintained by Co-venturer of (a) all transactions (b) only his own transactions. | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Records Maintained by Co-venturer of (a) all transactions (b) only his own transactions. | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Records Maintained by Co-venturer of (a) all transactions (b) only his own transactions. | Lecture | BCH.201.1 | Mid Term-2, Quiz & End Sem. Exam |
| 19 | Records Maintained by Co-venturer of (a) all transactions (b) only his own transactions. | Lecture | BCH.201.1 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | (Memorandum joint venture account).                                                      | Lecture | BCH.201.1 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | (Memorandum joint venture account).                                                      | Lecture | BCH.201.1 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | (Memorandum joint venture account).                                                      | Lecture | BCH.201.1 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Accounting for                                                                           | Lecture | BCH.201.2 | Mid Term-                        |

|    |                                                                 |         |           |                                  |
|----|-----------------------------------------------------------------|---------|-----------|----------------------------------|
|    | bills of exchange - bills receivable and payable                |         |           | 2, Quiz & End Sem. Exam          |
| 24 | Accounting for bills of exchange - bills receivable and payable | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Accounting for bills of exchange - bills receivable and payable | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | acceptance, endorsement, discounting                            | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | acceptance, endorsement, discounting                            | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | dishonour and renewal of bills, accommodation bills.            | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | dishonour and renewal of bills, accommodation bills.            | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | dishonour and renewal of bills, accommodation bills.            | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Partnership Admission of a partner: partnership deed            | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Partnership Admission of a partner: partnership deed            | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Partnership Admission of a partner:                             | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem.      |

|    |                                                                                                                      |         |           |                                  |
|----|----------------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | partnership deed                                                                                                     |         |           | Exam                             |
| 34 | goodwill valuation and treatment.                                                                                    | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | goodwill valuation and treatment.                                                                                    | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Sacrificing ratio                                                                                                    | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 37 | Sacrificing ratio                                                                                                    | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 38 | Retirement and death of a partner: gaining ratio, goodwill treatment                                                 | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 39 | Retirement and death of a partner: gaining ratio, goodwill treatment                                                 | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 40 | Retirement and death of a partner: gaining ratio, goodwill treatment                                                 | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 41 | Dissolution of partnership: revaluation of assets and liabilities. Legal Position, Accounting for simple dissolution | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 42 | Dissolution of partnership: revaluation of assets and liabilities. Legal Position,                                   | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                                                                                                                                           |         |           |                                  |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Accounting for simple dissolution                                                                                                                         |         |           |                                  |
| 43 | Dissolution of partnership: revaluation of assets and liabilities. Legal Position, Accounting for simple dissolution                                      | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 44 | Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company). | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 45 | Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company). | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 46 | Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company). | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 47 | Applications of rule in case of Garner Vs.                                                                                                                | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem.      |

|    |                                                                                                                                                           |         |           |                                  |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company).                                            |         |           | Exam                             |
| 48 | Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company). | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|-----------|----------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|           |                                                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BCH 201.1 | Understand the accounting procedure and will be able to do accounting treatment.                               | 1                                   | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |  |  |
| BCH 201.2 | Understand the usage of bill of exchange and learn about bills payable and receivables.                        | 3                                   | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 1           | 1            |  |  |
| BCH 201.3 | Prepare partnership deed, will be able to maintain all entries and learn till dissolution of partnership deed. | 3                                   | 3           | 3           | 3           | 3           | 2           | 2           | 1           | 1           | 1            |  |  |

## Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –III) 2019-22                                                                                                                                                        |              |                                                                 |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) III Semester                                                                                                                                                                               |              |                                                                 |          |           |                |          |
| Subject Name:                                                                                                                                                                                                     |              | Time: 1.5 Hours                                                 |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                    | Remembering  | Understanding                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                  | Q.1,4        | Q.2,3                                                           | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>BCH 201.1 Student will be able to make joint -venture and consignor account.</p> <p>BCH 201.2 Student will be able to manage negotiable instruments i.e., bill of exchange.</p> |              |                                                                 |          |           |                |          |
| CO Map                                                                                                                                                                                                            | Question No. | Question                                                        |          |           |                | Marks    |
| CO1                                                                                                                                                                                                               | Q.1          | Who is consignor? Define its role.                              |          |           |                | 3        |
| CO1                                                                                                                                                                                                               | Q.2a         | Who is consignee?                                               |          |           |                | 3        |
|                                                                                                                                                                                                                   | Q.2b         | Explain the accounting treatment in the books of the consignor. |          |           |                | 3        |
| CO2                                                                                                                                                                                                               | Q.3          | What is Joint Venture? Define its accounting procedure.         |          |           |                | 6        |
| CO2                                                                                                                                                                                                               | Q.4          | Explain accounting procedures of Joint Ventures                 |          |           |                | 3        |
| CO2                                                                                                                                                                                                               | Q.5a         | Differentiate between bills receivable and payable.             |          |           |                | 3        |
|                                                                                                                                                                                                                   | Q.5b         | Explain renewal of bills                                        |          |           |                | 3        |
| CO2                                                                                                                                                                                                               | Q 6          | Describe accommodation bills.                                   |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### Attainment

|                  |                         |
|------------------|-------------------------|
| Session Course   | 2019-20                 |
| Name             | B. Com (Hons)           |
| Semester         | 2nd Semester            |
| Subject Code     | BCH 201                 |
| Subject Name     | Financial Accounting II |
| Attainment Level | Level 2                 |

**Note:**

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

Course : MICROECONOMIC THEORY AND APPLICATIONS - II

## PROGRAMME OUTCOMES

Bachelor of Commerce

20-2022

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| II SEM                           | BCH 201 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Handout**

Course: MICROECONOMIC THEORY AND APPLICATIONS - II

Course Code: BCH 202, Credits: 03, Session :2019-22(EVEN Sem.), Class: BCOM 1st Year

**Introduction:** To develop conceptual understanding of the fundamentals of microeconomic theory and applications - system which processes transactions and other events through a book-keeping mechanism to prepare financial statements, and also to impart skills in accounting for recording various kinds of business transactions.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH 202.1** Students will be able to understand the foundation for applied studies in economics, business, or public policy.

**BCH 202.2** Investigate the economic behaviour of individuals, firms and institutions and communicate this in oral and written forms.

**BCH 202.3** Describe economic concepts and their application to contemporary microeconomic issues.

**JJ. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### C. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

#### KK. Syllabus

##### Course Objective:

The objective of this paper is to make the student to understand how the business organizations work by applying economic principles in their business management. The course will attempt to relate theory to practice and try to instill in students the ability to apply basic microeconomic concepts to the

understanding of everyday phenomena.

### Module I: Market Structures

Market Structures and business decisions; Objectives of Business firm. A) Perfect Competition: Profit Maximization and equilibrium of firm and industry; Short - run and long - run supply curves; Price and output determination. Practical Applications. B) Monopoly: Determination of price under monopoly; Equilibrium of a firm; Comparison between perfect competition and monopoly; Multi Plant monopoly, Price Discrimination; Practical applications. C) Monopolistic Competition: Meaning and characteristics; Price and output Determination under monopolistic competition; Excess capacity under monopolistic competition. D) Oligopoly: Characteristic, indeterminate pricing and output; Classical models of Oligopoly; price leadership; Collusive oligopoly; kinked demand curve.

### Module II: Factor Pricing - I

Marginal productivity theory and demand for factors; Nature of supply of factor inputs; Determination of wage rates under perfect Competition and monopoly; Exploitation of labor, Rent - concept; Ricardian and Modern theories of rent; Quasi-rent, Functional Distribution of Income.

### Module III: Factor Pricing - II

Interests - concept and theories of interest - Loanable Fund Theory, Liquidity Preference Theory, Profit - natural, concepts, and theories of Profit - Innovation Theory, Dynamic Theory, Risk Theory and Uncertainty Bearing Theory.

### Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- I.C. Dhingra, Principles of Microeconomics- Sultan Chand & Sons
- H.L. Ahuja- Microeconomics
- Baumol, W.J. Economic Theory and Operations Analysis, Prentice Hall of India, New Delhi.
- Bach, G.L, Economics, Prentice Hall of India, New Delhi.
- Gould, J.P. and Edward P.L, Microeconomic Theory, Richard, Irwin. Homewood.
- Koutsoyiannis, A, Modern Microeconomics, Macmillan.
- Lipsey, R.G. and K.A. Chrystal, Principles of Economics, Oxford University Press, Oxford.

### Lecture Plan

| Lecture | Topics | Mode of Delivery | Corresponding CO | Mode of Assessing CO |
|---------|--------|------------------|------------------|----------------------|
|---------|--------|------------------|------------------|----------------------|

|    |                                                                               |         |           |                                  |
|----|-------------------------------------------------------------------------------|---------|-----------|----------------------------------|
| 1  | Market Structures and business decisions                                      | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 2  | Objectives of Business firm                                                   | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 3  | Perfect Competition: Profit Maximization and equilibrium of firm and industry | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 4  | Perfect Competition: Profit Maximization and equilibrium of firm and industry | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 5  | Short - run and long - run supply curves                                      | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 6  | Price and output determination. Practical Applications                        | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 7  | Price and output determination. Practical Applications                        | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Monopoly: Determination of price under monopoly                               | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Equilibrium of a firm                                                         | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Comparison between perfect competition and monopoly                           | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                               |         |           |                                  |
|----|---------------------------------------------------------------|---------|-----------|----------------------------------|
| 11 | Multi Plant monopoly                                          | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Price Discrimination; Practical applications                  | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Price Discrimination; Practical applications                  | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Monopolistic Competition: Meaning and characteristics         | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Price and output Determination under monopolistic competition | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Excess capacity under monopolistic competition                | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Oligopoly: Characteristic                                     | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | indeterminate pricing and output                              | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Classical models of Oligopoly                                 | Lecture | BCH.202.1 | Mid Term-2, Quiz & End Sem. Exam |
| 19 | price leadership                                              | Lecture | BCH.202.1 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Collusive oligopoly                                           | Lecture | BCH.202.1 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | kinked demand curve.                                          | Lecture | BCH.202.1 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                                                         |         |           |                                  |
|----|-------------------------------------------------------------------------|---------|-----------|----------------------------------|
| 22 | Marginal productivity theory and demand for factors;                    | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Nature of supply of factor inputs;                                      | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Determination of wage rates under perfect Competition and monopoly;     | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Exploitation of labor, Rent - concept;                                  | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Ricardian and Modern theories of rent; Quasi-rent                       | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Functional Distribution of Income.                                      | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | Interests - concept and theories of interest -                          | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Loanable Fund Theory,                                                   | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Liquidity Preference Theory,                                            | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Profit - natural, concepts, and theories of Profit - Innovation Theory, | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Profit - natural, concepts, and theories of Profit - Innovation Theory  | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Profit - natural, concepts, and                                         | Lecture | BCH.202.3 | Mid Term-2, Quiz &               |



|    |                                                            |         |           |                                  |
|----|------------------------------------------------------------|---------|-----------|----------------------------------|
|    | theories of Profit - Innovation Theory                     |         |           | End Sem. Exam                    |
| 34 | Dynamic Theory, Risk Theory and Uncertainty Bearing Theory | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Dynamic Theory, Risk Theory and Uncertainty Bearing Theory | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Dynamic Theory, Risk Theory and Uncertainty Bearing Theory | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |

**C. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|-----------|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|           |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BCH 202.1 |           | 1                                   | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |  |  |
| BCH 202.2 |           | 3                                   | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 1           | 1            |  |  |
| BCH 202.3 |           | 3                                   | 3           | 3           | 3           | 3           | 2           | 2           | 1           | 1           | 1            |  |  |

Sample Question Paper

| Class: B Com (Honours) II Semester                                                                                                                                                                                                                                                                 |              |                                                                               |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Subject Name:                                                                                                                                                                                                                                                                                      |              | Time: 1.5 Hours                                                               |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                     | Remembering  | Understanding                                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                                         | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO.1: Students will be able to understand the foundation for applied studies in economics, business, or public policy.</p> <p>CO.2: Investigate the economic behaviour of individuals, firms and institutions and communicate this in oral and written forms</p> |              |                                                                               |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                             | Question No. | Question                                                                      |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                | Q.1          | Explain various Market Structures.                                            |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                | Q.2a         | How objectives of Business firm affect the business decisions?                |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                    | Q.2b         | Which market structure suits to the real market conditions in e-business?     |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                | Q.3          | Explain Monopolistic Competition. Define Meaning and characteristics          |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                | Q.4          | What is perfect competition? Explain its meaning and characteristics?         |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                | Q.5a         | How to measure Marginal productivity. Explain marginal productivity theory. ? |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                    | Q.5b         | What are the determination of wage rates under perfect Competition?           |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                | Q 6          | Which factors determine the demand of FMCG products explain with example?     |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## **Attainment**

|                         |                                            |
|-------------------------|--------------------------------------------|
| <b>Session Course</b>   | 2019-20                                    |
| <b>Name</b>             | B. Com (Hons)                              |
| <b>Semester</b>         | 2 <sup>nd</sup> Semester                   |
| <b>Subject Code</b>     | BCH 202                                    |
| <b>Subject Name</b>     | Microeconomic Theory and Applications - II |
| <b>Attainment Level</b> | Level 2                                    |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                            |
|--------------------------------------------------------------------------------------------------|
| Course Handout                                                                                   |
| Course : PSYCHOLOGY AND ETHICS                                                                   |
| Course Code : BCH 207, Crédits : 03, Session :2019- 22(Even Sem.), Class : B Com (Hons) 1st Year |
|                                                                                                  |

## PROGRAMME OUTCOMES

### Bachelor of Commerce

2019-2022

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| II SEM                           | BCH 207 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                        |
|----------------------------------------------------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                               |
| AMITY BUSINESS SCHOOL                                                                  |
| Course Handout                                                                         |
| Course: PSYCHOLOGY AND ETHICS                                                          |
| Course Code : BCH 207, Credits : 03, Session:2019-22(EVEN Sem.), Class : BCOM 1st Year |

**Introduction:** The objective of the course is to impart basic knowledge that a common person comes across in these various business dealings and, make him aware of the relevant case laws

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH 207.1** To enable students to understand the nature and characteristics of psychology.

**BCH 207.2** To enable the student identify the variables involved in human process so as to infer their role in running business organization

**BCH 207.3** To understand the needs of humans as an individual and a member of an organization.

**BCH 207.4** To sensitize them to proper ideals and norms within which they should perform their roles.

**BCH 207.5** To empower them to cultivate professional norms and ethics.

#### **LL. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>          | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-----------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                  | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home | S/V/Q/HA    | 10%                |

|                          | Assignment                                                                                                                                                                                                    |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |
|                          |                                                                                                                                                                                                               |    |             |

## MM. Syllabus

### Course Objective:

To enable students to understand the nature and characteristics of psychology.

To enable the student identify the variables involved in human process so as to infer their role in running business organization

To understand the needs of humans as an individual and a member of an organization.

To sensitize them to proper ideals and norms within which they should perform their roles.

To empower them to cultivate professional norms and ethics.

### Course Contents:

#### Module I: Concept of Psychology

Meaning and definition of Psychology, Branches of Psychology with special references to Industrial Psychology, Psychological Principles of Learning.

#### Module II: Motivation

Concept of Motivation- Types of Motivation: (i) Intrinsic & (ii) Extrinsic. Techniques of Motivation.

#### Module III: Personality

Meaning and Definition, Determinants of Personality, Types of Personality

#### Module IV: Group Dynamics

Meaning and types of Group, Characteristics of Human Groups, Sociometry and Grouping

#### Module V: Ethics

Ethics in business; Corporate Code of Ethics a) Environment b) Accountability c) Responsibility. Corporate Social Responsibility-Arguments for and against.

Strategic Planning & Corporate Social Responsibility.

Cases of corruption, Corporate Scandals, Whistle Blowing, Insider Trading, Discrimination, Advertising, Consumer Rights etc.

#### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

#### Text & References:

- Peters, R.S: Authority, Responsibility and Education, London, Allen and Unwin.
- UNESCO: Economics & Social aspects of Educational Planning, Paris.
- Aggarwal, J.C.: Essentials of Educational Psychology, Vikas Publishing House Pvt. Ltd., New Delhi.
- Mathur S.S.: Educational Psychology, Agra, Vinod Pustak Mandir.
- Hillgard Eranest R, Atkinson Richard C & Atinksion Rita L: Introduction to Psychology, Oxford & IBH Publishing Co. Pvt. Ltd.
- Best Internet Source for Ethics, [http:// www.josephsoninstitute.org/jilinks.htm](http://www.josephsoninstitute.org/jilinks.htm)
- Desjarding, Joseph, An Introduction to Business Ethics, McGraw-Hill.

#### Lecture Plan

| Lecture | Topics                                                                   | Mode of Delivery | Corresponding CO | Mode of Assessing CO              |
|---------|--------------------------------------------------------------------------|------------------|------------------|-----------------------------------|
| 1       | Meaning and definition of Psychology                                     | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 2       | Branches of Psychology with special references to Industrial Psychology, | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. .Exam |
| 3       | Branches of Psychology with special references to Industrial Psychology, | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 4       | Psychological Principles of Learning.                                    | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 5       | Psychological Principles of                                              | Lecture          | BCH 207.1        | Mid Term-1, Quiz &                |



|    |                                                               |         |           |                                            |
|----|---------------------------------------------------------------|---------|-----------|--------------------------------------------|
|    | Learning.                                                     |         |           | End Sem.<br>Exam                           |
| 6  | Concept of<br>Motivation                                      | Lecture | BCH 207.2 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 7  | Types of<br>Motivation: (i)<br>Intrinsic & (ii)<br>Extrinsic. | Lecture | BCH 207.2 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 8  | Types of<br>Motivation: (i)<br>Intrinsic & (ii)<br>Extrinsic. | Lecture | BCH 207.2 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 9  | Types of<br>Motivation: (i)<br>Intrinsic & (ii)<br>Extrinsic. | Lecture | BCH 207.2 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 10 | Techniques of<br>Motivation.                                  | Lecture | BCH 207.2 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 11 | Techniques of<br>Motivation.                                  | Lecture | BCH 207.2 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 12 | Meaning and<br>Definition of<br>Personality                   | Lecture | BCH 207.3 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 12 | Meaning and<br>Definition of<br>Personality                   | Lecture | BCH 207.3 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 13 | Determinants<br>of Personality,                               | Lecture | BCH 207.3 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 14 | Determinants of<br>Personality,                               | Lecture | BCH 207.3 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 15 | Types of<br>Personality                                       | Lecture | BCH 207.3 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 16 | Types of<br>Personality                                       | Lecture | BCH 207.3 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |

|    |                                                                                                           |         |           |                                  |
|----|-----------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
| 17 | Meaning and types of Group,                                                                               | Lecture | BCH 207.4 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Meaning and types of Group,                                                                               | Lecture | BCH 207.4 | Mid Term-2, Quiz & End Sem. Exam |
| 19 | Characteristics of Human Groups,                                                                          | Lecture | BCH 207.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Characteristics of Human Groups,                                                                          | Lecture | BCH 207.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Sociometry and Grouping                                                                                   | Lecture | BCH 207.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Sociometry and Grouping                                                                                   | Lecture | BCH 207.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Ethics in business; Corporate Code of Ethics<br>a) Environment<br>b) Accountability<br>c) Responsibility. | Lecture | BCH 207.5 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Ethics in business; Corporate Code of Ethics<br>a) Environment<br>b) Accountability<br>c) Responsibility. | Lecture | BCH 207.2 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Ethics in business; Corporate Code of Ethics<br>a) Environment<br>b) Accountability<br>c) Responsibility. | Lecture | BCH 207.2 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Corporate Social Responsibility- Arguments for and against.                                               | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                                                                    |         |           |                                  |
|----|------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
| 27 | Corporate Social Responsibility-Arguments for and against.                         | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | Corporate Social Responsibility-Arguments for and against.                         | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Strategic Planning & Corporate Social Responsibility.                              | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Strategic Planning & Corporate Social Responsibility.                              | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Strategic Planning & Corporate Social Responsibility.                              | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Cases of corruption, Corporate Scandals,                                           | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Cases of corruption, Corporate Scandals,                                           | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Whistle Blowing, Insider Trading, Discrimination, Advertising, Consumer Rights etc | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Whistle Blowing, Insider Trading, Discrimination, Advertising, Consumer Rights etc | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Whistle Blowing, Insider Trading, Discrimination, Advertising, Consumer            | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |

|  |            |  |  |  |
|--|------------|--|--|--|
|  | Rights etc |  |  |  |
|--|------------|--|--|--|

**D. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|-----------|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|           |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BCH 207.1 |           | 1                                   | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |  |  |
| BCH 207.2 |           | 3                                   | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 1           | 1            |  |  |
| BCH 207.3 |           | 3                                   | 3           | 3           | 3           | 3           | 2           | 2           | 1           | 1           | 1            |  |  |

Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –III) 2019-22                                                                                                                                                                                                                  |              |                                                                                      |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) II Semester                                                                                                                                                                                                                                          |              |                                                                                      |          |           |                |          |
| Subject Name:<br>BCH 207 Psychology and Ethics                                                                                                                                                                                                                              |              | Time: 1.5 Hours                                                                      |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                              | Remembering  | Understanding                                                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                            | Q.1,4        | Q.2,3                                                                                | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: 1 To enable students to understand the nature and characteristics of psychology.</p> <p>CO2:.2 To enable the student identify the variables involved in human process so as to infer their role in running business organization</p> |              |                                                                                      |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                      | Question No. | Question                                                                             |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                         | Q.1          | Explain meaning and definition of Psychology                                         |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                         | Q.2a         | What are the Branches of Psychology explain in detail?                               |          |           |                | 3        |
|                                                                                                                                                                                                                                                                             | Q.2b         | Explain the Branches of Psychology with special references to Industrial Psychology. |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                         | Q.3          | Explain types of Motivation.                                                         |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                         | Q.4          | Explain the importance of motivation in organizational structure.                    |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                         | Q.5a         | Explain the role of extrinsic technique of motivation.                               |          |           |                | 3        |
|                                                                                                                                                                                                                                                                             | Q.5b         | Explain various techniques of motivation                                             |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                         | Q.6          | Why motivation is important? Explain it with example                                 |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## **Attainment**

|                         |                          |
|-------------------------|--------------------------|
| <b>Session Course</b>   | 2019-20                  |
| <b>Name</b>             | B. Com (Hons)            |
| <b>Semester</b>         | 2 <sup>nd</sup> Semester |
| <b>Subject Code</b>     | BCH 207                  |
| <b>Subject Name</b>     | Psychology and Ethics    |
| <b>Attainment Level</b> | Level 2                  |

**Note:**

### **Attainments**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

Course : BUSINESS AND ECONOMIC LAWS - II

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce**

**2019-2022**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| II SEM                           | BCH 225 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                          |
|------------------------------------------------------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                 |
| AMITY BUSINESS SCHOOL                                                                    |
| Course Handout                                                                           |
| Course : BUSINESS AND ECONOMIC LAWS - II                                                 |
| Course Code : BCL 225, Credits : 03, Session :2019-22 (EVEN Sem.), Class : BCOM 1st Year |

**Introduction:** The objective of the course is to impart basic knowledge that a common person comes across in this various business dealings and, make him aware of the relevant case laws

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCL 225.1** Students will be able to understand the general legal framework, and of specific legal areas relating to business.

**BCL 225.2** Describe and explain how companies are managed, administered and regulated and identify the essential elements of the legal system including the main sources of law.

**BCL 225.3** Students will be able to Recognize the legal implications relating to companies in difficulty or in crisis.

**NN. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT



(Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

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**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### E. Assessment Plan:

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |
|                                |                                                                                                                                                                                                               |             |                    |

#### OO. Syllabus

##### Course Objective:

The objective of the course is to impart basic knowledge that a common person comes across in this various business dealings and, make him aware of the relevant case laws

## Course Contents:

### Module I: Indian Partnership Act

Definition and nature of partnership - Rights and duties of partner - Types of partners - Incoming and outgoing and minor as a partner - Dissolution of partnership - Registration of firm, Limited Liability Partnership Act'2008- Meaning & definitions, Meaning of designated partners, Registration of LLP, Types of partners, Dissolution.

### Module II: Consumer Protection Act. [COPRA] 1986

Back ground – definitions of 1) Consumer 2) Consumer Dispute 3) Complaint 4) Deficiency 5) Service Consumer Protection Council – Consumer Redressal Agencies – District Forum, State Commission and National Commission.

### Module III: Foreign Exchange Management Act 1999

Objectives, Scope and salient features – offences under the Act.

### Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Tulsian - Business Law, Tata mcgraw Hill, New Delhi.
- Aswathappa. K & Ramachandra – Business Law, HPH, Mumbai.
- Kapoor N.D. - Business Law, Sultan Chand & Co.
- Bare Acts.
- Nabhi - Business Law, Indian Law House, Mumbai.
- Garg, Sareen, Sharma & Chawla - Business Law.
- M.C. Kuchhal, Business Law.

### Lecture Plan

| Lecture | Topics                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO        |
|---------|------------------------|------------------|------------------|-----------------------------|
| 1       | Indian Partnership Act | Lecture          | BCL 225.1        | Mid Term-1, Quiz & End Sem. |

|    |                                                                     |         |           |                                  |
|----|---------------------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                                     |         |           | Exam                             |
| 2  | Definition and nature of partnership                                | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 3  | Rights and duties of partner                                        | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 4  | Types of Partner                                                    | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 5  | Short - run and long - run supply curves                            | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 6  | Incoming and outgoing and minor as a partner                        | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 7  | Dissolution of partnership                                          | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Registration of firm,                                               | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Limited Liability Partnership Act'2008                              | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Comparison between perfect competition and monopoly                 | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Meaning & definitions, Meaning of designated partners, Dissolution. | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Meaning of designated                                               | Lecture | BCL 225.1 | Mid Term-1,                      |

|    |                                                      |         |           |                                              |
|----|------------------------------------------------------|---------|-----------|----------------------------------------------|
|    | partners,<br>Dissolution.                            |         |           | Quiz &<br>End Sem.<br>Exam                   |
| 12 | Meaning of<br>designated partners,<br>Dissolution    | Lecture | BCL 225.1 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 13 | Types of<br>partners,                                | Lecture | BCL 225.1 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 14 | <b>Consumer<br/>Protection Act.<br/>[COPRA] 1986</b> | Lecture | BCL 225.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 15 | Back ground –<br>definitions of 1)<br>Consumer       | Lecture | BCL 225.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 16 | Oligopoly:<br>Characteristic                         | Lecture | BCL 225.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 17 | 2) Consumer<br>Dispute                               | Lecture | BCL 225.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 18 | 3) Complaint                                         | Lecture | BCL 225.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 19 | 4) Deficiency                                        | Lecture | BCL 225.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 20 | 5) Service                                           | Lecture | BCL 225.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 21 | Consumer<br>Protection<br>Council                    | Lecture | BCL 225.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 22 | Consumer                                             | Lecture | BCL 225.2 | Mid                                          |

|    |                                                                                                                         |         |           |                                              |
|----|-------------------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------------------|
|    | Redressal Agencies                                                                                                      |         |           | Term-2,<br>Quiz &<br>End Sem.<br>Exam        |
| 23 | District Forum                                                                                                          | Lecture | BCL 225.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 24 | State Commission<br>and National<br>Commission.                                                                         | Lecture | BCL 225.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 25 | State Commission<br>and National<br>Commission                                                                          | Lecture | BCL 225.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 26 | Foreign Exchange<br>Management Act<br>1999<br>Objectives, Scope<br>and salient features<br>– offences under the<br>Act. | Lecture | BCL 225.3 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 27 | Foreign<br>Exchange<br>Management<br>Act 1999                                                                           | Lecture | BCL 225.3 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 28 | Objectives, Scope<br>and salient features<br>– offences under the<br>Act.                                               | Lecture | BCL 225.3 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 29 | Foreign Exchange<br>Management Act<br>1999                                                                              | Lecture | BCL 225.3 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 30 | Objectives,<br>Scope and<br>salient features<br>– offences<br>under the Act.                                            | Lecture | BCL 225.3 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 31 | Foreign<br>Exchange<br>Management<br>Act 1999                                                                           | Lecture | BCL 225.3 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 32 | Foreign<br>Exchange                                                                                                     | Lecture | BCL 225.3 | Mid<br>Term-2,                               |

|    |                                                                  |         |           |                                  |
|----|------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Management Act 1999                                              |         |           | Quiz & End Sem. Exam             |
| 33 | Objectives, Scope and salient features – offences under the Act. | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Foreign Exchange Management Act 1999                             | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Objectives, Scope and salient features – offences under the Act. | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Foreign Exchange Management Act 1999                             | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |

**E. Course Articulation Matrix (Mapping of COs with POs)**

| CO           | STATEMENT | CORRELATION WITH<br>PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|--------------|-----------|----------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|              |           | P<br>O<br>1                            | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BCH<br>202.1 |           | 1                                      | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |  |  |
| BCL<br>225.2 |           | 3                                      | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 1           | 1            |  |  |
| BCL<br>225.3 |           | 3                                      | 3           | 3           | 3           | 3           | 2           | 2           | 1           | 1           | 1            |  |  |

# Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –III) 2019-22                                                                                                                                                                                                                                                                                      |              |                                                                |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) III Semester                                                                                                                                                                                                                                                                                                             |              |                                                                |          |           |                |          |
| Subject Name:<br>BCL 225 BUSINESS AND<br>ECONOMIC LAWS - II                                                                                                                                                                                                                                                                                     |              | Time: 1.5 Hours                                                |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as per<br>Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                         | Remembering  | Understanding                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                             | Q.1,4        | Q.2,3                                                          | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Students will be able to understand the general legal framework, and of specific legal areas relating to business.</p> <p>CO2: Describe and explain how companies are managed, administered and regulated and identify the essential elements of the legal system including the main sources of law.</p> |              |                                                                |          |           |                |          |
| CO<br>Map                                                                                                                                                                                                                                                                                                                                       | Question No. | Question                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                             | Q.1          | Write definition and nature of partnership                     |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                             | Q.2a         | What are the rights and duties of partner?                     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                 | Q.2b         | Explain types of partners and their role in managing business. |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                             | Q.3          | Explain Incoming and outgoing and minor as a partner           |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                             | Q.4          | Define Consumer and Consumer Dispute                           |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                             | Q.5a         | Explain structure of Service Consumer Protection Council       |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                 | Q.5b         | Explain the role of Service Consumer Protection Council        |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                             | Q 6          | Explain Consumer Redressal Agencies                            |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |



### **Attainment**

|                         |                                 |
|-------------------------|---------------------------------|
| <b>Session Course</b>   | 2019-20                         |
| <b>Name</b>             | B. Com (Hons)                   |
| <b>Semester</b>         | 2nd Semester                    |
| <b>Subject Code</b>     | BCL 225                         |
| <b>Subject Name</b>     | BUSINESS AND ECONOMIC LAWS - II |
| <b>Attainment Level</b> | Level 2                         |
| <b>Note:</b>            |                                 |

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



### **PROGRAMME OUTCOMES**

#### **Bachelor of Commerce (H)**

**2019-2022**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

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**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |        |     |     |     |     |     |     |     |     |     | Note: - Correlati |   |
|------------------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------------|---|
| AMITY BUSINESS SCHOOL                    |        |     |     |     |     |     |     |     |     |     |                   |   |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |        |     |     |     |     |     |     |     |     |     |                   |   |
| AMITY BUSINESS SCHOOL                    |        |     |     |     |     |     |     |     |     |     |                   |   |
|                                          |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10              | P |
| BCH III SEM                              | BCH301 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   |                   | 1 |

on levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
|-----------------------------------------------------------------------------------------|--|
| AMITY BUSINESS SCHOOL                                                                   |  |
| Course Handout                                                                          |  |
| Course : Corporate Accounting                                                           |  |
| Course Code : BCH301, Crédits : 04, Session :2019-22(Odd Sem.), Class : BCOM. IInd Year |  |

## PP. Introduction:

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

**QQ. Course Outcomes:** At the end of the course, students will be able to:

**BCH301.1.** Able to understand the concept of Accounting standards and its relevance and significance.

**BCH301.2.** Know the basic functions of Accounting for share capital transactions and understand the statutory requirements, disclosure in balance sheet; rights issue.

**BCH301.3.** Able to recognize the essential features of debentures and conversion of debentures into shares.

**BCH301.4.** Describe the role of underwriter and SEBI guidelines for Underwriting.

**BCH301.5.** Evaluating the concept of Accounting treatment for amalgamation; absorption and reconstruction of companies.

**RR. Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**SS. Programme Specific Outcomes: NA**

**TT. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**UU. Syllabus**

**Module I**

Statutory records to be maintained by a company, Accounting standards - relevance and significance; national and international accounting standards.

**Module II**

Accounting for share capital transactions - issue of shares at par, at premium and at discount; forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares - statutory requirements, disclosure in balance sheet; rights issue.

**Module III**

Issue of debentures - accounting treatment and procedures; redemption of debentures; conversion of debentures into shares.

#### Module IV

Underwriting of shares -Meaning – Terms used in underwriting – underwriter – marked application – unmarked application – partial underwriting, profits prior to incorporation; treatment of preliminary expenses.– calculation of underwriting commission – Preparation of statement showing allocation of gross liability and net liability. SEBI guidelines for Underwriting.

#### Module V

Accounting treatment for amalgamation, absorption and reconstruction of companies; internal and external reconstruction.

**Assignment for the students:** Students will Prepare Vouchers, Recording Transactions, Preparing Reports withheld of any popular Accounting Software.

#### VV. Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### WW. Suggested Text/Reference Books:

- S.N. Maheswari, Financial Accounting
- Narayanaswamy, Financial Accounting
- SP Iyengar, Advanced Accountancy
- RL Gupta, Advanced Accountancy
- Jain and Narang, Corporate Accounting
- Tulsian, Advanced Accounting

#### XX. Lecture Plan

| Lecture | Topics                                                   | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|----------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Statutory records to be maintained by a company          | Lecture          | <b>BCH301.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Statutory records to be maintained by a company          | Lecture          | <b>BCH301.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | Statutory records to be maintained by a company          | Lecture          | <b>BCH301.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Accounting standards - relevance and significance</i> | Lecture          | <b>BCH301.1.</b>  | Mid Term-1, Quiz &              |

|    |                                                       |         |                  |                                 |
|----|-------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                       |         |                  | End Sem Exam                    |
| 5  | Accounting standards - relevance and significance     | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6  | Accounting standards - relevance and significance     | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7  | national and international accounting standards.      | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | national and international accounting standards.      | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | national and international accounting standards.      | Lecture | <b>BCH301.1</b>  | Mid Term-1, Quiz & End Sem Exam |
| 10 | national and international accounting standards.      | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Accounting for share capital transactions             | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Accounting for share capital transactions             | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | issue of shares at par, at premium and at discount    | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | issue of shares at par, at premium and at discount    | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | issue of shares at par, at premium and at discount    | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | forfeiture and re-issue of shares; buy-back of shares | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                      |         |                  |                                 |
|----|------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 17 | forfeiture and re-issue of shares; buy-back of shares                                                | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | forfeiture and re-issue of shares; buy-back of shares                                                | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | redemption of preference shares - statutory requirements, disclosure in balance sheet; rights issue. | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | redemption of preference shares - statutory requirements, disclosure in balance sheet; rights issue. | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Issue of debentures                                                                                  | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Issue of debentures                                                                                  | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Issue of debentures                                                                                  | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | accounting treatment and procedures;                                                                 | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | accounting treatment and procedures;                                                                 | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | accounting treatment and procedures;                                                                 | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | conversion of debentures into shares.                                                                | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | conversion of debentures into shares.                                                                | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | redemption of                                                                                        | Lecture | <b>BCH301.3.</b> | Mid Term-                       |



|    |                                                                                                   |         |                  |                                 |
|----|---------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | debentures                                                                                        |         |                  | 2, Quiz & End Sem Exam          |
| 30 | redemption of debentures                                                                          | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Underwriting of shares - Meaning – Terms used in underwriting – underwriter                       | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Underwriting of shares -Meaning – Terms used in underwriting – underwriter                        | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | Underwriting of shares -Meaning – Terms used in underwriting – underwriter                        | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | Underwriting of shares -Meaning – Terms used in underwriting – underwriter                        | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | Underwriting of shares -Meaning – Terms used in underwriting – underwriter                        | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | marked application – unmarked application – partial underwriting, profits prior to incorporation; | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | marked application – unmarked application – partial underwriting, profits prior to incorporation; | Lecture | <b>BCH301.4.</b> | Quiz & End Sem Exam             |
| 38 | treatment of preliminary expenses.– calculation of underwriting commission                        | Lecture | <b>BCH301.4.</b> | Quiz & End Sem Exam             |
| 39 | treatment of preliminary expenses.– calculation of underwriting commission                        | Lecture | <b>BCH301.4.</b> | Quiz & End Sem Exam             |
| 40 | Preparation of statement showing allocation of gross liability and net liability.                 | Lecture | <b>BCH301.4.</b> | Quiz & End Sem Exam             |



|                       |                                                                                                                                                             |          |          |          |          |          |          |          |          |          |          |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                       | nce.                                                                                                                                                        |          |          |          |          |          |          |          |          |          |          |
| <b>BCH3<br/>01.2.</b> | Know the basic functions of Accounting for share capital transactions and understand the statutory requirements, disclosure in balance sheet; rights issue. | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |
| <b>BCH3<br/>01.3.</b> | Able to recognize the essential features of debentures and conversion of debentures into shares.                                                            | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> |
| <b>BCH3<br/>01.4.</b> | Describe the role of underwr                                                                                                                                | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> |



| CO Map | Question No. | Question                                                     | Marks |
|--------|--------------|--------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief the functions of accounting.                | 3     |
| CO1    | Q.2a         | What are the essential features of shares?                   | 3     |
|        | Q.2b         | Write a short note on debentures.                            | 3     |
| CO1    | Q.3          | State the significance of international accounting standards | 6     |
| CO2    | Q.4          | Explain disclosure in balance sheet.                         | 3     |
| CO2    | Q.5a         | Elaborate accounting for share capital transactions.         | 3     |
|        | Q.5b         | Write short note on buyback of shares.                       | 3     |
| CO2    | Q 6          | Evaluating the concept of forfeiture and reissue in India    | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                          |
|-------------------------|--------------------------|
| <b>Session Course</b>   | 2019-20                  |
| <b>Name</b>             | B. Com (Hons)            |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester |
| <b>Subject Code</b>     | BCH 301                  |
| <b>Subject Name</b>     | Corporate Accounting I   |
| <b>Attainment Level</b> | Level 1                  |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2019-2022**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BCH III SEM                   | BCH302 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



**AMITY UNIVERSITY**

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                 |
|------------------------------------------------------------------------------------------|
| AMITY BUSINESS SCHOOL                                                                    |
| Course Handout                                                                           |
| Course : Cost Accounting -1                                                              |
| Course Code : BCH302, Crédits : 04, Session: 2019-22 (Odd Sem.), Class : BCOM. IInd Year |

## ZZ. Introduction:

To get an expert knowledge in the area of cost management and cost control to enable effective management decisions.

**AAA. Course Outcomes:** At the end of the course, students will be able to:



**BCH302.1.** Able to understand the concept of cost accounting and Cost Module – Cost Center – Elements of Cost – Preparation of cost sheet

**BCH302.2.** Know the basics about material costing techniques of Inventory control – Setting of stock levels – EOQ- ABC Analysis– Methods of pricing materials issues – LIFO – FIFO.

**BCH302.3.** Able to recognize the essential of labour costing and causes and effect of labour turnover.

**BBB. Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well-developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**CCC. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

### DDD. Syllabus

#### Module I: Cost Accounting

Introduction – Meaning of Cost, costing and Cost Accounting – Comparison between Financial Accounts and Cost Accounts – Application of Cost Accounting – Designing and installing a Cost Accounting system – Cost concepts and Classification of Costs – Cost Module – Cost Center – Elements of Cost – Preparation of cost sheet – Tenders and Quotations – Problems.

#### Module II: Material Costing

Classification of materials – Material Control – Purchasing procedure – store keeping – techniques of Inventory control – Setting of stock levels – EOQ- ABC Analysis– Methods of pricing materials issues – LIFO – FIFO – Weighted Average Method – Simple Average Method – Problems.

#### Module III: Labour Costing

Control of labour cost – Labour Turn Turnover – Causes and effects of labour turnover – Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking – Idle time, causes and treatment – Overtime – Methods of Wage Payment, Time rate and Piece Rate – Incentive Schemes – Halsey Premium Plan – Rowan Bonus Plan – Taylor's and Merrick's differential piece rate systems – Problems.

**Assignment for the students:** Students will Prepare LIFO- FIFO- EQO through any popular Software.

#### **Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**EEE. Suggested Text/Reference Books:**

- N.K. Prasad: Cost Accounting
- Nigam & Sharma: Cost Accounting
- Khanna Pandey & Ahuja: Practical Costing
- M.L. Agarwal: Cost Accounting
- Jain & Narang: Cost Accounting
- S.P. Iyengar: Cost Accounting
- S.N. Maheshwari: Cost Accounting
- Horngren: Cost Accounting: A Managerial Emphasis
- M. N. Arora: Cost Accounting
- Dutta: Cost Accounting

**FFF. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                                 | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|-----------------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Introduction - Meaning of Cost, costing and Cost Accounting                                   | Lecture                 | <b>BCH302.1.</b>        | Mid Term-1, Quiz & End Sem Exam |
| 2              | Introduction - Meaning of Cost, costing and Cost Accounting                                   | Lecture                 | <b>BCH302.1.</b>        | Mid Term-1, Quiz & End Sem Exam |
| 3              | Introduction - Meaning of Cost, costing and Cost Accounting                                   | Lecture                 | <b>BCH302.1.</b>        | Mid Term-1, Quiz & End Sem Exam |
| 4              | Comparison between Financial Accounts                                                         | Lecture                 | <b>BCH302.1.</b>        | Mid Term-1, Quiz & End Sem Exam |
| 5              | Comparison between Financial Accounts                                                         | Lecture                 | <b>BCH302.1.</b>        | Mid Term-1, Quiz & End Sem Exam |
| 6              | Cost Accounts - Application of Cost Accounting                                                | Lecture                 | <b>BCH302.1.</b>        | Mid Term-1, Quiz & End Sem Exam |
| 7              | Cost Accounts - Application of Cost Accounting                                                | Lecture                 | <b>BCH302.1.</b>        | Mid Term-1, Quiz & End Sem Exam |
| 8              | Designing and installing a Cost Accounting system - Cost concepts and Classification of Costs | Lecture                 | <b>BCH302.1.</b>        | Mid Term-1, Quiz & End Sem Exam |
| 9              | Designing and installing a Cost Accounting system -                                           | Lecture                 | <b>BCH302.1.</b>        | Mid Term-                       |

|    |                                                                                                                                |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | Cost concepts and Classification of Costs                                                                                      |         |                  | 1, Quiz & End Sem Exam          |
| 10 | Designing and installing a Cost Accounting system - Cost concepts and Classification of Costs                                  | Lecture | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book. | Lecture | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Cost Center - Elements of Cost - Preparation of cost sheet - Tenders and Quotations - Problems.                                | Lecture | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Classification of materials - Material Control - Purchasing procedure                                                          | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Classification of materials - Material Control - Purchasing procedure                                                          | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Classification of materials - Material Control - Purchasing procedure                                                          | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | store keeping - techniques of Inventory control - Setting of stock levels - EOQ- ABC Analysis                                  | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | store keeping - techniques of Inventory control - Setting of stock levels - EOQ- ABC Analysis                                  | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | store keeping - techniques of Inventory control - Setting of stock levels - EOQ- ABC Analysis                                  | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Methods of pricing materials issues - LIFO - FIFO                                                                              | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Methods of pricing materials issues - LIFO - FIFO                                                                              | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Methods of pricing materials issues - LIFO - FIFO                                                                              | Lecture | <b>BCH302.2.</b> | Mid Term-2, Quiz &              |

|    |                                                                                                |         |                  |                                 |
|----|------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                                |         |                  | End Sem Exam                    |
| 22 | Weighted Average Method - Simple Average Method - Problems                                     | Lecture | <b>BCH102.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Weighted Average Method - Simple Average Method - Problems                                     | Lecture | <b>BCH302.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Weighted Average Method - Simple Average Method - Problems                                     | Lecture | <b>BCH302.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Control of labour cost - Labour Turn Turnover - Causes and effects of labour turnover          | Lecture | <b>BCH302.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Control of labour cost - Labour Turn Turnover - Causes and effects of labour turnover          | Lecture | <b>BCH302.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Control of labour cost - Labour Turn Turnover - Causes and effects of labour turnover          | Lecture | <b>BCH302.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking    | Lecture | <b>BCH302.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking    | Lecture | <b>BCH302.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking    | Lecture | <b>BCH302.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Idle time, causes and treatment - Overtime - Methods of Wage Payment, Time rate and Piece Rate | Lecture | <b>BCH302.3.</b> | Quiz & End Sem Exam             |
| 32 | Idle time, causes and treatment - Overtime - Methods of Wage Payment, Time rate and Piece Rate | Lecture | <b>BCH302.3.</b> | Quiz & End Sem Exam             |
| 33 | Incentive Schemes - Halsey Premium Plan - Rowan Bonus Plan                                     | Lecture | <b>BCH302.3.</b> | Quiz & End Sem Exam             |
| 34 | Incentive Schemes - Halsey Premium Plan - Rowan Bonus Plan                                     | Lecture | <b>BCH302.3.</b> | Quiz & End Sem Exam             |

|    |                                                                    |         |                  |                     |
|----|--------------------------------------------------------------------|---------|------------------|---------------------|
| 35 | Taylor's and Merrick's differential piece rate systems - Problems. | Lecture | <b>BCH302.3.</b> | Quiz & End Sem Exam |
| 36 | Taylor's and Merrick's differential piece rate systems - Problems. | Lecture | <b>BCH302.3.</b> | Quiz & End Sem Exam |

**GGG. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATE<br>MENT                                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|------------------|------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                  |                                                                                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BCH302.1.</b> | Able to underst and the concept of cost account ing and Cost Module – Cost Center – Elemen ts of Cost – Prepara tion of cost sheet | <b>1</b>                            | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>2</b>    | <b>1</b>     |

|                       |                                                                                                                                                                         |          |          |          |          |          |          |          |          |          |          |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BCH3<br/>02.2.</b> | Know the basics about material costing techniques of Inventory control – Setting of stock levels – EOQ-ABC Analysis– Methods of pricing materials issues – LIFO – FIFO. | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BCH3<br/>02.3.</b> | Able to recognize the essential of labour costing and causes and effect of labour turnover.                                                                             | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> |

**Sample question Paper**

| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –III) 2019-22                                                         |              |                                                            |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.Com.(H) III Semester                                                                                                                          |              |                                                            |          |           |                |          |
| Subject Name:<br>BCH 302 Cost Accounting -1                                                                                                            |              | Time: 1.5 Hrs                                              |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                         | Remembering  | Understanding                                              | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                       | Q.1,4        | Q.2,3                                                      | Q.4      | Q.2,5     | Q.6            |          |
| Student will be able to<br>CO1: Understand costing and cost accounting and its application.<br>CO2: Apply techniques of inventory control in business. |              |                                                            |          |           |                |          |
| CO Map                                                                                                                                                 | Question No. | Question                                                   |          |           |                | Marks    |
| CO1                                                                                                                                                    | Q.1          | Explain cost concepts and classification of costs.         |          |           |                | 3        |
| CO1                                                                                                                                                    | Q.2a         | What are the essential features of tenders and quotations? |          |           |                | 3        |
|                                                                                                                                                        | Q.2b         | Write a short note on financial accounts.                  |          |           |                | 3        |
| CO1                                                                                                                                                    | Q.3          | State the problems of quotations in business.              |          |           |                | 6        |
| CO2                                                                                                                                                    | Q.4          | Explain LIFO and FIFO methods.                             |          |           |                | 3        |
| CO2                                                                                                                                                    | Q.5a         | Elaborate Economic Order Quantity.                         |          |           |                | 3        |
|                                                                                                                                                        | Q.5b         | Write short note on ABC analysis                           |          |           |                | 3        |
| CO2                                                                                                                                                    | Q 6          | Evaluating the techniques of inventory control.            |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



### **Attainment**

|                         |                          |
|-------------------------|--------------------------|
| <b>Session Course</b>   | 2019-20                  |
| <b>Name</b>             | B. Com (Hons)            |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester |
| <b>Subject Code</b>     | BCH 302                  |
| <b>Subject Name</b>     | Cost Accounting I        |
| <b>Attainment Level</b> | Level 2                  |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2019-2022**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BCH III SEM                   | BCH303 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



**AMITY UNIVERSITY**  
MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                 |
|------------------------------------------------------------------------------------------|
| AMITY BUSINESS SCHOOL                                                                    |
| Course Handout                                                                           |
| Course: <b>MICROECONOMIC THEORY AND APPLICATIONS – III</b>                               |
| Course Code : BCH303, Crédits : 03, Session :2019-22(Odd Sem.), Class : BCOM. IIInd Year |

### HHH. Introduction:

The objective of the course is to acquaint the student with various market structures within which a firm operates. The Course also deals with long –term decision-making and market efficiency.

**III. Course Outcomes:** At the end of the course, students will be able to:

**BCH303.1.** Develop an understanding of the applications of managerial economics

**BCH303.2.** Interpret regression analysis and discuss why it's employed in decision-making

**BCH303.3.** Able to understand perfect competition situations of the real market.

**JJJ. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**KKK. Assessment Plan:**

| Component of Evaluation | Description | Code | Weightage % |
|-------------------------|-------------|------|-------------|
|-------------------------|-------------|------|-------------|

|                                |                                                                                                                                                                                                               |          |             |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

### LLL. Syllabus

#### Module I: Monopoly Market Structure

Kinds of monopoly, Monopolist's decision and equilibrium. Shifts in demand curve and the absence of the supply curve. Measurement of monopoly power and the rule of thumb for pricing. Horizontal and vertical integration of firms. Comparison of pure competition and monopoly. The social costs of monopoly power. Price discrimination, Peak-load pricing.

#### Module II: Monopolistic Competition and Oligopoly

Monopolistic competition price and output decision-equilibrium. Monopolistic Competition and economic efficiency, Oligopoly and Interdependence – Cournot's duopoly model, Kinked demand model. Prisoner's dilemma, collusive oligopoly – price-leadership model – dominant firm, cartels, sales maximization, Pricing Public Utilities.

#### Module III: Perfect Competition

Assumptions, Price and Output decision. Equilibrium of the firm and the industry in the short run and long runs, including industry's long run supply, Producer Surplus. Demand-supply analysis. Stability Analysis- Walrasian and Marshallian.

#### MMM. Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### NNN. Suggested Text/Reference Books:

- Baunol, William J., "Economic Theory and Operations Analysis", Prentice-Hall of India Pvt. Ltd., New Delhi.

- H.L. Ahuja, Microeconomics
- Browning E.K., & J.M. Browning, “Microeconomic Theory and Applications”, Kalyani Publishers, New Delhi.
- Gould, J.,P., & E.P Lazer, “Microeconomics Theory”, All India Traveller Bookseller, New Delhi
- Lipsey, R.G., and K.A Chrystal, “Principles of Economics”, Oxford University Press.
- Maddala G.S., and E.Miller, “Microeconomics: Theory and Applications” McGraw-Hall International.
- Salvatore, D., “Schaum’s Outline of Theory and Problems of Microeconomics Theory”, McGraw-Hill, International Edition.

### 000. Lecture Plan

| Lecture | Topics                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Kinds of monopoly                                                | Lecture          | BCH303.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Monopolist’s decision and equilibrium.                           | Lecture          | BCH303.1.        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Monopolist’s decision and equilibrium.                           | Lecture          | BCH303.1..       | Mid Term-1, Quiz & End Sem Exam |
| 4       | Shifts in demand curve and the absence of the supply curve.      | Lecture          | BCH303.1.        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Shifts in demand curve and the absence of the supply curve.      | Lecture          | BCH303.1.        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Measurement of monopoly power and the rule of thumb for pricing. | Lecture          | BCH303.1.        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Horizontal and vertical integration of firms.                    | Lecture          | BCH303.1.        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Comparison of pure competition and monopoly.                     | Lecture          | BCH303.1.        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                 |         |                  |                                 |
|----|-----------------------------------------------------------------|---------|------------------|---------------------------------|
| 9  | The social costs of monopoly power.                             | Lecture | <b>BCH303.1</b>  | Mid Term-1, Quiz & End Sem Exam |
| 10 | Price discrimination, Peak-load pricing.                        | Lecture | <b>BCH303.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Monopolistic competition price and output decision-equilibrium. | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Monopolistic Competition and economic efficiency                | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Monopolistic Competition and economic efficiency                | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Oligopoly and Interdependence – Cournot’s duopoly model         | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Oligopoly and Interdependence – Cournot’s duopoly model         | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Kinked demand model. Prisoner’s dilemma                         | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Kinked demand model. Prisoner’s dilemma                         | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | collusive oligopoly – price-leadership model                    | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | collusive oligopoly – price-leadership model                    | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | dominant firm, cartels, sales maximization                      | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | dominant firm, cartels, sales maximization.                     | Lecture | <b>BCH303.2.</b> | Mid Term-2, Quiz &              |

|    |                                                                                          |         |                  |                                 |
|----|------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                          |         |                  | End Sem Exam                    |
| 22 | Pricing Public Utilities                                                                 | Lecture | <b>BCH303.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Assumptions, Price and Output decision.                                                  | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Assumptions, Price and Output decision.                                                  | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Equilibrium of the firm                                                                  | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Equilibrium of the firm;                                                                 | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | <b>the industry in the short run and long runs, including industry's long run supply</b> | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | the industry in the short run and long runs, including industry's long run supply        | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | the industry in the short run and long runs, including industry's long run supply        | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Producer Surplus. Demand-supply analysis.                                                | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | <b>Producer Surplus. Demand-supply analysis.</b>                                         | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Producer Surplus. Demand-supply analysis.                                                | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | Stability Analysis- Walrasian and Marshallian.                                           | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |



|    |                                               |         |                  |                                 |
|----|-----------------------------------------------|---------|------------------|---------------------------------|
| 34 | Stability Analysis-Walrasian and Marshallian. | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | Stability Analysis-Walrasian and Marshallian. | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | Stability Analysis-Walrasian and Marshallian. | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |

**PPP. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                            | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|------------------|----------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                  |                                                                      | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BCH303.1.</b> | Develop an understanding of the applications of managerial economics | <b>3</b>                            | <b>2</b>    |             | <b>1</b>    |             | <b>1</b>    | <b>3</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>     |

[illegible]

**Sample question Paper**

|                                                                                                                                                |              |                                                                   |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –III) 2019-22                                                 |              |                                                                   |          |           |                |          |
| Class: B.Com.(H) III Semester                                                                                                                  |              |                                                                   |          |           |                |          |
| Subject Name: MICROECONOMIC THEORY AND APPLICATIONS – III BCH303                                                                               |              | Time: 2 Hrs                                                       |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                 | Remembering  | Understanding                                                     | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                               | Q.1,4        | Q.2,3                                                             | Q.4      | Q.2,5,6   | Q 6            |          |
| Student will be able to<br>CO1: List the broad perceptive of corporate accounting.<br>CO2: Apply buyback and balance sheet models as per need. |              |                                                                   |          |           |                |          |
| CO Map                                                                                                                                         | Question No. | Question                                                          |          |           |                | Marks    |
| CO1                                                                                                                                            | Q.1          | Explain in brief the functions of economics in decision making.   |          |           |                | 3        |
| CO1                                                                                                                                            | Q.2a         | Write the essential features of price determination               |          |           |                | 3        |
|                                                                                                                                                | Q.2b         | Write a short note on monopoly and oligopoly                      |          |           |                | 3        |
| CO1                                                                                                                                            | Q.3          | State the significance of managerial economics in decision making |          |           |                | 6        |
| CO2                                                                                                                                            | Q.4          | Explain kinked demand curve                                       |          |           |                | 3        |
| CO2                                                                                                                                            | Q.5a         | Elaborate price leadership                                        |          |           |                | 3        |
|                                                                                                                                                | Q.5b         | Write short note on monopolistic competition                      |          |           |                | 3        |
| CO2                                                                                                                                            | Q 6          | Evaluate Stability Analysis- Walrasian and Marshallian.           |          |           |                | 6        |

| Attainments  |   | Rubric                                                     |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                                             |
|-------------------------|---------------------------------------------|
| <b>Session Course</b>   | 2019-20                                     |
| <b>Name</b>             | B. Com (Hons)                               |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester                    |
| <b>Subject Code</b>     | BCH 303                                     |
| <b>Subject Name</b>     | Microeconomic Theory and Applications – III |
| <b>Attainment Level</b> | Level 2                                     |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
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# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## PROGRAMME OUTCOMES

**Bachelor of Commerce (H)**

**2019-2022**

### Programme Outcomes:

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1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |     |        |     |     |     |     |     |     |     |     |      |
|-------------------------------|-----|--------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |     | PO1    | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BCH<br>SEM                    | III | BCH307 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1    |



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| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                 |
|------------------------------------------------------------------------------------------|
| AMITY BUSINESS SCHOOL                                                                    |
| Course Handout                                                                           |
| Course : E - Commerce                                                                    |
| Course Code : BCH307, Crédits : 04, Session :2019-22(Odd Sem.), Class : BCOM. IIInd Year |

**QQQ. Introduction:** In the changed business environment of today, it has become imperative for businesses to understand, appreciate and learn to create their presence in cyber space. This course focuses on exposing the students to the world of e-commerce, the opportunities, and the threats and teaches them the strategies of making businesses viable and successful.

**RRR. Course Outcomes:** At the end of the course, students will be able to:

**BCH307.1.** To focuses on the three major driving forces that permeate all aspects of e-commerce: business development and strategy, technological innovations, and social and legal issues and impacts

**BCH307.2.** Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences.

**BCH307.3.** To know the concept of e-commerce and its (r)evolution. Understand current Internet business models and strategies

**BCH307.4.** Able to Explain and develop solutions for implementing an e-commerce web presence. Discuss major ethical and legal issues surrounding e-commerce

**BCH307.5.** To understand implement, in simulation or authentically, an e-commerce presence. Create a marketing and promotional plan for an e-commerce presence.

**SSS. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**TTT. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**UUU. Syllabus****Module I: E-Commerce Concept**

Meaning, definition, concept, features, function of E-Commerce, E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce, limitations of E-Commerce, precaution for secure E-Commerce, proxy services. Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI, Application areas for EDI, Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control. Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce

**Module II: Types of E-Commerce Applications of B2C**

Consumers' shopping procedure on the internet; Online travel tourism services; Benefits and Impact of e-commerce on travel industry; Online stock trading and its benefits; Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards

E-Auction Applications in B2C- E-Banking, E-Trading. - Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement,

Just in time delivery. Consumer to consumer and peer to peer business model Introduction and basic concepts.

**Module III: E-Marketing Applications in B2B**



Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets Architectural models of b2b; Characteristics of the supplier-oriented marketplace, Buyer-oriented marketplace, and Intermediary-oriented marketplace; Benefits of b2b on procurement reengineering; Marketing issue in E-Marketing, Promoting your E-Business. Direct marketing, one to one marketing.

#### **Module IV: E-Finance Applications in Governance,**

E-government; E-governance – applications of the internet; Concept of government-to-business, business-to-government and citizen-to-government; E-governance models;

Areas of E-Financing, E-Banking, traditional v/s E-Banking, operations in E-Banking. E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading.

#### **Module V: E-Payment Emerging Business Models**

Retail model; Media model; advisory model, Made-to-order manufacturing model; Do-it-yourself model; Information service model; Emerging hybrid models; Emerging models in India.

Transactions through Internet, Requirements of E-Payment system, Post paid payment system- Credit card solutions, cyber cash Internet cheques. Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards.

#### **VVV. Examination Scheme:**

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **WWW.Suggested Text/Reference Books:**

- Computer Today, S. Bansundara
- E-Commerce: The Cutting Edge of Business, Kamblesh Bajaj and Debjani Nag, McGraw Hill
- E-Commerce, S. Jaiswal

#### **XXX. Lecture Plan**

| Lecture | Topics                                                                                | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Meaning, definition, concept, features, function of E-Commerce,                       | Lecture          | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 2       | E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce, | Lecture          | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                     |         |                   |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
| 3  | limitations of E-Commerce, precaution for secure E-Commerce, proxy services.                                                        | Lecture | <b>BCH307.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4  | <i>Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI,</i>                           | Lecture | <b>BCH307.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5  | Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control   | Lecture | <b>BCH307.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6  | Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature,                  | Lecture | <b>BCH307.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 7  | Access Control. Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce               | Lecture | <b>BCH307.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 8  | Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce                               | Lecture | <b>BCH307.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 9  | Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce                               | Lecture | <b>BCH307.1</b>   | Mid Term-1, Quiz & End Sem Exam |
| 10 | Consumers' shopping procedure on the internet; Online travel tourism services;                                                      | Lecture | <b>BCH307.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 11 | Benefits and Impact of e-commerce on travel industry; Online stock trading and its benefits;                                        | Lecture | <b>BCH307.2.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 12 | Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit. | Lecture | <b>BCH307.2.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 13 | Online banking and its benefits; Online financial                                                                                   | Lecture | <b>BCH307.2.</b>  | Mid Term-1, Quiz &              |

|    |                                                                                                                                                                                                                                                                                               |         |                  |                                           |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|-------------------------------------------|
|    | services and their future;<br>Instant Paid payment<br>system- Debit card, direct<br>debit.                                                                                                                                                                                                    |         |                  | End Sem<br>Exam                           |
| 14 | Online banking and its benefits;<br>Online financial services and<br>their future; Instant Paid<br>payment system- Debit card,<br>direct debit.                                                                                                                                               | Lecture | <b>BCH307.2.</b> | Mid Term-<br>1, Quiz &<br>End Sem<br>Exam |
| 15 | Online banking and its<br>benefits; Online financial<br>services and their future;<br>Instant Paid payment<br>system- Debit card, direct<br>debit.                                                                                                                                            | Lecture | <b>BCH307.2.</b> | Mid Term-<br>1, Quiz &<br>End Sem<br>Exam |
| 16 | Online banking and its<br>benefits; Online financial<br>services and their future;<br>Instant Paid payment<br>system- Debit card, direct<br>debit.                                                                                                                                            | Lecture | <b>BCH307.2.</b> | Mid Term-<br>1, Quiz &<br>End Sem<br>Exam |
| 17 | Prepaid payment system-<br>Electronic cash, digicash,<br>Netcash, cybercash, smart cards<br>E-Auction Applications in B2C-<br>E-Banking,                                                                                                                                                      | Lecture | <b>BCH307.2.</b> | Mid Term-<br>1, Quiz &<br>End Sem<br>Exam |
| 18 | E-Trading. - Introduction and<br>overview of these concepts.<br>Application of B2B- E-<br>distributor, B2B service<br>provider, benefits of B2B on<br>Procurement,                                                                                                                            | Lecture | <b>BCH307.2.</b> | Mid Term-<br>1, Quiz &<br>End Sem<br>Exam |
| 19 | E-Trading. - Introduction and<br>overview of these concepts.<br>Application of B2B- E-<br>distributor, B2B service<br>provider, benefits of B2B on<br>Procurement,<br>Just in time delivery.<br>Consumer to consumer and<br>peer to peer business<br>model Introduction and<br>basic concepts | Lecture | <b>BCH307.2.</b> | Mid Term-<br>1, Quiz &<br>End Sem<br>Exam |
| 20 | Just in time delivery. Consumer<br>to consumer and peer to peer<br>business model Introduction<br>and basic conceptsdemption of<br>preference shares - statutory<br>requirements, disclosure in<br>balance sheet; rights issue.                                                               | Lecture | <b>BCH307.2.</b> | Mid Term-<br>1, Quiz &<br>End Sem<br>Exam |

|    |                                                                                                                                               |         |                  |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                                                                               |         |                  |                                 |
| 21 | Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets<br>Architectural models of b2b;                                         | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Characteristics of the supplier-oriented marketplace,                                                                                         | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Buyer-oriented marketplace, and Intermediary-oriented marketplace;                                                                            | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Benefits of b2b on procurement reengineering;                                                                                                 | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Marketing issue in E-Marketing, Promoting your E-Business.Direct marketing, one to one marketing.                                             | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Marketing issue in E-Marketing, Promoting your E-Business.Direct marketing, one to one marketing.                                             | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Marketing issue in E-Marketing, Promoting your E-Business.Direct marketing, one to one marketing.                                             | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | E-government;E-governance – applications of the internet;Concept of government-to-business, business-to-government and citizen-to-government; | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | E-governance models; Areas of E-Financing, E-Banking, traditional v/s E-Banking, operations in E-Banking.                                     | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading.        | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | E-Trading- Stock marketing,                                                                                                                   | Lecture | <b>BCH307.4.</b> | Mid Term-                       |

|    |                                                                                                                                                                     |         |                  |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading.                                                          |         |                  | 2, Quiz & End Sem Exam          |
| 32 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading.                              | Lecture | <b>BCH307.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading.                              | Lecture | <b>BCH307.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading.                              | Lecture | <b>BCH307.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading.                              | Lecture | <b>BCH307.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | Do-it-yourself model; Information service model; Emerging hybrid models; Emerging models in India. Transactions through Internet, Requirements of E-Payment system, | Lecture | <b>BCH307.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | Do-it-yourself model; Information service model; Emerging hybrid models; Emerging models in India.                                                                  | Lecture | <b>BCH307.4.</b> | Quiz & End Sem Exam             |
| 38 | Transactions through Internet, Requirements of E-Payment system,                                                                                                    | Lecture | <b>BCH307.4.</b> | Quiz & End Sem Exam             |
| 39 | Post paid payment system- Credit card solutions, cyber cash Internet cheques.                                                                                       | Lecture | <b>BCH307.4.</b> | Quiz & End Sem Exam             |
| 40 | Preparation of statement showing allocation of gross liability and net liability.                                                                                   | Lecture | <b>BCH307.4.</b> | Quiz & End Sem Exam             |
| 41 | Preparation of statement                                                                                                                                            | Lecture | <b>BCH307.4.</b> | Quiz & End                      |

|    |                                                                                                                                            |         |                  |                     |
|----|--------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------|
|    | showing allocation of gross liability and net liability.                                                                                   |         |                  | Sem Exam            |
| 42 | Preparation of statement showing allocation of gross liability and net liability.                                                          | Lecture | <b>BCH307.4.</b> | Quiz & End Sem Exam |
| 43 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |
| 44 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |
| 45 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |
| 46 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |
| 47 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |
| 48 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |

**YYY. Course Articulation Matrix (Mapping of COs with POs)**

| CO | STATE<br>MENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|----|---------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|    |               | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |

[illegible]

[illegible]



**Sample question Paper**

|                                                                                                                                                |              |                                                                         |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –III) 2019-22                                                 |              |                                                                         |          |           |                |          |
| Class: B.Com.(H) III Semester                                                                                                                  |              |                                                                         |          |           |                |          |
| Subject Name: E Commerce BCH 307                                                                                                               |              | Time: 2 Hrs                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                 | Remembering  | Understanding                                                           | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                               | Q.1,4        | Q.2,3                                                                   | Q.4      | Q.2,5,6   | Q 6            |          |
| Student will be able to<br>CO1: List the broad perceptive of corporate accounting.<br>CO2: Apply buyback and balance sheet models as per need. |              |                                                                         |          |           |                |          |
| CO Map                                                                                                                                         | Question No. | Question                                                                |          |           |                | Marks    |
| CO1                                                                                                                                            | Q.1          | Explain in brief the functions of ecommerce.                            |          |           |                | 3        |
| CO1                                                                                                                                            | Q.2a         | What are the essential features of digital marketing?                   |          |           |                | 3        |
|                                                                                                                                                | Q.2b         | Write a short note on SEO.                                              |          |           |                | 3        |
| CO1                                                                                                                                            | Q.3          | State the significance of digital marketing in present scenario.        |          |           |                | 6        |
| CO2                                                                                                                                            | Q.4          | Explain functions of W.W.W.                                             |          |           |                | 3        |
| CO2                                                                                                                                            | Q.5a         | Elaborate B to B, B to C and C to C.                                    |          |           |                | 3        |
|                                                                                                                                                | Q.5b         | Write short note on development of e-commerce in India.                 |          |           |                | 3        |
| CO2                                                                                                                                            | Q 6          | Evaluating the role of digital marketing in development of the economy. |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                          |
|-------------------------|--------------------------|
| <b>Session Course</b>   | 2019-20                  |
| <b>Name</b>             | B. Com (Hons)            |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester |
| <b>Subject Code</b>     | BCH 307                  |
| <b>Subject Name</b>     | E Commerce               |
| <b>Attainment Level</b> | Level 2                  |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2019-2022**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BCL III SEM                   | BCL 325 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                           |
|-------------------------------------------------------------------------------------------------|
| Course Handout                                                                                  |
| Course : Corporate Laws-I                                                                       |
| Course Code : BCL 325, Crédits : 03, Session :2019- 22(Odd Sem.), Class : B Com (Hons) 2nd Year |

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2019-2022**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge

of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAMME ARTICULATION MATRIX**

|         |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
|---------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| III SEM | BCL 325 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |
|-----------------------------------------------------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |
| AMITY BUSINESS SCHOOL                                                                   |
| Course Handout                                                                          |
| Course : Corporate Laws I                                                               |
| Course Code : BCL 325 , Credits : 03, Session :2019-22(Odd Sem.), Class : BCOM 2nd Year |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCL 325.1** Understand Corporate Laws and its importance.

**BCL 325.2** Analyse Promotion and incorporation of Companies

**BCL 325.3** Apply Memorandum of Association, Articles of Association and Prospectus

**BCL 325.4** Evaluate functions, duties and rights of Directors of a Company .

### ZZZ. Program Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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independently translating into a well developed personal value system

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**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

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#### F. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

#### AAAA. Syllabus

##### Module I: Introduction

Administration of Company Law [including National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT), Brief history of company law, Definition and characteristics & Types of companies, Lifting of Corporate Veil, Exemption and privileges to private companies.

## **Module II: Promotion and Incorporation**

Promotion & incorporation of companies, duties and liabilities of promoters, on-line registration of a company

## **Module III: MoA, AoA and Prospectus**

Memorandum of Association and its alteration, articles of association and its alteration, Prospectus, Shelf prospectus, Red herring prospectus, Borrowing Power, Mortgages & charges

## **Module IV: Directors of Company**

Directors- Classification of directors, additional, alternate and adhoc director; women directors, independent director, small shareholders' director; director identity number (DIN); appointment, powers & legal position, removal, duties and rights

### **Examination Scheme:**

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### **Text & References:**

- M.C. Shukla & Gulshan: Principles of Company Law.
- N.D. Kapoor: Company Law and Secretarial Practice.
- M.C. Bhandari: Guide to Company Law Procedures.
- Tuteja: Company Administration and Meetings.
- S.C. Kuchehal: Company Law and Secretarial Practice.
- Dr. P.N. Reddy and H.R. Appanaiah: Essentials of Company Law and Secretarial Practice, Himalaya Publishers.

### **Lecture Plan**

| Lecture | Topics | Mode of Delivery | Corresponding CO | Mode of Assessing CO |
|---------|--------|------------------|------------------|----------------------|
|---------|--------|------------------|------------------|----------------------|



|    |                                               |         |           |                                  |
|----|-----------------------------------------------|---------|-----------|----------------------------------|
| 1  | Administration of Company laws                | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 2  | National Company Law Tribunal                 | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 3  | Appellate Tribunal                            | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 4  | Brief History of Company Laws                 | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 5  | Definition of Companies                       | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 6  | Characteristics of Companies                  | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 7  | Types of companies                            | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Lifting of Corporate Veil                     | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Exemption and Privileges to Private Companies | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Promotion of Companies                        | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Incorporation of Companies                    | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Duties of Promoters                           | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Liabilities of Promoters                      | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | On Line Registration of a Company             | Lecture | BCL.325.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | On Line Registration of                       | Lecture | BCL.325.2 | Mid Term-1, Quiz &               |

|    |                                               |         |           |                                            |
|----|-----------------------------------------------|---------|-----------|--------------------------------------------|
|    | a Company                                     |         |           | End Sem.<br>Exam                           |
| 15 | Memorandum<br>of Association                  | Lecture | BCL.325.2 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 16 | Alteration of<br>Memorandum<br>of Association | Lecture | BCL.325.2 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 17 | Articles of<br>Association                    | Lecture | BCL.325.2 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 18 | Alteration of<br>Articles of<br>Association   | Lecture | BCL.325.2 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 19 | Prospectus                                    | Lecture | BCL.325.2 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 20 | Self<br>Prospectus                            | Lecture | BCL.325.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 21 | Red Herring<br>Prospectus                     | Lecture | BCL.325.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 22 | Borrowing<br>Power                            | Lecture | BCL.325.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 23 | Mortgages and<br>Charges                      | Lecture | BCL.325.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 24 | Mortgages and<br>Charges                      | Lecture | BCL.325.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 25 | Directors                                     | Lecture | BCL 325.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 26 | Classification<br>of Directors                | Lecture | BCL 325.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 27 | Classification<br>of Directors                | Lecture | BCL 325.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 28 | <i>Additional Director</i>                    | Lecture | BCL 325.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |

|    |                                      |         |           |                                  |
|----|--------------------------------------|---------|-----------|----------------------------------|
| 29 | Alternate Director                   | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Ad hoc director                      | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Women Director                       | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Independent Director                 | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | small shareholders' director         | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Director Identity Number             | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Appointment, powers & legal position | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Removal, duties and rights           | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |

**F. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                                    |             |             |             |             |             |             |             |             |             |              |
|-----------|--------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|           |                                                              | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| BCL 325.1 | Understand Corporate Laws and its importance                 | 1           | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |
| BCL 325.2 | Analyse Promotion and incorporation of Companies             | 3           | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 1           | 1            |
| BCL 325.3 | Apply Memorandum of Association, Articles of Association and | 3           | 3           | 3           | 3           | 3           | 2           | 2           | 1           | 1           | 1            |

|              |                                                                       |   |   |   |   |   |   |   |   |   |   |
|--------------|-----------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
|              | Prospectus                                                            |   |   |   |   |   |   |   |   |   |   |
| BCL<br>325.4 | Evaluate functions ,duties<br>and rights of Directors of<br>a Company | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 1 |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –I) 2019-22                                                                               |              |                                                            |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) III Semester                                                                                                    |              |                                                            |          |           |                |          |
| Subject Name:<br>BCL 325CORPORATE LAWS I                                                                                               |              | Time: 2 Hours                                              |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as per<br>Blooms<br>Taxonomy                                                                                | Remembering  | Understanding                                              | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                    | Q.1,4        | Q.2,3                                                      | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand Corporate Laws and its importance.<br>CO2: Analyse Promotion and incorporation of Companies |              |                                                            |          |           |                |          |
| CO Map                                                                                                                                 | Question No. | Question                                                   |          |           |                | Marks    |
| CO1                                                                                                                                    | Q.1          | Explain in brief the rational for studying Corporate Laws. |          |           |                | 3        |
| CO1                                                                                                                                    | Q.2a         | Explain types of Corporate Laws                            |          |           |                | 3        |
|                                                                                                                                        | Q.2b         | Explain features of Corporate Laws                         |          |           |                | 3        |
| CO2                                                                                                                                    | Q.3          | Discuss Promotion of a Company                             |          |           |                | 6        |
| CO2                                                                                                                                    | Q.4          | What is incorporation of a Company                         |          |           |                | 3        |
| CO2                                                                                                                                    | Q.5a         | Explain on line registration of a company                  |          |           |                | 3        |
|                                                                                                                                        | Q.5b         | Differentiate between promotion and incorporation of a     |          |           |                | 3        |

|     |     |                                             |   |
|-----|-----|---------------------------------------------|---|
|     |     | company                                     |   |
| CO2 | Q 6 | Explain duties and liabilities of promoters | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                          |
|-------------------------|--------------------------|
| <b>Session Course</b>   | 2019-20                  |
| <b>Name</b>             | B. Com (Hons)            |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester |
| <b>Subject Code</b>     | BCH 325                  |
| <b>Subject Name</b>     | Corporate Laws I         |
| <b>Attainment Level</b> | Level 2                  |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## PROGRAMME OUTCOMES

Bachelor of Commerce

2019-2022

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and

analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### PROGRAMME ARTICULATION MATRIX

|         |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
|---------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| III SEM | BCL 326 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Handout**

Course : Income Tax Law and Practice I

Course Code : BCL 326, Credits : 03, Session :2019-22(Odd Sem.), Class : BCOM 2nd Year

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCL 326.1** Understand Income Tax Laws and its importance.

**BCL 326.2** Analyse exemptions on different categories and sources of income

**BCL 326.3** Apply Income on Salaries and other components associated with salaries.

**BCL 326.4** Evaluate income from house properties and exempted income from house properties.

#### **BBBB. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.



**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### G. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |

|              |  |  |             |
|--------------|--|--|-------------|
| <b>Total</b> |  |  | <b>100%</b> |
|              |  |  |             |

## CCCC. Syllabus

### Module I

Brief History of Income Tax, Legal Frame work, Cannons of Taxation – Finance Bill – Scheme of Income Tax. Definition: Assessee, Person, assessment year, previous year, income, Gross Total Income, Total Income, Agricultural Income (including integration of Agricultural Income with Non- Agriculture Income). Revenue and Capital (a) Receipts (b) Expenditure (c) Loss.

### Module II

Residential Status and Incidence of Tax.

Exempted Incomes U/S 10 (Restricted to Individual Assesseees) : fully exempted and partly exempted incomes - including problems on House Rent Allowance, Leave Encashment, Commutation of Pension, Death-cum-Retirement benefits, Gratuity, compensation received on termination of the service.

### Module III

Income from Salary – Features of Salary Income – Basic Salary – Allowance, Perquisites section 89(1) – Tax Rebate U/S 89(1) & Deductions under 80(c) – Problems.

### Module IV

Income From House Property - Basis of Charge – Deemed Owners – Exempted Incomes from House Property –Composite Rent - Annual Value – Determination of Annual Value – Treatment of Unrealized Rent – Loss due to Vacancy – Deductions from Annual Value – Problems on Income from House Property.

### SKILL DEVELOPMENT

1. Form No.26 AS, 49A (PAN) and 49B.
2. Filling of Income Tax Returns.
3. List of enclosures to be made along with IT returns (with reference to salary & H.P).
4. Preparation of Form 16.
5. Computation of Income Tax and the Slab Rates.
6. Computation of Gratuity

### Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
- B.B. Lal: Direct Taxes, Konark Publisher (P) Ltd.
- Bhagwathi Prasad: Direct Taxes – Law and Practice, Wishwa Prakashana.
- Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
- Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.
- Gaur & Narang: Income Tax.

### Lecture Plan

| <b>Lecture</b> | <b>Topics</b>                                                                                  | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>       |
|----------------|------------------------------------------------------------------------------------------------|-------------------------|-------------------------|-----------------------------------|
| 1              | Brief History of Income Tax                                                                    | Lecture                 | BCL.326.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 2              | Legal Frame work                                                                               | Lecture                 | BCL.326.1               | Mid Term-1, Quiz & End Sem. .Exam |
| 3              | Cannons of Taxation                                                                            | Lecture                 | BCL.326.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 4              | Finance Bill                                                                                   | Lecture                 | BCL.326.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 5              | Scheme of Income Tax                                                                           | Lecture                 | BCL.326.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 6              | Definition: Assessee, Person                                                                   | Lecture                 | BCL.326.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 7              | Assessment year, previous year                                                                 | Lecture                 | BCL.326.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 8              | Gross Total Income, Total Income                                                               | Lecture                 | BCL.326.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 9              | Agricultural Income (including integration of Agricultural Income with Non- Agriculture Income | Lecture                 | BCL.326.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 10             | Revenue and Capital (a) Receipts (b) Expenditure (c) Loss.                                     | Lecture                 | BCL.326.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 11             | Residential Status and Incidence of Tax                                                        | Lecture                 | BCL.326.2               | Mid Term-1, Quiz & End Sem. Exam  |
| 12             | Exempted Incomes U/S 10                                                                        | Lecture                 | BCL.326.2               | Mid Term-1, Quiz &                |

|    |                                                     |         |           |                                  |
|----|-----------------------------------------------------|---------|-----------|----------------------------------|
|    | (Restricted to Individual Assesseees)               |         |           | End Sem. Exam                    |
| 12 | Fully exempted and partly exempted incomes          | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Problems on House Rent Allowance                    | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Leave Encashment                                    | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Commutation of Pension                              | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Death-cum-Retirement benefits                       | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Gratuity,                                           | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Compensation received on termination of the service | Lecture | BCL.326.2 | Mid Term-2, Quiz & End Sem. Exam |
| 19 | Income from Salary                                  | Lecture | BCL.326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Income from Salary                                  | Lecture | BCL.326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Features of Salary Income                           | Lecture | BCL.326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Features of Salary Income                           | Lecture | BCL.326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Basic Salary                                        | Lecture | BCL.326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Allowances                                          | Lecture | BCL.326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Allowances                                          | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem.      |

|    |                                            |         |           |                                            |
|----|--------------------------------------------|---------|-----------|--------------------------------------------|
|    |                                            |         |           | Exam                                       |
| 26 | Perquisites<br>Section 89(1)               | Lecture | BCL 326.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 27 | Perquisites<br>Section 89(1)               | Lecture | BCL 326.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 28 | Tax Rebate U/S 89(1)                       | Lecture | BCL 326.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 29 | Tax Rebate<br>U/S 89(1)                    | Lecture | BCL 326.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 30 | Deductions<br>under 80(c)                  | Lecture | BCL 326.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 31 | Deductions<br>under 80(c)                  | Lecture | BCL 326.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 32 | Problems                                   | Lecture | BCL 326.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 33 | Problems                                   | Lecture | BCL 326.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 34 | Income From<br>House Property              | Lecture | BCL 326.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 35 | Income From<br>House Property              | Lecture | BCL 326.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 36 | Basis of<br>Charge                         | Lecture | BCL 326.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 37 | Deemed<br>Owners                           | Lecture | BCL 326.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 38 | Deemed<br>Owners                           | Lecture | BCL 326.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 39 | Exempted<br>Incomes from<br>House Property | Lecture | BCL 326.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 40 | Exempted                                   | Lecture | BCL 326.4 | Mid Term-                                  |

|    |                                        |         |           |                                  |
|----|----------------------------------------|---------|-----------|----------------------------------|
|    | Incomes from House Property            |         |           | 2, Quiz & End Sem. Exam          |
| 41 | Composite Rent                         | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 42 | Annual Value                           | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 43 | Determination of Annual Value          | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 44 | Determination of Annual Value          | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 45 | Treatment of Unrealized Rent           | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 46 | Loss due to Vacancy                    | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 47 | Deductions from Annual Value           | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 48 | Problems on Income from House Property | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |

**G. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                                        |             |             |             |             |             |             |             |             |             |              |
|-----------|------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|           |                                                                  | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| BCL 326.1 | Understand Income Tax Laws and its importance                    | 1           | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |
| BCL 326.2 | Analyse exemptions on different categories and sources of income | 3           | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 1           | 1            |

|           |                                                                                   |   |   |   |   |   |   |   |   |   |   |
|-----------|-----------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| BCL 326.3 | Apply Income on Salaries and other components associated with salaries.           | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 1 | 1 | 1 |
| BCL 326.4 | Evaluate income from house properties and exempted income from house properties . | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 1 |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –III) 2019-22                                                                                              |              |                                                        |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) III Semester                                                                                                                     |              |                                                        |          |           |                |          |
| Subject Name:<br>BCL 326 INCOMETAX LAW<br>AND PRACTICE I                                                                                                |              | Time: 2 Hours                                          |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                          | Remembering  | Understanding                                          | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                        | Q.1,4        | Q.2,3                                                  | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand Income Tax Laws and its importance.<br>CO2: Analyse exemptions on different categories and sources of income |              |                                                        |          |           |                |          |
| CO Map                                                                                                                                                  | Question No. | Question                                               |          |           |                | Marks    |
| CO1                                                                                                                                                     | Q.1          | Explain in brief the rational for studying income tax. |          |           |                | 3        |
| CO1                                                                                                                                                     | Q.2a         | Explain types of income                                |          |           |                | 3        |
|                                                                                                                                                         | Q.2b         | Explain income                                         |          |           |                | 3        |
| CO2                                                                                                                                                     | Q.3          | Discuss exemptions from income tax                     |          |           |                | 6        |
| CO2                                                                                                                                                     | Q.4          | What is house rent allowance ?                         |          |           |                | 3        |
| CO2                                                                                                                                                     | Q.5a         | Explain Leave Encashment                               |          |           |                | 3        |
|                                                                                                                                                         | Q.5b         | Differentiate between pension and gratuity .           |          |           |                | 3        |
| CO2                                                                                                                                                     | Q 6          | Explain commutation of pension                         |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |



### **Attainment**

|                         |                               |
|-------------------------|-------------------------------|
| <b>Session Course</b>   | 2019-20                       |
| <b>Name</b>             | B. Com (Hons)                 |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester      |
| <b>Subject Code</b>     | BCL 326                       |
| <b>Subject Name</b>     | Income Tax Law and Practice I |
| <b>Attainment Level</b> | Level 1                       |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2019-2022**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                           | BCH 401 | 3   | 1   | 2   | 1   | 2   | 2   | 2   | 2   | 2   | 1    |



**AMITY UNIVERSITY**

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |
|-----------------------------------------------------------------------------------------|
| AMITY BUSINESS SCHOOL                                                                   |
| Course Handout                                                                          |
| Course : CORPORATE ACCOUNTING - II                                                      |
| Course Code : BCH401, Crédits : 04, Session :2019-22(Even Sem.), Class : BCOM. 2nd Year |

#### **DDDD. Introduction:**

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

#### **EEEE. Course Outcomes:** At the end of the course, students will be able to:

- 1.**BCH401.1.** Able to understand the concept of Companies as per Company law requirements, payment of dividend and and payment of interest out of capital.
- 2.**BCH401.2.** Know the basic functions of Holding and subsidiary companies, accounting treatment and disclosures; consolidation of accounts
- 3.**BCH401.3.** Able to recognize the essential features of goodwill, shares and Dividend
- 4.**BCH401.4.** Describe about the Final accounts of banking companies, insurance companies and electricity companies.
- 5.**BCH401.5.** Evaluating the concept of Liquidation, treatment of uncalled Capital – liability of contributors.

**FFFF. Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**GGGG. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**HHHH. Syllabus**

**Module I**

Preparation and presentation of final accounts of joint stock companies as per company law requirements; provisions and reserves; determination of managerial remuneration; appropriation out of profits; transfer of profits to reserves; payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund; bonus shares and payment of interest out of capital.

**Module II:**

Holding and subsidiary companies -accounting treatment and disclosures; consolidation of accounts.

**Module III: Valuation of goodwill and shares**

Good will - Meaning – Definition – Elements of goodwill – Types of Goodwill – Purchased Goodwill – Nonpurchased or inherent Goodwill – Valuation of Non-purchased Goodwill – Average Profit Method – Super Profit Method – Capitalization of Average Profit Method – Capitalization of Super Profit Method – annuity method Shares - Meaning – need for valuation – factors affecting valuation – methods of valuation – Asset Backing or Intrinsic Value Method –Yield Valuation Method – Dividend Yield –Fair Value method – value of right shares – valuation of preference shares.

**Module IV:**

Final accounts of banking companies, insurance companies and electricity companies.

## Module V: Liquidation

Voluntary Liquidation – Preparation of Liquidator's Statement of affairs – order of payment - Calculation of commission on Assets Realized – payment to unsecured creditors – payment to Unsecured creditors other than preferential creditors – calculation of pro rata- treatment of uncalled Capital – liability of contributors.

### III. Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### JJJ. Suggested Text/Reference Books:

- S.N. Maheswari, Financial Accounting
- Narayanaswamy, Financial Accounting
- SP Iyengar, Advanced Accountancy
- RL Gupta, Advanced Accountancy
- Jain and Narang, Corporate Accounting
- Tulsian, Advanced Accounting

### KKKK. Lecture Plan

| Lecture | Topics                                                                                                   | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Preparation and presentation of final accounts of joint stock companies as per company law requirements; | Lecture          | BCH401.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | provisions and reserves; appropriation out of profits;                                                   | Lecture          | BCH401.1.        | Mid Term-1, Quiz & End Sem Exam |
| 3       | determination of managerial remuneration; transfer of profits to reserves                                | Lecture          | BCH401.1..       | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund</i>        | Lecture          | BCH401.1.        | Mid Term-1, Quiz & End Sem Exam |
| 5       | payment of dividend, transfer of unpaid dividend to Investor Education and Protection                    | Lecture          | BCH401.1.        | Mid Term-1, Quiz & End Sem      |

|    | Fund                                                                                       |         |                  | Exam                            |
|----|--------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 6  | payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7  | payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | bonus shares and payment of interest out of capital                                        | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | bonus shares and payment of interest out of capital                                        | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | bonus shares and payment of interest out of capital.                                       | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Bonus shares and payment of interest out of capital.                                       | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | bonus shares and payment of interest out of capital.                                       | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Holding and subsidiary companies                                                           | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Holding and subsidiary companies                                                           | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Holding and subsidiary companies<br>Holding and subsidiary companies                       | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Holding and subsidiary companies                                                           | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | accounting treatment and disclosures;                                                      | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | accounting treatment and disclosures;                                                      | Lecture | <b>BCH401.2.</b> | Mid Term-                       |

|    |                                                                                                         |         |                  |                                 |
|----|---------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                                         |         |                  | 1, Quiz & End Sem Exam          |
| 19 | Consolidation of accounts.                                                                              | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Consolidation of accounts.                                                                              | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Valuation of goodwill and shares<br>Good will - Meaning - Definition - Elements of goodwill             | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Valuation of goodwill and shares<br>Good will - Meaning - Definition - Elements of goodwill             | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Valuation of goodwill and shares<br>Good will - Meaning - Definition - Elements of goodwill             | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Types of Goodwill - Purchased Goodwill - Nonpurchased or inherent Goodwill                              | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Types of Goodwill - Purchased Goodwill - Nonpurchased or inherent Goodwill                              | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Valuation of Non-purchased Goodwill - Average Profit Method - Super Profit Method                       | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Capitalization of Average Profit Method - Capitalization of Super Profit Method - annuity method Shares | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Capitalization of Average Profit Method - Capitalization of Super Profit Method - annuity method Shares | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Capitalization of Average Profit Method - Capitalization of Super Profit Method - annuity method Shares | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Meaning - need for valuation - factors affecting valuation                                              | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem      |



|    |                                                                                             |         |                  |                                 |
|----|---------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                             |         |                  | Exam                            |
| 31 | Meaning - need for valuation - factors affecting valuation                                  | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Meaning - need for valuation - factors affecting valuation                                  | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | methods of valuation – Asset Backing or Intrinsic Value Method –Yield Valuation Method      | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | methods of valuation – Asset Backing or Intrinsic Value Method –Yield Valuation Method      | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | Dividend Yield –Fair Value method                                                           | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | value of right shares – valuation of preference shares.                                     | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | value of right shares – valuation of preference shares.                                     | Lecture | <b>BCH401.3.</b> | Quiz & End Sem Exam             |
| 38 | value of right shares – valuation of preference shares.                                     | Lecture | <b>BCH401.3.</b> | Quiz & End Sem Exam             |
| 39 | Final accounts of banking companies, insurance companies and electricity companies.         | Lecture | <b>BCH401.4.</b> | Quiz & End Sem Exam             |
| 40 | Final accounts of banking companies, insurance companies and electricity companies.         | Lecture | <b>BCH401.4.</b> | Quiz & End Sem Exam             |
| 41 | Final accounts of banking companies, insurance companies and electricity companies.         | Lecture | <b>BCH401.4.</b> | Quiz & End Sem Exam             |
| 42 | Final accounts of banking companies, insurance companies and electricity companies.         | Lecture | <b>BCH401.4.</b> | Quiz & End Sem Exam             |
| 43 | Final accounts of banking companies, insurance companies and electricity companies.         | Lecture | <b>BCH401.4.</b> | Quiz & End Sem Exam             |
| 44 | Voluntary Liquidation - Preparation of Liquidator's Statement of affairs - order of payment | Lecture | <b>BCH401.5.</b> | Quiz & End Sem Exam             |
| 45 | Calculation of commission on Assets Realized - payment to unsecured creditors               | Lecture | <b>BCH101.5.</b> | Quiz & End Sem Exam             |

|    |                                                                                                                                                       |         |                  |                     |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------|
| 46 | payment to Unsecured creditors other than preferential creditors - calculation of pro rata-treatment of uncalled Capital - liability of contributors. | Lecture | <b>BCH401.5.</b> | Quiz & End Sem Exam |
| 47 | payment to Unsecured creditors other than preferential creditors - calculation of pro rata-treatment of uncalled Capital - liability of contributors. | Lecture | <b>BCH401.5.</b> | Quiz & End Sem Exam |
| 48 | payment to Unsecured creditors other than preferential creditors - calculation of pro rata-treatment of uncalled Capital - liability of contributors. | Lecture | <b>BCH401.5.</b> | Quiz & End Sem Exam |

**LLLL. Course Articulation Matrix (Mapping of COs with POs)**

| CO                    | STATE<br>MENT                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|-----------------------|--------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                       |                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BCH4<br/>01.1.</b> | Able to underst and the concep t of Compa nies as per Compa ny law | <b>3</b>                            | <b>2</b>    | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>     |

|                       |                                                                                                                               |          |          |          |          |          |          |          |          |          |          |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BCH4<br/>01.2.</b> | Know the basic functions of Holding and subsidiary companies, accounting treatment and disclosures; consolidation of accounts | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BCH4<br/>01.3.</b> | Able to recognize the essential features of goodwill, shares and Dividend                                                     | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |
| <b>BCH4<br/>01.4.</b> | Describe about the Final accounts of banking companies, insurance                                                             | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |

|                   |                                                                                                   |          |          |          |          |          |          |          |          |          |          |
|-------------------|---------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                   | companies and electricity companies.                                                              |          |          |          |          |          |          |          |          |          |          |
| <b>BCH4 01.5.</b> | Evaluating the concept of Liquidation, treatment of uncalled Capital – liability of contributors. | <b>3</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |
|                   |                                                                                                   |          |          |          |          |          |          |          |          |          |          |
|                   |                                                                                                   |          |          |          |          |          |          |          |          |          |          |

**Sample question Paper**

|                                                                                                                                    |             |               |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>Department of Management studies<br/>I MID-SEMESTER (SEM –IV) 2019-22</p> |             |               |          |           |                |          |
| Class: B.Com.(H) IV Semester                                                                                                       |             |               |          |           |                |          |
| Subject Name:<br>BCH 401                                                                                                           |             | Time: 1.5 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                     | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                   | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   | Q 6            |          |

| Student will be able to<br>CO1: List the broad perspective of Corporate Accounting.<br>CO2: Apply different concepts of final accounts and Liquidation. |              |                                                                  |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------|-------|
| CO Map                                                                                                                                                  | Question No. | Question                                                         | Marks |
| CO1                                                                                                                                                     | Q.1          | Understand the concept of Companies                              | 3     |
| CO1                                                                                                                                                     | Q.2a         | What are the basic functions of Holding and subsidiary companies | 3     |
|                                                                                                                                                         | Q.2b         | Write a short note on consolidation of accounts.                 | 3     |
| CO1                                                                                                                                                     | Q.3          | State the significance of goodwill                               | 6     |
| CO2                                                                                                                                                     | Q.4          | Explain the features of Dividend.                                | 3     |
| CO2                                                                                                                                                     | Q.5a         | Elaborate different accounting.                                  | 3     |
|                                                                                                                                                         | Q.5b         | Write short note on final accounts in banking.                   | 3     |
| CO2                                                                                                                                                     | Q 6          | Evaluating the concept of corporate accounting in India          | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
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### **Attainment**

|                         |                           |
|-------------------------|---------------------------|
| <b>Session Course</b>   | 2019-20                   |
| <b>Name</b>             | B. Com (Hons)             |
| <b>Semester</b>         | 4 <sup>th</sup> Semester  |
| <b>Subject Code</b>     | BCH 401                   |
| <b>Subject Name</b>     | Corporate Accounting - II |
| <b>Attainment Level</b> | Level 2                   |

### **Note:**

### **Attainments**

### **Rubric**

|                |                                                            |
|----------------|------------------------------------------------------------|
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**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2019-2022**

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**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

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**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                              | BCH<br>402 | 3   | 1   | 3   | 1   | 1   | 1   | 2   | 2   | 3   | 1    |



**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                         |
|-----------------------------------------------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                         |
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>Course Handout</b>                                                                   |
| <b>Course : COST ACCOUNTING – II</b>                                                    |
| Course Code : BCH402, Crédits : 03, Session :2019-22(Even Sem.), Class : BCOM. 2nd Year |

#### MMMM. Introduction:

To get an expert knowledge in the area of cost management and cost control to enable effective management decisions.

**NNNN. Course Outcomes:** At the end of the course, students will be able to:

**1.BCH402.1.** Able to understand the concept of overhead costing, Procedure for accounting and control of overheads



**2.BCH402.2.** Know the basic functions of Job Costing – Batch Costing – Contract Costing and Service costing.

**3.BCH402.3.** Able to recognize the essential features of Marginal costing and Break-Even Analysis

**OOOO. Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

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**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PPPP. Assessment Plan:**

| Component of Evaluation | Description | Code | Weightage % |
|-------------------------|-------------|------|-------------|
| Continuous Internal     | Mid Term 1  | CT   | 15%         |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Evaluation               | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                          | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance               | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## QQQQ. Syllabus

### Module I: Overhead Costing

Definition – Classification of overheads – Procedure for accounting and control of overheads – Allocation of overheads – Apportionment of Service department costs to production departments – Repeated Distribution method – Simultaneous equation method – absorption of OH's – Methods of Absorption – Percentage of direct material cost – Direct Labour Cost – Prime Cost, Direct Labour hour rate and Machine Hour Rate – Problems.

### Module II: Costing Methods

Costing Methods Introduction - Job Costing – Batch Costing – Contract Costing- Process Costing – principles – distinction between Process and Job – Preparation of process accounts – treatment of normal loss – abnormal loss – abnormal gain – Joint and By-products. Service costing.

### Module III: Marginal costing and Break-Even Analysis

Concept of Marginal Costs and Marginal Costing: Assumptions of Marginal Costing; Marginal Costing vs Absorption Costing; Advantages and Limitations of Marginal Costing; Break Even Analysis: Break-Even Point, Margin of safety, Angle of Incidence.

### RRRR. Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### SSSS. Suggested Text/Reference Books:

- N.K. Prasad: Cost Accounting
- Nigam & Sharma: Cost Accounting
- Khanna Pandey & Ahuja: Practical Costing
- M.L. Agarwal: Cost Accounting

- Jain & Narang: Cost Accounting
- S.P. Iyengar: Cost Accounting
- S.N. Maheshwari: Cost Accounting
- Horngren: Cost Accounting: A Managerial Emphasis
- M. N. Arora: Cost Accounting
- Dutta: Cost Accounting

#### TTTT. Lecture Plan

| Lecture | Topics                                                                                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Definition - Classification of overheads - Procedure for accounting and control of overheads                                 | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Definition - Classification of overheads - Procedure for accounting and control of overheads                                 | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Definition - Classification of overheads - Procedure for accounting and control of overheads                                 | Lecture          | BCH402.1..       | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Definition – Classification of overheads – Procedure for accounting and control of overheads</i>                          | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Allocation of overheads - Apportionment of Service department costs to production departments - Repeated Distribution method | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Allocation of overheads – Apportionment of Service department costs to production departments – Repeated Distribution method | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Allocation of overheads – Apportionment of Service department costs to production departments – Repeated Distribution method | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Allocation of overheads – Apportionment of Service department costs to production departments – Repeated Distribution method | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Simultaneous equation method – absorption of OH's – Methods of Absorption – Percentage of direct material cost               | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Simultaneous equation method – absorption of OH's – Methods of Absorption – Percentage of direct                             | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem      |

|    |                                                                                                |         |                  |                                 |
|----|------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | material cost                                                                                  |         |                  | Exam                            |
| 11 | Direct Labour Cost – Prime Cost, Direct Labour hour rate and Machine Hour Rate – Problems.     | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Direct Labour Cost – Prime Cost, Direct Labour hour rate and Machine Hour Rate – Problems.     | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Costing Methods Introduction - Job Costing - Batch Costing - Contract Costing- Process Costing | Lecture | <b>BCH402.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Costing Methods Introduction - Job Costing – Batch Costing – Contract Costing- Process Costing | Lecture | <b>BCH402.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Costing Methods Introduction - Job Costing - Batch Costing                                     | Lecture | <b>BCH402.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Contract Costing- Process Costing                                                              | Lecture | <b>BCH402.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Contract Costing- Process Costing                                                              | Lecture | <b>BCH402.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | - Job Costing - Batch                                                                          | Lecture | <b>BCH402.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | - Job Costing - Batch Costing -                                                                | Lecture | <b>BCH402.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Costing Methods Introduction - Contract Costing- Process Costing                               | Lecture | <b>BCH402.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | principles - distinction between Process and Job - Preparation of process accounts             | Lecture | <b>BCH402.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | principles - distinction between Process and Job - Preparation of process accounts             | Lecture | <b>BCH402.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | treatment of normal loss – abnormal loss – abnormal gain –                                     | Lecture | <b>BCH402.2.</b> | Mid Term-                       |

|    |                                                                                                                         |         |                  |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | Joint and By-products. Service costing.                                                                                 |         |                  | 2, Quiz & End Sem Exam          |
| 24 | treatment of normal loss – abnormal loss – abnormal gain – Joint and By-products. Service costing.                      | Lecture | <b>BCH402.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Concept of Marginal Costs and Marginal Costing: Assumptions of Marginal Costing; Marginal Costing vs Absorption Costing | Lecture | <b>BCH402.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Concept of Marginal Costs and Marginal Costing: Assumptions of Marginal Costing; Marginal Costing vs Absorption Costing | Lecture | <b>BCH402.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Concept of Marginal Costs and Marginal Costing: Assumptions of Marginal Costing; Marginal Costing vs Absorption Costing | Lecture | <b>BCH402.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Concept of Marginal Costs and Marginal Costing: Assumptions of Marginal Costing; Marginal Costing vs Absorption Costing | Lecture | <b>BCH402.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Advantages and Limitations of Marginal Costing; Break Even Analysis                                                     | Lecture | <b>BCH402.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Advantages and Limitations of Marginal Costing; Break Even Analysis                                                     | Lecture | <b>BCH402.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Advantages and Limitations of Marginal Costing; Break Even Analysis                                                     | Lecture | <b>BCH402.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Break-Even Point, Margin of safety, Angle of Incidence.                                                                 | Lecture | <b>BCH402.3.</b> | Quiz & End Sem Exam             |
| 33 | Break-Even Point, Margin of safety, Angle of Incidence.                                                                 | Lecture | <b>BCH402.3.</b> | Quiz & End Sem Exam             |
| 34 | Break-Even Point, Margin of safety, Angle of Incidence.                                                                 | Lecture | <b>BCH402.3.</b> | Quiz & End Sem Exam             |
| 35 | Break-Even Point, Margin of safety, Angle of Incidence.                                                                 | Lecture | <b>BCH402.3.</b> | Quiz & End Sem Exam             |
| 36 | Break-Even Point, Margin of safety, Angle of Incidence.                                                                 | Lecture | <b>BCH402.3.</b> | Quiz & End Sem Exam             |

#### UUUU. Course Articulation Matrix (Mapping of COs with POs)

| CO                    | STATE<br>MENT                                                                                           | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|-----------------------|---------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                       |                                                                                                         | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BCH4<br/>02.1.</b> | Able to understand the concept of overhead costing , Procedure for accounting and control of overheads. | <b>3</b>                            | <b>2</b>    | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>     |
| <b>BCH4<br/>02.2.</b> | Know the basic functions of Job Costing – Batch Costing – Contract Costing and Service costing.         | <b>3</b>                            | <b>1</b>    | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>2</b>    | <b>2</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>     |
| <b>BCH4<br/>02.3.</b> | Able to recognize the                                                                                   | <b>1</b>                            | <b>1</b>    | <b>3</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>3</b>    | <b>2</b>     |

|  |                                                                 |  |  |  |  |  |  |  |  |  |  |
|--|-----------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|
|  | essential features of Marginal costing and Break-Even Analysis- |  |  |  |  |  |  |  |  |  |  |
|  | Even Analysis                                                   |  |  |  |  |  |  |  |  |  |  |
|  | is                                                              |  |  |  |  |  |  |  |  |  |  |

**Sample question Paper**

|                                                                                                                                 |              |                                                                  |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –IV) 2019-23                                   |              |                                                                  |          |           |                |          |
| Class: B.Com.(H) IV Semester                                                                                                    |              |                                                                  |          |           |                |          |
| Subject Name:<br>BCH 402                                                                                                        |              | Time: 2 Hrs                                                      |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                  | Remembering  | Understanding                                                    | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                | Q.1,4        | Q.2,3                                                            | Q.4      | Q.2,6     | Q 5, 6         |          |
| Student will be able to<br>CO1: List the broad perceptive of Overhead costing.<br>CO2: Apply different types of costing method. |              |                                                                  |          |           |                |          |
| CO Map                                                                                                                          | Question No. | Question                                                         |          |           |                | Marks    |
| CO1                                                                                                                             | Q.1          | Explain in brief about allocation of overheads.                  |          |           |                | 3        |
| CO1                                                                                                                             | Q.2a         | What are the essential features of repeated distribution method? |          |           |                | 3        |
|                                                                                                                                 | Q.2b         | Write a short note on direct labour cost.                        |          |           |                | 3        |
| CO1                                                                                                                             | Q.3          | State the significance of preparation of process accounts.       |          |           |                | 6        |
| CO2                                                                                                                             | Q.4          | Explain Batch costing.                                           |          |           |                | 3        |
| CO2                                                                                                                             | Q.5a         | Elaborate different types of losses in costing.                  |          |           |                | 3        |
|                                                                                                                                 | Q.5b         | Write short note on treatment of normal loss.                    |          |           |                | 3        |
| CO2                                                                                                                             | Q 6          | Evaluating the concept of service costing in India               |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



### **Attainment**

|                         |                          |
|-------------------------|--------------------------|
| <b>Session Course</b>   | 2019-20                  |
| <b>Name</b>             | B. Com (Hons)            |
| <b>Semester</b>         | 4 <sup>th</sup> Semester |
| <b>Subject Code</b>     | BCH 402                  |
| <b>Subject Name</b>     | Cost Accounting - II     |
| <b>Attainment Level</b> | Level 2                  |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2019-2022**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                        | BCH 403 | 3   | 1   | 3   | 1   | 3   | 1   | 3   | 2   | 3   | 2    |



**AMITY UNIVERSITY**

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                 |
|------------------------------------------------------------------------------------------|
| AMITY BUSINESS SCHOOL                                                                    |
| Course Handout                                                                           |
| Course: MICROECONOMIC THEORY AND APPLICATIONS – IV                                       |
| Course Code : BCH403, Crédits : 03, Session: 2019-22 (Even Sem.), Class : BCOM. 2nd Year |

#### VVVV. Introduction:

The objective of the course is to acquaint the student with various market structures within which a firm operates. The Course also deals with long –term decision-making and market efficiency.

**WWWW. Course Outcomes:** At the end of the course, students will be able to:

- BCH403.1.** Able to understand Market for factor inputs.
- BCH403.2.** Know the basic functions of Inter-temporal Analysis and Choice under Uncertainty.
- BCH403.3.** Able to recognize the essential features of General Equilibrium and Welfare Economics

#### XXXX. Programme Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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#### YYYY. Assessment Plan:

| Component of Evaluation        | Description                            | Code | Weightage % |
|--------------------------------|----------------------------------------|------|-------------|
| Continuous Internal Evaluation | Mid Term 1                             | CT   | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment |      |             |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
|                          | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance               | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## ZZZZ. Syllabus

### Module I: Market for factor Inputs

Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets. Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions. Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency.

### Module II: Inter-temporal Analysis and Choice under Uncertainty

Intertemporal choice – stocks versus flows, present discounted values, capital investment decisions, investment decisions by consumers, determination of interest rates. Risk, preferences towards risk, reducing risk.

### Module- III General Equilibrium and Welfare Economics

Partial and general equilibrium -2x2x2 model of general equilibrium- New Welfare Economics- Compensation criteria of Hicks, Kaldor. -Arrow's impossibility theorem -Sen's theory of welfare -Rawls' welfare concept -Easterlin Paradox

## AAAAA. Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## BBBBB. Suggested Text/Reference Books:

- Baunol, William J., "Economic Theory and Operations Analysis", Prentice-Hall of India Pvt. Ltd., New Delhi.
- H.L. Ahuja, Microeconomics
- Browning E.K., & J.M. Browning, "Microeconomic Theory and Applications", Kalyani Publishers, New Delhi.
- Gould, J.,P., & E.P Lazer, "Microeconomics Theory", All India Traveller Bookseller, New Delhi
- Lipsey, R.G., and K.A Chrystal, "Principles of Economics", Oxford University Press.
- Maddala G.S., and E.Miller, "Microeconomics: Theory and Applications" McGraw-Hall International.
- Salvatore, D., "Schaum's Outline of Theory and Problems of Microeconomics Theory", McGraw-Hill, International Edition.

## CCCCC.Lecture Plan

| Lecture | Topics                                                                                                                                         | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets | Lecture          | <b>BCH403.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets | Lecture          | <b>BCH403.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets | Lecture          | <b>BCH403.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets | Lecture          | <b>BCH403.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions.                | Lecture          | <b>BCH403.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions..               | Lecture          | <b>BCH403.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 7       | Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions.                | Lecture          | <b>BCH403.1.</b>  | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                  |         |                  |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 8  | Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions.. | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency.            | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency.            | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency.            | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency.            | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Intertemporal choice – stocks versus flows, present discounted values, capital investment decisions                              | Lecture | <b>BCH403.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Intertemporal choice – stocks versus flows, present discounted values, capital investment decisions                              | Lecture | <b>BCH403.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Intertemporal choice – stocks versus flows, present discounted values, capital investment decisions                              | Lecture | <b>BCH403.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Risk, preferences towards risk, reducing risk.                                                                                   | Lecture | <b>BCH403.2.</b> |                                 |
| 17 | Risk, preferences towards risk, reducing risk.                                                                                   | Lecture | <b>BCH403.2.</b> |                                 |
| 18 | Risk, preferences towards risk, reducing                                                                                         |         | <b>BCH403.2.</b> |                                 |

|    |                                                                     |         |                  |                                 |
|----|---------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | risk.                                                               |         |                  |                                 |
| 19 | Risk, preferences towards risk, reducing risk.                      |         | <b>BCH403.2.</b> |                                 |
| 20 | Intertemporal choice – stocks versus flows,                         | Lecture | <b>BCH403.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | present discounted values, capital investment decisions             | Lecture | <b>BCH403.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | present discounted values, capital investment decisions             | Lecture | <b>BCH403.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | present discounted values, capital investment decisions             | Lecture | <b>BCH403.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | present discounted values, capital investment decisions             | Lecture | <b>BCH403.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Partial and general equilibrium -2x2x2 model of general equilibrium | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Partial and general equilibrium -2x2x2 model of general equilibrium | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Partial and general equilibrium -2x2x2 model of general equilibrium | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Partial and general equilibrium -2x2x2 model of general equilibrium | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | New Welfare Economics- Compensation criteria of Hicks, Kaldor       | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | New Welfare Economics- Compensation criteria of Hicks, Kaldor       | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | New Welfare Economics-                                              | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz &              |



|    |                                                                                                       |         |                  |                     |
|----|-------------------------------------------------------------------------------------------------------|---------|------------------|---------------------|
|    | Compensation criteria of Hicks, Kaldor                                                                |         |                  | End Sem Exam        |
| 32 | New Welfare Economics- Compensation criteria of Hicks, Kaldor                                         | Lecture | <b>BCH403.3.</b> | Quiz & End Sem Exam |
| 33 | Arrow's impossibility theorem -Sen's theory of welfare<br>-Rawls' welfare concept - Easterlin Paradox | Lecture | <b>BCH403.3.</b> | Quiz & End Sem Exam |
| 34 | Arrow's impossibility theorem -Sen's theory of welfare<br>-Rawls' welfare concept - Easterlin Paradox | Lecture | <b>BCH403.3.</b> | Quiz & End Sem Exam |
| 35 | Arrow's impossibility theorem -Sen's theory of welfare<br>-Rawls' welfare concept - Easterlin Paradox | Lecture | <b>BCH403.3.</b> | Quiz & End Sem Exam |
| 36 | Arrow's impossibility theorem -Sen's theory of welfare<br>-Rawls' welfare concept - Easterlin Paradox | Lecture | <b>BCH403.3.</b> | Quiz & End Sem Exam |

**DDDDD. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATE<br>MENT                               | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|------------------|---------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                  |                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BCH403.1.</b> | Able to understand Market for factor inputs | <b>3</b>                            | <b>2</b>    | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>     |

|                       |                                                                                       |          |          |          |          |          |          |          |          |          |          |
|-----------------------|---------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BCH4<br/>03.2.</b> | Know the basic functions of Inter-temporal Analysis and Choice under Uncertainty.     | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BCH4<br/>03.3.</b> | Able to recognize the essential features of General Equilibrium and Welfare Economics | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |

**Sample question Paper**

|                                                                                                                                                                                      |              |                                                  |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –IV) 2019-22                                                                                        |              |                                                  |          |           |                |          |
| Class: B.Com.(H) IV Semester                                                                                                                                                         |              |                                                  |          |           |                |          |
| Subject Name:<br>BCH 403                                                                                                                                                             |              | Time: 1.5 Hrs                                    |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                       | Remembering  | Understanding                                    | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                     | Q.1,4        | Q.2,3                                            | Q.4      | Q.5,6     | Q 6            |          |
| Student will be able to<br>CO1: List the broad perceptive of Government intervention in factor market.<br>CO2: Apply different Inter-temporal Analysis and Choice under Uncertainty. |              |                                                  |          |           |                |          |
| CO Map                                                                                                                                                                               | Question No. | Question                                         |          |           |                | Marks    |
| CO1                                                                                                                                                                                  | Q.1          | Explain in brief the functions of monopolistic.  |          |           |                | 3        |
| CO1                                                                                                                                                                                  | Q.2a         | What are the essential features of trade unions? |          |           |                | 3        |
|                                                                                                                                                                                      | Q.2b         | Write a short note on role of trade unions.      |          |           |                | 3        |

|     |      |                                                      |   |
|-----|------|------------------------------------------------------|---|
| CO1 | Q.3  | State the significance of risk in business           | 6 |
| CO2 | Q.4  | Explain capital investment decisions.                | 3 |
| CO2 | Q.5a | Elaborate determinants of interest rates.            | 3 |
|     | Q.5b | Write short note on reducing risk.                   | 3 |
| CO2 | Q 6  | Evaluating the concept of present discounted values. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                                          |
|-------------------------|------------------------------------------|
| <b>Session Course</b>   | 2019-20                                  |
| <b>Name</b>             | B. Com (Hons)                            |
| <b>Semester</b>         | 4 <sup>th</sup> Semester                 |
| <b>Subject Code</b>     | BCH 403                                  |
| <b>Subject Name</b>     | Microeconomic Theory & Applications - II |
| <b>Attainment Level</b> | Level 2                                  |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2019-2022**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                        | BCH 407 | 3   | 1   | 2   | 1   | 1   | 2   | 1   | 1   | 2   | 2    |



**AMITY UNIVERSITY**

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
| Course Handout                                                                          |  |
| Course : <b>AUDITING</b>                                                                |  |
| Course Code : BCH407, Crédits : 03, Session :2019-22(Even Sem.), Class : BCOM. 2nd Year |  |

#### EEEE. Introduction:

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

#### FFFF. Course Outcomes: At the end of the course, students will be able to:

1.**BCH407.1.** Able to understand the concept of auditing.

2.**BCH407.2.** Know the basic functions of internal check and control.

3.**BCH407.3.** Describe the role of auditors.

4.**BCH407.4.** Evaluating the concept of audit report.

**GGGGG. Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**HHHHH. Assessment Plan:**

| Component of Evaluation | Description | Code | Weightage % |
|-------------------------|-------------|------|-------------|
| Continuous              | Mid Term 1  | CT   | 15%         |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Internal Evaluation      |                                                                                                                                                                                                               |          |             |
|                          | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                          | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance               | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

### IIII. Syllabus

#### Module I: Introduction to Auditing

Introduction to auditing Introduction – meaning - definition – difference between accountancy and auditing – types of audit –statutory audit, Internal audit, Cost audit, Tax audit and Management audit, advantages of auditing – preparation before commencement of new audit

Special areas in Audit/ other thrust areas in audit- Social audit, Environment audit. Efficiency audit

#### Module II: Internal Check and Control

Internal check Meaning and objects of internal check – internal control-meaning definition-fundamental Principles-internal check as regards wages, cash sales, cash purchases - Internal control in Computerized Environment, ICQ- Concept and Preparation, Internal check in a departmental stores-internal audit – meaning-importance – advantage and disadvantages.

#### Module III: Verification and Valuation

Verification and valuation of assets and liabilities: Meaning and objectives – position of an auditor as regards to the valuation of assets – verification and valuation of different items – assets –fixed assets - goodwill – stock in trade – investments – liabilities – capital – debentures – bills payable sundry creditors – contingent liabilities –

#### Module IV: Audit Report

Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form. Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975.

### IIII. Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance



KKKKK.

**Suggested Text/Reference Books:**

- TR Sharma, Auditing.
- BN Tandon, Practical Auditing.
- MS Ramaswamy, Principles and Practice of Auditing.
- Dinakar Pagare, Practice of Auditing.
- Kamal Gupta, Practical Auditing.
- P N Reddy & Appannaiah, Auditing.
- Shekar, Auditing.
- Pradeep Kumar, Auditing.

**LLLL. Lecture Plan**

| Lecture | Topics                                                                                                            | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Introduction to auditing<br>Introduction – meaning - definition – difference between accountancy and auditing     | Lecture          | <b>BCH407.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction to auditing<br>Introduction – meaning - definition – difference between accountancy and auditing     | Lecture          | <b>BCH407.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | types of audit –statutory audit, Internal audit, Cost audit,                                                      | Lecture          | <b>BCH407.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | types of audit –statutory audit, Internal audit, Cost audit,                                                      | Lecture          | <b>BCH407.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | Tax audit and Management audit, advantages of auditing – preparation before commencement of new audit             | Lecture          | <b>BCH407.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | Special areas in Audit/ other thrust areas in audit- Social audit, Environment audit. Efficiency audit            | Lecture          | <b>BCH407.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 7       | Internal check Meaning and objects of internal check – internal control-meaning definition-fundamental Principles | Lecture          | <b>BCH407.2.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 8       | Internal check Meaning and objects of internal check – internal control-meaning definition-fundamental Principles | Lecture          | <b>BCH407.2.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 9       | Internal check Meaning and objects of internal check – internal control-meaning definition-                       | Lecture          | <b>BCH407.2.</b>  | Mid Term-1, Quiz &              |

|    |                                                                                                                                             |         |                  |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | fundamental Principles                                                                                                                      |         |                  | End Sem Exam                    |
| 10 | internal check as regards wages, cash sales, cash purchases - Internal control in Computerized Environment                                  | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | internal check as regards wages, cash sales, cash purchases - Internal control in Computerized Environment                                  | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | ICQ- Concept and Preparation, Internal check in a departmental stores.                                                                      | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | ICQ- Concept and Preparation, Internal check in a departmental stores.                                                                      | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | ICQ- Concept and Preparation, Internal check in a departmental stores.                                                                      | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | internal audit – meaning-importance – advantage and disadvantages                                                                           | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | internal audit – meaning-importance – advantage and disadvantages                                                                           | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | internal audit – meaning-importance – advantage and disadvantages                                                                           | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | internal audit – meaning-importance – advantage and disadvantages                                                                           | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Verification and valuation of assets and liabilities: Meaning and objectives - position of an auditor as regards to the valuation of assets | Lecture | <b>BCH407.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Verification and valuation of assets and liabilities: Meaning and objectives - position of an auditor as regards to the valuation of assets | Lecture | <b>BCH407.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | verification and valuation of different items - assets -fixed assets -goodwill                                                              | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem      |

|    |                                                                                                                                |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                                                                |         |                  | Exam                            |
| 22 | verification and valuation of different items - assets -fixed assets -goodwill                                                 | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | stock in trade – investments – liabilities – capital – debentures                                                              | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | stock in trade – investments – liabilities – capital – debentures                                                              | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | bills payable sundry creditors – contingent liabilities                                                                        | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | bills payable sundry creditors – contingent liabilities                                                                        | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975. | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam             |
| 33 | Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975. | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam             |
| 34 | Preparation of clean and qualified audit report with special reference                                                         | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam             |

|    |                                                                                                                                |         |                  |                     |
|----|--------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------|
|    | to manufacturing and other Companies Audit Report 1975.                                                                        |         |                  |                     |
| 35 | Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975. | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam |
| 36 | Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975. | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam |

**MMMMM. Course Articulation Matrix (Mapping of COs with POs)**

| CO                | STATE<br>MENT                                           | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|-------------------|---------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                   |                                                         | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BCH4 07.1.</b> | Able to understand the concept of auditing.             | <b>2</b>                            | <b>2</b>    | <b>1</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>     |
| <b>BCH4 07.2.</b> | Know the basic functions of internal check and control. | <b>3</b>                            | <b>1</b>    | <b>1</b>    | <b>2</b>    | <b>3</b>    | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>     |
| <b>BCH4 07.3.</b> | Describe the role of auditors.                          | <b>1</b>                            | <b>1</b>    | <b>3</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>3</b>    | <b>2</b>     |
| <b>BCH4 07.4.</b> | Evaluating the concept of audit report.                 | <b>2</b>                            | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>2</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>2</b>     |

### Sample question Paper

|                                                                                                             |              |                                                              |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –IV) 2019-22               |              |                                                              |          |           |                |          |
| Class: B.Com.(H) IV Semester                                                                                |              |                                                              |          |           |                |          |
| Subject Name:<br>BCH 407                                                                                    |              | Time: 1.5 Hrs                                                |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                              | Remembering  | Understanding                                                | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                            | Q.1,4        | Q.2,3                                                        | Q.4      | Q.5       | Q. 6           |          |
| Student will be able to<br>CO1: List the broad perceptive of auditing.<br>CO2: Apply usage of audit report. |              |                                                              |          |           |                |          |
| CO Map                                                                                                      | Question No. | Question                                                     |          |           |                | Marks    |
| CO1                                                                                                         | Q.1          | Explain in brief the functions of auditing.                  |          |           |                | 3        |
| CO1                                                                                                         | Q.2a         | What are the essential features of internal check & control? |          |           |                | 3        |
|                                                                                                             | Q.2b         | Write a short note on environment auditing.                  |          |           |                | 3        |
| CO1                                                                                                         | Q.3          | State the significance of cost auditing in business          |          |           |                | 6        |
| CO2                                                                                                         | Q.4          | Explain difference between accountancy and auditing.         |          |           |                | 3        |
| CO2                                                                                                         | Q.5a         | Elaborate special areas in audit.                            |          |           |                | 3        |
|                                                                                                             | Q.5b         | Write short note on internal control.                        |          |           |                | 3        |
| CO2                                                                                                         | Q 6          | Evaluating the concept of auditing.                          |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                          |
|-------------------------|--------------------------|
| <b>Session Course</b>   | 2019-20                  |
| <b>Name</b>             | B. Com (Hons)            |
| <b>Semester</b>         | 4 <sup>th</sup> Semester |
| <b>Subject Code</b>     | BCH 407                  |
| <b>Subject Name</b>     | Auditing                 |
| <b>Attainment Level</b> | Level 2                  |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2019-2022**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                              | BCM<br>401 | 3   | 1   | 3   | 1   | 3   | 1   | 3   | 2   | 3   | 2    |



**AMITY UNIVERSITY**

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Handout**

**Course: STATISTICAL METHODS IN RESEARCH**

Course Code : BCM401, Crédits : 03, Session :2019-22(Even Sem.), Class : BCOM. 2nd Year

**NNNNN. Introduction:**

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

**OOOOO. Course Outcomes:** At the end of the course, students will be able to:



1.**BCM401.1.** Able to understand the concept of Time series and index numbers.

2.**BCM401.2.** Know the basic functions of Organisation and functional areas of management and understand the social responsibility of management and Ethics.

3.**BCM401.3.** Evaluate the features of planning, process and types of plans

**PPPPP. Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

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**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**QQQQQ. Assessment Plan:**

| Component of Evaluation | Description | Code | Weightage |
|-------------------------|-------------|------|-----------|
|-------------------------|-------------|------|-----------|

|                                |                                                                                                                                                                                                               |          | %           |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## RRRRR. Syllabus

### Module I: Time Series and index Numbers

Time series analysis-concept and components Determination of regular, trend and seasonal indices; index number's - concept, price relative, quantity relative, value relative; Lapeer's Paasche's and Fisher, Family budget method; problems in the construction and limitations of index numbers Tests for ideal index number.

### Module II: Probability Theory

Independent, Dependent, Mutually Exclusive, Favourable, Exhaustive & Complementary events, Addition theorem, Conditional Probability, multiplication Theorem, Bayes' Theorem.

### Module III: Decision Tree

Decision Theory: Decision making, under certainty, uncertainty & risk, Bayesian Analysis, Decision tree.

### SSSSS. Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>10</b> | <b>15</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### TTTTT. Suggested Text/Reference Books:

- Fundamentals of Business Statistics by J.K. Sharma
- Business Statistics by S.P. Gupta & M.P. Gupta
- Theory and Problems of Statistics by M.R. Spiegel
- Fundamentals of Applied Statistics by S.C. Gupta and V.K. Kapoor
- Introduction to Probability by J.L. Snell

**UUUUU. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                                                                     | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Time series analysis-<br>concept and components                                                                                   | Lecture                 | <b>BCM401.1.</b>        | Mid Term-1, Quiz & End Sem Exam |
| 2              | Time series analysis-<br>concept and components                                                                                   | Lecture                 | <b>BCM401.1.</b>        | Mid Term-1, Quiz & End Sem Exam |
| 3              | Time series analysis-<br>concept and components                                                                                   | Lecture                 | <b>BCM401.1.</b>        | Mid Term-1, Quiz & End Sem Exam |
| 4              | Determination of regular, trend and seasonal indices; index number's - concept, price relative, quantity relative, value relative | Lecture                 | <b>BCM401.1.</b>        | Mid Term-1, Quiz & End Sem Exam |
| 5              | Determination of regular, trend and seasonal indices; index number's - concept, price relative, quantity relative, value relative | Lecture                 | <b>BCM401.1.</b>        | Mid Term-1, Quiz & End Sem Exam |
| 6              | Determination of regular, trend and seasonal indices; index number's - concept, price relative, quantity relative, value relative | Lecture                 | <b>BCM401.1.</b>        | Mid Term-1, Quiz & End Sem Exam |
| 7              | Determination of regular, trend and seasonal indices; index number's - concept, price relative, quantity relative, value relative | Lecture                 | <b>BCM401.1.</b>        | Mid Term-1, Quiz & End Sem Exam |
| 8              | Lapeer's Paasche's and Fisher, Family budget method                                                                               | Lecture                 | <b>BCM401.1.</b>        | Mid Term-1, Quiz & End Sem Exam |
| 9              | Lapeer's Paasche's and Fisher, Family budget method                                                                               | Lecture                 | <b>BCM401.1.</b>        | Mid Term-1, Quiz & End Sem Exam |
| 10             | Lapeer's Paasche's and Fisher, Family budget method                                                                               | Lecture                 | <b>BCM401.1.</b>        | Mid Term-1, Quiz &              |

|    |                                                                                            |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                            |         |                  | End Sem Exam                    |
| 11 | problems in the construction and limitations of index numbers Tests for ideal index number | Lecture | <b>BCM401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | problems in the construction and limitations of index numbers Tests for ideal index number | Lecture | <b>BCM401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | problems in the construction and limitations of index numbers Tests for ideal index number | Lecture | <b>BCM401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | problems in the construction and limitations of index numbers Tests for ideal index number | Lecture | <b>BCM401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Independent, Dependent, Mutually Exclusive                                                 | Lecture | <b>BCM401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Independent, Dependent, Mutually Exclusive                                                 | Lecture | <b>BCM401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Independent, Dependent, Mutually Exclusive                                                 | Lecture | <b>BCM401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | Independent, Dependent, Mutually Exclusive                                                 | Lecture | <b>BCM401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Independent, Dependent, Mutually Exclusive                                                 | Lecture | <b>BCM401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Favourable, Exhaustive & Complementary events,                                             | Lecture | <b>BCM401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Favourable, Exhaustive & Complementary events,                                             | Lecture | <b>BCM401.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Favourable, Exhaustive & Complementary events,                                             | Lecture | <b>BCM401.2.</b> | Mid Term-2, Quiz & End Sem      |

|    |                                                                                    |         |                  |                                 |
|----|------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                    |         |                  | Exam                            |
| 23 | Favourable, Exhaustive & Complementary events,                                     | Lecture | <b>BCM401.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Addition theorem, Conditional Probability, multiplication Theorem, Bayes' Theorem. | Lecture | <b>BCM401.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Addition theorem, Conditional Probability, multiplication Theorem, Bayes' Theorem. | Lecture | <b>BCM401.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Addition theorem, Conditional Probability, multiplication Theorem, Bayes' Theorem. | Lecture | <b>BCM401.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Addition theorem, Conditional Probability, multiplication Theorem, Bayes' Theorem. | Lecture | <b>BCM401.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Addition theorem, Conditional Probability, multiplication Theorem, Bayes' Theorem. | Lecture | <b>BCM401.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Decision Theory: Decision making, under certainty                                  | Lecture | <b>BCM401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Decision Theory: Decision making, under certainty                                  | Lecture | <b>BCM401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Decision Theory: Decision making, under certainty                                  | Lecture | <b>BCM401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Decision Theory: Decision making, under certainty                                  | Lecture | <b>BCM401.3.</b> | Quiz & End Sem Exam             |
| 33 | uncertainty & risk, Bayesian Analysis                                              | Lecture | <b>BCM401.3.</b> | Quiz & End Sem Exam             |
| 34 | uncertainty & risk, Bayesian Analysis                                              | Lecture | <b>BCM401.3.</b> | Quiz & End Sem Exam             |
| 35 | Decision tree.                                                                     | Lecture | <b>BCM401.3.</b> | Quiz & End Sem Exam             |
| 36 | Decision tree.                                                                     | Lecture | <b>BCM401.3.</b> | Quiz & End Sem Exam             |

**VVVVV. Course Articulation Matrix (Mapping of COs with POs)**

| CO                    | STATE<br>MENT                                                                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|-----------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                       |                                                                                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BCM4<br/>01.1.</b> | Able to understand the concept of Time series and index numbers.                                                                               | <b>3</b>                            | <b>2</b>    | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>     |
| <b>BCM4<br/>01.2.</b> | Know the basic functions of Organisation and functional areas of management and understand the social responsibility of management and Ethics. | <b>3</b>                            | <b>1</b>    | <b>1</b>    | <b>2</b>    | <b>3</b>    | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>     |

|                       |                                                                                 |          |          |          |          |          |          |          |          |          |          |
|-----------------------|---------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BCM4<br/>01.3.</b> | Evaluate<br>the features<br>of<br>planning,<br>process and<br>types of<br>plans | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |
|-----------------------|---------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|

**Sample question Paper**

| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –IV) 2019-22                                                                                       |              |                                                              |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.Com.(H) I Semester                                                                                                                                                         |              |                                                              |          |           |                |          |
| Subject Name:<br>BCM 401                                                                                                                                                            |              | Time: 1.5 Hrs                                                |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                             | Remembering  | Understanding                                                | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                 | Q.1,4        | Q.1,2                                                        | Q.4      | Q.5       | Q 6            |          |
| Student will be able to<br>CO1: List the broad concepts of Times Series and index numbers.<br>CO2: Apply different Conditional Probability, multiplication Theorem, Bayes' Theorem. |              |                                                              |          |           |                |          |
| CO Map                                                                                                                                                                              | Question No. | Question                                                     |          |           |                | Marks    |
| CO1                                                                                                                                                                                 | Q.1          | Understand the concept of time series.                       |          |           |                | 3        |
| CO1                                                                                                                                                                                 | Q.2a         | What are the essential features of index numbers?            |          |           |                | 3        |
|                                                                                                                                                                                     | Q.2b         | Write a short note on budget method.                         |          |           |                | 3        |
| CO1                                                                                                                                                                                 | Q.3          | State the significance of family budget method               |          |           |                | 6        |
| CO2                                                                                                                                                                                 | Q.4          | Explain probability theory.                                  |          |           |                | 3        |
| CO2                                                                                                                                                                                 | Q.5a         | Elaborate conditional probability.                           |          |           |                | 3        |
|                                                                                                                                                                                     | Q.5b         | Write short note on Bayes' Theorem.                          |          |           |                | 3        |
| CO2                                                                                                                                                                                 | Q 6          | Evaluating the concept of Exhaustive & Complementary events. |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
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### **Attainment**

|                         |                                 |
|-------------------------|---------------------------------|
| <b>Session Course</b>   | 2019-20                         |
| <b>Name</b>             | B. Com (Hons)                   |
| <b>Semester</b>         | 4 <sup>th</sup> Semester        |
| <b>Subject Code</b>     | BCM 401                         |
| <b>Subject Name</b>     | Statistical methods in Research |
| <b>Attainment Level</b> | Level 2                         |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



**PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2019-2022**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                              | BCL 425 | 3   | 1   | 3   | 1   | 3   | 1   | 3   | 2   | 3   | 2    |



**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                         |
|-----------------------------------------------------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |
| AMITY BUSINESS SCHOOL                                                                   |
| Course Handout                                                                          |
| Course: CORPORATE LAWS – II                                                             |
| Course Code : BCL425, Crédits : 03, Session :2019-22(Even Sem.), Class : BCOM. 2nd Year |

**WWWWW. Introduction:**

To develop an understanding of the regulation of registered companies and to provide thorough understanding of the various provisions of the Indian Company Law

**XXXXX. Course Outcomes:** At the end of the course, students will be able to:

1.**BCL425.1.** Able to understand the concept of Company Meetings-kinds, Conduction of a valid meeting.

2.**BCL425.2.** Know about the Dividends and Rules regarding unpaid or unclaimed dividend.

3.**BCL425.3.** Able to recognize the essential features of auditing, Auditors' power planning, process and types of plans

4.**BCH425.4.** Evaluate the role of official Liquidator and implementation of Corporate Governance.

**YYYYY. Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**ZZZZZ. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**AAAAAA. Syllabus****Module I: Company Meetings**

Company Meetings-kinds, Conduction of a valid meeting, quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting.

**Module II: Dividends**

Dividends - Dividend to Equity & Preference shareholders, Rules regarding dividends, Declaration of Dividend out of Reserves, Rules regarding unpaid or unclaimed dividend

**Module III: Auditing**

Audit of Limited Companies-Company Auditor-appointment, powers, duties & liabilities, auditor's report.

**Module IV: Winding up of Company & Corporate Governance**

Types of winding up, Grounds for winding up by court, Appointment, Duties & Powers of official Liquidator, Manner of voluntary winding up, Consequences & types of voluntary winding up, role and importance of corporate governance.

**BBBBBB. Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**CCCCC. Suggested Text/Reference Books:**

- M.C. Shukla & Gulshan: Principles of Company Law.
- N.D. Kapoor: Company Law and Secretarial Practice.
- M.C. Bhandari: Guide to Company Law Procedures.
- Tuteja: Company Administration and Meetings.
- S.C. Kuchehal: Company Law and Secretarial Practice.
- Dr. P.N. Reddy and H.R. Appanaiah: Essentials of Company Law and Secretarial Practice, Himalaya Publishers.

#### DDDDDD. Lecture Plan

| Lecture | Topics                                                                                                 | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Company Meetings-kinds, Conduction of a valid meeting                                                  | Lecture          | <b>BCL425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Company Meetings-kinds, Conduction of a valid meeting                                                  | Lecture          | <b>BCL425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | Company Meetings-kinds, Conduction of a valid meeting                                                  | Lecture          | <b>BCH425.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Company Meetings-kinds, Conduction of a valid meeting</i>                                           | Lecture          | <b>BCL425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | Company Meetings-kinds, Conduction of a valid meeting                                                  | Lecture          | <b>BCL425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting. | Lecture          | <b>BCH425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 7       | quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting. | Lecture          | <b>BCH425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 8       | quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting. | Lecture          | <b>BCH425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 9       | quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting. | Lecture          | <b>BCH425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 10      | Dividends - Dividend to Equity & Preference shareholders                                               | Lecture          | <b>BCH425.2.</b>  | Mid Term-1, Quiz &              |

|    |                                                                    |         |                  |                                 |
|----|--------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                    |         |                  | End Sem Exam                    |
| 11 | Dividends - Dividend to Equity & Preference shareholders           | Lecture | <b>BCH425.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Dividends - Dividend to Equity & Preference shareholders           | Lecture | <b>BCH425.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Dividends - Dividend to Equity & Preference shareholders           | Lecture | <b>BCH425.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Rules regarding dividends, Declaration of Dividend out of Reserves | Lecture | <b>BCH425.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Rules regarding dividends, Declaration of Dividend out of Reserves |         | <b>BCH425.2.</b> |                                 |
| 16 | Rules regarding dividends, Declaration of Dividend out of Reserves |         | <b>BCH425.2.</b> |                                 |
| 17 | Rules regarding unpaid or unclaimed dividend                       |         | <b>BCH425.2.</b> |                                 |
| 18 | Rules regarding unpaid or unclaimed dividend                       |         | <b>BCH425.2.</b> |                                 |
| 19 | Audit of Limited Companies                                         | Lecture | <b>BCH425.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Audit of Limited Companies                                         | Lecture | <b>BCH425.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Audit of Limited Companies                                         | Lecture | <b>BCH425.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Company Auditor-appointment, powers                                | Lecture | <b>BCH425.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Company Auditor-appointment, powers                                | Lecture | <b>BCH425.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Company Auditor-appointment, powers                                | Lecture | <b>BCH425.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | duties & liabilities,                                              | Lecture | <b>BCH425.3.</b> | Mid Term-                       |

|    |                                                                         |         |                  |                                 |
|----|-------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | auditor's report                                                        |         |                  | 2, Quiz & End Sem Exam          |
| 26 | duties & liabilities, auditor's report                                  | Lecture | <b>BCH425.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | duties & liabilities, auditor's report                                  | Lecture | <b>BCH425.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Types of winding up, Grounds for winding up by court, Appointment       | Lecture | <b>BCH425.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Types of winding up, Grounds for winding up by court, Appointment       | Lecture | <b>BCH425.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Types of winding up, Grounds for winding up by court, Appointment       | Lecture | <b>BCH425.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Duties & Powers of official Liquidator , Manner of voluntary winding up | Lecture | <b>BCH425.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Duties & Powers of official Liquidator , Manner of voluntary winding up | Lecture | <b>BCH425.4.</b> | Quiz & End Sem Exam             |
| 33 | Duties & Powers of official Liquidator , Manner of voluntary winding up | Lecture | <b>BCH425.4.</b> | Quiz & End Sem Exam             |
| 34 | Consequences & types of voluntary winding up                            | Lecture | <b>BCH425.4.</b> | Quiz & End Sem Exam             |
| 35 | role and importance of corporate governance.                            | Lecture | <b>BCH425.4.</b> | Quiz & End Sem Exam             |
| 36 | role and importance of corporate governance.                            | Lecture | <b>BCH425.4.</b> | Quiz & End Sem Exam             |

#### EEEEEE. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |



|                       |                                                                                                               |          |          |          |          |          |          |          |          |          |          |
|-----------------------|---------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BCL4<br/>25.1.</b> | Able to understand the concept of Company Meetings, Conduct ion of a valid meeting.                           | <b>3</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |
| <b>BCL4<br/>25.2.</b> | Know about the Dividends and Rules regarding unpaid or unclaimed dividend.                                    | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BCL4<br/>25.3.</b> | Able to recognize the essential features of auditing , Auditor s' power plannin g, process and types of plans | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |
| <b>BCL4<br/>25.4.</b> | Evaluat e the role of official Liquidat or and impleme ntation of Corporat e Governa nce.                     | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |

**Sample question Paper**

|                                                                                                                                                               |              |                                                                             |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –IV) 2019-22                                                                 |              |                                                                             |          |           |                |          |
| Class: B.Com.(H) I Semester                                                                                                                                   |              |                                                                             |          |           |                |          |
| Subject Name:<br>BCL 425                                                                                                                                      |              | Time: 1.5 Hrs                                                               |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                | Remembering  | Understanding                                                               | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                              | Q.1,4        | Q.2,3                                                                       | Q.4      | Q.5       | Q 6            |          |
| Student will be able to<br>CO1: List the broad perceive of Corporate Laws.<br>CO2: Apply different Rules regarding dividends on equity and preference shares. |              |                                                                             |          |           |                |          |
| CO Map                                                                                                                                                        | Question No. | Question                                                                    |          |           |                | Marks    |
| CO1                                                                                                                                                           | Q.1          | Explain in brief the functions of Company meetings                          |          |           |                | 3        |
| CO1                                                                                                                                                           | Q.2a         | What are the essential features of e-voting?                                |          |           |                | 3        |
|                                                                                                                                                               | Q.2b         | Write a short note on Postal ballots.                                       |          |           |                | 3        |
| CO1                                                                                                                                                           | Q.3          | State the significance of postal ballot, meeting through video conferencing |          |           |                | 6        |
| CO2                                                                                                                                                           | Q.4          | Explain quorum voting.                                                      |          |           |                | 3        |
| CO2                                                                                                                                                           | Q.5a         | Elaborate different theories of minutes.                                    |          |           |                | 3        |
|                                                                                                                                                               | Q.5b         | Write a short note on Dividends.                                            |          |           |                | 3        |
| CO2                                                                                                                                                           | Q 6          | Evaluating the concept of Dividend to Equity & Preference shareholders.     |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                          |
|-------------------------|--------------------------|
| <b>Session Course</b>   | 2019-20                  |
| <b>Name</b>             | B. Com (Hons)            |
| <b>Semester</b>         | 4 <sup>th</sup> Semester |
| <b>Subject Code</b>     | BCL 425                  |
| <b>Subject Name</b>     | Corporate Laws- II       |
| <b>Attainment Level</b> | Level 2                  |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2019-2022**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                        | BCL 426 | 3   | 1   | 1   | 1   | 2   | 2   | 1   | 2   | 2   | 2    |



**AMITY UNIVERSITY**

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |
|-----------------------------------------------------------------------------------------|
| AMITY BUSINESS SCHOOL                                                                   |
| Course Handout                                                                          |
| Course : INCOME TAX LAW AND PRACTICE – II                                               |
| Course Code : BCL426, Crédits : 04, Session :2019-22(Even Sem.), Class : BCOM. 2nd Year |

#### FFFFF. Introduction:

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

**GGGGG. Course Outcomes:** At the end of the course, students will be able to:

1.**BCL426.1.** Able to understand the concept of Profits & Gains of Business & Profession.

2.**BCL426.2.** Know the basic functions of Income from Capital Gains

3.**BCL426.3.** Able to recognize the essential sources and features of Income from other sources

4.**BCL426.4.** Able to understand the concept of advance payment of Tax.

## 5.BCL426.5. Evaluating the concept of Goods and Services Tax (GST)

### HHHHHH. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### IIIIII. Assessment Plan:

| Component of Evaluation        | Description                             | Code     | Weightage % |
|--------------------------------|-----------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                              | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment  |          |             |
|                                | A minimum of 75% Attendance is required | S/V/Q/HA | 10%         |

|                          |                                                                                                                                                                       |    |             |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| Attendance               | End Semester Examination                                                                                                                                              | A  | 5%          |
| End Semester Examination |                                                                                                                                                                       | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                       |    | <b>100%</b> |

## JJJJJ. Syllabus

### Module I: Profits & Gains of Business & Profession

Profits & Gains of Business & Profession - Introduction, Basic Principles, Basic Principles, Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems.

### Module II: Income from Capital Gains

Income from Capital Gains- Introduction, Meaning & types of capital assets, Computation of Capital Gains, Exemptions, Problems.

### Module III: Income from other sources

Income from other sources including receipt without consideration, winnings from lotteries, cross word puzzles, horse races and card games etc, computation of interest on securities and dividend and permissible deductions from income from other sources.

Permissible deductions from gross total income, (Under section 80C to 80U)

### Module IV Set-Off & Carry Forward of Losses and Assessment of Individuals

Set off carry forward losses, assessment of individuals- Advance payment of tax. Income tax authorities. Appeal, revision and penalties

### Module V: Introduction to Goods and Services Tax (GST)

Meaning, scope and significance of GST; principles of subsumption and taxes subsumed; classification of goods and services and GST rates. Basic terminologies- CGST/SGST, IGST. Input Tax Credit, Transitional Provisions, Electronic Commerce, HSN Code

## KKKKKK. Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## LLLLLL. Suggested Text/Reference Books:

- Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
- B.B. Lal: Direct Taxes, Konark Publisher (P) Ltd.
- Bhagwathi Prasad: Direct Taxes – Law and Practice, Wishwa Prakashana.
- Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
- Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.
- Gaur & Narang: Income Tax.
- Girish Ahuja and Ravi Gupta, Direct Tax Law – Theory & Practice, Bharat Law House, New Delhi
- Abhishek Rastogi: Professionals guide to GST Ideation to reality (2017)

### MMMMMM. Lecture Plan

| Lecture | Topics                                                                                                          | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Profits & Gains of Business & Profession                                                                        | Lecture          | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Profits & Gains of Business & Profession                                                                        | Lecture          | <b>BCL426.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 3       | Profits & Gains of Business & Profession                                                                        | Lecture          | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 4       | Profits & Gains of Business & Profession                                                                        | Lecture          | <b>BCL426.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 5       | Introduction, Basic Principles, Basic Principles,                                                               | Lecture          | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | Introduction, Basic Principles, Basic Principles,                                                               | Lecture          | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 7       | Introduction, Basic Principles, Basic Principles,                                                               | Lecture          | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 8       | Introduction, Basic Principles, Basic Principles,                                                               | Lecture          | <b>BCL426.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 9       | Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems. | Lecture          | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 10      | Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems. | Lecture          | <b>BCL426.1..</b> | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                                                 |         |                  |                                 |
|----|-----------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                                                 |         |                  |                                 |
| 11 | Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems. | Lecture | <b>BCL426.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems. | Lecture | <b>BCL426.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Income from Capital Gains- Introduction                                                                         | Lecture | <b>BCL426.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Income from Capital Gains- Introduction                                                                         | Lecture | <b>BCL426.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Income from Capital Gains- Introduction                                                                         | Lecture | <b>BCL426.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Meaning & types of capital assets                                                                               | Lecture | <b>BCL426.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Meaning & types of capital assets                                                                               | Lecture | <b>BCL426.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | Meaning & types of capital assets                                                                               | Lecture | <b>BCL426.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Meaning & types of capital assets                                                                               | Lecture | <b>BCL426.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Computation of Capital Gains, Exemptions, Problems.                                                             | Lecture | <b>BCL426.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Computation of Capital Gains, Exemptions, Problems.                                                             | Lecture | <b>BCL426.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Computation of Capital Gains, Exemptions, Problems.                                                             | Lecture | <b>BCL426.2.</b> | Mid Term-                       |

|    |                                                                                                              |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                                              |         |                  | 2, Quiz & End Sem Exam          |
| 23 | Computation of Capital Gains, Exemptions, Problems.                                                          | Lecture | <b>BCL426.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Computation of Capital Gains, Exemptions, Problems.                                                          | Lecture | <b>BCL426.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Income from other sources including receipt without consideration                                            | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Income from other sources including receipt without consideration                                            | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Income from other sources including receipt without consideration                                            | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | winnings from lotteries, cross word puzzles ,horse races and card games etc                                  | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | winnings from lotteries, cross word puzzles ,horse races and card games etc                                  | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | winnings from lotteries, cross word puzzles ,horse races and card games etc                                  | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | winnings from lotteries, cross word puzzles ,horse races and card games etc                                  | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | computation of interest on securities and dividend and permissible deductions from income from other sources | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | computation of interest on securities and dividend and permissible deductions from income from other sources | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | Permissible deductions from gross total income,(Under section 80C to 80U)                                    | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem      |

|    |                                                                                                                |         |                  |                                 |
|----|----------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                                                |         |                  | Exam                            |
| 35 | Permissible deductions from gross total income,(Under section 80C to 80U)                                      | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | Set off carry forward losses, assessment of individuals- Advance payment of tax.                               | Lecture | <b>BCL426.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | Set off carry forward losses, assessment of individuals- Advance payment of tax.                               | Lecture | <b>BCL426.4.</b> | Quiz & End Sem Exam             |
| 38 | Set off carry forward losses, assessment of individuals- Advance payment of tax.                               | Lecture | <b>BCL426.4.</b> | Quiz & End Sem Exam             |
| 39 | Income tax authorities. Appeal, revision and penalties                                                         | Lecture | <b>BCL426.4.</b> | Quiz & End Sem Exam             |
| 40 | Income tax authorities. Appeal, revision and penalties                                                         | Lecture | <b>BCL426.4.</b> | Quiz & End Sem Exam             |
| 41 | Meaning, scope and significance of GST; principles of subsumation and taxes subsumed                           | Lecture | <b>BCL426.4.</b> | Quiz & End Sem Exam             |
| 42 | Meaning, scope and significance of GST; principles of subsumation and taxes subsumed                           | Lecture | <b>BCL426.4.</b> | Quiz & End Sem Exam             |
| 43 | classification of goods and services and GST rates                                                             | Lecture | <b>BCL426.5.</b> | Quiz & End Sem Exam             |
| 44 | classification of goods and services and GST rates                                                             | Lecture | <b>BCL426.5.</b> | Quiz & End Sem Exam             |
| 45 | classification of goods and services and GST rates                                                             | Lecture | <b>BCL426.5.</b> | Quiz & End Sem Exam             |
| 46 | Basic terminologies- CGST/SGST, IGST. Input Tax Credit, Transitional Provisions, Electronic Commerce, HSN Code | Lecture | <b>BCL426.5.</b> | Quiz & End Sem Exam             |
| 47 | Basic terminologies- CGST/SGST, IGST. Input Tax Credit, Transitional Provisions, Electronic Commerce, HSN Code | Lecture | <b>BCL426.5.</b> | Quiz & End Sem Exam             |
| 48 | Basic terminologies- CGST/SGST, IGST. Input Tax Credit, Transitional Provisions, Electronic Commerce, HSN Code | Lecture | <b>BCL426.5.</b> | Quiz & End Sem Exam             |

#### **NNNNNN. Course Articulation Matrix (Mapping of COs with POs)**

| CO                    | STATE<br>MENT                                                               | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|-----------------------|-----------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                       |                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BCL4<br/>26.1.</b> | Able to understand the concept of Profits & Gains of Business & Profession. | <b>3</b>                            | <b>2</b>    | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>     |
| <b>BCL4<br/>26.2.</b> | Know the basic functions of Income from Capital Gains                       | <b>3</b>                            | <b>1</b>    | <b>1</b>    | <b>2</b>    | <b>3</b>    | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>     |

|                       |                                                                                   |          |          |          |          |          |          |          |          |          |          |
|-----------------------|-----------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BCL4<br/>26.3.</b> | Able to recognize the essential sources and features of Income from other sources | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |
| <b>BCL4<br/>26.4.</b> | Able to understand the concept of advance payment of Tax.                         | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> |
| <b>BCL4<br/>26.5.</b> | Evaluating the concept of Goods and Services Tax (GST).                           | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> |

**Sample question Paper**

|                                                                                               |             |               |               |           |            |                |
|-----------------------------------------------------------------------------------------------|-------------|---------------|---------------|-----------|------------|----------------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –IV) 2019-22 |             |               |               |           |            |                |
| Class: B.Com.(H) 4 Semester                                                                   |             |               |               |           |            |                |
| Subject Name:<br>BCL 426                                                                      |             |               | Time: 1.5 Hrs |           |            | Max. Marks: 30 |
| Levels of the questions as per Blooms Taxonomy                                                | Remembering | Understanding | Applying      | Analyzing | Evaluating | Creating       |

| Question Mapping                                                                                                                              | Q.1,4        | Q.2,3                                                           | Q.4 | Q.5 | Q 6 |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|-----|-----|-----|-------|
| Student will be able to<br>CO1: Understand profit and gains of Business & Profession.<br>CO2: Apply the concept of income from capital gains. |              |                                                                 |     |     |     |       |
| CO Map                                                                                                                                        | Question No. | Question                                                        |     |     |     | Marks |
| CO1                                                                                                                                           | Q.1          | Explain in brief about the profit and loss of a business firms. |     |     |     | 3     |
| CO1                                                                                                                                           | Q.2a         | What do you mean by Computation of Taxable profits of Business? |     |     |     | 3     |
|                                                                                                                                               | Q.2b         | Write a short note on income from other sources.                |     |     |     | 3     |
| CO1                                                                                                                                           | Q.3          | State the significance of income from capital gains.            |     |     |     | 6     |
| CO2                                                                                                                                           | Q.4          | Explain types of capital assets.                                |     |     |     | 3     |
| CO2                                                                                                                                           | Q.5a         | Elaborate different theories of capital gains.                  |     |     |     | 3     |
|                                                                                                                                               | Q.5b         | Write short note on computation of capital gains.               |     |     |     | 3     |
| CO2                                                                                                                                           | Q 6          | Evaluating the concept of capital gains problems.               |     |     |     | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                                  |
|-------------------------|----------------------------------|
| <b>Session Course</b>   | 2019-20                          |
| <b>Name</b>             | B. Com (Hons)                    |
| <b>Semester</b>         | 4 <sup>th</sup> Semester         |
| <b>Subject Code</b>     | BCH 426                          |
| <b>Subject Name</b>     | Income Tax Law and Practice – II |
| <b>Attainment Level</b> | Level 1                          |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



| AMITY BUSINESS SCHOOL                                                                          |
|------------------------------------------------------------------------------------------------|
| Course Handout                                                                                 |
| Course : Operations Research                                                                   |
| Course Code : BBM 501, Crédits : 04 Session :2019- 22(Odd Sem.), Class : B Com (Hons) 3rd Year |
|                                                                                                |

### **PROGRAMME OUTCOMES**

#### **Bachelor of Commerce**

**2019-2022**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.



| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| V SEM                            | BBM 501 | 1   | " " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " "   |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |
|-----------------------------------------------------------------------------------------|
| AMITY BUSINESS SCHOOL                                                                   |
| Course Handout                                                                          |
| Course : Operations Research                                                            |
| Course Code : BBM 101, Credits : 03, Session :2019- 22(Odd Sem.), Class : BCOM 3rd Year |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBM 501.1** Understand basic concepts of Operations Research

**BBM 501.2** Analyse Linear Programming

**BBM 501.3** Apply Transportation Problem

**BBM 501.4** Apply Assignment Problem

**BBM 501.5** Examine Game Theory

**BBM 501.6** Interpret Queuing & Simulation.

**Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social

problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### H. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

# Syllabus

## Module I: Introduction

Introduction to Operations Research, Definition, scope and limitations of Operations Research

## Module II: Linear Programming

Linear Programming – Basic Concepts, Model formulation; Solution methods – Graphical Solution method, Simplex method (problems involving only upto 3 constraints and of inequality <), Application of LPP in business decision making.

## Module III: Transportation Problem

Transportation problem- Initial Basic feasible solution (North West corner rule, Vogel's approximation method), Test for optimality (The Modified Distribution (MODI) method)

## Module IV: Assignment Problem

Assignment Problem – Introduction, Approach of the Assignment model, Solution Methods (Hungarian method)

## Module V: Game Theory

Game Theory- Concept and definition; Solution methods of Pure Strategy games (with saddle point), Significance of Game Theory.

## Module VI: Queuing & Simulation

Introduction, Elementary queuing system, Introduction to Single – channel queuing model (with Poisson arrivals and Exponential service times), (no numerical); Introduction to Simulation, applications, advantages and drawbacks of simulation, Introduction to Monte – Carlo Simulation, Role of computers in Simulation

## Examination Scheme:

| Components    | A | C<br>T | C/HS/Q | E<br>E |
|---------------|---|--------|--------|--------|
| Weightage (%) | 5 | 15     | 5      | 70     |

## Text & References:

### Text:

- Kapoor V K, Operations Research (Techniques for Management), Seventh edition, Sultan Chand & Sons.

### References:

- Sharma J K, Operations Research (Theory & Practices), Second edition, Macmillan India Ltd.
- Hamdy A Taha, Operations Research, Seventh edition, Prentice Hall India
- Kothari C R, An introduction to Operations Research, Third edition, Vikas Publishing House

## Lecture Plan

| <b>Lecture</b> | <b>Topics</b>                                   | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>      |
|----------------|-------------------------------------------------|-------------------------|-------------------------|----------------------------------|
| 1              | Introduction to Operations Research             | Lecture                 | BBM 501.1               | Mid Term-1, Quiz & End Sem. Exam |
| 2              | Definition of operation research                | Lecture                 | BBM 501.1               | Mid Term-1, Quiz & End Sem. Exam |
| 3              | Scope of operation research                     | Lecture                 | BBM 501.1               | Mid Term-1, Quiz & End Sem. Exam |
| 4              | Limitations of Operations Research              | Lecture                 | BBM 501.1               | Mid Term-1, Quiz & End Sem. Exam |
| 5              | Limitations of Operations Research              | Lecture                 | BBM 501.1               | Mid Term-1, Quiz & End Sem. Exam |
| 6              | Linear Programming – Basic Concepts             | Lecture                 | BBM 501.2.              | Mid Term-1, Quiz & End Sem. Exam |
| 9              | Model formulation                               | Lecture                 | BBM 501.2               | Mid Term-1, Quiz & End Sem. Exam |
| 10             | Solution methods                                | Lecture                 | BBM 501.2               | Mid Term-1, Quiz & End Sem. Exam |
| 11             | Graphical Solution method                       | Lecture                 | BBM 501.2               | Mid Term-1, Quiz & End Sem. Exam |
| 12             | Graphical Solution method                       | Lecture                 | BBM 501.2               | Mid Term-1, Quiz & End Sem. Exam |
| 13             | Simplex method                                  | Lecture                 | BBM 501.2               | Mid Term-1, Quiz & End Sem. Exam |
| 14             | Simplex method                                  | Lecture                 | BBM 501.2               | Mid Term-1, Quiz & End Sem. Exam |
| 15             | Application of LPP in business decision making. | Lecture                 | BBM 501.2               | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                               |         |           |                                  |
|----|---------------------------------------------------------------|---------|-----------|----------------------------------|
| 16 | Application of LPP in business decision making.               | Lecture | BBM 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Application of LPP in business decision making.               | Lecture | BBM 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Application of LPP in business decision making.               | Lecture | BBM 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Transportation problem                                        | Lecture | BBM 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 20 | Initial Basic feasible solution                               | Lecture | BBM 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 21 | North West corner rule                                        | Lecture | BBM 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | North West corner rule                                        | Lecture | BBM 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Vogel's approximation method                                  | Lecture | BBM 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Test for optimality (The Modified Distribution (MODI) method) | Lecture | BBM 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Assignment Problem – Introduction                             | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Assignment Problem – Introduction                             | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Approach of the Assignment model                              | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | Approach of the Assignment                                    | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem.      |

|    |                                                             |         |           |                                  |
|----|-------------------------------------------------------------|---------|-----------|----------------------------------|
|    | model                                                       |         |           | Exam                             |
| 29 | Solution Methods (Hungarian method)                         | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Solution Methods (Hungarian method)                         | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Solution Methods (Hungarian method)                         | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Solution Methods (Hungarian method)                         | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Game Theory- Concept and definition                         | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Game Theory- Concept and definition                         | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Solution methods of Pure Strategy games (with saddle point) | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Solution methods of Pure Strategy games (with saddle point) | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 37 | Solution methods of Pure Strategy games (with saddle point) | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 38 | Significance of Game Theory.                                | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 39 | Significance of Game Theory.                                | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 40 | Significance of Game Theory.                                | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 41 | Introduction                                                | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem.      |

|    |                                                                                                       |         |           |                                  |
|----|-------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                                                                       |         |           | Exam                             |
| 42 | Elementary queuing system                                                                             | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 43 | Introduction to Single – channel queuing model (with Poisson arrivals and Exponential service times), | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 44 | Introduction to Single – channel queuing model - (no numerical)                                       | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 45 | Introduction to Single – channel queuing model - (no numerical)                                       | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 46 | Introduction to Simulation                                                                            | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 47 | Introduction to Simulation, applications, advantages and drawbacks of simulation                      | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 48 | Introduction to Monte – Carlo Simulation, Role of computers in Simulation                             | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem. Exam |

#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|-----------|--------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|           |                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BBM 501.1 | Understand basic concepts of Operations Research | “                                   | “           | “           | ”           | “           | 2           | “           | “           | 2           | “            |  |  |
|           |                                                  | -                                   | —           | —           | —           | —           |             | —           | —           |             | —            |  |  |
|           |                                                  | “                                   | ”           | ”           | ”           | ”           |             | ”           | ”           |             | ”            |  |  |

|           |                                |             |             |   |             |             |   |             |             |   |             |  |  |
|-----------|--------------------------------|-------------|-------------|---|-------------|-------------|---|-------------|-------------|---|-------------|--|--|
| BBM 501.2 | Analyse Linear Programming     | 3           | 3           | 3 | 3           | 3           | 2 | “<br>—<br>” | “<br>—<br>” | 1 | “<br>—<br>” |  |  |
| BBM 501.3 | Apply Transportation Problem   | 3           | 3           | 3 | 3           | 3           | 2 | “<br>—<br>” | “<br>—<br>” | 1 | “<br>—<br>” |  |  |
| BBM 501.4 | Apply Assignment Problem       | “<br>—<br>” | “<br>—<br>” | 2 | “<br>—<br>” | “<br>—<br>” | 2 | “<br>—<br>” | “<br>—<br>” | 1 | “<br>—<br>” |  |  |
| BBM 501.5 | Examine Game Theory            | “<br>—<br>” | “<br>—<br>” | 2 | “<br>—<br>” | “<br>—<br>” | 2 | “<br>—<br>” | “<br>—<br>” | 1 | “<br>—<br>” |  |  |
| BBM 501.6 | Interpret Queuing & Simulation | “<br>—<br>” | “<br>—<br>” | 2 | “<br>—<br>” | “<br>—<br>” | 2 | “<br>—<br>” | “<br>—<br>” | 1 | “<br>—<br>” |  |  |

### Sample Question Paper

| Amity Business School<br>MID-SEMESTER (SEM –V) 2019-22                                                                                                                       |              |                                                                |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                                                                            |              |                                                                |          |           |                |          |
| <b>Subject Name:</b><br><b>BBM 501 OPERATIONS RESEARCH</b>                                                                                                                   |              | Time: 1.5 Hours                                                |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                               | Remembering  | Understanding                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                             | Q.1,4        | Q.2,3                                                          | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand set theory and functions in Business and Economics Limits.<br>CO2: Analyze Basic Counting Principle, Permutation and Combinations |              |                                                                |          |           |                |          |
| CO Map                                                                                                                                                                       | Question No. | Question                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                                          | Q.1          | Explain in brief the rational for studying Operations Research |          |           |                | 3        |
| CO1                                                                                                                                                                          | Q.2a         | Explain Linear Programming                                     |          |           |                | 3        |
|                                                                                                                                                                              | Q.2b         | Explain Simplex Methods                                        |          |           |                | 3        |
| CO2                                                                                                                                                                          | Q.3          | Discuss Transportation Problem                                 |          |           |                | 6        |



|     |      |                                                   |   |
|-----|------|---------------------------------------------------|---|
| CO2 | Q.4  | What is binomial coefficient                      | 3 |
| CO2 | Q.5a | Explain factorial notation                        | 3 |
|     | Q.5b | Differentiate between permutation and combination | 3 |
| CO2 | Q 6  | Explain series and sequence                       | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                          |
|-------------------------|--------------------------|
| <b>Session Course</b>   | 2019-20                  |
| <b>Name</b>             | B. Com (Hons)            |
| <b>Semester</b>         | 5 <sup>th</sup> Semester |
| <b>Subject Code</b>     | BBM 501                  |
| <b>Subject Name</b>     | Operations Research      |
| <b>Attainment Level</b> | Level 2                  |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



| AMITY BUSINESS SCHOOL                                                                          |
|------------------------------------------------------------------------------------------------|
| Course Handout                                                                                 |
| Course : Management Accounting-I                                                               |
| Course Code : BCH 501, Crédits : 03 Session :2019- 22(Odd Sem.), Class : B Com (Hons) 3rd Year |
|                                                                                                |

**PROGRAMME OUTCOMES**

**Bachelor of Commerce**

**2019-2022**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| V SEM                            | BCH 501 | 1   | " " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " "   |



**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                         |
|-----------------------------------------------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                         |
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>Course Handout</b>                                                                   |
| Course : Management Accounting-I                                                        |
| Course Code : BCH 501, Credits : 03, Session :2019- 22(Odd Sem.), Class : BCOM 3rd Year |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of Management Accounting and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCH 501.1** Understand basic concepts of Management Accounting
- BCH 501.2** Analyse and Interpret Financial Statements
- BCH 501.3** Apply Ratio Analysis
- BCH 501.4** Examine Funds Flow Analysis

**Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and

provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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#### I. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

# 000000. Syllabus

## Course Contents:

### Module I: Management Accounting

Nature & Scope: Meaning and Definition - Objectives of Management Accounting - Management Accounting and Financial Accounting - Management Accounting and Cost Accounting - Utility of Management Accounting - Limitations of Management Accounting - Position of Management Accountant in the Organisation.

### Module II: Analysis and Interpretation of Financial Statements - I

Concept of Financial Statements and their Nature - Limitations of Financial Statements - Analysis and Interpretation - Tools - Comparative Financial Statements - Common size Statements - Trend Percentages

### Module III: Analysis and Interpretation of Financial Statements - II

Ratio Analysis - Nature and Interpretation - Utility and Limitations of Ratios - Short-term Financial Ratios - Long-term Financial Ratios - Profitability Ratios - Proprietary and Yield Ratios - Turnover Ratios - DUPONT Control Chart

### Module IV: Funds Flow Analysis

Concept of Funds - Sources and Uses of Funds - Concept of Flow - Funds Flow Statement - Managerial Uses of Funds Flow Analysis - Construction of Funds Flow Statements

## Practical:

Use of various software packages to obtain different Management Accounting outputs like: (i) Fund Flow Statement, (ii) Ratio Analysis

## Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

## Text & References:

- Dr. S.N. Maheswari , Management Accounting
- Sexana, Management Accounting
- Made Gowda, Management Accounting
- Dr. S.N. Goyal and Manmohan, Management Accounting
- B.S. Raman, Management Accounting
- R.S.N. Pillai and Bagavathi, Management Accounting
- Sharma and Gupta, Management Accounting
- J. Batty, Management Accounting
- Foster, Financial Statement Analysis, Pearson.
- PN Reddy & Appanaiah, Essentials of Management Accounting.

## Lecture Plan

| Lecture | Topics                                                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|----------------------------------------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Nature & Scope of Management Accounting                                                      | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Meaning and Definition of Management Accounting                                              | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Objectives of Management Accounting                                                          | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Management Accounting and Financial Accounting                                               | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Management Accounting and Financial Accounting                                               | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Management Accounting and Cost Accounting                                                    | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Management Accounting and Cost Accounting                                                    | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | Utility of Management Accounting                                                             | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Limitations of Management Accounting - Position of Management Accountant in the Organisation | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 12      | Concept of Financial Statements and their Nature                                             | Lecture          | BCH 501.2        | Mid Term-1, Quiz & End Sem. Exam |
| 13      | Concept of Financial                                                                         | Lecture          | BCH 501.2        | Mid Term-1, Quiz &               |

|    |                                           |         |           |                                  |
|----|-------------------------------------------|---------|-----------|----------------------------------|
|    | Statements and their Nature               |         |           | End Sem. Exam                    |
| 14 | Limitations of Financial Statements       | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Limitations of Financial Statements       | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Analysis and Interpretation - Tools       | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Comparative Financial Statements          | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Common size Statements, Trend Percentages | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Ratio Analysis                            | Lecture | BCH 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 20 | Nature and Interpretation                 | Lecture | BCH 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 21 | Utility and Limitations of Ratios         | Lecture | BCH 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Utility and Limitations of Ratios         | Lecture | BCH 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Short-term Financial Ratios               | Lecture | BCH 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | - Long-term Financial Ratios              | Lecture | BCH 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Profitability Ratios                      | Lecture | BCH 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Proprietary and Yield Ratios -            | Lecture | BCH 501.3 | Mid Term-2, Quiz & End Sem. Exam |



|    |                                        |         |           |                                  |
|----|----------------------------------------|---------|-----------|----------------------------------|
| 27 | Turnover Ratios - DUPONT Control Chart | Lecture | BCH 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | Concept of funds                       | Lecture | BCH 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Sources and Uses of Funds              | Lecture | BCH 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Sources and Uses of Funds              | Lecture | BCH 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Concept of Flow                        | Lecture | BCH 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | - Funds Flow Statement -               | Lecture | BCH 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | - Funds Flow Statement -               | Lecture | BCH 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Managerial Uses of Funds Flow Analysis | Lecture | BCH 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Managerial Uses of Funds Flow Analysis | Lecture | BCH 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Construction of Funds Flow Statements  | Lecture | BCH 501.5 | Mid Term-2, Quiz & End Sem. Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |

|           |                                                    |        |        |        |        |        |   |        |        |   |        |  |  |
|-----------|----------------------------------------------------|--------|--------|--------|--------|--------|---|--------|--------|---|--------|--|--|
| BCH 501.1 | Understand basic concepts of Management Accounting | 1      | “<br>” | “<br>” | “<br>” | “<br>” | 2 | “<br>” | “<br>” | 2 | “<br>” |  |  |
| BCH 501.2 | Analyse and Interpret Financial Statements         | 3      | 3      | 3      | 3      | 3      | 2 | “<br>” | “<br>” | 1 | “<br>” |  |  |
| BCH 501.3 | Apply Ratio Analysis                               | 3      | 3      | 3      | 3      | 3      | 2 | “<br>” | “<br>” | 1 | “<br>” |  |  |
| BCH 501.4 | Examine Funds Flow Analysis                        | “<br>” | “<br>” | 2      | “<br>” | “<br>” | 2 | “<br>” | “<br>” | 1 | “<br>” |  |  |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –V) 2019-22                                                                               |              |                                                                  |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                                      |              |                                                                  |          |           |                |          |
| Subject Name:<br>BCH 501 Management<br>Accounting -I                                                                                   |              | Time: 1.5 Hours                                                  |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                | Remembering  | Understanding                                                    | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                    | Q.1,4        | Q.2,3                                                            | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1:. Understand basic concepts of Management Accounting<br>CO2: Analyse and Interpret Financial Statements |              |                                                                  |          |           |                |          |
| CO Map                                                                                                                                 | Question No. | Question                                                         |          |           |                | Marks    |
| CO1                                                                                                                                    | Q.1          | Explain in brief the rational for studying Management Accounting |          |           |                | 3        |
| CO2                                                                                                                                    | Q.2a         | Explain Financial Statements                                     |          |           |                | 3        |
|                                                                                                                                        | Q.2b         | Explain Comparative Financial Statements                         |          |           |                | 3        |
| CO1                                                                                                                                    | Q.3          | Discuss Cost Accounting                                          |          |           |                | 6        |

|     |      |                                                                    |   |
|-----|------|--------------------------------------------------------------------|---|
| CO2 | Q.4  | What is Analysis Tool ?                                            | 3 |
| CO1 | Q.5a | Explain Limitations of Management Accounting                       | 3 |
|     | Q.5b | Differentiate between Management Accounting & Financial Accounting | 3 |
| CO2 | Q 6  | Explain Limitation of Financial Statements                         | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                          |
|-------------------------|--------------------------|
| <b>Session Course</b>   | 2019-20                  |
| <b>Name</b>             | B. Com (Hons)            |
| <b>Semester</b>         | 5 <sup>th</sup> Semester |
| <b>Subject Code</b>     | BCH 501                  |
| <b>Subject Name</b>     | Management Accounting -I |
| <b>Attainment Level</b> | Level 2                  |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                          |
|------------------------------------------------------------------------------------------------|
| Course Handout                                                                                 |
| Course : Macro Economics                                                                       |
| Course Code : BCH 502, Crédits : 04 Session :2019- 22(Odd Sem.), Class : B Com (Hons) 3rd Year |
|                                                                                                |
|                                                                                                |

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2019-2022**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry.

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |         |     |       |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-------|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2   | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| V SEM                            | BCH 502 | 1   | " _ " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " _ " |



**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                         |
|-----------------------------------------------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                         |
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>Course Handout</b>                                                                   |
| Course : Operations Research                                                            |
| Course Code : BCH 502, Credits : 04, Session :2019- 22(Odd Sem.), Class : BCOM 3rd Year |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCH 502.1** Understand basic concepts of Macro Economics
- BCH 502.2** Understand the concepts of National Income Accounting
- BCH 502.3** Analyse Schools of Macro Economic Thought
- BCH 502.4** Analyse Keynesian Model of Macro economics
- BCH 502.5** Apply Quantity Theory of Money
- BCH 502.6** Examine implications of Inflation

**Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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knowledge, skills and attitude for the handling of trade, commerce and industry

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**J. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester                   | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |

|              |  |  |             |
|--------------|--|--|-------------|
| Examination  |  |  |             |
| <b>Total</b> |  |  | <b>100%</b> |
|              |  |  |             |



# Syllabus

## Course Contents:

### Module I: Introduction to Macroeconomics

The roots of macroeconomics, macroeconomic concerns, the role of government in the macro economy, the components of the macro economy, the methodology of macroeconomics

### Module II: Introduction to National Income Accounting

Concepts of GDP and national income, approaches to calculating GDP, GDP and personal income, Nominal and real GDP, Limitations of the GDP concept, GDP and the black economy.

### Module III: Schools of Macroeconomic Thoughts

Classical, Neo Classical and Keynesian Models.; Say's Law of Markets and Classical Theory of Employment

### Module IV: Keynesian Model

Aggregate expenditure and equilibrium output; Consumption function; theory of investment-marginal efficiency of capital; saving and investment; The Investment Multiplier and its application to LDC's

### Module V: Money in the Modern Economy

Theories of Demand for Money: Quantity Theory and Keynes approach. Baumol and Tobin Contributions and Friedman's restatement of quantity theory Characteristics of a monetary economy; the supply of money and overall liquidity position; credit creation

## Module VI: Inflation

The causes of inflation, level of prices and the value of money, The Fisher effect, the cost of inflation.

### Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- D.N. Devedi, Macroeconomics
- I.C. Dhingra, Macroeconomics, Sultan Chand & Sons.
- E. Shapiro, Macro Economic Analysis, Harcourt Barce, New York.
- G. Ackley, Macro Economic Theory, Mc. Graw Hill, New York.
- R.L. Miller and R.W. Pullinelli, Modern Money and Banking, Mc. Graw Hill.
- A.K. Basu, Fundamentals of Banking: Theory and Practice.
- Reserve Bank of India, Functions and working of R.B.I.

### Lecture Plan

| Lecture | Topics                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO                     |
|---------|---------------------------------------------|------------------|------------------|------------------------------------------|
| 1       | The roots of macroeconomics                 | Lecture          | BCH501.1         | Mid Term-1, Quiz & End Sem. Exam         |
| 2       | The roots of macroeconomics                 | Lecture          | BCH501.1         | Mid Term-1, Quiz & End Sem. .Exam        |
| 3       | Macroeconomic concerns                      | Lecture          | BCH501.1         | Mid Term-1, Quiz & End Sem. Exam         |
| 4       | Macroeconomic concerns                      | Lecture          | BCH501.1         | Mid Term-1, Quiz & End Sem. BCH501.1Exam |
| 5       | the role of government in the macro economy | Lecture          | BCH501.1         | Mid Term-1, Quiz & End Sem. Exam         |
| 6       | the role of government in the macro economy | Lecture          | BCH501.1         | Mid Term-1, Quiz & End Sem. Exam         |
| 7       | the                                         | Lecture          | BCH501.1         | Mid Term-1,                              |

|    |                                                         |         |          |                                  |
|----|---------------------------------------------------------|---------|----------|----------------------------------|
|    | components of the macro economy                         |         |          | Quiz & End Sem. Exam             |
| 8  | the methodology of macroeconomics                       | Lecture | BCH501.1 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Concepts of GDP and national income                     | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Concepts of GDP and national income                     | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | approaches to calculating GDP                           | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | approaches to calculating GDP                           | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | GDP and personal income                                 | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Nominal and real GDP                                    | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Limitations of the GDP concept                          | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | GDP and the black economy.                              | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Classical Schools                                       | Lecture | BCH501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 20 | Classical Schools                                       | Lecture | BCH501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 21 | Neo Classical and Keynesian Models                      | Lecture | BCH501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Neo Classical and Keynesian Models                      | Lecture | BCH501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Neo Classical and Keynesian Models                      | Lecture | BCH501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Say's Law of Markets and Classical Theory of Employment | Lecture | BCH501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Aggregate expenditure and equilibrium                   | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                                        |         |          |                                  |
|----|--------------------------------------------------------|---------|----------|----------------------------------|
|    | output                                                 |         |          |                                  |
| 26 | Aggregate expenditure and equilibrium output           | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Consumption function                                   | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | Consumption function                                   | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | theory of investment-marginal efficiency of capital    | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | theory of investment-marginal efficiency of capital    | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | saving and investment                                  | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | The Investment Multiplier and its application to LDC's | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Theories of Demand for Money:                          | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Quantity Theory and Keynes approach                    | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Quantity Theory and Keynes approach                    | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Baumol and Tobin Contributions                         | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 37 | Friedman's restatement of quantity theory              | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 38 | Characteristics of a monetary economy                  | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 39 | the supply of money and overall liquidity              | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                        |         |          |                                  |
|----|----------------------------------------|---------|----------|----------------------------------|
|    | position;                              |         |          |                                  |
| 40 | Credit creation                        | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 41 | The causes of inflation                | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 42 | The causes of inflation                | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 43 | Level of prices and the value of money | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 44 | Level of prices and the value of money | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 45 | The Fisher effect                      | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 46 | The Fisher effect                      | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 47 | The cost of inflation.                 | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 48 | The cost of inflation.                 | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|-----------|--------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|           |                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BCH 501.1 | Understand basic concepts of Operations Research | “<br>-<br>“                         | “<br>-<br>” | “<br>-<br>” | ”<br>-<br>” | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 2           | “<br>-<br>”  |  |  |
| BCH 501.2 | Analyse Linear Programming                       | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>-<br>” | “<br>-<br>” | 1           | “<br>-<br>”  |  |  |

|              |                                    |             |             |   |             |             |   |             |             |   |             |  |  |
|--------------|------------------------------------|-------------|-------------|---|-------------|-------------|---|-------------|-------------|---|-------------|--|--|
| BCH<br>501.3 | Apply<br>Transportation<br>Problem | 3           | 3           | 3 | 3           | 3           | 2 | “<br>—<br>” | “<br>—<br>” | 1 | “<br>—<br>” |  |  |
| BCH<br>501.4 | Apply Assignment<br>Problem        | “<br>—<br>” | “<br>—<br>” | 2 | “<br>—<br>” | “<br>—<br>” | 2 | “<br>—<br>” | “<br>—<br>” | 1 | “<br>—<br>” |  |  |
| BCH<br>501.5 | Examine Game<br>Theory             | “<br>—<br>” | “<br>—<br>” | 2 | “<br>—<br>” | “<br>—<br>” | 2 | “<br>—<br>” | “<br>—<br>” | 1 | “<br>—<br>” |  |  |
| BCH<br>501.6 | Interpret Queuing<br>& Simulation  | “<br>—<br>” | “<br>—<br>” | 2 | “<br>—<br>” | “<br>—<br>” | 2 | “<br>—<br>” | “<br>—<br>” | 1 | “<br>—<br>” |  |  |

## Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –V) 2019-22</b>                                                                                                                        |              |                                                            |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                                                                                             |              |                                                            |          |           |                |          |
| Subject Name:<br><b>BCH 502 MACRO ECONOMICS</b>                                                                                                                                               |              | Time: 1.5 Hours                                            |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                | Remembering  | Understanding                                              | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                              | Q.1,4        | Q.2,3                                                      | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand basic concepts of Macro Economics.<br>CO2: Understand the concepts of National Income Accounting<br>CO3: Analyse Schools of Macro Economic Thought |              |                                                            |          |           |                |          |
| CO Map                                                                                                                                                                                        | Question No. | Question                                                   |          |           |                | Marks    |
| CO1                                                                                                                                                                                           | Q.1          | Explain in brief the rational for studying Macro Economics |          |           |                | 3        |
| CO1                                                                                                                                                                                           | Q.2a         | Discuss scope of Macro Economics                           |          |           |                | 3        |
|                                                                                                                                                                                               | Q.2b         | Explain methodology of Macro Economics                     |          |           |                | 3        |
| CO1                                                                                                                                                                                           | Q.3          | Discuss role of Government in Macro Economics              |          |           |                | 6        |
| CO2                                                                                                                                                                                           | Q.4          | What is GDP ?                                              |          |           |                | 3        |
| CO2                                                                                                                                                                                           | Q.5a         | Explain National Income Accounting                         |          |           |                | 3        |
|                                                                                                                                                                                               | Q.5b         | Differentiate between GDP and National Income              |          |           |                | 3        |
| CO3                                                                                                                                                                                           | Q.6          | Discuss classical theory of economics ?                    |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                          |
|-------------------------|--------------------------|
| <b>Session Course</b>   | 2019-20                  |
| <b>Name</b>             | B. Com (Hons)            |
| <b>Semester</b>         | 5 <sup>th</sup> Semester |
| <b>Subject Code</b>     | BCH 502                  |
| <b>Subject Name</b>     | Macro Economics          |
| <b>Attainment Level</b> | Level 2                  |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |





| AMITY BUSINESS SCHOOL                                                                           |
|-------------------------------------------------------------------------------------------------|
| Course Handout                                                                                  |
| Course : Financial Management                                                                   |
| Course Code : BCH 504, Crédits : 02 Session :2019- 22 (Odd Sem.), Class : B Com (Hons) 3rd Year |
|                                                                                                 |

**PROGRAMME OUTCOMES**

**Bachelor of Commerce**

**2019-2022**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system.

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business

ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       | FM    |       |      |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-------|-------|------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 | PSO 1 | PSO 2 | PSO3 |
| V SEM                         | BCH 504 | 1   | " " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " "   | 2     | 2     | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |
|-----------------------------------------------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                         |
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>Course Handout</b>                                                                   |
| Course : Operations Research                                                            |
| Course Code : BCH 504, Credits : 02, Session :2019- 22(Odd Sem.), Class : BCOM 3rd Year |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCH 504.1 Understand basic concepts of Financial Management
- BCH 504.2 Analyse Time Value of Money
- BCH 504.3 Analyse Cost of capital
- BCH 504.4 Apply Capital Budgeting

## Program Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### Program Specific Outcomes :

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

### K. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

## PPPPPP. Syllabus

Course Contents:

### Module I Concept of Financial Management

Financial Management- finance function – aims of finance function – financial management – goals Of financial management – financial decisions – financial planning – objectives and principles of Sound financial planning – long term and short term financial plan – factors affecting financial plan.

### Module II Time Value of Money

Valuation Concepts: Time Value of Money – discounting and compounding techniques

### Module III Cost of Capital

Cost of capital, Equity Shares, concept of WACC, Debentures, Preference Shares and retained earnings.

### Module IV Capital Budgeting and Techniques

Investment Decisions – capital budgeting – significance – techniques of evaluation of investment Proposals- Payback Period., Discounted Payback Period, Net Present Value., Internal Rate of Return, Profitability Index, Illustrations on Project feasibility

Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

Text & References:

- S N Maheshwari, Financial Management.
- Khan and Jain, Financial Management.
- Dorai Raj. S.N, Financial Management.
- Sharma and Sashi Gupta, Financial Management.
- I M Pandey, Financial Management.
- James C Vanhorne, Financial Management.
- Prasanna Chandra, Financial Management.
- PN Reddy & Appanaiah, Financial Management.

### Lecture Plan

| Lecture | Topics                                                                                   | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|------------------------------------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Financial Management- finance function – aims of finance function – financial management | Lecture          | BCH 504.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | goals of financial management –                                                          | Lecture          | BCH 504.1        | Mid Term-1, Quiz & End Sem.      |

|    |                                                       |         |           |                                  |
|----|-------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                       |         |           | .Exam                            |
| 3  | financial decisions – financial planning              | Lecture | BCH 504.1 | Mid Term-1, Quiz & End Sem. Exam |
| 4  | objectives and principles of Sound financial planning | Lecture | BCH 504.1 | Mid Term-1, Quiz & End Sem. Exam |
| 5  | – long term and short term financial plan –           | Lecture | BCH 504.1 | Mid Term-1, Quiz & End Sem. Exam |
| 6  | Valuation Concepts                                    | Lecture | BCH 504.2 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Valuation Concepts                                    | Lecture | BCH 504.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Time Value of Money                                   | Lecture | BCH 504.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Time Value of Money                                   | Lecture | BCH 504.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | discounting and compounding techniques                | Lecture | BCH 504.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Cost of Capital                                       | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Cost of Capital                                       | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Equity Shares                                         | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | concept of WACC                                       | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Debentures                                            | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Preference Shares                                     | Lecture | BCH 504.3 | Mid Term-                        |

|    |                                                                 |         |           |                                  |
|----|-----------------------------------------------------------------|---------|-----------|----------------------------------|
|    | and retained earnings.                                          |         |           | 1, Quiz & End Sem. Exam          |
| 19 | Investment Decisions                                            | Lecture | BCH 504.4 | Mid Term-1, Quiz & End Sem. Exam |
| 20 | capital budgeting – significance                                | Lecture | BCH 504.4 | Mid Term-1, Quiz & End Sem. Exam |
| 21 | Techniques of evaluation of investment Proposals                | Lecture | BCH 504.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | - Payback Period., Discounted Payback Period, Net Present Value | Lecture | BCH 504.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Internal Rate of Return,                                        | Lecture | BCH 504.4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Profitability Index, Illustrations on Project feasibility       | Lecture | BCH 504.4 | Mid Term-2, Quiz & End Sem. Exam |

#### K. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                         | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | FM               |                  |                  |
|-----------|---------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|           |                                                   | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| BCH 504.1 | Understand basic concepts of Financial Management | “                                   | “           | “           | ”           | “           | 2           | “           | “           | 2           | “            | 2                | 1                | 1                |
|           |                                                   | -                                   | —           | —           | —           | —           |             | —           | —           |             | —            |                  |                  |                  |
| BCH 504.2 | Analyse Time Value of Money                       | 3                                   | 3           | 3           | 3           | 3           | 2           | “           | “           | 1           | “            | 2                | 1                | 1                |
|           |                                                   |                                     |             |             |             |             |             | —           | —           |             | —            |                  |                  |                  |

|           |                         |        |        |   |        |        |   |        |        |   |        |   |   |   |
|-----------|-------------------------|--------|--------|---|--------|--------|---|--------|--------|---|--------|---|---|---|
| BCH 504.3 | Analyse Cost of capital | 3      | 3      | 3 | 3      | 3      | 2 | “<br>” | “<br>” | 1 | “<br>” | 2 | 1 | 1 |
| BCH 504.4 | Apply Capital Budgeting | “<br>” | “<br>” | 2 | “<br>” | “<br>” | 2 | “<br>” | “<br>” | 1 | “<br>” | 2 | 1 | 1 |



## Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –V) 2019-22</b>                                                  |              |                                                                 |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|----------|-----------|----------------|----------|
| <b>Class: B Com (Honours) V Semester</b>                                                                                |              |                                                                 |          |           |                |          |
| Subject Name:<br>BCH 504 Financial Management-I                                                                         |              | Time: 1.5 Hours                                                 |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                          | Remembering  | Understanding                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                        | Q.1,4        | Q.2,3                                                           | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Financial Management<br>CO2: Analyse Time Value of Money |              |                                                                 |          |           |                |          |
| CO Map                                                                                                                  | Question No. | Question                                                        |          |           |                | Marks    |
| CO1                                                                                                                     | Q.1          | Explain in brief the rational for studying Financial Management |          |           |                | 3        |
| CO1                                                                                                                     | Q.2a         | Explain goals of financial management                           |          |           |                | 3        |
|                                                                                                                         | Q.2b         | Explain Financial Decisions                                     |          |           |                | 3        |
| CO1                                                                                                                     | Q.3          | Discuss long term and short term financial plan                 |          |           |                | 6        |
| CO2                                                                                                                     | Q.4          | What is Time Value of Money                                     |          |           |                | 3        |
| CO2                                                                                                                     | Q.5a         | Explain Valuation Concepts                                      |          |           |                | 3        |
|                                                                                                                         | Q.5b         | Differentiate between discounting and compounding techniques    |          |           |                | 3        |
| CO2                                                                                                                     | Q 6          | Explain Value of Money                                          |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                          |
|-------------------------|--------------------------|
| <b>Session Course</b>   | 2019-20                  |
| <b>Name</b>             | B. Com (Hons)            |
| <b>Semester</b>         | 5 <sup>th</sup> Semester |
| <b>Subject Code</b>     | BCH 504                  |
| <b>Subject Name</b>     | Financial Management-I   |
| <b>Attainment Level</b> | Level 1                  |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



| AMITY BUSINESS SCHOOL                                                                           |                                 |
|-------------------------------------------------------------------------------------------------|---------------------------------|
| Course Handout                                                                                  |                                 |
| Course :                                                                                        | FUNDAMENTALS OF INVESTMENTS - I |
| Course Code : BCH 505, Crédits : 02 Session :2019- 22 (Odd Sem.), Class : B Com (Hons) 3rd Year |                                 |
|                                                                                                 |                                 |

### **PROGRAMME OUTCOMES**

#### **Bachelor of Commerce**

**2019-2022**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

- PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.
- PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.
- PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

| PROGRAMME ARTICULATION MATRIX |         |     |       |     |     |     |     |     |     |     | FM    |       |       |      |
|-------------------------------|---------|-----|-------|-----|-----|-----|-----|-----|-----|-----|-------|-------|-------|------|
|                               |         | PO1 | PO2   | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 | PSO 1 | PSO 2 | PSO3 |
| V SEM                         | BCH 505 | 1   | " _ " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | "-"   | 2     | 2     | 2    |



|                                                                                         |
|-----------------------------------------------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                         |
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>Course Handout</b>                                                                   |
| Course : FUNDAMENTALS OF INVESTMENTS - I                                                |
| Course Code : BCH 505, Credits : 02, Session :2019- 22(Odd Sem.), Class : BCOM 3rd Year |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCH 505.1 Understand basic concepts of Investment
- BCH 505. 2 Analyse Financial Information
- BCH 505.3 Analyse Risk and Return
- BCH 505.4 Examine Different Types of Bonds
- BCH 505.5 Administer Industry Analysis

**Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and

independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**L. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                           | Code     | Weightage % |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                            | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical | A        | 5%          |

|                          |                          |    |             |
|--------------------------|--------------------------|----|-------------|
|                          | leaves.                  |    |             |
| End Semester Examination | End Semester Examination | EE | 70%         |
| <b>Total</b>             |                          |    | <b>100%</b> |
|                          |                          |    |             |

FUNDAMENTALS OF INVESTMENTS - I

**Course Contents:**

**Module I: The Investment Environment**

The investment decision process, Types of Investments – Commodities, Real Estate and Financial Assets, the Indian securities market, the market participants and trading of securities, security market indices, sources of financial information, concept of risk and return, Impact of Taxes and inflation on return.

**Module II : Financial Information**

Sources of Financial Information, Efficient Market Theory

**Module III: Risk and Return**

Total risk and its factors

**Module : IV Bonds**

Valuation of Fixed Income Securities- Types of Bonds, Bond Rating and Bond Price, Bond Valuation.

**Module : V**

Fundamental Analysis: Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis

**A Project on Investment (considering either Commodities, Equity, Fixed income Security, Real Estate)**

**Examination Scheme:**

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

**Text & References:**

- Bhalla, V.K., “Investment Management”, S. Chand & Co.
- Prasanna, Chandra, “Investment analysis and portfolio management”, Tata McGraw Hill



## Lecture Plan

| <b>Lecture</b> | <b>Topics</b>                                                         | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>       |
|----------------|-----------------------------------------------------------------------|-------------------------|-------------------------|-----------------------------------|
| 1              | The investment decision process                                       | Lecture                 | BCH 505.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 2              | Types of Investments – Commodities, Real Estate and Financial Assets, | Lecture                 | BCH 505.1               | Mid Term-1, Quiz & End Sem. .Exam |
| 3              | the Indian securities market                                          | Lecture                 | BCH 505.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 4              | The market participants and trading of securities                     | Lecture                 | BCH 505.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 5              | security market indices, sources of financial information             | Lecture                 | BCH 505.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 6              | Concept of risk and return, Impact of Taxes and inflation on return.  | Lecture                 | BCH 505.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 7              | Sources of Financial Information                                      | Lecture                 | BCH 505.2               | Mid Term-1, Quiz & End Sem. Exam  |
| 8              | Sources of Financial Information                                      | Lecture                 | BCH 505.2               | Mid Term-1, Quiz & End Sem. Exam  |
| 9              | Efficient Market Theory                                               | Lecture                 | BCH 505.2               | Mid Term-1, Quiz & End Sem. Exam  |
| 10             | Efficient Market Theory                                               | Lecture                 | BCH 505.2               | Mid Term-1, Quiz & End Sem. Exam  |
| 11             | Total risk and its factors                                            | Lecture                 | BCH 505.3               | Mid Term-1, Quiz & End Sem.       |

|    |                                      |         |           | Exam                             |
|----|--------------------------------------|---------|-----------|----------------------------------|
| 12 | Total risk and its factors           | Lecture | BCH 505.3 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Valuation of Fixed Income Securities | Lecture | BCH 505.4 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Valuation of Fixed Income Securities | Lecture | BCH 505.4 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Types of Bonds                       | Lecture | BCH 505.4 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Types of Bonds                       | Lecture | BCH 505.4 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Bond Rating and Bond Price           | Lecture | BCH 505.4 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Bond Valuation.                      | Lecture | BCH 505.4 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Fundamental Analysis                 | Lecture | BCH 505.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Economic Analysis                    | Lecture | BCH 505.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Industry Analysis                    | Lecture | BCH 505.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Company Analysis                     | Lecture | BCH 505.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Company Analysis                     | Lecture | BCH 505.4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Technical Analysis                   | Lecture | BCH 505.4 | Mid Term-2, Quiz & End Sem. Exam |

#### L. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                | CORRELATION WITH PROGRAMME OUTCOMES |       |       |       |       |     |       |       |     |       | FM    |       |       |
|-----------|------------------------------------------|-------------------------------------|-------|-------|-------|-------|-----|-------|-------|-----|-------|-------|-------|-------|
|           |                                          | PO1                                 | PO2   | PO3   | PO4   | PO5   | PO6 | PO7   | PO8   | PO9 | PO10  | PSO 1 | PSO 2 | PSO 3 |
| BCH 505.1 | Understand basic concepts of Investments | “ - ”                               | “ - ” | “ - ” | “ - ” | “ - ” | 2   | “ - ” | “ - ” | 2   | “ - ” | 2     | 2     | 2     |
| BCH 505.2 | Analyse Financial Information            | 3                                   | 3     | 3     | 3     | 3     | 2   | “ - ” | “ - ” | 1   | “ - ” | 2     | 2     | 2     |
| BCH 505.3 | Analyse Risk and Return                  | 3                                   | 3     | 3     | 3     | 3     | 2   | “ - ” | “ - ” | 1   | “ - ” | 2     | 1     | 1     |
| BCH 505.4 | Examine Different Types of Bonds         | “ - ”                               | “ - ” | 2     | “ - ” | “ - ” | 2   | “ - ” | “ - ” | 1   | “ - ” | 2     | 1     | 1     |
| BCH 505.5 | Examine Different Types of Bonds         | “ - ”                               | “ - ” | 2     | “ - ” | “ - ” | 2   | “ - ” | “ - ” | 1   | “ - ” | 2     | 1     | 1     |

## Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –V) 2019-22                                                        |              |                                                       |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                               |              |                                                       |          |           |                |          |
| Subject Name:<br>BCH 505 Fundamental of<br>Investment-I                                                         |              | Time: 1.5 Hours                                       |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                         | Remembering  | Understanding                                         | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                             | Q.1,4        | Q.2,3                                                 | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Investment<br>CO2: Analyse Financial Information |              |                                                       |          |           |                |          |
| CO Map                                                                                                          | Question No. | Question                                              |          |           |                | Marks    |
| CO1                                                                                                             | Q.1          | Explain in brief the rational for studying Investment |          |           |                | 3        |
| CO1                                                                                                             | Q.2a         | Explain importance of investment                      |          |           |                | 3        |
|                                                                                                                 | Q.2b         | Explain Real Estate                                   |          |           |                | 3        |
| CO1                                                                                                             | Q.3          | Differentiate between risk and return                 |          |           |                | 6        |
| CO2                                                                                                             | Q.4          | Explain financial information                         |          |           |                | 3        |
| CO2                                                                                                             | Q.5a         | Explain efficient market theory                       |          |           |                | 3        |
|                                                                                                                 | Q.5b         | Explain importance of financial information           |          |           |                | 3        |
| CO3                                                                                                             | Q 6          | Explain Risk and Return                               |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                             |
|-------------------------|-----------------------------|
| <b>Session Course</b>   | 2019-20                     |
| <b>Name</b>             | B. Com (Hons)               |
| <b>Semester</b>         | 5 <sup>th</sup> Semester    |
| <b>Subject Code</b>     | BCH 505                     |
| <b>Subject Name</b>     | Fundamental of Investment-I |
| <b>Attainment Level</b> | Level 2                     |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                           |
|-------------------------------------------------------------------------------------------------|
| Course Handout                                                                                  |
| Course : Financial Markets, Institutions & Financial Services – I                               |
| Course Code : BCH 506, Crédits : 02 Session :2019- 22 (Odd Sem.), Class : B Com (Hons) 3rd Year |

## PROGRAMME OUTCOMES

### Bachelor of Commerce

2019-2022

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      | FM   |      |      |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| V SEM                         | BCH 506 | 1   | " " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " "  | 2    | 2    | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

Course Handout

Course : Financial Markets, Institutions & Financial Services – I

Course Code : BCH 506 , Credits : 02, Session :2019- 22(Odd Sem.), Class : BCOM 3rd Year

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCH 506.1 Understand basic concepts of Financial Markets, Institutions & Financial Services – I
- BCH 506.2 Analyse Capital Market
- BCH 506.3 Examine mutual funds
- BCH 506.4 Examine the concept and process of factoring
- BCH 506.5 Evaluate Non- Banking Financial Companies
- BCH 506.6 Evaluate Life and Non-life Insurance Organizations in India

## Program Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

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**[PO.5] Understanding business processes and work teams:** Will enable students understand



business processes and work teams for better business outcomes.

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**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

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#### **Program Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

#### **M. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                        | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                            | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. | A           | 5%                 |

|                          |                                                                             |    |             |
|--------------------------|-----------------------------------------------------------------------------|----|-------------|
|                          | The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                    | EE | 70%         |
| <b>Total</b>             |                                                                             |    | <b>100%</b> |
|                          |                                                                             |    |             |

## **RRRRRR. Syllabus**

### **Course Contents:**

#### **Module I: Money Market**

Call money market, Treasury bills market, Commercial bills market, Commercial papers and certificates of deposits, Discount and Finance House of India, Government Securities Market, Recent developments.

#### **Module II: Capital Market**

Impact of monetary policy, Industrial securities market, Primary market and Secondary market. Nature and role of financial system: Financial system and markets, Efficiency and stability, Technology, Government intervention in the financial system.

#### **Module III: Mutual funds**

Meaning, types, functions, advantages; Private and public sector mutual funds; Performance and growth of mutual funds in India; SEBI guidelines.

#### **Module IV: Factoring**

The concept, significance, types; Factoring mechanism; Factoring vs. leasing; Factoring in India and abroad; Forfeitures; Kalyanasundaram Committee recommendations. Credit card: The concept, types, advantages and disadvantages. Credit Rating: Mechanism, Role of CRISIL and ICRA.

#### **Module V: Non-Banking Finance Companies**

Evolution and present status. Insurance Companies: Economics of insurance, The insurance industry and its regulation; LIC, GIC. Development finance institutions: Concept, role of DFIs, Sources of funds, DFIs in India, Khan Committee Report and Universal banking; Recent trends.

**Module VI: Life and Non-life Insurance Organizations in India** : Coverage: Insurance Regulatory and Development Authority (IRDA) – Duties, Powers, and Functions; Life Insurance Corporation of India (LIC) – Overview, Objectives, and Role; General Insurance Corporation of India (GIC) – Overview, Objectives, and Functions.

**Recent Trends in Financial System-** financial innovations and regulatory trends, current domestic and international issues in the financial system, such as the famous financial crisis.

**Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

**Text & References:**

- Gordon and Natarajan, Financial Markets and Services, Himalaya Publishing House.
- Khan, M.Y, Financial Services, Tata McGraw Hill.
- Jeff Madura, Financial Markets and Institutions, South-Western College Publishing.
- B.C Vasant Desai, The Indian Financial System, Himalaya Publishing House.
- Bhole L.M, Financial Institutions and Markets, Tata McGraw Hill.

**Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                           | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>      |
|----------------|-------------------------------------------------------------------------|-------------------------|-------------------------|----------------------------------|
| 1              | Call money market, Treasury bills market,                               | Lecture                 | BCH 506.1               | Mid Term-1, Quiz & End Sem. Exam |
| 2              | Commercial bills market, Commercial papers and certificates of deposits | Lecture                 | BCH 506.1               | Mid Term-1, Quiz & End Sem. Exam |
| 3              | Discount and Finance House of India, Government Securities Market       | Lecture                 | BCH 506.1               | Mid Term-1, Quiz & End Sem. Exam |
| 4              | Recent developments                                                     | Lecture                 | BCH 506.1               | Mid Term-1, Quiz & End Sem. Exam |
| 5              | Impact of monetary policy, Industrial securities market                 | Lecture                 | BCH 506.2               | Mid Term-1, Quiz & End Sem. Exam |
| 6              | Primary market and Secondary market                                     | Lecture                 | BCH 506.2               | Mid Term-1, Quiz & End Sem. Exam |
| 7              | Nature and role of                                                      | Lecture                 | BCH 506.2               | Mid Term-                        |

|    |                                                                                                                                    |         |           |                                            |
|----|------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|--------------------------------------------|
|    | financial system:<br>Financial system<br>and markets                                                                               |         |           | 1, Quiz &<br>End Sem.<br>Exam              |
| 8  | Efficiency and<br>stability,<br>Technology,<br>Government<br>intervention in<br>the financial<br>system                            | Lecture | BCH 506.2 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 9  | Meaning, types,<br>functions,<br>advantages of<br>mutual fund                                                                      | Lecture | BCH 506.3 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 10 | Private and public<br>sector mutual funds                                                                                          | Lecture | BCH 506.3 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 11 | Performance and<br>growth of mutual<br>funds in India                                                                              | Lecture | BCH 506.3 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 12 | SEBI guidelines                                                                                                                    | Lecture | BCH 506.3 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 13 | The concept,<br>significance, types of<br>Factoring                                                                                | Lecture | BCH 506.4 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 14 | Factoring<br>mechanism;<br>Factoring vs.<br>leasing; Factoring in<br>India and abroad                                              | Lecture | BCH 506.4 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 15 | Forfeitures<br>,Kalyanasundaram<br>Committee<br>recommendations                                                                    | Lecture | BCH 506.4 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 16 | Credit card: The<br>concept, types,<br>advantages and<br>disadvantages,<br>Credit Rating:<br>Mechanism, Role<br>of CRISIL and ICRA | Lecture | BCH 506.4 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 17 | .<br>Evolution and<br>present status.<br>Insurance<br>Companies:<br>Economics of<br>insurance                                      | Lecture | BCH 506.5 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |

|    |                                                                                                                                                      |         |           |                                  |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
| 18 | , The insurance industry and its regulation;                                                                                                         | Lecture | BCH 506.5 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | LIC, GIC. Development finance institutions: Concept, role of DFIs, Sources of funds                                                                  | Lecture | BCH 506.5 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | DFIs in India, Khan Committee Report and Universal banking; Recent trends.                                                                           | Lecture | BCH 506.5 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Coverage: Insurance Regulatory and Development Authority (IRDA) – Duties, Powers, and Functions                                                      | Lecture | BCH 506.6 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Life Insurance Corporation of India (LIC) – Overview, Objectives, and Role;                                                                          | Lecture | BCH 506.6 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | General Insurance Corporation of India (GIC) – Overview, Objectives, and Functions.                                                                  | Lecture | BCH 506.6 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | financial innovations and regulatory trends, current domestic and international issues in the financial system, such as the famous financial crisis. | Lecture | BCH 506.6 | Mid Term-2, Quiz & End Sem. Exam |

**M. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                                                         | CORRELATION WITH PROGRAMME OUTCOMES |         |         |         |         |     |         |         |     |         | FM    |       |        |
|-----------|-----------------------------------------------------------------------------------|-------------------------------------|---------|---------|---------|---------|-----|---------|---------|-----|---------|-------|-------|--------|
|           |                                                                                   | PO1                                 | PO2     | PO3     | PO4     | PO5     | PO6 | PO7     | PO8     | PO9 | PO10    | PSO 1 | PSO 2 | PS O 3 |
| BCH 506.1 | Understand basic concepts of Financial Markets, Institutions & Financial Services | “ - ”                               | “ ” - ” | “ ” - ” | ” ” - ” | “ ” - ” | 2   | “ ” - ” | “ ” - ” | 2   | “ ” - ” | 2     | 2     | 2      |
| BCH 506.2 | Analyse Capital Market                                                            | 3                                   | 3       | 3       | 3       | 3       | 2   | “ ” - ” | “ ” - ” | 1   | “ ” - ” | 2     | 2     | 2      |
| BCH 506.3 | Examine mutual funds                                                              | 3                                   | 3       | 3       | 3       | 3       | 2   | “ ” - ” | “ ” - ” | 1   | “ ” - ” | 2     | 1     | 2      |
| BCH 506.4 | Examine the concept and process of factoring                                      | “ ” - ”                             | “ ” - ” | 2       | “ ” - ” | “ ” - ” | 2   | “ ” - ” | “ ” - ” | 1   | “ ” - ” | 2     | 1     | 1      |
| BCH 506.5 | Evaluate Non- Banking Financial Companies                                         | “ ” - ”                             | “ ” - ” | 2       | “ ” - ” | “ ” - ” | 2   | “ ” - ” | “ ” - ” | 1   | “ ” - ” | 2     | 1     | 1      |

|              |                                                                         |          |          |   |          |          |   |          |          |   |          |   |   |   |
|--------------|-------------------------------------------------------------------------|----------|----------|---|----------|----------|---|----------|----------|---|----------|---|---|---|
| BCH<br>506.5 | Evaluate Life<br>and Non-life<br>Insurance<br>Organizations<br>in India | “ ”<br>_ | “ ”<br>_ | 2 | “ ”<br>_ | “ ”<br>_ | 2 | “ ”<br>_ | “ ”<br>_ | 1 | “ ”<br>_ | 2 | 1 | 1 |
|--------------|-------------------------------------------------------------------------|----------|----------|---|----------|----------|---|----------|----------|---|----------|---|---|---|

## Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –V) 2019-22</b>                                                                                                              |              |                                                              |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                                                                                   |              |                                                              |          |           |                |          |
| Subject Name:<br>BCH 506 Financial Markets,<br>Institutions & Financial Services – I                                                                                                |              | Time: 1.5 Hours                                              |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                      | Remembering  | Understanding                                                | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                    | Q.1,4        | Q.2,3                                                        | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Financial Markets, Institutions & Financial Services – I<br>CO2: Analyse Capital Market<br>CO3: Examine mutual funds |              |                                                              |          |           |                |          |
| CO Map                                                                                                                                                                              | Question No. | Question                                                     |          |           |                | Marks    |
| CO1                                                                                                                                                                                 | Q.1          | Explain in brief the rational for studying Financial Markets |          |           |                | 3        |
| CO1                                                                                                                                                                                 | Q.2a         | Explain call money market.                                   |          |           |                | 3        |
|                                                                                                                                                                                     | Q.2b         | Explain Commercial papers                                    |          |           |                | 3        |
| CO1                                                                                                                                                                                 | Q.3          | Discuss Treasury Bill Markets.                               |          |           |                | 6        |
| CO2                                                                                                                                                                                 | Q.4          | What is Primary market                                       |          |           |                | 3        |
| CO2                                                                                                                                                                                 | Q.5a         | Explain Secondary Market.                                    |          |           |                | 3        |
|                                                                                                                                                                                     | Q.5b         | Differentiate between money market and Capital market        |          |           |                | 3        |
| CO3                                                                                                                                                                                 | Q 6          | Explain Mutual Funds                                         |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



### **Attainment**

|                         |                                                          |
|-------------------------|----------------------------------------------------------|
| <b>Session Course</b>   | 2019-20                                                  |
| <b>Name</b>             | B. Com (Hons)                                            |
| <b>Semester</b>         | 5 <sup>th</sup> Semester                                 |
| <b>Subject Code</b>     | BCH 506                                                  |
| <b>Subject Name</b>     | Financial Markets, Institutions & Financial Services – I |
| <b>Attainment Level</b> | Level 2                                                  |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



| AMITY BUSINESS SCHOOL                                                                           |
|-------------------------------------------------------------------------------------------------|
| Course Handout                                                                                  |
| Course : Insurance and Risk Management-I                                                        |
| Course Code : BCH 507, Crédits : 02 Session :2019- 22 (Odd Sem.), Class : B Com (Hons) 3rd Year |
|                                                                                                 |

**PROGRAMME OUTCOMES**

**Bachelor of Commerce**

**2019-2022**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of

business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      | FM   |      |      |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| V SEM                         | BCH 507 | 1   | " " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " "  | 2    | 2    | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

Course Handout

Course : Insurance and risks Management -I

Course Code : BCH 507, Credits : 02, Session :2019- 22(Odd Sem.), Class : BCOM 3rd Year

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

BCH 507.1 Understand basic concepts of Insurance

BCH 507. 2 Analyse Risk Management

BCH 507.3 Apply Life Assurance

BCH 507.4 Examine functions of agent .

#### Program Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**N. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

## SSSSSS. Syllabus

### Course Contents:

#### Module I

Introduction to insurance - purpose & need of insurance - Types of Insurance - Insurance as a social security tool - Insurance & Economic development, Fundamentals / Principles of Insurance - Primary & Secondary Principles

#### Module II

Risk Management and its managerial aspects- risk management-concept, evolution, purpose, scope, importance and its future.

#### Module III

Life Assurance - Meaning & significance, procedure of taking Life Insurance Policy - Policy conditions- Types of Policies - (Whole Life Policy - Endowment Policy, Group Insurance) - Settlement of claims.

#### Module IV

Life Insurance Agent - Appointment of Agent - Licence Procedure - Functions of Agent. - Agent's compensation - code of conduct.

### Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Mishra M. N: Insurance Principles & practice - S. Chand & Co., New Delhi.
- M. Arif Khan: Theory & Practice of Insurance, Education Book House Aligarh.
- Kothari & Bahi: Principles & practice of Insurance, Shahitya Bhavan.
- Life Insurance Act of 1956
- Insurance Regulator Development Act. 1999.
- Gupta O. S: Life Insurance, Frank Brothers, New Delhi.
- Vinayakam N. Radhaswamy & Vasudevan S. V: Insurance - Principles & Practice. S. Chand New Delhi
- Mishra M. N: Life Insurance Corporation of India Vols. - I, II & III, Raj Book, Jaipur.

## Lecture Plan

| Lecture | Topics                                                   | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|----------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Introduction to insurance - purpose & need of insurance  | Lecture          | BCH 507.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Types of Insurance - Insurance as a social security tool | Lecture          | BCH 507.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Insurance & Economic development                         | Lecture          | BCH 507.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | , Fundamentals / Principles of Insurance                 | Lecture          | BCH 507.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Primary & Secondary Principles                           | Lecture          | BCH 507.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Primary & Secondary Principles                           | Lecture          | BCH 507.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Risk Management and its managerial aspects               | Lecture          | BCH 507.2        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | - risk management-concept, evolution, purpose, scope     | Lecture          | BCH 507.2        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | - risk management-concept, evolution,                    | Lecture          | BCH 507.2        | Mid Term-1, Quiz & End Sem. Exam |
| 10      | risk management purpose, scope                           | Lecture          | BCH 507.2        | Mid Term-1, Quiz & End Sem. Exam |
| 11      | risk management purpose, scope                           | Lecture          | BCH 507.2        | Mid Term-1, Quiz & End Sem. Exam |
| 12      | importance and its future.                               | Lecture          | BCH 507.2        | Mid Term-1, Quiz & End Sem.      |

|    |                                                                                 |         |           |                                  |
|----|---------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                                                 |         |           | Exam                             |
| 13 | Life Assurance - Meaning & significance                                         | Lecture | BCH 507.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | , procedure of taking Life Insurance Policy                                     | Lecture | BCH 507.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Policy conditions-                                                              | Lecture | BCH 507.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Types of Policies                                                               | Lecture | BCH 507.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | (Whole Life Policy - Endowment Policy, Group Insurance) - Settlement of claims. | Lecture | BCH 507.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | (Whole Life Policy - Endowment Policy, Group Insurance) - Settlement of claims. | Lecture | BCH 507.3 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Life Insurance Agent                                                            | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Appointment of Agent                                                            | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | License Procedure                                                               | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Functions of Agent.                                                             | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Agent's compensation                                                            | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | code of conduct.                                                                | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |

#### N. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES | FM |
|----|-----------|-------------------------------------|----|
|----|-----------|-------------------------------------|----|



|              |                                              | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO<br>1 | PSO<br>2 | PSO<br>3 |
|--------------|----------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|----------|----------|----------|
| BCH<br>507.1 | Understand<br>basic concepts<br>of Insurance | “_” | “_” | “_” | ”_” | “_” | 2   | “_” | “_” | 2   | “_”  | 1        | 2        | 2        |
| BCH<br>507.2 | Analyse Risk<br>Management                   | 3   | 3   | 3   | 3   | 3   | 2   | “_” | “_” | 1   | “_”  | 2        | 2        | 2        |
| BCH<br>507.3 | Apply Life<br>Assurance                      | 3   | 3   | 3   | 3   | 3   | 2   | “_” | “_” | 1   | “_”  | 2        | 1        | 1        |
| BCH<br>507.4 | Examine the<br>functions of<br>an agent      | “_” | “_” | 2   | “_” | “_” | 2   | “_” | “_” | 1   | “_”  | 2        | 1        | 1        |

## Sample Question Paper

|                                                                                                                   |                     |                                                                            |                 |                  |                       |                 |
|-------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <p style="text-align: center;">Amity Business School<br/>MID-SEMESTER (SEM –V) 2019-22</p>                        |                     |                                                                            |                 |                  |                       |                 |
| <p style="text-align: center;">Class: B Com (Honours) V Semester</p>                                              |                     |                                                                            |                 |                  |                       |                 |
| <p>Subject Name:<br/>BCH 507 Insurance and Risk Management</p>                                                    |                     | <p>Time: 1.5 Hours</p>                                                     |                 |                  | <p>Max. Marks: 30</p> |                 |
| <p>Levels of the questions as per Blooms Taxonomy</p>                                                             | <p>Remembering</p>  | <p>Understanding</p>                                                       | <p>Applying</p> | <p>Analyzing</p> | <p>Evaluating</p>     | <p>Creating</p> |
| <p>Question Mapping</p>                                                                                           | <p>Q.1,4</p>        | <p>Q.2,3</p>                                                               | <p>Q.4</p>      | <p>Q.2,5,6</p>   |                       |                 |
| <p>Student will be able to<br/>CO1: 1 Understand basic concepts of Insurance<br/>CO2: Analyse Risk Management</p> |                     |                                                                            |                 |                  |                       |                 |
| <p>CO Map</p>                                                                                                     | <p>Question No.</p> | <p>Question</p>                                                            |                 |                  |                       | <p>Marks</p>    |
| <p>CO1</p>                                                                                                        | <p>Q.1</p>          | <p>Explain in brief the rational for studying Insurance</p>                |                 |                  |                       | <p>3</p>        |
| <p>CO1</p>                                                                                                        | <p>Q.2a</p>         | <p>Explain principles of insurance</p>                                     |                 |                  |                       | <p>3</p>        |
|                                                                                                                   | <p>Q.2b</p>         | <p>Explain need of insurance</p>                                           |                 |                  |                       | <p>3</p>        |
| <p>CO1</p>                                                                                                        | <p>Q.3</p>          | <p>Differentiate between primary and secondary principles of insurance</p> |                 |                  |                       | <p>6</p>        |
| <p>CO2</p>                                                                                                        | <p>Q.4</p>          | <p>Explain risk management</p>                                             |                 |                  |                       | <p>3</p>        |
| <p>CO2</p>                                                                                                        | <p>Q.5a</p>         | <p>Explain purpose of risk management</p>                                  |                 |                  |                       | <p>3</p>        |
|                                                                                                                   | <p>Q.5b</p>         | <p>Explain importance of risk management</p>                               |                 |                  |                       | <p>3</p>        |
| <p>CO3</p>                                                                                                        | <p>Q 6</p>          | <p>Explain evolution of risk management</p>                                |                 |                  |                       | <p>6</p>        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                                |
|-------------------------|--------------------------------|
| <b>Session Course</b>   | 2019-20                        |
| <b>Name</b>             | B. Com (Hons)                  |
| <b>Semester</b>         | 5 <sup>th</sup> Semester       |
| <b>Subject Code</b>     | BCH 507                        |
| <b>Subject Name</b>     | Insurance 7 Risk Management– I |
| <b>Attainment Level</b> | Level 2                        |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                           |
|-------------------------------------------------------------------------------------------------|
| Course Handout                                                                                  |
| Course : PRINCIPLES OF MARKETING - I                                                            |
| Course Code : BCH 508, Crédits : 02 Session :2019- 22 (Odd Sem.), Class : B Com (Hons) 3rd Year |

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce**

**2019-2022**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       | Marketing |      |      |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-----------|------|------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10  | PSO1      | PSO2 | PSO3 |
| V SEM                         | BCH 508 | 1   | " " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " - " | 2         | 2    | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

Course Handout

Course : PRINCIPLES OF MARKETING - I

Course Code : BCH 508, Credits : 02, Session :2019- 22(Odd Sem.), Class : BCOM 3rd Year

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

BCH 508.1 Understand basic concepts of Marketing

BCH 508.2 Analyse Market Segmentation

BCH 508.3 Apply Product Launching

BCH 508.4 Examine Price System

BCH 508.5 Examine Distribution Channel

**Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

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#### **Program Specific Outcomes :**

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### O. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

#### TTTTTT. Syllabus

##### Course Contents:

##### Module I: Introduction

Nature and scope of marketing- Importance of marketing as a business function - and in the economy - Marketing concepts - Traditional and Modern, Selling V/S marketing - Marketing Environment. Target Marketing and Brand Positioning.

##### Module II

Markets and Segmentation. Meaning of Market - Various types of markets and their characteristics. Concept of market segmentation and its Importance - bases for market segmentation.

Case 1 - Indian Refrigerator Market

##### Module III

Product - concept of product - consumer and Industrial goods - product planning and development packaging - role and functions - Brand name and Trademark - after sale service - product life cycle concept.

##### Module IV

Price - Importance of price in the marketing mix, factor affecting price of a product / service. Major Pricing Methods. Pricing Policies and strategies.

##### Module-V

Distribution channels - concept and role - types of distribution channels - Factors affecting choice of a distribution channel.

Case 2 - Marketing and Distribution of Mushroom

##### Examination Scheme:



|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Philip Kotler: Marketing Management, Prentice Hall of India Ltd, New Delhi.
- Dr. C. N. Sontakki: Marketing Management Kalyani Publications New Delhi.
- Marchand & B. Vardharajan: An introduction to Marketing, Vikas Publishing House, Delhi.
- Mohammad Amanatullah: Principles of Modern Marketing. Kalyani Publications New Delhi.

### Link:

- <https://fba.aiub.edu/Files/Uploads/MKT110009.pdf>

### Lecture Plan

| Lecture | Topics                                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|------------------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Introduction to marketing - purpose & need                             | Lecture          | BCH 508.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Importance of marketing as a business function                         | Lecture          | BCH 508.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Importance of marketing as a business function                         | Lecture          | BCH 508.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Marketing concepts - Traditional and Modern,                           | Lecture          | BCH 508.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Selling V/S marketing - Marketing Environment                          | Lecture          | BCH 508.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Target Marketing and Brand Positioning.                                | Lecture          | BCH 508.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Markets and Segmentation                                               | Lecture          | BCH 508.2        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | Meaning of Market - Various types of markets and their characteristics | Lecture          | BCH 508.2        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Concept of market segmentation and                                     | Lecture          | BCH 508.2        | Mid Term-1, Quiz &               |

|    |                                                    |         |           |                                  |
|----|----------------------------------------------------|---------|-----------|----------------------------------|
|    | its Importance                                     |         |           | End Sem.<br>Exam                 |
| 10 | bases for market segmentation.                     | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Case 1 - Indian Refrigerator Market                | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Product                                            | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | concept of product - consumer and Industrial goods | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | product planning and development packaging         | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | role and functions - Brand name and Trademark      | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | - after sale service -                             | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | product life cycle concept                         | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Price - Importance of price in the marketing mix   | Lecture | BCH 508.4 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | factor affecting price of a product / service.     | Lecture | BCH 508.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Major Pricing Methods                              | Lecture | BCH 508.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Pricing Policies and strategies.                   | Lecture | BCH 508.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Distribution channels - concept and role           | Lecture | BCH 508.5 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | types of                                           | Lecture | BCH 508.5 | Mid Term-                        |

|    |                                                                                                     |         |           |                                  |
|----|-----------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | distribution channels                                                                               |         |           | 2, Quiz & End Sem. Exam          |
| 24 | Factors affecting choice of a distribution channel. Case 2 - Marketing and Distribution of Mushroom | Lecture | BCH 508.5 | Mid Term-2, Quiz & End Sem. Exam |

**O. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                              | CORRELATION WITH<br>PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | Marketing        |                  |                  |
|-----------|----------------------------------------|----------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|           |                                        | P<br>O<br>1                            | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| BCH 508.1 | Understand basic concepts of Marketing | "<br>—<br>"                            | "<br>—<br>" | "<br>—<br>" | "<br>—<br>" | "<br>—<br>" | 2           | "<br>—<br>" | "<br>—<br>" | 2           | "<br>—<br>"  |                  | 2                | 2                |
| BCH 508.2 | Analyse Market Segmentation            | 3                                      | 3           | 3           | 3           | 3           | 2           | "<br>—<br>" | "<br>—<br>" | 1           | "<br>—<br>"  | 2                | 2                | 2                |
| BCH 508.3 | Apply Product Launching                | 3                                      | 3           | 3           | 3           | 3           | 2           | "<br>—<br>" | "<br>—<br>" | 1           | "<br>—<br>"  | 2                | 1                | 1                |
| BCH 508.4 | Examine Price Policy                   | "<br>—<br>"                            | "<br>—<br>" | 2           | "<br>—<br>" | "<br>—<br>" | 2           | "<br>—<br>" | "<br>—<br>" | 1           | "<br>—<br>"  | 2                | 2                | 2                |
| BCH 508.4 | Examine Distribution Channel           | 1                                      | "<br>—<br>" | 2           | "<br>—<br>" | "<br>—<br>" | 2           | "<br>—<br>" | "<br>—<br>" | 1           | "<br>—<br>"  | 2                | 2                | 2                |

# Sample Question Paper

| <b>Amity Business School</b><br><b>MID-SEMESTER (SEM –V) 2019-22</b>                                           |              |                                                      |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                              |              |                                                      |          |           |                |          |
| Subject Name:<br>BCH 508 Marketing Management I                                                                |              | Time: 1.5 Hours                                      |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                 | Remembering  | Understanding                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                               | Q.1,4        | Q.2,3                                                | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Marketing<br>CO2: 2 Analyse Market Segmentation |              |                                                      |          |           |                |          |
| CO Map                                                                                                         | Question No. | Question                                             |          |           |                | Marks    |
| CO1                                                                                                            | Q.1          | Explain in brief the rational for Marketing function |          |           |                | 3        |
| CO1                                                                                                            | Q.2a         | Explain Importance of Marketing                      |          |           |                | 3        |
|                                                                                                                | Q.2b         | Explain need of sales                                |          |           |                | 3        |
| CO1                                                                                                            | Q.3          | Differentiate between Marketing and Sales            |          |           |                | 6        |
| CO2                                                                                                            | Q.4          | Explain Market Segmentation                          |          |           |                | 3        |
| CO2                                                                                                            | Q.5a         | Explain purpose of Market Segmentation               |          |           |                | 3        |
|                                                                                                                | Q.5b         | Explain importance of Product                        |          |           |                | 3        |
| CO3                                                                                                            | Q 6          | Explain evolution of Industrial goods                |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                             |
|-------------------------|-----------------------------|
| <b>Session Course</b>   | 2019-20                     |
| <b>Name</b>             | B. Com (Hons)               |
| <b>Semester</b>         | 5 <sup>th</sup> Semester    |
| <b>Subject Code</b>     | BCH 508                     |
| <b>Subject Name</b>     | Principles of Marketing - I |
| <b>Attainment Level</b> | Level 2                     |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
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# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                           |
|-------------------------------------------------------------------------------------------------|
| Course Handout                                                                                  |
| Course : INTERNATIONAL BUSINESS - I                                                             |
| Course Code : BCH 509, Crédits : 02 Session :2019- 22 (Odd Sem.), Class : B Com (Hons) 3rd Year |

## PROGRAMME OUTCOMES

Bachelor of Commerce

2019-2022

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**Program Specific Outcomes :**

- **[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.
- **[PSO.2]**. Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.
- **[PSO.3]**. Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

| PROGRAMME ARTICULATION MATRIX |         |     |       |       |     |     |     |     |     |     |     |       | FM    |       |       |
|-------------------------------|---------|-----|-------|-------|-----|-----|-----|-----|-----|-----|-----|-------|-------|-------|-------|
|                               |         | PO1 | PO2   | PSO 2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 | PSO 1 | PSO 2 | PSO 3 |
| V SEM                         | BCH 509 | 1   | " _ " | 2     | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " _ " | 2     | 2     | 2     |





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|                                                                                         |
|-----------------------------------------------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                         |
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>Course Handout</b>                                                                   |
| Course : INTERNATIONAL BUSINESS - I                                                     |
| Course Code : BCH 509, Credits : 02, Session :2019- 22(Odd Sem.), Class : BCOM 3rd Year |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCH 509.1 Understand International Business
- BCH 509. 2 Analyse International Economic Environment
- BCH 509.3 Apply Licensing
- BCH 509.4 Examine World Trade Organization

#### **Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**P. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

## A.Syllabus

Course Contents:

**Module I:** International Business

Definition evaluation, nature, international business approaches theories of International business, problems of international business.

**Module II:** International Economic Environment Business, Social, Cultural, technological, economic and political environment. International trade policies and relations – tariffs, subsidies, import quota, voluntary export restraints, administrative policies, international Law and business firms.

**Module III:** Modes of Entering International Business Modes of entry-exporting, licensing, Franchising, contracts, contracts of manufacturing, management contracts, turnkey projects, mergers, acquisitions. Joint ventures.

**Module IV:** World Trade Organization and Trade Blocks Economic Integrations – free trade area, custom unions, common markets, economic unions, GATT, GATS, liberalization of agriculture trade, EEC, ASEAN, SAARC, AFTA.

Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

## Text & References:

- Frame Works – International Business – II Edition by Roger Benneet – Financial Times management – Pitman Publishing, London.
- International Business – Text and cases. By P. Subba Rao, Himalaya Publishing House.

## Lecture Plan

| <b>Lecture</b> | <b>Topics</b>                                                                 | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>      |
|----------------|-------------------------------------------------------------------------------|-------------------------|-------------------------|----------------------------------|
| 1              | Introduction to International Business                                        | Lecture                 | BCH 509.1               | Mid Term-1, Quiz & End Sem. Exam |
| 2              | International business approaches                                             | Lecture                 | BCH 509.1               | Mid Term-1, Quiz & End Sem. Exam |
| 3              | theories of International business                                            | Lecture                 | BCH 509.1               | Mid Term-1, Quiz & End Sem. Exam |
| 4              | problems of international business.                                           | Lecture                 | BCH 509.1               | Mid Term-1, Quiz & End Sem. Exam |
| 5              | problems of international business.                                           | Lecture                 | BCH 509.1               | Mid Term-1, Quiz & End Sem. Exam |
| 6              | problems of international business.                                           | Lecture                 | BCH 509.1               | Mid Term-1, Quiz & End Sem. Exam |
| 7              | Business, Social, Cultural, technological, economic and political environment | Lecture                 | BCH 509.2               | Mid Term-1, Quiz & End Sem. Exam |
| 8              | Business, Social, Cultural, technological, economic and political environment | Lecture                 | BCH 509.2               | Mid Term-1, Quiz & End Sem. Exam |
| 9              | International trade policies and relations                                    | Lecture                 | BCH 509.2               | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                                 |         |           |                                  |
|----|-----------------------------------------------------------------|---------|-----------|----------------------------------|
| 10 | – tariffs, subsidies, import quota, voluntary export restraints | Lecture | BCH 509.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | administrative policies                                         | Lecture | BCH 509.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | International Law and business firms.                           | Lecture | BCH 509.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Modes of entry-exporting, licensing                             | Lecture | BCH 509.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Franchising, contracts                                          | Lecture | BCH 509.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | contracts of manufacturing, management contracts                | Lecture | BCH 509.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | turnkey projects,                                               | Lecture | BCH 509.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | mergers, acquisitions                                           | Lecture | BCH 509.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Joint ventures.                                                 | Lecture | BCH 509.3 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Economic Integrations                                           | Lecture | BCH 509.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Economic Integrations                                           | Lecture | BCH 509.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | custom unions                                                   | Lecture | BCH 509.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | common markers, economic unions                                 | Lecture | BCH 509.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | GATT, GATS, liberalization of agriculture trade                 | Lecture | BCH 509.4 | Mid Term-2, Quiz & End Sem.      |



| CO2: Analyse International Economic Environment |              |                                                           |       |
|-------------------------------------------------|--------------|-----------------------------------------------------------|-------|
| CO Map                                          | Question No. | Question                                                  | Marks |
| CO1                                             | Q.1          | Explain in brief the importance of International Business | 3     |
| CO1                                             | Q.2a         | Define International Business                             | 3     |
|                                                 | Q.2b         | Explain technological Environment                         | 3     |
| CO1                                             | Q.3          | Differentiate between International and local business    | 6     |
| CO2                                             | Q.4          | Explain Tariff                                            | 3     |
| CO2                                             | Q.5a         | Explain purpose of subsidies                              | 3     |
|                                                 | Q.5b         | Explain importance of import quota                        | 3     |
| CO3                                             | Q 6          | Explain evolution of licensing                            | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                          |
|-------------------------|--------------------------|
| <b>Session Course</b>   | 2019-20                  |
| <b>Name</b>             | B. Com (Hons)            |
| <b>Semester</b>         | 5 <sup>th</sup> Semester |
| <b>Subject Code</b>     | BCH 509                  |
| <b>Subject Name</b>     | International Business I |
| <b>Attainment Level</b> | Level 2                  |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                           |
|-------------------------------------------------------------------------------------------------|
| Course Handout                                                                                  |
| Course : Service Marketing -I                                                                   |
| Course Code : BCH 511, Crédits : 02 Session :2019- 22 (Odd Sem.), Class : B Com (Hons) 3rd Year |

## PROGRAMME OUTCOMES

### Bachelor of Commerce

2019-2022

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

- **[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.
- **[PSO.2]**. Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.
- **[PSO.3]**. Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

| PROGRAMME ARTICULATION MATRIX |         |     |       |     |     |     |     |     |     |     |       | Marketing |       |       |
|-------------------------------|---------|-----|-------|-----|-----|-----|-----|-----|-----|-----|-------|-----------|-------|-------|
|                               |         | PO1 | PO2   | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 | PSO 1     | PSO 2 | PSO 3 |
| V SEM                         | BCH 511 | 1   | “ – ” | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     | 2         | 2     | 2     |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |
|-----------------------------------------------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                         |
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>Course Handout</b>                                                                   |
| Course : Service Marketing-I                                                            |
| Course Code : BCH 511, Credits : 02, Session :2019- 22(Odd Sem.), Class : BCOM 3rd Year |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCH 511.1 Understand basic concepts of Service Marketing
- BCH 511.2 Analyse Consumer Behaviour
- BCH 511.3 Apply Service Quality
- BCH 511.4 Examine Service Design

#### Program Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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### **Program Specific Outcomes :**

- **[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.
- **[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.
- **[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

### **Q. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

|                          |                          |    |             |
|--------------------------|--------------------------|----|-------------|
| End Semester Examination | End Semester Examination | EE | 70%         |
| <b>Total</b>             |                          |    | <b>100%</b> |
|                          |                          |    |             |

## UUUUUU. Syllabus

### Course Contents:

#### Module I: Services an Overview

Services: concept, characteristics. Goods v/s services.. Scope and Significance of services marketing. Role of services sector in economy. Introduction to service marketing mix. Services Marketing (PEST) environment. Growth of service sector. Services- Global and Indian Scenario.

#### Module II: Consumer Behaviour in Services

Consumer decision making process. Consumer Expectations: Concept. Factors influencing customer expectation of services. Service encounter and moments of truths. Service failure and recovery. Service recovery strategies. Segmentation, Targeting, Positioning (STP) of Services.

#### Module III: Service Quality & Productivity

Concept of service quality. GAP Model of service quality. Measuring and improving service quality. Concept of productivity in service context. Approaches to improve productivity.

#### Module IV: Service design and development.

Challenges to services design, new service development and innovation, Developing the service blueprint.

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

Team assignment: This assignment requires students to study the service quality of new service provider, identify GAP (if any) and ways to overcome them. They need to construct the service blueprint, accompanied by relevant photos/images, for a particular service provider.

### Text & References:

#### Text:

- Valarie A Zeithaml and mary J Bitner, Services Marketing, Third Edition, Tata McGraw Hill Companies Christopher Lovelock, Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.
- Christopher Lovelock, Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.

### **References:**

- Clow Kenneth E. and Kurtz David L., Services marketing operations, management and strategy, biztantra innovations in management, John Willey & Sons
- Rampal M.K., Gupta S.L., Service Marketing, 2006 Galgotia Publishing Company.

## Lecture Plan

| Lecture | Topics                                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|------------------------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Services: concept, characteristics. Goods v/s services.                      | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Scope and Significance of services marketing                                 | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Role of services sector in economy                                           | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Introduction to service marketing mix. Services Marketing (PEST) environment | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Growth of service sector                                                     | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Global and Indian Scenario.                                                  | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Consumer decision making process                                             | Lecture          | BCH 511.2        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | Consumer Expectations                                                        | Lecture          | BCH 511.2        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Concept. Factors influencing customer expectation of services.               | Lecture          | BCH 511.2        | Mid Term-1, Quiz & End Sem. Exam |
| 10      | Service encounter and moments of truths.                                     | Lecture          | BCH 511.2        | Mid Term-1, Quiz & End Sem. Exam |
| 11      | . Service failure and recovery. Service recovery                             | Lecture          | BCH 511.2        | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                         |         |            |                                  |
|----|---------------------------------------------------------|---------|------------|----------------------------------|
|    | strategies                                              |         |            | Exam                             |
| 12 | Segmentation, Targeting, Positioning (STP) of Services. | Lecture | BCH 511.2  | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Concept of service quality                              | Lecture | BCH 511.3  | Mid Term-1, Quiz & End Sem. Exam |
| 14 | GAP Model of service quality.                           | Lecture | BCH 511.3  | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Measuring and improving service quality                 | Lecture | BCH 511.3  | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Concept of productivity in service context              | Lecture | BCH 511.3  | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Approaches to improve productivity                      | Lecture | BCH 511.3  | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Approaches to improve productivity                      | Lecture | BCH 511.3  | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Challenges to services design                           | Lecture | BCH 511.4  | Mid Term-2, Quiz & End Sem. Exam |
| 20 | new service development and innovation                  | Lecture | BCH 511.4  | Mid Term-2, Quiz & End Sem. Exam |
| 21 | new service development and innovation                  | Lecture | BCH 511.4  | Mid Term-2, Quiz & End Sem. Exam |
| 22 | new service development and innovation                  | Lecture | BCH 511.4  | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Developing the service blueprint.                       | Lecture | BCH 511..4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Developing the service blueprint.                       | Lecture | BCH 511.4  | Mid Term-2, Quiz & End Sem. Exam |

**Q. Course Articulation Matrix (Mapping of COs with POs)**



| CO         | STATEMENT                                      | CORRELATION WITH<br>PROGRAMME<br>OUTCOMES |             |             |             |             |             |             |             |             |              | Marketing        |                  |                  |
|------------|------------------------------------------------|-------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|            |                                                | P<br>O<br>1                               | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| BCH 511.1  | Understand basic concepts of Service Marketing | "<br>-                                    | "<br>"      | "<br>"      | "<br>"      | "<br>"      | 2           | "<br>"      | "<br>"      | 2           | "<br>"       |                  | 2                | 2                |
| BCH 511.2  | Analyse Consumer Behaviour                     | 3                                         | 3           | 3           | 3           | 3           | 2           | "<br>"      | "<br>"      | 1           | "<br>"       | 2                | 2                | 2                |
| BCH 511.3  | Apply Service Quality                          | 3                                         | 3           | 3           | 3           | 3           | 2           | "<br>"      | "<br>"      | 1           | "<br>"       | 2                | 1                | 1                |
| BCH 511..4 | <i>Examine Service Design</i>                  | "<br>"                                    | "<br>"      | 2           | "<br>"      | "<br>"      | 2           | "<br>"      | "<br>"      | 1           | "<br>"       | 2                | 1                | 1                |

## Sample Question Paper

| <b>Amity Business School</b><br><b>MID-SEMESTER (SEM –V) 2019-22</b>                                                |              |                                                              |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                   |              |                                                              |          |           |                |          |
| <b>Subject Name:</b><br><b>BCH 511 Service Marketing</b>                                                            |              | Time: 1.5 Hours                                              |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                      | Remembering  | Understanding                                                | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                    | Q.1,4        | Q.2,3                                                        | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Service Marketing<br>CO2: Analyse Consumer Behaviour |              |                                                              |          |           |                |          |
| CO Map                                                                                                              | Question No. | Question                                                     |          |           |                | Marks    |
| CO1                                                                                                                 | Q.1          | Explain in brief the rational for studying Service Marketing |          |           |                | 3        |
| CO1                                                                                                                 | Q.2a         | Explain Service Marketing                                    |          |           |                | 3        |
|                                                                                                                     | Q.2b         | Explain need of Service Marketing                            |          |           |                | 3        |
| CO1                                                                                                                 | Q.3          | Differentiate between Service and Product Marketing          |          |           |                | 6        |
| CO2                                                                                                                 | Q.4          | Explain Consumer Behaviour                                   |          |           |                | 3        |
| CO2                                                                                                                 | Q.5a         | Explain Importance of consumer Behaviour                     |          |           |                | 3        |
|                                                                                                                     | Q.5b         | Explain factors influencing consumer behavior                |          |           |                | 3        |
| CO3                                                                                                                 | Q 6          | Explain Service Quality                                      |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                          |
|-------------------------|--------------------------|
| <b>Session Course</b>   | 2019-20                  |
| <b>Name</b>             | B. Com (Hons)            |
| <b>Semester</b>         | 5 <sup>th</sup> Semester |
| <b>Subject Code</b>     | BCH 511                  |
| <b>Subject Name</b>     | Service Marketing I      |
| <b>Attainment Level</b> | Level 2                  |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                           |
|-------------------------------------------------------------------------------------------------|
| Course Handout                                                                                  |
| Course : Human Resource Management                                                              |
| Course Code : BCH 512, Crédits : 02 Session :2019- 22 (Odd Sem.), Class : B Com (Hons) 3rd Year |
|                                                                                                 |

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2019-2022**

- [PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.
- [PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry
- [PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.
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- [PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance

of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels.

**PSO2 :-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

| PROGRAMME ARTICULATION MATRIX |         |     |       |     |     |     |     |     |     |     |       | HRM   |       |       |
|-------------------------------|---------|-----|-------|-----|-----|-----|-----|-----|-----|-----|-------|-------|-------|-------|
|                               |         | PO1 | PSO 1 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 | PSO 1 | PSO 2 | PSO 3 |
| V SEM                         | BCH 504 | 1   | 2     | 1   | 2   | 2   | 2   | 2   | 2   | 3   | “_”   | 2     | 2     | 2     |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

Course Handout

Course : Human Resource Management-I

Course Code : BCH 512 , Credits : 02, Session :2019- 22(Odd Sem.), Class : BCOM 3rd Year

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

BCH 512.1 Understand basic concepts of Human Resource Management

BCH 512 2. Analyse Human Resource Planning

BCH 512.3 Apply Promotion and Transfer Policy

#### Program Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**Program Specific Outcomes :**

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**PSO2 :-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits .

**R. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

**VVVVVV. Syllabus****Course Contents:****Module I- HR Process**

Human Resource Management – Meaning of HRM, Importance of HRM, Objectives and functions, Process of HRM, systems and techniques, Role of human resource manager, duties and Responsibilities of human resource manager.

**Module II – HR Planning**

Human Resource planning, Recruitment, Selection and Placement – Meaning and importance of Human resource planning, benefits of human resource planning, Meaning of recruitment, selection, Placement and training – Methods of Recruitment and selection – Uses of tests in selection, Problems involved in placement. Induction Process & its benefits to organizations & employees.

**Module III – Promotion , Transfer & Separation**

Promotion and Transfers – Purpose of promotion, basis of promotion, meaning of transfer, reasons for transfer, types of transfer, right sizing of work force. Need for right sizing. Separation (Layoff, Discharge & VRS). Exit Interview.

**Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |



**Text & References:**

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6<sup>th</sup> Edn.), McGraw Hill, New Delhi
- Dessler G (2006). Human Resource Management, Pearson Education, India
- Mathis R L and Jackson J H (2006). Human Resource Management, (10<sup>th</sup> Edn.) Cengage Learning, Indian Print.
- Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition
- Pattanayak B,(2014), Human Resource Management, 4<sup>th</sup> Edition , PHI

**Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                          | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>      |
|----------------|--------------------------------------------------------|-------------------------|-------------------------|----------------------------------|
| 1              | Human Resource Management – Meaning of HRM             | Lecture                 | BCH 512.1               | Mid Term-1, Quiz & End Sem. Exam |
| 2              | Human Resource Management – Meaning of HRM             | Lecture                 | BCH 512.1               | Mid Term-1, Quiz & End Sem. Exam |
| 3              | Importance of HRM                                      | Lecture                 | BCH 512.1               | Mid Term-1, Quiz & End Sem. Exam |
| 4              | Objectives and functions                               | Lecture                 | BCH 512.1               | Mid Term-1, Quiz & End Sem. Exam |
| 5              | Process of HRM                                         | Lecture                 | BCH 512.1               | Mid Term-1, Quiz & End Sem. Exam |
| 6              | systems and techniques                                 | Lecture                 | BCH 512.1               | Mid Term-1, Quiz & End Sem. Exam |
| 7              | Role of human resource manager                         | Lecture                 | BCH 512.1               | Mid Term-1, Quiz & End Sem. Exam |
| 8              | duties and Responsibilities of human resource manager. | Lecture                 | BCH 512.1               | Mid Term-1, Quiz & End Sem. Exam |
| 9              | Human Resource                                         | Lecture                 | BCH 512.2               | Mid Term-                        |

|    |                                                                |         |           |                                  |
|----|----------------------------------------------------------------|---------|-----------|----------------------------------|
|    | planning, Recruitment, Selection and Placement                 |         |           | 1, Quiz & End Sem. Exam          |
| 10 | Meaning and importance of Human resource planning              | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | benefits of human resource planning,                           | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Meaning of recruitment, selection,                             | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Placement and training – Methods of Recruitment and selection  | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Uses of tests in selection                                     | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Uses of tests in selection,                                    | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Problems involved in placement                                 | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Induction Process & its benefits to organizations & employees. | Lecture | BCH 512.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Induction Process & its benefits to organizations & employees. | Lecture | BCH 512.3 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Promotion and Transfers                                        | Lecture | BCH 512.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Purpose of promotion, basis of promotion,                      | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | meaning of transfer                                            | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                                                              |         |           |                                  |
|----|------------------------------------------------------------------------------|---------|-----------|----------------------------------|
| 22 | reasons for transfer, types of transfer,                                     | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | types of transfer, right sizing of work force                                | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Need for right sizing. Separation (Layoff, Discharge & VRS). Exit Interview. | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |

#### R. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | HRM              |                  |                  |
|-----------|--------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|           |                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| BCH 512.1 | Understand basic concepts of Human Resource Management | "                                   | "           | "           | "           | "           | 2           | "           | "           | 2           | "            | 1                | 2                | 2                |
|           |                                                        | -                                   | -           | -           | -           | -           |             | -           | -           |             | -            |                  |                  |                  |
|           |                                                        | "                                   | "           | "           | "           | "           |             | "           | "           |             | "            |                  |                  |                  |
| BCH 512.2 | Analyse Human Resource Planning                        | 3                                   | 3           | 3           | 3           | 3           | 2           | "           | "           | 1           | "            | 2                | 2                | 2                |
|           |                                                        |                                     |             |             |             |             |             | -           | -           |             | -            |                  |                  |                  |
|           |                                                        |                                     |             |             |             |             |             | "           | "           |             | "            |                  |                  |                  |
| BCH 512.3 | Apply Promotion and Transfer Policy                    | 3                                   | 3           | 3           | 3           | 3           | 2           | "           | "           | 1           | "            | 2                | 1                | 1                |
|           |                                                        |                                     |             |             |             |             |             | -           | -           |             | -            |                  |                  |                  |
|           |                                                        |                                     |             |             |             |             |             | "           | "           |             | "            |                  |                  |                  |

## Sample Question Paper

| <b>Amity Business School</b><br><b>MID-SEMESTER (SEM –V) 2019-22</b>                                                             |              |                                                                      |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                                |              |                                                                      |          |           |                |          |
| <b>Subject Name:</b><br><b>BCH 512 Human Resource Management-I</b>                                                               |              | Time: 1.5 Hours                                                      |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                   | Remembering  | Understanding                                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                 | Q.1,4        | Q.2,3                                                                | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Human Resource Management<br>CO2: Analyse Human Resource Planning |              |                                                                      |          |           |                |          |
| CO Map                                                                                                                           | Question No. | Question                                                             |          |           |                | Marks    |
| CO1                                                                                                                              | Q.1          | Explain in brief the rational for studying Human Resource Management |          |           |                | 3        |
| CO1                                                                                                                              | Q.2a         | Explain Human Resource Management                                    |          |           |                | 3        |
|                                                                                                                                  | Q.2b         | Explain need of Human Resource Management                            |          |           |                | 3        |
| CO1                                                                                                                              | Q.3          | Discuss duties of HR Manager                                         |          |           |                | 6        |
| CO2                                                                                                                              | Q.4          | Explain HR Planning                                                  |          |           |                | 3        |
| CO2                                                                                                                              | Q.5a         | Explain purpose of HR Planning                                       |          |           |                | 3        |
|                                                                                                                                  | Q.5b         | Explain importance of HR Planning                                    |          |           |                | 3        |
| CO2                                                                                                                              | Q 6          | Explain Induction                                                    |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                             |
|-------------------------|-----------------------------|
| <b>Session Course</b>   | 2019-20                     |
| <b>Name</b>             | B. Com (Hons)               |
| <b>Semester</b>         | 5 <sup>th</sup> Semester    |
| <b>Subject Code</b>     | BCH 512                     |
| <b>Subject Name</b>     | Human Resource Management I |
| <b>Attainment Level</b> | Level 3                     |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                           |
|-------------------------------------------------------------------------------------------------|
| Course Handout                                                                                  |
| Course : Compensation Management-I                                                              |
| Course Code : BCH 513, Crédits : 02 Session :2019- 22 (Odd Sem.), Class : B Com (Hons) 3rd Year |
|                                                                                                 |

## PROGRAMME OUTCOMES

### Bachelor of Commerce

2019-2022

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry.

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system.

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business

ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2 :-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits .

| PROGRAMME ARTICULATION MATRIX |         |     |          |     |     |     |     |     |     |     |       | HRM   |       |       |
|-------------------------------|---------|-----|----------|-----|-----|-----|-----|-----|-----|-----|-------|-------|-------|-------|
|                               |         | PO1 | PO2      | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 | PSO 1 | PSO 2 | PSO 3 |
| V SEM                         | BCH 513 | 1   | “ ”<br>_ | 1   | 2   | 2   | 2   | 2   | 2   | 3   | “_”   | 2     | 2     | 2     |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                          |  |
|------------------------------------------------------------------------------------------|--|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                 |  |
| AMITY BUSINESS SCHOOL                                                                    |  |
| Course Handout                                                                           |  |
| Course : Compensation Management-I                                                       |  |
| Course Code : BCH 513 , Credits : 02, Session :2019- 22(Odd Sem.), Class : BCOM 3rd Year |  |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

BCH 51.1 Understand basic concepts of Compensation Management

BCH 513 2. Analyse process of Job Analysis

BCH 513.3 Apply Wage Policy

BCH 513.4 Examine Pay Structure

#### Program Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.



**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **Program Specific Outcomes :**

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2 :-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits .

#### **S. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

|                          |                          |    |             |
|--------------------------|--------------------------|----|-------------|
| End Semester Examination | End Semester Examination | EE | 70%         |
| <b>Total</b>             |                          |    | <b>100%</b> |
|                          |                          |    |             |

## WWWWW. Syllabus

### Course Contents:

#### **Module I** Introduction to Compensation Management

Introduction, Basic concept of compensation, classical theories on wages, establishing pay rates, Importance of an ideal compensation plan, broad branding, Compensation plan and business strategy, devising a compensation plan, challenges affecting Compensation.

#### **Module II** Foundations of Compensation

Job analysis, Pricing managerial and professional jobs, job evaluation, job structure. Concept of Equity,

#### **Module III** Wage Policies

Wage Policy - Concept of wage, Wage policy in India, determinants of wage policy, Impact of income tax on Wage and salary administration, Tools used for fixation of wages, Introduction to Executive and International Compensation.

#### **Module IV** Pay Structure

Pay Packet - Constituents – Basic, D A, H R A, and other allowance, Perquisites. Compensation Laws: Payment of Wages Act, Minimum Wages Act

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- A.M. Sharma, Understanding Wage System.
- N.D. Kapoor, Labour Legislation.
- C.B. Memoria, Personnel management.
- The Compensation Handbook by Lance Berger and Dorothy Berger McGrawHill Co.

### Lecture Plan

| <b>Lecture</b> | <b>Topics</b>                                        | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>       |
|----------------|------------------------------------------------------|-------------------------|-------------------------|-----------------------------------|
| 1              | Introduction, Basic concept of compensation          | Lecture                 | BCH 513.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 2              | Classical theories on wages, establishing pay rates, | Lecture                 | BCH 513.1               | Mid Term-1, Quiz & End Sem. .Exam |
| 3              | establishing pay rates,                              | Lecture                 | BCH 513.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 4              | Importance of an ideal compensation                  | Lecture                 | BCH 513.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 5              | broad branding,                                      | Lecture                 | BCH 513.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 6              | Compensation plan and business strategy              | Lecture                 | BCH 513.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 7              | Job analysis                                         | Lecture                 | BCH 513.2               | Mid Term-1, Quiz & End Sem. Exam  |
| 8              | Pricing managerial and professional jobs             | Lecture                 | BCH 513.2               | Mid Term-1, Quiz & End Sem. Exam  |
| 9              | Pricing managerial and professional jobs             | Lecture                 | BCH 513.2               | Mid Term-1, Quiz & End Sem. Exam  |
| 10             | job evaluation                                       | Lecture                 | BCH 513.2               | Mid Term-1, Quiz & End Sem. Exam  |
| 11             | job structure                                        | Lecture                 | BCH 513.2               | Mid Term-1, Quiz & End Sem. Exam  |
| 12             | Concept of Equity                                    | Lecture                 | BCH 513.2               | Mid Term-                         |

|    |                                                                                     |         |           |                                  |
|----|-------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                                                     |         |           | 1, Quiz & End Sem. Exam          |
| 13 | Wage Policy - Concept of wage,                                                      | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Wage Policy - Concept of wage,                                                      | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Wage policy in India                                                                | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | determinants of wage policy, Impact of income tax on Wage and salary administration | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Tools used for fixation of wages                                                    | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Introduction to Executive and International Compensation.                           | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Pay Packet - Constituents                                                           | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Basic, D A, H R A, and other allowance                                              | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Perquisites. Compensation Laws                                                      | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Payment of Wages Act,                                                               | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Payment of Wages Act,                                                               | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem.      |

|    |                      |         |           |                                            |
|----|----------------------|---------|-----------|--------------------------------------------|
|    |                      |         |           | Exam                                       |
| 24 | Minimum Wages<br>Act | Lecture | BCH 513.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |

**S. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                            | CORRELATION WITH<br>PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | HRM              |                  |                  |
|-----------|------------------------------------------------------|----------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|           |                                                      | P<br>O<br>1                            | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| BCH 513.1 | Understand basic concepts of Compensation Management | “<br>-<br>”                            | “<br>-<br>” | “<br>-<br>” | ”<br>-<br>” | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 2           | “<br>-<br>”  |                  | 2                | 2                |
| BCH 513.2 | Analyse process of Job Analysis                      | 3                                      | 3           | 3           | 3           | 3           | 2           | “<br>-<br>” | “<br>-<br>” | 1           | “<br>-<br>”  | 2                | 2                | 2                |
| BCH 513.3 | Apply Wage Policy                                    | 3                                      | 3           | 3           | 3           | 3           | 2           | “<br>-<br>” | “<br>-<br>” | 1           | “<br>-<br>”  | 2                | 1                | 1                |
| BCH 513.4 | Examine Pay Structure                                | 3                                      | 3           | 3           | 3           | 3           | 2           | “<br>-<br>” | “<br>-<br>” | 1           | “<br>-<br>”  | 2                | 2                | 2                |

## Sample Question Paper

| <b>Amity Business School</b><br><b>MID-SEMESTER (SEM –V) 2019-22</b>                                                |              |                                                                    |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------|----------|-----------|----------------|----------|
| <b>Class: B Com (Honours) V Semester</b>                                                                            |              |                                                                    |          |           |                |          |
| Subject Name:<br>BCH 513 Compensation<br>Management-I                                                               |              | Time: 1.5 Hours                                                    |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                      | Remembering  | Understanding                                                      | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                    | Q.1,4        | Q.2,3                                                              | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Compensation management<br>CO2: Analyse Job Analysis |              |                                                                    |          |           |                |          |
| CO Map                                                                                                              | Question No. | Question                                                           |          |           |                | Marks    |
| CO1                                                                                                                 | Q.1          | Explain in brief the rational for studying Compensation Management |          |           |                | 3        |
| CO1                                                                                                                 | Q.2a         | Explain Compensation Management                                    |          |           |                | 3        |
|                                                                                                                     | Q.2b         | Explain need of Compensation Management                            |          |           |                | 3        |
| CO1                                                                                                                 | Q.3          | Differentiate between Wages and Salary                             |          |           |                | 6        |
| CO2                                                                                                                 | Q.4          | Explain Job Analysis                                               |          |           |                | 3        |
| CO2                                                                                                                 | Q.5a         | Explain purpose of Job Analysis                                    |          |           |                | 3        |
|                                                                                                                     | Q.5b         | Explain importance of Job Evaluation                               |          |           |                | 3        |
| CO2                                                                                                                 | Q 6          | Explain methods of Job Evaluation                                  |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                             |
|-------------------------|-----------------------------|
| <b>Session Course</b>   | 2019-20                     |
| <b>Name</b>             | B. Com (Hons)               |
| <b>Semester</b>         | 5 <sup>th</sup> Semester    |
| <b>Subject Code</b>     | BCH 513                     |
| <b>Subject Name</b>     | Compensation Management – I |
| <b>Attainment Level</b> | Level 3                     |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code: BCH 601 Credits -3 Session 2019-22 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Honours)**

### **2019-2022**

#### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9 ]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                   | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| VI-Sem<br>BCH 601 | 3   | 2   | -   | -   | 2   | 1   | -   | 2   | 2   | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Course Handout

Course : MANAGEMENT ACCOUNTING

Course Code : BCH 601, Crédits : 03,  
Session : 2019-22 (Even Sem.), Class : BCOM 6th Semester

**A. Introduction:** To provide the students' knowledge about the use of costing data for planning, control and decision making.

### Course Outcomes

**BCOM601.1** Understand various costing systems and management systems

**BCOM 601.2** Analyse and provide recommendations to improve the operations of organisations through the application of Cost and Management accounting techniques

**BCOM 601.3** Evaluate the costs and benefits of different conventional and contemporary costing systems.

**BCOM601.4** Analyze cost-volume-profit techniques to determine optimal managerial decisions.

**BCOM 601.5** Apply cost accounting methods for both manufacturing and service industry.

### **Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

[PO.2] Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

[PO.3] Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4] Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

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[PO.8] Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

[PO.9] Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

[PO.10] Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **D. Programme Specific Outcomes: NA**

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>          | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-----------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                  | CT          | 15%                |
|                                | Mid Term 2                  |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home | S/V/Q/HA    | 10%                |

|            |                                                                                                                                                                                                               |   |    |
|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|----|
|            | Assignment                                                                                                                                                                                                    |   |    |
| Attendance | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A | 5% |

## F. Syllabus

### Course Contents:

#### Module I: Cash Flow Analysis

Distinction of Cash from Funds - Utility of Cash Flow Statement - Construction of Cash Flow Statement

#### Module II: Budgets and Budgetary Control

Concept of Budgets and Budgetary Control - Nature and Objectives of Budgetary Control - Advantages and Limitations of Budgetary Control - Establishing a system of Budgetary Control - Preparation of Sales Budget, Selling and Distribution Cost Budget, Production Budget, Purchase Budget, Cash Budget etc. - Flexible Budgets and Master Budgets.

#### Module III: Cost Volume Profit Analysis

Profit/volume ratio, Contribution/Sales ratio, key factor. Margin to Safety ratio, Break-even analysis Angle of incidence, Determination of cost indifference point

#### Module IV: Responsibility Accounting

Concept of Responsibility Accounting - Cost Centers and Profit Centers - Contribution by Segments

#### Practical:

Use of various software packages to obtain different Management Accounting outputs like :(i) Cash Flow Analysis, (ii) Preparation of different budgets, (iii) Break-even Analysis

#### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

#### Text & References:

- Dr. S.N. Maheswari , Management Accounting
- Sexana, Management Accounting
- Made Gowda, Management Accounting
- Dr. S.N. Goyal and Manmohan, Management Accounting
- B.S. Raman, Management Accounting

- R.S.N. Pillai and Bagavathi, Management Accounting
- Sharma and Gupta, Management Accounting
- J. Batty, Management Accounting
- Foster, Financial Statement Analysis, Pearson.
- PN Reddy & Appanaiah, Essentials of Management Accounting.

## Lecture Plan

| Lecture | Topics                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Distinction of Cash from Funds                  | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Distinction of Cash from Funds                  | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Utility of Cash Flow Statement                  | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Utility of Cash Flow Statement                  | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Utility of Cash Flow Statement                  | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Construction of Cash Flow Statement             | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Construction of Cash Flow Statement             | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Concept of Budgets and Budgetary Control        | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Nature and Objectives of Budgetary Control      | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Advantages and Limitations of Budgetary Control | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Establishing a system of Budgetary Control      | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Preparation of Sales Budget                     | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Selling and Distribution Cost Budget            | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |
| 14      | Production Budget                               | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |
| 15      | Purchase Budget                                 | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                       |         |           |                                 |
|----|-------------------------------------------------------|---------|-----------|---------------------------------|
| 16 | Cash Budget                                           | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Flexible Budgets and Master Budgets.                  | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Profit/volume ratio                                   | Lecture | BCH 601.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Contribution/Sales ratio                              | Lecture | BCH 601.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Margin to Safety ratio                                | Lecture | BCH 601.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Break-even analysis Angle of incidence                | Lecture | BCH 601.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Determination of cost indifference point              | Lecture | BCH 601.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Concept of Responsibility Accounting                  | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Cost Centers                                          | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Profit Centers                                        | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Cash Flow Analysis- Practical questions               | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Cash Flow Analysis- Practical questions               | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Preparation of different budgets- Practical questions | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Preparation of different budgets- Practical questions | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Break-even Analysis- Practical questions              | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Break-even Analysis- Practical questions              | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Break-even Analysis- Practical questions              | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Break-even Analysis- Practical questions              | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Break-even Analysis- Practical questions              | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Break-even Analysis- Practical questions              | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |

**XXXXXX. Course Articulation Matrix (Mapping of COs with POs)**

| CO                    | STATEMENT                                                                                                                                           | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                       |                                                                                                                                                     | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>BCH6<br/>01.1.</b> | Understand various costing systems and management systems.                                                                                          | 3                                   | 2           | -           | -           | 2           | 1           | -           | 2           | 2           | 2            |  |  |  |
| <b>BCH6<br/>01.2.</b> | Analyse and provide recommendations to improve the operations of organisations through the application of Cost and Management accounting techniques | 2                                   | 2           | 1           | -           | 3           | -           | -           | 2           | 3           | 2            |  |  |  |
| <b>BCH6<br/>01.3.</b> | Evaluate the costs and benefits of different conventional and contemporary costing systems                                                          | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 2           | 2            |  |  |  |
| <b>BCH6<br/>01.4.</b> | Analyze cost-volume-profit techniques to                                                                                                            | 2                                   | 2           | -           | 2           | 3           | -           | -           | 2           | 2           | 2            |  |  |  |

|                   |                                                                           |   |   |   |   |   |   |   |   |   |   |  |  |  |
|-------------------|---------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
|                   | determine optimal managerial decisions                                    |   |   |   |   |   |   |   |   |   |   |  |  |  |
| <b>BCH6 01.5.</b> | Apply cost accounting methods for both manufacturing and service industry | 1 | 2 | - | 1 | 2 | - | - | 2 | 2 | 2 |  |  |  |



### Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                     |                                                                           |                 |                  |                       |                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|---------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –6) 2019-22</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                     |                                                                           |                 |                  |                       |                 |
| <b>Class: BCH 601</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                     |                                                                           |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>MANAGEMENT ACCOUNTING – II</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                     | <b>Time: 1.5 Hrs</b>                                                      |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Remembering</b>  | <b>Understanding</b>                                                      | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                              | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <p>Student will be able to</p> <p>CO1 Understand various costing systems and management systems</p> <p>CO2 Analyse and provide recommendations to improve the operations of organisations through the application of Cost and Management accounting techniques</p> <p>CO3 Evaluate the costs and benefits of different conventional and contemporary costing systems</p> <p>CO4 Analyze cost-volume-profit techniques to determine optimal managerial decisions.</p> <p>CO5 Apply cost accounting methods for both manufacturing and service industry.</p> |                     |                                                                           |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Question No.</b> | <b>Question</b>                                                           |                 |                  |                       | <b>Marks</b>    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.1                 | Define cash flow statement                                                |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.2a                | Define budget and budgetary control                                       |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.2b                | Discuss Advantages and Limitations of Budgetary Control                   |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.3                 | Write a note on Margin to Safety ratio and Break-even analysis            |                 |                  |                       | 6               |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.4                 | Discuss about Responsibility Accounting - Cost Centers and Profit Centers |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.5a                | Discuss types of Cash Budget                                              |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.5b                | Elaborate Production and Purchase budget                                  |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.6                 | Discuss Utility of Cash Flow Statement                                    |                 |                  |                       | 6               |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |

|       |   |                                                            |
|-------|---|------------------------------------------------------------|
| Level | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                            |
|-------------------------|----------------------------|
| <b>Session Course</b>   | 2019-20                    |
| <b>Name</b>             | B. Com (Hons)              |
| <b>Semester</b>         | 6 <sup>th</sup> Semester   |
| <b>Subject Code</b>     | BCH 601                    |
| <b>Subject Name</b>     | Management Accounting – II |
| <b>Attainment Level</b> | Level 2                    |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 602 Credits -4 Session 2019-22 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)**

**2019-2022**

### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

|                   | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| VI-Sem<br>BCH 602 | 3   |     | 2   | -   | 2   | 1   | -   | 2   | 2   | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Course Handout

Course : INDIAN ECONOMY – PERFORMANCE AND POLICIES

Course Code : BCH 602, Crédits : 04,  
Session : 2019-22 (Odd Sem.), Class : BCOM 6th Semester

**B. Introduction:** To provide the basic knowledge of the Structure and the Current developments in the Indian Economy.

### Course Outcomes

BCOM 602.1 Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.

BCOM602.2 Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.

BCOM 602.3 Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures, and achievements as the foundation of the ongoing planning and economic reforms taken by the government.

BCOM 602.4. Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole.

BCOM 602.5 Not only be aware of the economy as a whole, but they would also understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects.

## Programme Outcomes:

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

[PO.2] Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

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[PO.10] Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes: NA**

##### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

#### **F. Syllabus**

##### **Course Contents:**

##### **Module I: Underdeveloped country and Population Problems**

Underdeveloped Economy: Meaning of Underdeveloped Economy - Basic characteristics of Underdeveloped countries, India as an Underdeveloped country. Population problems: Its Causes and effects on Economy - Trends of population Importance of population control.

## **Module II: Poverty and Unemployment**

Poverty: Relative and Absolute poverty Indicators of poverty-its causes and measure to remove it.

Unemployment: Nature of Unemployment in India, its Causes and effects, Unemployment policy.

## **Module III: Structure of the Indian Economy**

Basic features; Natural resources - Land, Water and Forest resources; Broad demographic features - population size and growth rates, sex composition, rural-Urban migration occupational distribution; infrastructure development; Composition of National Income.

## **Module IV: Planning in India**

Objectives; Strategy; Broad achievements and failures; current Five year plan objectives, allocation and targets; New economic reforms - Liberalization, privatization and globalization; Rationale behind economic reforms; progress of privatization and globalization.

## **Module V: Agriculture**

Nature and importance; Trends in agricultural production and productivity; Factors determining productivity; Land Reforms; New agricultural strategy and green revolution; Rural credit, Agricultural marketing.

## **Module VI: Industry**

Industrial development during the planning period; industrial policy of 1948, 1956, 1977, and 1991; industrial licensing policy - MRTP Act, FERA and FEMA; Growth and problems of small scale industries; Role of public sector enterprises in India's industrialization.

## **Module VII: External sector**

Role of foreign trade; Trends in exports and imports; composition and direction of India's foreign trade; Balance of payments crisis and the new economic reforms - Export promotion measures and then new trade policies foreign capital-FDI aid; Multinational corporations. (MNCs).

### **Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### **Text & References:**

- Datt, R. and K.P.M. Sundharam, Indian Economy, S. Chand & Company Ltd., New Delhi.
- Dhingra, I.C, The Indian economy: Environment and Policy, Sultan Chand & Sons, New Delhi.
- Dutt, R.C, The Economic History of India Under Early British Rule, Low Price Publications, Delhi.
- Misra, S.K. and V.K. Puri, Indian Economy - Its Development Experience, Himalaya Publishing House, Mumbai.

## **A. Lecture Plan**



| <b>Lecture</b> | <b>Topics</b>                                                | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|--------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Underdeveloped Economy: Meaning of Underdeveloped Economy    | Lecture                 | BCH601.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Basic characteristics of Underdeveloped countries            | Lecture                 | BCH602.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | India as on Underdeveloped country.                          | Lecture                 | BCH602.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | Population problems: Its Causes and effects on Economy       | Lecture                 | BCH602.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | Trends of population Importance of population control.       | Lecture                 | BCH602.1                | Mid Term-1, Quiz & End Sem Exam |
| 6              | Poverty: Relative and Absolute poverty Indicators of poverty | Lecture                 | BCH602.1                | Mid Term-1, Quiz & End Sem Exam |
| 7              | Causes- its causes and measure of remove it.                 | Lecture                 | BCH602.1                | Mid Term-1, Quiz & End Sem Exam |
| 8              | Unemployment: Nature of Unemployment in India                | Lecture                 | BCH602.1                | Mid Term-1, Quiz & End Sem Exam |
| 9              | Unemployment and its Causes and effects                      | Lecture                 | BCH602.2                | Mid Term-1, Quiz & End Sem Exam |
| 10             | Unemployment policy.                                         | Lecture                 | BCH602.2                | Mid Term-1, Quiz & End Sem Exam |
| 11             | Structure of the Indian Economy                              | Lecture                 | BCH602.2                | Mid Term-1, Quiz & End Sem Exam |
| 12             | Structure of the Indian Economy- Basic nature                | Lecture                 | BCH602.2                | Mid Term-1, Quiz & End Sem Exam |
| 13             | Natural resources – Land                                     | Lecture                 | BCH602.2                | Mid Term-1, Quiz & End Sem Exam |
| 14             | Natural resources – Water                                    | Lecture                 | BCH602.2                | Mid Term-1, Quiz & End Sem Exam |
| 15             | Natural resources – Forest resources                         | Lecture                 | BCH602.2                | Mid Term-1, Quiz & End Sem Exam |
| 16             | Broad demographic features                                   | Lecture                 | BCH602.2                | Mid Term-1, Quiz & End Sem Exam |
| 17             | population size and growth rates,                            | Lecture                 | BCH602.3                | Mid Term-1, Quiz & End Sem Exam |
| 19             | sex composition                                              | Lecture                 | BCH602.3                | Mid Term-1, Quiz                |

|    |                                                                 |         |          |                                    |
|----|-----------------------------------------------------------------|---------|----------|------------------------------------|
|    |                                                                 |         |          | & End Sem Exam                     |
| 20 | rural-Urban migration<br>occupational distribution              | Lecture | BCH602.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 21 | infrastructure development                                      | Lecture | BCH602.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 22 | Composition of National<br>Income.                              | Lecture | BCH602.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 23 | Planning in India                                               | Lecture | BCH602.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 24 | Objectives & Strategy-<br>Planning in India                     | Lecture | BCH602.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 25 | Broad achievements and<br>failures                              | Lecture | BCH602.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 26 | Current Five year plan<br>objectives                            | Lecture | BCH602.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 27 | Allocation and targets                                          | Lecture | BCH602.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 28 | New economic reforms –<br>Liberalization                        | Lecture | BCH602.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 29 | Privatization                                                   | Lecture | BCH602.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 30 | Globalization                                                   | Lecture | BCH602.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 31 | Rationale behind economic<br>reforms                            | Lecture | BCH602.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 32 | Progress of privatization and<br>globalization.                 | Lecture | BCH602.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 33 | <b>Agriculture</b> - Nature and<br>importance                   | Lecture | BCH602.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 34 | Trends in agricultural<br>production and productivity           | Lecture | BCH602.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 35 | Factors determining<br>productivity                             | Lecture | BCH602.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 36 | Land Reforms                                                    | Lecture | BCH602.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 37 | New agricultural strategy and<br>green revolution; Rural credit | Lecture | BCH602.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 38 | Agricultural marketing                                          | Lecture | BCH602.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 39 | Industrial development during                                   | Lecture | BCH602.5 | Mid Term-2, Quiz                   |



|                   |                                                                                                                                                                                                                                     |   |   |   |   |   |   |   |   |   |   |  |  |  |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
| <b>BCH 602.1.</b> | Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.                                                                                                                                   | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 1 |  |  |  |
| <b>BCH 602.2.</b> | Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.                                                                                        | 2 | 3 | 1 | - | 2 | - | - | 2 | 2 | 2 |  |  |  |
| <b>BCH 602.3.</b> | Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government. | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 3 |  |  |  |
| <b>BCH 602.4.</b> | Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the                                                            | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 |  |  |  |

|                      |                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |   |  |  |  |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
|                      | economy as a whole                                                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |  |  |  |
| <b>BCH<br/>602.5</b> | Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects. | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 |  |  |  |

Amity Business School  
I MID-SEMESTER (SEM –6) 2019-22

Class: BCom VI

Subject Name:  
INDIAN ECONOMY – PERFORMANCE  
AND POLICIES

Time: 1.5 Hrs

Max. Marks: 30

| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to

CO1 Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.

CO2 Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.

CO3: Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.

CO4. Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy.

CO5. Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects

| CO Map | Question No. | Question                                                   | Marks |
|--------|--------------|------------------------------------------------------------|-------|
| CO1    | Q.1          | Discuss about management accounting                        | 3     |
| CO1    | Q.2a         | Discuss the importance of financial control.               | 3     |
|        | Q.2b         | Elaborate management accounting                            | 3     |
| CO1    | Q.3          | Elaborate                                                  | 6     |
| CO2    | Q.4          | Discuss trends in agricultural production and productivity | 3     |
| CO2    | Q.5a         | Write a note on MRTP Act, FERA and FEMA                    | 3     |
|        | Q.5b         | Explain role of foreign trade                              | 3     |
| CO2    | Q 6          | Discuss Multinational corporations                         | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                                           |
|-------------------------|-------------------------------------------|
| <b>Session Course</b>   | 2019-20                                   |
| <b>Name</b>             | B. Com (Hons)                             |
| <b>Semester</b>         | 6 <sup>th</sup> Semester                  |
| <b>Subject Code</b>     | BCH 602                                   |
| <b>Subject Name</b>     | Indian Economy – Performance and Policies |
| <b>Attainment Level</b> | Level 1                                   |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 604 Credits -2 Session 2019-22 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)**

**2019-2022**

### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO 1 | PSO 2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-------|-------|------|
| VI-Sem<br>BCH<br>601 | 2   | 3   | -   | -   | 3   | 2   | -   | 3   | 2   | 1    | 3     | 2     | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Course Handout

Course : FINANCIAL MANAGEMENT – II

Course Code : BCH 604, Crédits : 02,

Session : 2019-22 (Even Sem.), Class : BCOM 6th Semester

**Introduction:** To provide the students' knowledge about the use of financial data for planning, control and decision making and to give insight into financial decision making and composition of different securities in the total Capital structure.

C.

**Course Outcomes:** At the end of the course, students will be able to:

**BCOM 604.1** Demonstrating an understanding of the overall role and importance of the finance function.

**BCOM 604.2** Validating knowledge of a basic financial vocabulary

**BCOM604.3** Demonstrating basic finance management knowledge.

**BCOM604.4** Understanding of the goals of the finance manager

**BCOM 604.5** Identifying the basic financial environment, institutions and services

## **Programme Outcomes:**

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

[PO.2] Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

[PO.3] Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4] Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

[PO.6] Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

[PO.7] Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

[PO.8] Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

[PO.9] Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

[PO.10] Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

##### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-----------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                    | CT          | 15%                |
|                                | Mid Term 2                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment        | S/V/Q /HA   | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be | A           | 5%                 |

|  |                                                                                                                                                                 |  |  |
|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
|  | maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |  |  |
|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|

## F. Syllabus

### Course Contents:

#### Module I: Dividend Decision

Dividend Decisions – dividend policy – determinants of dividend policy – types of dividend policy – forms of dividend.

#### Module II: Working capital Management

Working Capital Management – meaning – importance of adequate working capital- excess or Inadequate working capital – determinants of working capital requirement – cash management, Receivable management and inventory management – sources of working capital.

#### Module III: Financing Decision

Financing Decisions – capital structure – factors influencing capital structure – EBIT – EBT- EPS –Analysis - leverage – problems.

Spreadsheet can be used to show the basic calculation in finance and can be for giving students subject related assignments for their internal assessment purpose

### Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- S N Maheshwari, Financial Management.
- Khan and Jain, Financial Management.
- Dorai Raj. S.N, Financial Management.
- Sharma and Sashi Gupta, Financial Management.
- I M Pandey, Financial Management.
- James C Vanhorne, Financial Management.
- Prasanna Chandra, Financial Management.
- PN Reddy & Appanaiah, Financial Management.

## A. Lecture Plan

| <b>Lecture</b> | <b>Topics</b>                                                                | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Dividend Decisions – dividend policy                                         | Lecture                 | BCH 604.1               | Mid Term-1, Quiz & End Sem Exam |
| 2              | Determinants of dividend policy                                              | Lecture                 | BCH 604.1               | Mid Term-1, Quiz & End Sem Exam |
| 3              | Types of dividend policy                                                     | Lecture                 | BCH 604.1               | Mid Term-1, Quiz & End Sem Exam |
| 4              | Forms of dividend.                                                           | Lecture                 | BCH 604.1               | Mid Term-1, Quiz & End Sem Exam |
| 5              | Working Capital Management – meaning                                         | Lecture                 | BCH 604.2               | Mid Term-1, Quiz & End Sem Exam |
| 6              | Importance of adequate working capital- excess or Inadequate working capital | Lecture                 | BCH 604.2               | Mid Term-1, Quiz & End Sem Exam |
| 7              | Determinants of working capital requirement                                  | Lecture                 | BCH 604.2               | Mid Term-1, Quiz & End Sem Exam |
| 8              | cash management                                                              | Lecture                 | BCH 604.3               | Mid Term-1, Quiz & End Sem Exam |
| 9              | Receivable management                                                        | Lecture                 | BCH 604.3               | Mid Term-1, Quiz & End Sem Exam |
| 10             | Inventory management                                                         | Lecture                 | BCH 604.3               | Mid Term-1, Quiz & End Sem Exam |
| 11             | sources of working capital                                                   | Lecture                 | BCH 604.4               | Mid Term-1, Quiz & End Sem Exam |
| 12             | Financing Decisions                                                          | Lecture                 | BCH 604.4               | Mid Term-1, Quiz & End Sem Exam |
| 13             | Capital structure                                                            | Lecture                 | BCH 604.4               | Mid Term-1, Quiz & End Sem Exam |
| 14             | Factors influencing capital structure                                        | Lecture                 | BCH 604.5               | Mid Term-1, Quiz & End Sem Exam |
| 15             | EBIT – EBT- EPS                                                              | Lecture                 | BCH 604.5               | Mid Term-1, Quiz & End Sem Exam |
| 16             | EBIT – EBT- EPS                                                              | Lecture                 | BCH 604.5               | Mid Term-1, Quiz & End Sem Exam |
| 17             | EBIT – EBT- EPS                                                              | Lecture                 | BCH 604.5               | Mid Term-1, Quiz & End Sem Exam |
| 18             | EBIT – EBT- EPS                                                              | Lecture                 | BCH 604.5               | Mid Term-1, Quiz                |

|    |                     |         |           |                                 |
|----|---------------------|---------|-----------|---------------------------------|
|    |                     |         |           | & End Sem Exam                  |
| 19 | Analysis – leverage | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Analysis – leverage | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Analysis – leverage | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Analysis – leverage | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 23 | Analysis – leverage | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 24 | Analysis – leverage | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |

### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|--------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                            | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 604.1.</b> | Demonstrating an understanding of the overall role and importance of the finance function. | 2                                   | 3           | -           | -           | 3           | 2           | -           | 3           | 2           | 1            | 2                                            | 2                | 3                |
| <b>BCH 604.2.</b> | Validating knowledge of a basic financial vocabulary.                                      | 2                                   | 2           | 1           | -           | 1           | -           | -           | 2           | 2           | 1            | 3                                            | 2                | 2                |
| <b>BCH 604.3.</b> | Demonstrating basic finance management knowledge.                                          | 1                                   | 2           | -           | 1           | 1           | -           | -           | 2           | 3           | 2            | 1                                            | 2                | 3                |

|                       |                                                                                    |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------------|------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BCH<br/>604.4.</b> | Understanding of<br>the goals of the<br>finance manager                            | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 2 | 3 | 1 |
| <b>BCH<br/>604.5</b>  | Identifying the<br>basic financial<br>environment,<br>institutions and<br>services | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 1 | 2 | 3 |



Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2019-22                                                                                                                                                                                                                                                                                                          |              |                                                          |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                    |              |                                                          |          |           |                |          |
| Subject Name:<br>FINANCIAL MANAGEMENT – II                                                                                                                                                                                                                                                                                                                        |              | Time: 1.5 Hrs                                            |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                    | Remembering  | Understanding                                            | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                  | Q.1,4        | Q.2,3                                                    | Q.4      | Q.2,5,6   |                |          |
| CO1: Demonstrating an understanding of the overall role and importance of the finance function.<br>CO2: Validating knowledge of a basic financial vocabulary<br>CO3: Demonstrating basic finance management knowledge.<br>CO4: Understanding of the goals of the finance manager<br>CO5: Identifying the basic financial environment, institutions, and services. |              |                                                          |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                            | Question No. | Question                                                 |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                               | Q.1          | Define dividend decision                                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                               | Q.2a         | Discuss importance of working capital management         |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                   | Q.2b         | Write a note on EBIT – EBT- EPS                          |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                               | Q.3          | Discuss forms of dividend.                               |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                               | Q.4          | Elaborate receivable management and inventory management |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                               | Q.5a         | Elaborate sources of working capital                     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                   | Q.5b         | What is capital structure and its importance             |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                               | Q.6          | Discuss forms of leverage                                |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                           |
|-------------------------|---------------------------|
| <b>Session Course</b>   | 2019-20                   |
| <b>Name</b>             | B. Com (Hons)             |
| <b>Semester</b>         | 6 <sup>th</sup> Semester  |
| <b>Subject Code</b>     | BCH 604                   |
| <b>Subject Name</b>     | Financial Management – II |
| <b>Attainment Level</b> | Level 1                   |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 605 Credits -2 Session 2019-22 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Honours) 2019-2022**

#### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling** of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]**Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>605 | 3   | 2   | -   | -   | 2   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                              |
|---------------------------------------------------------------------------------------------|
| Course : FUNDAMENTALS OF INVESTMENTS – II                                                   |
| Course Code : BCH 605, Crédits : 02,<br>Session : 2019-22 (Odd Sem.), Class : BCOM 1st Year |

**D. Introduction:** To provide the students' knowledge about the use of costing data for planning, control and decision making.

## **Course Outcomes**

**BCOM605.1** understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management

**BCOM 605.2** analyzing stock returns and risk as EIC framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.

**BCOM 605.3:** learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel

**BCOM605.4** evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models

**BCOM 605.5** measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences

## **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

##### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

##### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-----------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                    | CT          | 15%                |
|                                | Mid Term 2                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be | A           | 5%                 |

|  |                                                                                                                                                                 |  |  |
|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|
|  | maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |  |  |
|--|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|

## F. Syllabus

### Course Contents:

#### Module I: Portfolio risk and return

Portfolio and diversification, portfolio Risk and Return (up to portfolio of 3 securities)

#### Module II: Portfolio Analysis and selection

Capital Asset Pricing Model; Security Market Line; Arbitrage Pricing Theory, Diversification, Markowitz risk return optimization, Single Index model, Sharpe Index Model, Portfolio Beta and efficient frontier

#### Module III: Financial derivatives

Introduction to Financial derivatives, Financial derivatives Markets in India.

#### Module IV : Mutual funds

Introduction to mutual funds, commodities and real estate

#### Module V : Financial services

Investor Protection – SEBI & role of stock exchange in investor protection, investor grievances and their redressal system, insider trading, investors' awareness and activism.

A Project on Investment. (Considering either Derivatives/ Mutual Fund)

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Bhalla, V.K., "Investment Management", S. Chand & Co.
- Prasanna, Chandra, "Investment analysis and portfolio management", Tata McGraw Hill.

## A. Lecture Plan

| Lecture | Topics                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Portfolio and diversification                  | Lecture          | BCH605.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | portfolio Risk and Return                      | Lecture          | BCH605.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Capital Asset Pricing Model                    | Lecture          | BCH605.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Security Market Line                           | Lecture          | BCH605.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Arbitrage Pricing Theory                       | Lecture          | BCH605.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Diversification                                | Lecture          | BCH605.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Markowitz risk return optimization             | Lecture          | BCH605.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Single Index model                             | Lecture          | BCH605.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Sharpe Index Model                             | Lecture          | BCH605.3         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Portfolio Beta and efficient frontier          | Lecture          | BCH605.3         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Introduction to Financial derivatives          | Lecture          | BCH605.3         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Financial derivatives Markets in India         | Lecture          | BCH605.3         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Introduction to mutual funds                   | Lecture          | BCH605.4         | Mid Term-1, Quiz & End Sem Exam |
| 14      | commodities and real estate                    | Lecture          | BCH605.4         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Investor Protection – SEBI                     | Lecture          | BCH605.4         | Mid Term-1, Quiz & End Sem Exam |
| 16      | role of stock exchange in investor protection  | Lecture          | BCH605.4         | Mid Term-1, Quiz & End Sem Exam |
| 17      | investor grievances and their redressal system | Lecture          | BCH605.5         | Mid Term-1, Quiz & End Sem Exam |
| 19      | insider trading                                | Lecture          | BCH605.5         | Mid Term-1, Quiz & End Sem Exam |
| 20      | investors' awareness and activism              | Lecture          | BCH605.5         | Mid Term-1, Quiz & End Sem Exam |



## B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                                                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 605.1.</b> | understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management | 2                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 605.2.</b> | analyzing stock returns and risk as EIC framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment                                                                                             | 2                                   | 2           | 1           | -           | 1           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |
| <b>BCH 605.3.</b> | learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to                                                                                                                                                         | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 2            | 3                                            | 1                | 1                |

|                   |                                                                                                                                                  |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | analyze risk and return evaluation through hands on session on excel                                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 605.4.</b> | evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models         | 2 | 3 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 605.5</b>  | measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences | 2 | 3 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

# Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2019-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                                                               |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              |                                                                                               |          |           |                |          |
| Subject Name:<br>FUNDAMENTALS OF INVESTMENTS – II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |              | Time: 1.5 Hrs                                                                                 |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Remembering  | Understanding                                                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Q.1,4        | Q.2,3                                                                                         | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management</p> <p>CO2: analyzing stock returns and risk as EIC framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.</p> <p>CO3: learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel</p> <p>CO4: evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models</p> <p>CO5: measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences</p> |              |                                                                                               |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Question No. | Question                                                                                      |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.1          | Define Portfolio and diversification                                                          |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.2a         | Discuss importance of portfolio Risk and Return                                               |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.2b         | Write a note on Arbitrage Pricing Theory, Diversification, Markowitz risk return optimization |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.3          | Discuss Financial derivatives Markets                                                         |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.4          | Elaborate role of stock exchange in investor protection                                       |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.5a         | Elaborate about mutual funds                                                                  |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.5b         | What is capital structure and its importance                                                  |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.6          | Discuss forms of leverage                                                                     |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



## Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2019-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              |                                                                           |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BCH 601                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              |                                                                           |          |           |                |          |
| Subject Name:<br>MANAGEMENT ACCOUNTING – II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              | Time: 1.5 Hrs                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Remembering  | Understanding                                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.1,4        | Q.2,3                                                                     | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1 Understand various costing systems and management systems<br>CO2 Analyse and provide recommendations to improve the operations of organisations through the application of Cost and Management accounting techniques<br>CO3 Evaluate the costs and benefits of different conventional and contemporary costing systems<br>CO4 Analyze cost-volume-profit techniques to determine optimal managerial decisions.<br>CO5 Apply cost accounting methods for both manufacturing and service industry. |              |                                                                           |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Question No. | Question                                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.1          | Define cash flow statement                                                |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.2a         | Define budget and budgetary control                                       |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.2b         | Discuss Advantages and Limitations of Budgetary Control                   |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.3          | Write a note on Margin to Safety ratio and Break-even analysis            |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.4          | Discuss about Responsibility Accounting - Cost Centers and Profit Centers |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.5a         | Discuss types of Cash Budget                                              |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.5b         | Elaborate Production and Purchase budget                                  |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.6          | Discuss Utility of Cash Flow Statement                                    |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |

|       |   |                                                            |
|-------|---|------------------------------------------------------------|
| Level | 3 | IF 80% of students secure more than 60% marks then level 3 |
|-------|---|------------------------------------------------------------|

### **Attainment**

|                         |                                 |
|-------------------------|---------------------------------|
| <b>Session Course</b>   | 2019-20                         |
| <b>Name</b>             | B. Com (Hons)                   |
| <b>Semester</b>         | 6 <sup>th</sup> Semester        |
| <b>Subject Code</b>     | BCH 605                         |
| <b>Subject Name</b>     | Fundamentals of Investment – II |
| <b>Attainment Level</b> | Level 1                         |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
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# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 606 Credits -2 Session 2019-22 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Honours)**

**2019-2022**

#### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

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**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-“

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>601 | 3   | 2   | -   | -   | 3   | 1   | -   | 3   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Course Handout

Course : FINANCIAL MARKETS, INSTITUTIONS AND FINANCIAL SERVICES II

Course Code : BCH 606, Crédits : 02,  
Session : 2019-22 (Even Sem.), Class : BCOM 6th Semester

### E. Introduction:

**F. Course Outcomes:** To introduce students to different financial institutions, Markets and the services which are available in India.

**BCOM606.1** Understand the role and function of the financial system in reference to the macro economy.

**BCOM 606.2** Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.

**BCOM 606.3** Evaluate and create strategies to promote financial products and services.

**BCOM606.4** Evaluate empirical evidence of the market performance and accordingly the role of regulatory authorities to develop the financial market.

**BCOM 606.5** Research and analyze specific problems or issues related to financial markets and institutions.

### Programme Outcomes:

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

[PO.2] Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

[PO.3] Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4] Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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[PO.9] Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

[PO.10] Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D.**

##### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

##### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## F. Syllabus

### Course Contents:

#### Module I Introduction

Introduction to financial services; Merchant banking: Meaning, scope, functions, management of new issues, Indian experience, SEBI guidelines, Future of merchant banking in India.

Understanding of the global nature of financial markets, the importance of country participants, and the role of international organizations operating in the financial markets.

#### Module II: Money, Prices, Exchange Rate and Interest Rates

Monetary expansion, Interest rates and exchange rates, Monetary expansion and prices, Real and nominal values, Inflation and interest rates, Inflation and exchange rates. The Indian financial system: Introduction, The pre 1951 period, the post 1951 period, Emerging horizon.

#### Module III: Commercial Banks

Evolution of modern commercial banks, Evolution of bank assets, liabilities and activities; Banking structure, Matching revenues and costs, capital adequacy; Accounting policies and related matters, Direct investments, and credit programmes. Central banking and monetary policy: Central banking functions; Money creation, process and control; monetary policy.

#### Module IV: Leasing financing

The concept, merits, and demerits; Types; The Indian leasing scenario; Lease evaluation; Lease accounting.

#### Module V: Hire purchase.

Meaning; James Raj Committee recommendation; RBI guidelines; Hire purchase and transport industry; Lease vs. Hire purchase; Problems and prospects of hire purchase in India.

#### Module VI : Housing Finance & Venture Capital Finance

Concept of Housing Finance and National Housing Bank (briefly), Concept of Venture Capital Finance, Features, and Types of Venture Capital Finance, Concept of private Equity.

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Gordon and Natarajan, Financial Markets and Services, Himalaya Publishing House.
- Khan, M.Y, Financial Services, Tata McGraw Hill.
- Jeff Madura, Financial Markets and Institutions, South-Western College Publishing.
- B.C Vasant Desai, The Indian Financial System, Himalaya Publishing House.
- Bhole L.M, Financial Institutions and Markets, Tata McGraw Hill.
- **Lecture Plan**

| Lecture | Topics | Mode of | Correspon | Mode of |
|---------|--------|---------|-----------|---------|
|---------|--------|---------|-----------|---------|

|    |                                                                   | Delivery | ding CO  | Assessing CO                    |
|----|-------------------------------------------------------------------|----------|----------|---------------------------------|
| 1  | Introduction to financial services                                | Lecture  | BCH606.1 | Mid Term-1, Quiz & End Sem Exam |
| 2  | Merchant banking: Meaning                                         | Lecture  | BCH606.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | scope, functions, management of new issues of merchant banking    | Lecture  | BCH606.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | SEBI guidelines                                                   | Lecture  | BCH606.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Future of merchant banking in India                               | Lecture  | BCH606.2 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Understanding of the global nature of financial markets           | Lecture  | BCH606.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | importance of country participants                                | Lecture  | BCH606.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Monetary expansion                                                | Lecture  | BCH606.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Interest rates and exchange rates                                 | Lecture  | BCH606.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Monetary expansion and prices                                     | Lecture  | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Real and nominal values                                           | Lecture  | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Inflation and interest rates                                      | Lecture  | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Inflation and exchange rates                                      | Lecture  | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | The Indian financial system: Introduction                         | Lecture  | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | The pre 1951 period, the post 1951 period, Emerging horizon.      | Lecture  | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | <b>Commercial Banks</b>                                           | Lecture  | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Evolution of modern commercial banks, Evolution of bank assets    | Lecture  | BCH606.4 | Mid Term-1, Quiz & End Sem Exam |
| 19 | liabilities and activities                                        | Lecture  | BCH606.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Banking structure, Matching revenues and costs, capital adequacy; | Lecture  | BCH606.4 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                   |         |          |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Accounting policies and related matters                                                                                           |         |          |                                 |
| 21 | Direct investments, and credit programmes. Central banking and monetary policy                                                    | Lecture | BCH606.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Central banking functions; Money creation, process and control; monetary policy. The concept, merits and demerits-lease financing | Lecture | BCH606.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Concept of private Equity                                                                                                         | Lecture | BCH606.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | James Raj Committee recommendation, Concept of Housing Finance and National Housing Bank (briefly)                                | Lecture | BCH606.5 | Mid Term-2, Quiz & End Sem Exam |

- **Course Articulation Matrix (Mapping of COs with POs)**

| CO                | STATEMENT                                                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 606.1.</b> | Understand the role and function of the financial system in reference to the macro economy                | 3                                   | 2           | -           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 606.2.</b> | Demonstrate an awareness of the current structure and regulation of the Indian financial services sector. | 2                                   | 1           | 1           | -           | 2           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 2                |

|                   |                                                                                                                                           |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   |                                                                                                                                           |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 606.3.</b> | Evaluate and create strategies to promote financial products and services                                                                 | 1 | 1 | - | 1 | 2 | - | - | 2 | 2 | 3 | 2 | 1 | 1 |
| <b>BCH 606.4.</b> | Evaluate empirical evidence of the market performance and accordingly the role of regulatory authorities to develop the financial market. | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 606.5</b>  | Research and analyze specific problems or issues related to financial markets and institutions.                                           | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |



## Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              |                                                                          |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –6) 2019-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |              |                                                                          |          |           |                |          |
| Class: Bcom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                                          |          |           |                |          |
| Subject Name:<br>FINANCIAL MARKETS, INSTITUTIONS<br>AND FINANCIAL SERVICES II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |              | Time: 1.5 Hrs                                                            |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as per<br>Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Remembering  | Understanding                                                            | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.1,4        | Q.2,3                                                                    | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1 Understand the role and function of the financial system in reference to the macro economy.</p> <p>CO2 Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.</p> <p>CO3 Evaluate and create strategies to promote financial products and services.</p> <p>CO4 Evaluate empirical evidence of the market performance and accordingly the role of regulatory authorities to develop the financial market.</p> <p>CO5 Research and analyze specific problems or issues related to financial markets and institutions.</p> |              |                                                                          |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Question No. | Question                                                                 |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.1          | Define Merchant banking                                                  |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.2a         | Discuss Future of merchant banking in India                              |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.2b         | Elaborate introduction of The Indian financial system                    |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.3          | Define commercial banks and discuss Evolution of modern commercial banks |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.4          | Elaborate merits and demerits of lease financing                         |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.5a         | Differentiate among Lease and Hire purchase;                             |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.5b         | Discuss features of venture capital finance                              |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.6          | Elaborate types of Venture Capital Finance                               |          |           |                | 6        |

|                    |               |
|--------------------|---------------|
| <b>Attainments</b> | <b>Rubric</b> |
|--------------------|---------------|

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                                                           |
|-------------------------|-----------------------------------------------------------|
| <b>Session Course</b>   | 2019-20                                                   |
| <b>Name</b>             | B. Com (Hons)                                             |
| <b>Semester</b>         | 6 <sup>th</sup> Semester                                  |
| <b>Subject Code</b>     | BCH 606                                                   |
| <b>Subject Name</b>     | Financial Markets, Institutions and Financial Services II |
| <b>Attainment Level</b> | Level 2                                                   |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 607 Credits -2 Session 2019-22 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Honours)**

### **2019-2022**

#### **Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9 ]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>607 | 3   | 2   | -   | -   | 2   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Course Handout

Course : INSURANCE AND RISK MANAGEMENT - II

Course Code : BCH 607, Crédits : 02,

Session : 2019-22 (Even Sem.), Class : BCOM 6th Semester

**G. Introduction:** This course enables the students to know the fundamentals of Insurance and challenges related to the same

### Course Outcomes

**BCOM 607.1** Evaluate the growth and Development of Insurance Business.

**BCOM 607.2** Understand the working and functioning of the Insurance Sector.

**BCOM 607.3** Study the inter-relationship between Insurance & Risk Management.

**BCOM607.4.** Analyze the Role of Insurance Business Intermediaries.

**BCOM 607.5** Obtain an overview of Regulatory Framework of Insurance Sector

### Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well-developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## **F. Syllabus**

### **Course Contents:**

Fire Insurance - Nature, meaning - Procedure of taking fire insurance policy - Policy conditions - Kinds of policies - Settlement of claims.

### **Module II**

Marine Insurance - Nature, Meaning - procedure of taking marine insurance Policy- clauses of marine policy - Types of policies.

### **Module III**

Accidental Insurance (only nature & cover given each) 1) Motor Insurance 2) personal Accidental & Sickness Insurance 3) Burglary Insurance 4) Liability Insurance 5) Fidelity Guarantee Insurance 6) Cattle Insurance 7) Crop Insurance.

### **Module IV**

Life Insurance Corporation of India Role and performance - Marketing & promotion strategy of Insurance Services- Govt. Policy on Insurance service sector - Privatisation of Insurance sector- Insurance Regulatory Development Act. 1999.

### **Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### **Text & References:**

- Mishra M. N: Insurance Principles & practice - S. Chand & Co., New Delhi.
- M. Arif Khan: Theory & Practice of Insurance, Education Book House Aligarh.
- Kothari & Bahi: Principles & practice of Insurance, Shahitya Bhavan.
- Life Insurance Act of 1956
- Insurance Regulator Development Act. 1999.
- Gupta O. S: Life Insurance, Frank Brothers, New Delhi.
- Vinayakam N. Radhaswamy & Vasudevan S. V: Insurance - Principles & Practice. S. Chand New Delhi
- Mishra M. N: Life Insurance Corporation of India Vols. - I, II & III, Raj Book, Jaipur.



**A. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                                 | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|-----------------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Fire Insurance - Nature, meaning                                                              | Lecture                 | BCH607.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Procedure of taking fire insurance policy                                                     | Lecture                 | BCH607.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | Policy conditions                                                                             | Lecture                 | BCH607.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | Kinds of policies - Settlement of claims.                                                     | Lecture                 | BCH607.2                | Mid Term-1, Quiz & End Sem Exam |
| 5              | Marine Insurance - Nature, Meaning                                                            | Lecture                 | BCH607.2                | Mid Term-1, Quiz & End Sem Exam |
| 6              | procedure of taking marine insurance Policy                                                   | Lecture                 | BCH607.2                | Mid Term-1, Quiz & End Sem Exam |
| 7              | clauses of marine policy -                                                                    | Lecture                 | BCH607.3                | Mid Term-1, Quiz & End Sem Exam |
| 8              | Types of policies.                                                                            | Lecture                 | BCH607.3                | Mid Term-1, Quiz & End Sem Exam |
| 9              | Accidental Insurance (only nature & cover given each)                                         | Lecture                 | BCH607.3                | Mid Term-1, Quiz & End Sem Exam |
| 10             | 1) Motor Insurance 2) personal Accidental & Sickness Insurance 3) Burglary Insurance          | Lecture                 | BCH607.4                | Mid Term-1, Quiz & End Sem Exam |
| 11             | 4) Liability Insurance 5) Fidelity Guarantee Insurance 6) Cattle Insurance 7) Crop Insurance. | Lecture                 | BCH607.4                | Mid Term-1, Quiz & End Sem Exam |
| 12             | Life Insurance Corporation of India Role and performance -                                    | Lecture                 | BCH607.4                | Mid Term-1, Quiz & End Sem Exam |
| 13             | Marketing & promotion strategy of Insurance Services                                          | Lecture                 | BCH607.5                | Mid Term-1, Quiz & End Sem Exam |
| 14             | Govt. Policy on Insurance service sector                                                      | Lecture                 | BCH607.5                | Mid Term-1, Quiz & End Sem Exam |
| 15             | Privatisation of Insurance sector                                                             | Lecture                 | BCH607.5                | Mid Term-1, Quiz & End Sem Exam |
| 16             | Insurance Regulatory Development Act. 1999.                                                   | Lecture                 | BCH607.5                | Mid Term-1, Quiz & End Sem Exam |

|    |                                             |         |          |                                 |
|----|---------------------------------------------|---------|----------|---------------------------------|
| 17 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 23 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 24 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                 | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 607.1.</b> | Evaluate the growth and Development of Insurance Business | 3                                   | 2           | -           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                                            | 2                | 3                |

|                   |                                                                   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|-------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BCH 607.2.</b> | Understand the working and functioning of the Insurance Sector.   | 2 | 1 | 1 | - | 2 | - | - | 2 | 3 | 2 | 3 | 2 | 2 |
| <b>BCH 607.3.</b> | Study the inter-relationship between Insurance & Risk Management. | 1 | 1 | - | 1 | 2 | - | - | 2 | 2 | 3 | 2 | 1 | 1 |
| <b>BCH 607.4.</b> | Analyze the Role of Insurance Business Intermediaries.            | 2 | 1 | 1 | - | 2 | - | - | 2 | 3 | 2 | 3 | 2 | 2 |
| <b>BCH 607.5</b>  | Obtain an overview of Regulatory Framework of Insurance Sector    | 2 | 1 | 1 | - | 2 | - | - | 2 | 3 | 2 | 3 | 2 | 2 |

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2019-22                                                                                                                                                                                                                                                                                                                            |              |                                                       |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                                      |              |                                                       |          |           |                |          |
| Subject Name:<br>INSURANCE AND RISK MANAGEMENT - II                                                                                                                                                                                                                                                                                                                                 |              | Time: 1.5 Hrs                                         |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                      | Remembering  | Understanding                                         | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                    | Q.1,4        | Q.2,3                                                 | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br><br>CO1 Evaluate the growth and Development of Insurance Business.<br>CO2 Understand the working and functioning of the Insurance Sector.<br>CO3 Study the inter-relationship between Insurance & Risk Management..<br>CO4. Analyze the Role of Insurance Business Intermediaries.<br>CO5 Obtain an overview of Regulatory Framework of Insurance Sector |              |                                                       |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                              | Question No. | Question                                              |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                 | Q.1          | Define fire insurance                                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                 | Q.2a         | Elaborate Procedure of taking fire insurance policy   |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                     | Q.2b         | Elaborate procedure of taking marine insurance Policy |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                 | Q.3          | Discuss accidental insurance and its types            |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                 | Q.4          | Elaborate role of Life Insurance Corporation of India |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                 | Q.5a         | Determine Insurance Regulatory Development Act. 1999. |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                     | Q.5b         | Differentiate among LIC and GIC                       |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                 | Q 6          | Explain kinds of Insurance policies                   |          |           |                | 6        |

| Attainments  |   | Rubric                                                     |  |
|--------------|---|------------------------------------------------------------|--|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |  |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |  |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |  |

### **Attainment**

|                         |                                  |
|-------------------------|----------------------------------|
| <b>Session Course</b>   | 2019-20                          |
| <b>Name</b>             | B. Com (Hons)                    |
| <b>Semester</b>         | 6 <sup>th</sup> Semester         |
| <b>Subject Code</b>     | BCH 607                          |
| <b>Subject Name</b>     | Insurance & Risk Management – II |
| <b>Attainment Level</b> | Level 2                          |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 608 Credits -2 Session 2019-22 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)**

**2019-2022**

### **Programme Outcomes:**

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]**Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]**Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9 ]**Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Course Handout

Course : PRINCIPLES OF MARKETING - II

Course Code : BCH 608, Crédits : 02,

Session : 2019-22 (Even Sem.), Class : BCOM 6th Semester

**H. Introduction:** This course enables the students to know the fundamentals of Insurance and challenges related to the same

### Course Outcomes

**BCOM 608.1** Evaluate the growth and Development of Insurance Business.

**BCOM 608.2** Understand the working and functioning of the Insurance Sector.

**BCOM 608.3** Study the inter-relationship between Insurance & Risk Management.

**BCOM608.4.** Analyze the Role of Insurance Business Intermediaries.

**BCOM 608.5** Obtain an overview of Regulatory Framework of Insurance Sector

### Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well-developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.



**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## F. Syllabus

### Course Contents:

#### Module I

Promotion: Nature and importance of promotion; Method of promotion - optimum promotion mix.

#### Module II: Consumer behavior

Nature, scope & significance of consumer behavior - factors affecting consumer behavior. Module VI: Salesmanship & Selling process : Salesman - qualities of successful salesman - functions of a salesman - selling process.

Case 1: Group Assignment (UBER)

#### Module III: Advertising and publicity

Meaning - Importance of advertising - advertising media - ethics of good advertising.

Case -II: Window-Shopping Takes on a Whole New Meaning

#### Module IV: Marketing research

Meaning - steps involved in marketing research - areas of marketing research. Marketing Information System (MIS): Need, Importance – Element of good MIS - components of MIS.

### Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Philip Kotler: Marketing Management, Prentice Hall of India Ltd, New Delhi.
- Dr. C. N. Sontakki: Marketing Management Kalyani Publications New Delhi.
- Marchand & B. Vardharajan: An introduction to Marketing, Vikas Publishing House, Delhi.
- Mohammad Amanatullah: Principles of Modern Marketing. Kalyani Publications New Delhi.

#### Link:

- <http://www.getmemedia.com/ideas/case-study-window-shopping-takes-on-a-whole-new-meaning-online/say-media.html>
- [https://uber-static.s3.amazonaws.com/web-fresh/legal/Uber\\_Chicago\\_CaseStudy.pdf](https://uber-static.s3.amazonaws.com/web-fresh/legal/Uber_Chicago_CaseStudy.pdf)

## A. Lecture Plan

| Lecture | Topics                                             | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Promotion : Nature and importance of promotion     | Lecture          | BCH608.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Method of promotion                                | Lecture          | BCH608.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | optimum promotion mix.                             | Lecture          | BCH608.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Nature, scope & significance of consumer behaviour | Lecture          | BCH608.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | factors affecting consumer behaviour               | Lecture          | BCH608.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Salesmanship & Selling process                     | Lecture          | BCH608.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Salesman - qualities of successful salesman        | Lecture          | BCH608.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | functions of a salesman                            | Lecture          | BCH608.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | selling process                                    | Lecture          | BCH608.3         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Meaning - Importance of advertising                | Lecture          | BCH608.3         | Mid Term-1, Quiz & End Sem Exam |
| 11      | advertising medias                                 | Lecture          | BCH608.3         | Mid Term-1, Quiz & End Sem Exam |
| 12      | ethics of good advertising                         | Lecture          | BCH608.3         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Window-Shopping Takes on a Whole New Meaning       | Lecture          | BCH608.4         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Meaning - steps involved in marketing research     | Lecture          | BCH608.4         | Mid Term-1, Quiz & End Sem Exam |
| 15      | areas of marketing research                        | Lecture          | BCH608.4         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Marketing Information System                       | Lecture          | BCH608.5         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Need, Importance of MIS                            | Lecture          | BCH608.5         | Mid Term-1, Quiz & End Sem Exam |
| 19      | Element of good MIS                                | Lecture          | BCH608.5         | Mid Term-1, Quiz                |

|    |                    |         |          |                                 |
|----|--------------------|---------|----------|---------------------------------|
|    |                    |         |          | & End Sem Exam                  |
| 20 | components of MIS. | Lecture | BCH608.5 | Mid Term-1, Quiz & End Sem Exam |
| 21 | components of MIS. | Lecture | BCH608.5 | Mid Term-1, Quiz & End Sem Exam |
| 22 | components of MIS. | Lecture | BCH608.5 | Mid Term-1, Quiz & End Sem Exam |
| 23 | components of MIS. | Lecture | BCH608.5 | Mid Term-1, Quiz & End Sem Exam |
| 24 | components of MIS. | Lecture | BCH608.5 | Mid Term-1, Quiz & End Sem Exam |

### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 608.1.</b> | To understand the role of marketing within society and within an economic system.                                                                | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 608.2.</b> | To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business. | 2                                   | 2           | 1           | -           | 3           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 1                |
| <b>BCH 608.3.</b> | To consider the various decision areas within marketing and the tools and methods                                                                | 1                                   | 2           | -           | 1           | 3           | -           | -           | 2           | 2           | 2            | 2                                            | 1                | 1                |

|                   |                                                                                                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | used by marketing managers for making decisions                                                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 608.4.</b> | To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts. | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 608.5</b>  | To appreciate how a marketing perspective is important in your own personal and professional development.                                   | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

# Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2019-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |              |                                                    |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------|----------|-----------|----------------|----------|
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |              |                                                    |          |           |                |          |
| Subject Name:<br>PRINCIPLES OF MARKETING - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              | Time: 2 Hrs                                        |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Remembering  | Understanding                                      | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.1,4        | Q.2,3                                              | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1 To understand the role of marketing within society and within an economic system.</p> <p>CO2 To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.</p> <p>CO3 To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.</p> <p>CO4 To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.</p> <p>CO5 To appreciate how a marketing perspective is important in your own personal and professional development.</p> |              |                                                    |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Question No. | Question                                           |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.1          | Define Advertising and publicity                   |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.2a         | Elaborate factors affecting consumer behaviour     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2b         | Elaborate ethics of good advertising               |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.3          | Discuss Marketing Information System and its types |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.4          | Elaborate role of promotion                        |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.5a         | Determine Element of good MIS                      |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5b         | Differentiate among Advertising and publicity      |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.6          | Explain kinds of promotion                         |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                              |
|-------------------------|------------------------------|
| <b>Session Course</b>   | 2019-20                      |
| <b>Name</b>             | B. Com (Hons)                |
| <b>Semester</b>         | 6 <sup>th</sup> Semester     |
| <b>Subject Code</b>     | BCH 608                      |
| <b>Subject Name</b>     | Principles of Marketing – II |
| <b>Attainment Level</b> | Level 1                      |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 609 Credits -2 Session 2019-22 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)**

**2019-2022**

### **Programme Outcomes:**

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]**Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]**Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9 ]**Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.



**PROGRAM SPECIFIC OUTCOMES:**

Programme Specific Outcomes:

After graduating in this Program the students will be able to:

[PSO.1] Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

[PSO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

[PSO.3]. Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 1    | 2    | 2    | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                   |
|--------------------------------------------------------------------------------------------------|
| Course : INTERNATIONAL BUSINESS -II                                                              |
| Course Code : BCH 609, Crédits : 02,<br>Session : 2019-22 (Even Sem.), Class : BCOM 6th Semester |

- I. Introduction:** This course enables the students to know the fundamentals of Insurance and challenges related to the same

## Course Outcomes

**BCOM 609.1** Possess knowledge of current theory and techniques of the major business discipline.

**BCOM 609.2** Exhibit the leadership capacity and teamwork skills for business decision making.

**BCOM 609.3** Understand the ethical implication of business decision making and recognize ethical dilemmas.

**BCOM609.4.** Demonstrate the ability to communicate effectively

**BCOM 609.5** Demonstrate critical thinking skills and have an understanding of global perspectives.

## Programme Outcomes:

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

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**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well-developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## F. Syllabus

### Course Contents:

#### Module I: International Marketing

Introduction – international marketing environment, market entry strategies, international marketing channels, export policies – export import procedure

#### Module II: International Finance

Introduction – Foreign Exchange, theories of determination of foreign exchange rates, settlement of international transaction, exchange control, convertibility of Rupees and its implications letter of credit, Euro currency market.

#### Module III: Direct Foreign Investment

Reason of Direct foreign investment, foreign investment, instruments, G.D.R. A.D.R. strategies of Direct Foreign Investment Institutions and their roll in Capital Market. International liquidity and S.D.R., I.M.F., World Bank.

#### Module IV: Multinational Corporations

Definition, Distinction among I.C. M.N.C., G.C. etc.,-

Factor contributing to growth of multinationals – criticism on multinationals – World trade organizations and multinational corporations.

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Frame Works – International Business – II Edition by Roger Benneet – Financial Times management – Pitman Publishing, London.
- International Business – Text and cases. By P. Subba Rao, Himalaya Publishing House.

## A. Lecture Plan

| Lecture | Topics | Mode of Delivery | Corresponding CO | Mode of Assessing CO |
|---------|--------|------------------|------------------|----------------------|
|         |        |                  |                  |                      |

|    |                                                                                       |         |          |                                 |
|----|---------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 1  | Introduction – international marketing environment                                    | Lecture | BCH609.1 | Mid Term-1, Quiz & End Sem Exam |
| 2  | market entry strategies                                                               | Lecture | BCH609.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | international marketing channels                                                      | Lecture | BCH609.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | export policies – export import procedure                                             | Lecture | BCH609.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Introduction – Foreign Exchange                                                       | Lecture | BCH609.2 | Mid Term-1, Quiz & End Sem Exam |
| 6  | theories of determination of foreign exchange rates                                   | Lecture | BCH609.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | settlement of international transaction                                               | Lecture | BCH609.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | exchange control                                                                      | Lecture | BCH609.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | convertibility of Rupees and its implications letlter of credit                       | Lecture | BCH609.3 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Euro currency market.                                                                 | Lecture | BCH609.3 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Reason of Direct foreign investment                                                   | Lecture | BCH609.3 | Mid Term-1, Quiz & End Sem Exam |
| 12 | foreign investment                                                                    | Lecture | BCH609.3 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Instruments                                                                           | Lecture | BCH609.4 | Mid Term-1, Quiz & End Sem Exam |
| 14 | G.D.R. A.D.R                                                                          | Lecture | BCH609.4 | Mid Term-1, Quiz & End Sem Exam |
| 15 | strategies of Direct Foreign Investment Institutions and their roll in Capital Market | Lecture | BCH609.4 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Broad demographic features                                                            | Lecture | BCH609.4 | Mid Term-1, Quiz & End Sem Exam |
| 17 | International liquidity                                                               | Lecture | BCH609.5 | Mid Term-1, Quiz & End Sem Exam |
| 19 | S.D.R., I.M.F                                                                         | Lecture | BCH609.5 | Mid Term-1, Quiz & End Sem Exam |
| 20 | World Bank.                                                                           | Lecture | BCH609.5 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                    |         |          |                                 |
|----|--------------------------------------------------------------------|---------|----------|---------------------------------|
| 21 | Definition, Distinction among I.C. M.N.C., G.C. etc                | Lecture | BCH609.5 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Factor contributing to growth of multinationals                    | Lecture | BCH609.5 | Mid Term-2, Quiz & End Sem Exam |
| 23 | criticism on multinationals                                        | Lecture | BCH609.5 | Mid Term-2, Quiz & End Sem Exam |
| 24 | World trade organizations and multinational corporations. in India | Lecture | BCH608.5 | Mid Term-2, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                     | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                               | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 609.1.</b> | Possess knowledge of current theory and techniques of the major business discipline.          | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 1            | 2                                            | 2                | 1                |
| <b>BCH 609.2.</b> | exhibit the leadership capacity and teamwork skills for business decision making              | 2                                   | 3           | 1           | -           | 3           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |
| <b>BCH 609.3.</b> | Understand the ethical implication of business decision making and recognize ethical dilemmas | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 3            | 2                                            | 1                | 1                |

|                   |                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|----------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BCH 609.4.</b> | Demonstrate the ability to communicate effectively.                                    | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |
| <b>BCH 609.5</b>  | Demonstrate critical thinking skills and have an understanding of global perspectives. | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

# Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2019-22                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                               |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              |                                                               |          |           |                |          |
| Subject Name:<br>INTERNATIONAL BUSINESS -II                                                                                                                                                                                                                                                                                                                                                                                                                                |              | Time: 1.5 Hrs                                                 |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                             | Remembering  | Understanding                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Q.1,4        | Q.2,3                                                         | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1 Possess knowledge of current theory and techniques of the major business discipline.<br>CO2 exhibit the leadership capacity and teamwork skills for business decision making.<br>CO3 Understand the ethical implication of business decision making and recognize ethical dilemmas.<br>CO4 Demonstrate the ability to communicate effectively.<br>CO5 Demonstrate critical thinking skills and have an understanding of global perspectives |              |                                                               |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Question No. | Question                                                      |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.1          | Define international marketing environment                    |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.2a         | Elaborate theories of determination of foreign exchange rates |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.2b         | Elaborate Euro currency market.                               |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.3          | Discuss Reason of Direct foreign investment                   |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.4          | Elaborate role of Capital Market                              |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.5a         | Determine Factor contributing to growth of multinationals     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.5b         | Differentiate among G.D.R. A.D.R                              |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.6          | Explain kinds of international marketing channels             |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



### **Attainment**

|                         |                            |
|-------------------------|----------------------------|
| <b>Session Course</b>   | 2019-20                    |
| <b>Name</b>             | B. Com (Hons)              |
| <b>Semester</b>         | 6 <sup>th</sup> Semester   |
| <b>Subject Code</b>     | BCH 609                    |
| <b>Subject Name</b>     | International Business– II |
| <b>Attainment Level</b> | Level 1                    |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 610 Credits -2 Session 2019-22 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)  
2019-2022**

### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 2   | 3   | -   | -   | 3   | 2   | -   | 3   | 2   | 1    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                                  |
|--------------------------------------------------------------------------------------------------|
|                                                                                                  |
| <b>Course Handout</b>                                                                            |
| Course : ADVERTISING AND PERSONAL SELLING - II                                                   |
| Course Code : BCH 610, Crédits : 02,<br>Session : 2019-22 (Even Sem.), Class : BCOM 6th Semester |

**Introduction:** This course enables the students to understand the concept of advertising and personal selling used in marketing for communicating with customers.

J. the fundamentals of Insurance and challenges related to the same

## **Course Outcomes**

**BCOM 610.1** Understand the place and contribution of marketing to the business enterprise

**BCOM 610. 2** Understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behaviour; of product, distribution, promotion and pricing decisions

**BCOM 610.3** Understand the role of marketing as a fundamental organizational policy process

**BCOM 610.4.** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces

**BCOM 610. 5** evaluate results of marketing activities using criteria related to budgeted sales, costs and profits

## **Programme Outcomes:**

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## **F. Syllabus**

### **Course Contents:**

#### **Module I: Personal Selling**

Introduction & basic concepts. The nature of personal selling; Personal Selling in marketing mix; The dimensions of sales management; Sales Management environment; Sales forecasting & Sales management planning.

#### **Module II**

Organizing & executing the sales effort. The nature of sales management positions; the sales organization; sales department relations; distributive network relations; the selling process; sales personality.

#### **Module III: Sales force management**

Recruitment & selection of sales personnel; Training, motivating, compensating & controlling sales personnel; controlling the sales effort - sales budget, sales quotas, sales territories, sales control & cost analysis.

#### **Module IV**

Overview of distribution management. Basic concepts of distribution systems; Different modes of transport in India; Functional areas of logistics management; Distribution costs; Supply chain management.

#### **Module V**

Managing marketing intermediaries. Role & functions of marketing intermediaries; selection of marketing channels; motivation of marketing intermediaries; distribution analysis, Channel management & control.

### **Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### **Text & References:**

- R. Still, W. Cundiff, A.P. Govoni, Sales Management Decisions Strategies and Cases, P.H.I, New Delhi.
- M. Johnson, L. Kurtz, E. Scheuing, Sales Management Concepts, Practices & Cases, Mcgraw Hill International, New York.
- W. Stern, El-Ansary, T. Coughlan, Marketing Channels, 5<sup>th</sup> Edition, P.H.I, New Delhi.
- Guptha. S. L, Sales & Distribution Management, Excell Books, New Delhi.

## A. Lecture Plan

| Lecture | Topics                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction & basic concepts. The nature of personal selling | Lecture          | BCH610.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Personal Selling in marketing mix                             | Lecture          | BCH610.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | The dimensions of sales management                            | Lecture          | BCH610.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Sales Management environment                                  | Lecture          | BCH610.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Sales forecasting & Sales management planning.                | Lecture          | BCH610.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Organizing & executing the sales effort                       | Lecture          | BCH610.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | The nature of sales management positions                      | Lecture          | BCH610.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | the sales organization                                        | Lecture          | BCH610.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | sales department relations                                    | Lecture          | BCH610.3         | Mid Term-1, Quiz & End Sem Exam |
| 10      | distributive network relations                                | Lecture          | BCH610.3         | Mid Term-1, Quiz & End Sem Exam |
| 11      | the selling process; sales personality                        | Lecture          | BCH610.3         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Recruitment & selection of sales personnel                    | Lecture          | BCH610.3         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Training, motivating                                          | Lecture          | BCH610.4         | Mid Term-1, Quiz & End Sem Exam |
| 14      | compensating & controlling sales personnel                    | Lecture          | BCH610.4         | Mid Term-1, Quiz & End Sem Exam |
| 15      | controlling the sales effort                                  | Lecture          | BCH610.4         | Mid Term-1, Quiz & End Sem Exam |
| 16      | sales budget                                                  | Lecture          | BCH610.4         | Mid Term-1, Quiz & End Sem Exam |

|    |                               |         |          |                                 |
|----|-------------------------------|---------|----------|---------------------------------|
| 17 | sales quotas                  | Lecture | BCH610.5 | Mid Term-1, Quiz & End Sem Exam |
| 19 | sales territories             | Lecture | BCH610.5 | Mid Term-1, Quiz & End Sem Exam |
| 20 | sales control & cost analysis | Lecture | BCH610.5 | Mid Term-1, Quiz & End Sem Exam |
| 21 | sales control & cost analysis | Lecture | BCH610.5 | Mid Term-1, Quiz & End Sem Exam |
| 22 | sales control & cost analysis | Lecture | BCH610.5 | Mid Term-1, Quiz & End Sem Exam |
| 23 | sales control & cost analysis | Lecture | BCH610.5 | Mid Term-1, Quiz & End Sem Exam |
| 24 | sales control & cost analysis | Lecture | BCH610.5 | Mid Term-1, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                              | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 610.1.</b> | Understand the place and contribution of marketing to the business enterprise                                                                                | 2                                   | 3           | -           | -           | 3           | 2           | -           | 3           | 2           | 1            | 2                                            | 2                | 3                |
| <b>BCH 610.2.</b> | Understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behaviour; of product, distribution, | 2                                   | 2           | 1           | -           | 1           | -           | -           | 2           | 2           | 1            | 3                                            | 3                | 1                |



|                   |                                                                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | promotion and pricing decisions                                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 610.3.</b> | Understand the role of marketing as a fundamental organizational policy process.                                                                                                       | 1 | 2 | - | 1 | 1 | - | - | 2 | 3 | 2 | 2 | 1 | 2 |
| <b>BCH 610.4.</b> | Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 610.5</b>  | evaluate results of marketing activities using criteria related to budgeted sales, costs and profits                                                                                   | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

# Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2019-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |              |                                                                      |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              |                                                                      |          |           |                |          |
| Subject Name:<br>ADVERTISING AND PERSONAL SELLING – II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              | Time: 1.5 Hrs                                                        |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Remembering  | Understanding                                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                                | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1 Understand the place and contribution of marketing to the business enterprise<br>CO2 Understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behaviour; of product, distribution, promotion and pricing decisions<br>CO3 Understand the role of marketing as a fundamental organizational policy process.<br>CO4 Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces<br>CO5 evaluate results of marketing activities using criteria related to budgeted sales, costs and profits |              |                                                                      |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Question No. | Question                                                             |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.1          | Define personal selling                                              |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.2a         | Elaborate theories of Sales forecasting & Sales management planning. |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.2b         | Elaborate sales personality                                          |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.3          | Discuss Recruitment & selection of sales personnel                   |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.4          | Elaborate role of distribution management                            |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.5a         | Determine Functional areas of logistics management                   |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.5b         | Differentiate among Sales forecasting & Sales management planning.   |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.6          | Explain Managing marketing intermediaries                            |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                                     |
|-------------------------|-------------------------------------|
| <b>Session Course</b>   | 2019-20                             |
| <b>Name</b>             | B. Com (Hons)                       |
| <b>Semester</b>         | 6 <sup>th</sup> Semester            |
| <b>Subject Code</b>     | BCH 610                             |
| <b>Subject Name</b>     | Advertising & Personal Selling – II |
| <b>Attainment Level</b> | Level 1                             |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 611 Credits -2 Session 2019-22 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)**

**2019-2022**

### **Programme Outcomes:**

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]**Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]**Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9 ]**Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 2   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                   |
|--------------------------------------------------------------------------------------------------|
| Course : SERVICE MARKETING-II                                                                    |
| Course Code : BCH 611, Crédits : 02,<br>Session : 2019-22 (Even Sem.), Class : BCOM 6th Semester |

**Introduction:** The course has been designed to familiarize students with characteristics of services, their design and delivery and the complexities of handling intangibles.

## Course Outcome

**BCOM 611.1** Understand basics of services attribute in Global, Marketing Environment & Growth of Sector and demonstrate all the determinants of service marketing mix practically

**BCOM 611.2** : Evaluate the Service quality model and learn to increase service quality & Productivity

**BCOM 611.3** Analyze complete Customer orientation, Customer satisfaction, and service recovery in the service sector.

**BCOM 611.4** Understand the retailing environment, its concept, function, retailing strategies along with different outlets of retailing

**BCOM 611.5** Evaluate retail customers through mapping society along with retails situational analysis by ownership and other traditional forms.

## Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## F. Syllabus

### Course Contents:

#### Module I: Service Marketing Strategies

Managing service demand and capacity: Understanding capacity constraints, Understanding demand patterns. Strategies for matching demand and supply. Pricing Strategies: Approaches to pricing services. Pricing strategies linking to value definitions. Service marketing communication mix.

#### Module II: Customer Focus

Tourism & Travel: Hotel, Airline and Travel services, Transportation and logistics: Freight, Courier, Logistics, Financial Services: Insurance, Banking, housing and Financial Intermediaries, Media Services: Media, Newspaper, Broadcasting, Health Care: Hospitals, Medical transcription, Professional Services: Market research, Consultancy, Retail services

Case study – Hong kong Disney land (Available in Text Book on Zeithaml & Bitner’ )

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

#### Text:

- Valarie A Zeithaml and Mary J Bitner, Services Marketing, Third Edition, Tata McGraw Hill Companies
- Christopher Lovelock, Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.
- Christopher Lovelock, Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.

#### References:

- Clow Kenneth E. and Kurtz David L., Services marketing operations, management and strategy, Biztantra innovations in management, John Wiley & Sons
- Rampal M.K., Gupta S.L., Service Marketing, 2006 Galgotia Publishing Company.

## A. Lecture Plan

| Lecture | Topics                  | Mode of Delivery | Corresponding CO | Mode of Assessing CO |
|---------|-------------------------|------------------|------------------|----------------------|
| 1       | Managing service demand | Lecture          | BCH611.1         | Mid Term-1, Quiz     |



|    |                                                          |         |          |                                 |
|----|----------------------------------------------------------|---------|----------|---------------------------------|
|    | and capacity                                             |         |          | & End Sem Exam                  |
| 2  | Understanding capacity constraints                       | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | Understanding demand patterns                            | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Strategies for matching demand and supply                | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Pricing Strategies.                                      | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Approaches to pricing services                           | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Pricing strategies linking to value definitions.         | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Service marketing communication mix                      | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Tourism & Travel                                         | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Hotel, Airline and Travel services                       | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Transportation and logistics                             | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Freight, Courier, Logistics                              | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Financial Services                                       | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Insurance, Banking, housing and Financial Intermediaries | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Media Services: Media, Newspaper                         | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Broadcasting                                             | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Health Care                                              | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Hospitals                                                | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Medical transcription                                    | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Professional Services                                    | Lecture | BCH611.1 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Market research                                          | Lecture | BCH611.1 | Mid Term-2, Quiz & End Sem Exam |

|    |                              |         |          |                                 |
|----|------------------------------|---------|----------|---------------------------------|
| 23 | Consultancy, Retail services | Lecture | BCH611.1 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Consultancy, Retail services | Lecture | BCH611.1 | Mid Term-2, Quiz & End Sem Exam |

### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                       | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 611.1.</b> | Understand basics of services attribute in Global, Marketing Environment & Growth of Sector and demonstrate all the determinants of service marketing mix practically | 2                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 611.2.</b> | Evaluate the Service quality model and learn to increase service quality & Productivity                                                                               | 2                                   | 2           | 1           | -           | 1           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |
| <b>BCH 611.3.</b> | Analyze complete Customer orientation, Customer satisfaction, and service recovery in the service sector.                                                             | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 2            | 3                                            | 1                | 1                |

|                       |                                                                                                                                     |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BCH<br/>611.4.</b> | Understand the retailing environment, its concept, function, retailing strategies along with different outlets of retailing         | 2 | 3 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH<br/>611.5</b>  | Evaluate retail customers through mapping society along with retails situational analysis by ownership and other traditional forms. | 2 | 3 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

# Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2019-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                     |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------|----------|-----------|----------------|----------|
| Class: Bcom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              |                                                     |          |           |                |          |
| Subject Name:<br>SERVICE MARKETING-II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |              | Time: 1.5 Hrs                                       |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Remembering  | Understanding                                       | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Q.1,4        | Q.2,3                                               | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Understand basics of services attribute in Global, Marketing Environment &amp; Growth of Sector and demonstrate all the determinants of service marketing mix practically</p> <p>CO2: Evaluate the Service quality model and learn to increase service quality &amp; Productivity</p> <p>CO3: Analyze complete Customer orientation, Customer satisfaction, and service recovery in the service sector.</p> <p>CO4: Understand the retailing environment, its concept, function, retailing strategies along with different outlets of retailing</p> <p>CO5: Evaluate retail customers through mapping society along with retails situational analysis by ownership and other traditional forms.</p> |              |                                                     |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Question No. | Question                                            |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.1          | Define Managing service demand and capacity         |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.2a         | Elaborate theories of Pricing Strategies            |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.2b         | Elaborate Transportation and logistics              |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.3          | Discuss Financial Services                          |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.4          | Elaborate role of Market research                   |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.5a         | Determine Functional areas of Insurance and Banking |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.5b         | Differentiate among demand and supply               |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.6          | Explain Travel services                             |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## **Attainment**

|                         |                          |
|-------------------------|--------------------------|
| <b>Session Course</b>   | 2019-20                  |
| <b>Name</b>             | B. Com (Hons)            |
| <b>Semester</b>         | 6 <sup>th</sup> Semester |
| <b>Subject Code</b>     | BCH 611                  |
| <b>Subject Name</b>     | Service Marketing – II   |
| <b>Attainment Level</b> | Level 2                  |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 612 Credits -2 Session 2019-22 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)  
2019-2022**

### **Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO1:** - Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** - Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:** - Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 3   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Course Handout

Course : HUMAN RESOURCE MANAGEMENT II

Course Code : BCH 612, Crédits : 02,

Session : 2019-22 (Even Sem.), Class : BCOM 6th Semester

**K. Introduction:** This course enables the students to understand the concept of human resource management

### L. Course Outcomes

**BCOM 612.1** Evaluate the growth and Development of Insurance Business.

**BCOM 612.2** Understand the working and functioning of the Insurance Sector.

**BCOM 612.3** Study the inter-relationship between Insurance & Risk Management.

**BCOM612.4.** Analyze the Role of Insurance Business Intermediaries.

### Programme Outcomes:

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.



**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## F. Syllabus

### Course Contents:

#### Module I Performance Management

Performance Appraisal– Meaning of performance appraisal, objectives of Performance appraisal, methods of performance appraisal and limitations.

#### Module II Training and Development

Training and Induction – Meaning of Training and Induction, objective and purpose of induction, Need for training, benefits of training, identification of training needs, methods of training. HRD – Meaning of HRD, Role of training in HRD.

#### Module III Healthy Work Environment

Work Environment –Industrial accidents, Employee safety, Morale, Grievance and Grievances handling, Motivation Perspectives, Empowering Employees.

#### Module IV Emerging Issues in HRM

HRD – Meaning of HRD, Role of training in HRD, Impact of globalisation on human resource management, problems in relation to transnational and multi nationals.

Impact of Technological Development on HRM Practices, Dealing with Workforce Diversity, Work / Life Balance.

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- C.B. Mamoria, Personnel Management.
- Edwin Flippo, Personnel Management.
- Aswathappa. K, Human Resource Management
- Subba Rao, Human Resources Management.
- Michael Porter, HRM and Human Relations.
- Biswanath Chosh, Human Resource Development and Management.

### A. Lecture Plan

| Lecture | Topics                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO |
|---------|--------------------------------------------------|------------------|------------------|----------------------|
| 1       | Performance Appraisal–<br>Meaning of performance | Lecture          | BCH612.1         | Mid Term-1, Quiz     |

|    |                                                            |         |          |                                 |
|----|------------------------------------------------------------|---------|----------|---------------------------------|
|    | appraisal                                                  |         |          | & End Sem Exam                  |
| 2  | objectives of Performance appraisal                        | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | methods of performance appraisal and limitations.          | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Training and Induction – Meaning of Training and Induction | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | objective and purpose of induction                         | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Need for training                                          | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | benefits of training                                       | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | identification of training needs                           | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | methods of training. HRD                                   | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | methods of training. HRD                                   | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Role of training in HRD                                    | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Work Environment – Industrial accidents                    | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Employee safety                                            | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Morale                                                     | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Grievance and Grievances handling                          | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 16 | HRD – Meaning of HRD                                       | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Role of training in HRD                                    | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Impact of globalisation on human resource management       | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 20 | problems in relation to transnational and multi nationals  | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Impact of Technological                                    | Lecture | BCH612.1 | Mid Term-2, Quiz                |

|    |                                  |         |          |                                 |
|----|----------------------------------|---------|----------|---------------------------------|
|    | Development on HRM Practices     |         |          | & End Sem Exam                  |
| 22 | Dealing with Workforce Diversity | Lecture | BCH612.1 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Work / Life Balance.             | Lecture | BCH612.1 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Work / Life Balance.             | Lecture | BCH612.1 | Mid Term-2, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 612.1.</b> | Gain an understanding of the different analytical approaches used by HR Professionals to solve real business problems. | 3                                   | 2           | -           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 612.2.</b> | Examine actual business cases and apply problem solving and critical thinking skills through group case studies        | 2                                   | 1           | 1           | -           | 2           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 2                |
| <b>BCH 612.3.</b> | Understand the application of quantitative and qualitative                                                             | 1                                   | 1           | -           | 1           | 2           | -           | -           | 2           | 2           | 3            | 2                                            | 1                | 1                |

|                   |                                                                                                                                                |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | analysis to understand trends and indicators in human resource data.                                                                           |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 612.4.</b> | Understand the role of information technology to enhance the efficiency and effectiveness of human resource functions within the organization. | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

# Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2019-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |              |                                              |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------|----------|-----------|----------------|----------|
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |              |                                              |          |           |                |          |
| Subject Name:<br>HUMAN RESOURCE MANAGEMENT – II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              | Time: 1.5 Hrs                                |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Remembering  | Understanding                                | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.1,4        | Q.2,3                                        | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Gain an understanding of the different analytical approaches used by HR Professionals to solve real business problems</p> <p>CO2: Examine actual business cases and apply problem solving and critical thinking skills through group case studies</p> <p>CO3: Understand the application of quantitative and qualitative analysis to understand trends and indicators in human resource data.</p> <p>CO4: Understand the role of information technology to enhance the efficiency and effectiveness of human resource functions within the organization.</p> |              |                                              |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Question No. | Question                                     |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.1          | Define Performance Appraisal                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.2a         | Elaborate methods of performance appraisal   |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.2b         | Elaborate objective and purpose of induction |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.3          | Discuss Employee safety                      |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.4          | Elaborate role of training in HRD.           |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.5a         | Determine Empowering Employees               |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.5b         | Differentiate among Training and Induction   |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.6          | Explain Grievances handling                  |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                                |
|-------------------------|--------------------------------|
| <b>Session Course</b>   | 2019-20                        |
| <b>Name</b>             | B. Com (Hons)                  |
| <b>Semester</b>         | 6 <sup>th</sup> Semester       |
| <b>Subject Code</b>     | BCH 612                        |
| <b>Subject Name</b>     | Human Resource Management – II |
| <b>Attainment Level</b> | Level 3                        |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 612 Credits -2 Session 2019-22 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)  
2019-2022**

### **Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.



**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO1:** - Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** - Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:** - Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 3   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Course Handout

Course : HUMAN RESOURCE MANAGEMENT II

Course Code : BCH 612, Crédits : 02,

Session : 2019-22 (Even Sem.), Class : BCOM 6th Semester

**M. Introduction:** This course enables the students to understand the concept of human resource management

### N. Course Outcomes

**BCOM 612.1** Evaluate the growth and Development of Insurance Business.

**BCOM 612.2** Understand the working and functioning of the Insurance Sector.

**BCOM 612.3** Study the inter-relationship between Insurance & Risk Management.

**BCOM 612.4.** Analyze the Role of Insurance Business Intermediaries.

### Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## F. Syllabus

### Course Contents:

#### Module I Performance Management

Performance Appraisal– Meaning of performance appraisal, objectives of Performance appraisal, methods of performance appraisal and limitations.

#### Module II Training and Development

Training and Induction – Meaning of Training and Induction, objective and purpose of induction, Need for training, benefits of training, identification of training needs, methods of training. HRD – Meaning of HRD, Role of training in HRD.

#### Module III Healthy Work Environment

Work Environment –Industrial accidents, Employee safety, Morale, Grievance and Grievances handling, Motivation Perspectives, Empowering Employees.

#### Module IV Emerging Issues in HRM

HRD – Meaning of HRD, Role of training in HRD, Impact of globalisation on human resource management, problems in relation to transnational and multi nationals.

Impact of Technological Development on HRM Practices, Dealing with Workforce Diversity, Work / Life Balance.

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- C.B. Mamoria, Personnel Management.
- Edwin Flippo, Personnel Management.
- Aswathappa. K, Human Resource Management
- Subba Rao, Human Resources Management.
- Michael Porter, HRM and Human Relations.
- Biswanath Chosh, Human Resource Development and Management.

## C. Lecture Plan

| Lecture | Topics                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO               |
|---------|--------------------------------------------------|------------------|------------------|------------------------------------|
| 1       | Performance Appraisal–<br>Meaning of performance | Lecture          | BCH612.1         | Mid Term-1, Quiz<br>& End Sem Exam |

|    |                                                            |         |          |                                 |
|----|------------------------------------------------------------|---------|----------|---------------------------------|
|    | appraisal                                                  |         |          |                                 |
| 2  | objectives of Performance appraisal                        | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | methods of performance appraisal and limitations.          | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Training and Induction – Meaning of Training and Induction | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | objective and purpose of induction                         | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Need for training                                          | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | benefits of training                                       | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | identification of training needs                           | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | methods of training. HRD                                   | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | methods of training. HRD                                   | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Role of training in HRD                                    | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Work Environment – Industrial accidents                    | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Employee safety                                            | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Morale                                                     | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Grievance and Grievances handling                          | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 16 | HRD – Meaning of HRD                                       | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Role of training in HRD                                    | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Impact of globalisation on human resource management       | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 20 | problems in relation to transnational and multi nationals  | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Impact of Technological                                    | Lecture | BCH612.1 | Mid Term-2, Quiz                |

|    |                                  |         |          |                                 |
|----|----------------------------------|---------|----------|---------------------------------|
|    | Development on HRM Practices     |         |          | & End Sem Exam                  |
| 22 | Dealing with Workforce Diversity | Lecture | BCH612.1 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Work / Life Balance.             | Lecture | BCH612.1 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Work / Life Balance.             | Lecture | BCH612.1 | Mid Term-2, Quiz & End Sem Exam |

#### D. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 612.1.</b> | Gain an understanding of the different analytical approaches used by HR Professionals to solve real business problems. | 3                                   | 2           | -           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 612.2.</b> | Examine actual business cases and apply problem solving and critical thinking skills through group case studies        | 2                                   | 1           | 1           | -           | 2           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 2                |
| <b>BCH 612.3.</b> | Understand the application of quantitative and qualitative                                                             | 1                                   | 1           | -           | 1           | 2           | -           | -           | 2           | 2           | 3            | 2                                            | 1                | 1                |

|                   |                                                                                                                                                |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | analysis to understand trends and indicators in human resource data.                                                                           |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 612.4.</b> | Understand the role of information technology to enhance the efficiency and effectiveness of human resource functions within the organization. | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

# Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2019-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |              |                                              |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------|----------|-----------|----------------|----------|
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |              |                                              |          |           |                |          |
| Subject Name:<br>HUMAN RESOURCE MANAGEMENT - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              | Time: 1.5 Hrs                                |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Remembering  | Understanding                                | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.1,4        | Q.2,3                                        | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Gain an understanding of the different analytical approaches used by HR Professionals to solve real business problems</p> <p>CO2: Examine actual business cases and apply problem solving and critical thinking skills through group case studies</p> <p>CO3: Understand the application of quantitative and qualitative analysis to understand trends and indicators in human resource data.</p> <p>CO4: Understand the role of information technology to enhance the efficiency and effectiveness of human resource functions within the organization.</p> |              |                                              |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Question No. | Question                                     |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.1          | Define Performance Appraisal                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.2a         | Elaborate methods of performance appraisal   |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.2b         | Elaborate objective and purpose of induction |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.3          | Discuss Employee safety                      |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.4          | Elaborate role of training in HRD.           |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.5a         | Determine Empowering Employees               |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.5b         | Differentiate among Training and Induction   |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.6          | Explain Grievances handling                  |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



### **Attainment**

|                         |                                |
|-------------------------|--------------------------------|
| <b>Session Course</b>   | 2019-20                        |
| <b>Name</b>             | B. Com (Hons)                  |
| <b>Semester</b>         | 6 <sup>th</sup> Semester       |
| <b>Subject Code</b>     | BCH 612                        |
| <b>Subject Name</b>     | Human Resource Management – II |
| <b>Attainment Level</b> | Level 3                        |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 615 Credits -2 Session 2019-22 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)  
2019-2022**

### **Programme Outcomes:**

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]**Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO1:** - Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** - Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:** - Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 1    | 2    | 2    | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                   |
|--------------------------------------------------------------------------------------------------|
| Course : HUMAN RESOURCE ACCOUNTING                                                               |
| Course Code : BCH 615, Crédits : 02,<br>Session : 2019-22 (Even Sem.), Class : BCOM 6th Semester |

**Introduction:** This course enables the students understand the concepts of Human resource accounting, its importance and various methods of human resource accounting.

## O. Course Outcomes

**BCOM 615.1** To introduce the concept of Human resource accounting, its objectives, approaches to accounting process.

**BCOM 615.2** To make the students understand the importance of investment in human resources and the need for accounting of human capital.

**BCOM 615.3** To provide information on responsibility accounting and management control.

**BCOM 615.4** To provide knowledge on human resource auditing, balanced score card, HRD score card, accounting and financial statements.

**BCOM 615.5** To learn about organisational climate

## Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**PSO1:** - Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** - Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:** - Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## F. Syllabus

### Course Contents:

#### Module I

First-Generation Accounting Systems for Human Resource Value  
Second and Third-Generation Accounting Systems for Human Resource Value  
Applications and Implementations, Designing and Implementing Human Resource Accounting Systems

#### Module II

Applications for Improving Management, Training, and Personnel Decisions  
Developing an Integrated Systems  
Recent Advancement and Future Directions in Human Resource Accounting

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Human Resource Accounting, by Gupta, R.K.; Anmol Publications.
- Human Resource Accounting, by Saha, Malayendu; Discovery Publishing House.
- Human Resource Accounting, by Flamholtz, Eric; Kluwer Academic Publishers.

### A. Lecture Plan

| Lecture | Topics                                                                  | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | First-Generation Accounting Systems for Human Resource Value            | Lecture          | BCH615.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Second and Third-Generation Accounting Systems for Human Resource Value | Lecture          | BCH615.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Applications and Implementations                                        | Lecture          | BCH615.2         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Designing and Implementing Human Resource Accounting                    | Lecture          | BCH615.2         | Mid Term-1, Quiz                |

|   |                                                                          |         |          |                                 |
|---|--------------------------------------------------------------------------|---------|----------|---------------------------------|
|   | Systems                                                                  |         |          | & End Sem Exam                  |
| 5 | Applications for Improving Management, Training, and Personnel Decisions | Lecture | BCH615.3 | Mid Term-1, Quiz & End Sem Exam |
| 6 | Developing an Integrated Systems                                         | Lecture | BCH615.4 | Mid Term-1, Quiz & End Sem Exam |
| 7 | Recent Advancement and Future Directions in Human Resource Accounting    | Lecture | BCH615.5 | Mid Term-1, Quiz & End Sem Exam |

### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                              | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 615.1.</b> | Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.                                            | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 1            | 2                                            | 2                | 1                |
| <b>BCH 615.2.</b> | Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development. | 2                                   | 3           | 1           | -           | 3           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |
| <b>BCH 615.3.</b> | Grasp the importance of planning undertaken by the government                                                                                | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 3            | 2                                            | 1                | 1                |

|                   |                                                                                                                                                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.                       |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 615.4.</b> | Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |
| <b>BCH 615.5</b>  | Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects.   | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |



| Amity Business School<br>I MID-SEMESTER (SEM –6) 2019-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              |                                                                                                                                                             |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |              |                                                                                                                                                             |          |           |                |          |
| Subject Name:<br>HUMAN RESOURCE ACCOUNTING - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |              | Time: 1.5 Hrs                                                                                                                                               |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Remembering  | Understanding                                                                                                                                               | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.1,4        | Q.2,3                                                                                                                                                       | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1:- To introduce the concept of Human resource accounting, its objectives, approaches to accounting process<br>CO2:- To make the students understand the importance of investment in human resources and the need for accounting of human capital<br>CO3:- To provide information on responsibility accounting and management control<br>CO4:- To provide knowledge on human resource auditing, balanced score card, HRD score card, accounting and financial statements<br>CO5:- To learn about organisational climate |              |                                                                                                                                                             |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Question No. | Question                                                                                                                                                    |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.1          | Define First-Generation Accounting Systems for Human Resource Value                                                                                         |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.2a         | Elaborate Second and Third-Generation Accounting Systems for Human Resource Value                                                                           |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.2b         | Elaborate Designing and Implementing Human Resource Accounting Systems                                                                                      |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.3          | Discuss Training                                                                                                                                            |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.4          | Elaborate Personnel Decisions<br>Developing an Integrated Systems                                                                                           |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.5a         | Determine Human Resource Accounting                                                                                                                         |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.5b         | Differentiate among First-Generation Accounting Systems for Human Resource Value<br>Second and Third-Generation Accounting Systems for Human Resource Value |          |           |                | 3        |

|     |     |                                                                               |   |
|-----|-----|-------------------------------------------------------------------------------|---|
| CO2 | Q 6 | Explain Recent Advancement and Future Directions in Human Resource Accounting | 6 |
|-----|-----|-------------------------------------------------------------------------------|---|

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                                |
|-------------------------|--------------------------------|
| <b>Session Course</b>   | 2019-20                        |
| <b>Name</b>             | B. Com (Hons)                  |
| <b>Semester</b>         | 6 <sup>th</sup> Semester       |
| <b>Subject Code</b>     | BCH 615                        |
| <b>Subject Name</b>     | Human Resource Accounting – II |
| <b>Attainment Level</b> | Level 1                        |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code: BCH 616 Credits -2 Session 2019-22 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Hons)**

### **2019-2022**

#### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]**Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9 ]**Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

SO.1 Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

PSO.2 Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

PSO.3 Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 1    | 2    | 2    | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                   |
|--------------------------------------------------------------------------------------------------|
| Course : CORPORATE TAX PLANNING                                                                  |
| Course Code : BCH 616, Crédits : 02,<br>Session : 2019-22 (Even Sem.), Class : BCOM 6th Semester |

**P. Introduction:** To help students to understand the concept of Corporate Tax planning and give them a practical exposure to the method of computing corporate tax.

**Q.**

## Course Outcomes

**BCOM 616.1** To provide knowledge about goods service tax

**BCOM 616.2** To create employability to the students in the commercial tax practices

**BCOM 616.3** To understand the procedure for registration, payment and refund of GST

**BCOM 616.4.** To know tax related with movement of goods

**BCOM 616.5** To understand the appeals, offences and penalties with respect to GST

## Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program, the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs, and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## F. Syllabus

### Course Contents:

#### Module I: Introduction to Goods and Services Tax (GST)

Meaning, scope and significance of GST; principles of subsumption and taxes subsumed; classification of goods and services and GST rates. GST model in India – CGST, SGST and IGST; GST Administration in India – GST Council - functions and challenges; GST Network – objectives structure, administration and functions; operational aspects of GST–process of registration for manufacturer, service provider and dealer, etc; amendment and cancellation of registration; tax invoice, credit and debit notes; accounts and records; filing of returns – forms, time schedule; assessment, payment of tax.

**Module II: Levy and Collection of Tax** – CGST Act, 2017 – levy and collection of central and state GST, Composition levy, taxable person, power to grant exemption from tax; Time and Value of Supply – time of supply of goods and services, change in rate of tax in respect of supply of goods or services; value of taxable supply; Illustrative problems.

#### Module III: Input Tax Credit & Related Terms

Meaning, eligibility and conditions for taking Input Tax Credit – CGST, SGST and IGST; recovery of Input Tax Credit and interest thereon, taking input tax credit in respect of inputs sent for job work, reverse charge, manner of distribution of credit by input; service distributor; Transitional Provisions, Electronic Commerce, HSN Code, Illustrative problems

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Bimal Jain & Isha Bansal, GST Law & Analysis, Young Global Publications, New Delhi
- Girish Ahuja and Ravi Gupta, Direct Tax Law – Theory & Practice, Bharat Law House, New Delhi
- Abhishek Rastogi: Professionals guide to GST Ideation to reality (2017)
- Rakesh Garg & Sandeep Garg, HSN code wise GST Tariff, Bloomsbury India Professional (July 2017)
- Datey V.S.: GST Ready Reckoner, Taxman Publication, New Delhi

### A. Lecture Plan

| Lecture | Topics             | Mode of Delivery | Corresponding CO | Mode of Assessing CO |
|---------|--------------------|------------------|------------------|----------------------|
| 1       | Meaning, scope and | Lecture          | BCH616.1         | Mid Term-1, Quiz     |



|    |                                                                                                                                  |         |          |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | significance of GST                                                                                                              |         |          | & End Sem Exam                  |
| 2  | principles of subsumation and taxes subsumed                                                                                     | Lecture | BCH616.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | classification of goods and services and GST rates                                                                               | Lecture | BCH616.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | GST model in India – CGST, SGST and IGST; GST                                                                                    | Lecture | BCH616.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Administration in India – GST Council- functions and challenges                                                                  | Lecture | BCH616.2 | Mid Term-1, Quiz & End Sem Exam |
| 6  | GST Network – objectives structure                                                                                               | Lecture | BCH616.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | administration and functions; operational aspects of GST– process of registration for manufacturer,                              | Lecture | BCH616.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | service provider and dealer, etc; amendment and cancellation of registration                                                     | Lecture | BCH616.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | tax invoice, credit and debit notes; accounts and records; filing of returns – forms, time schedule; assessment, payment of tax. | Lecture | BCH616.3 | Mid Term-1, Quiz & End Sem Exam |
| 10 | CGST Act, 2017 – levy and collection of central and state GST                                                                    | Lecture | BCH616.3 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Composition levy                                                                                                                 | Lecture | BCH616.3 | Mid Term-1, Quiz & End Sem Exam |
| 12 | taxable person, power to grant exemption from tax                                                                                | Lecture | BCH616.3 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Time and Value of Supply – time of supply of goods and services                                                                  | Lecture | BCH616.4 | Mid Term-1, Quiz & End Sem Exam |
| 14 | change in rate of tax in respect of supply of goods or services; value of taxable supply; Illustrative problems.                 | Lecture | BCH616.4 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Meaning, eligibility and conditions for taking Input Tax Credit                                                                  | Lecture | BCH616.4 | Mid Term-1, Quiz & End Sem Exam |
| 16 | CGST, SGST and IGST                                                                                                              | Lecture | BCH616.4 | Mid Term-1, Quiz                |

|    |                                                                                |         |          |                                 |
|----|--------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    |                                                                                |         |          | & End Sem Exam                  |
| 17 | recovery of Input Tax Credit and interest thereon                              | Lecture | BCH616.4 | Mid Term-1, Quiz & End Sem Exam |
| 19 | taking input tax credit in respect of inputs sent for job work                 | Lecture | BCH616.5 | Mid Term-1, Quiz & End Sem Exam |
| 20 | reverse charge, manner of distribution of credit by input; service distributor | Lecture | BCH616.5 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Transitional Provisions                                                        | Lecture | BCH616.5 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Electronic Commerce                                                            | Lecture | BCH616.5 | Mid Term-2, Quiz & End Sem Exam |
| 23 | HSN Code                                                                       | Lecture | BCH616.5 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Illustrative problems                                                          | Lecture | BCH616.5 | Mid Term-2, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                               | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                         | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 616.1.</b> | To provide knowledge about goods service tax                            | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 1            | 2                                            | 2                | 1                |
| <b>BCH 616.2.</b> | To create employability to the students in the commercial tax practices | 2                                   | 3           | 1           | -           | 3           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |
| <b>BCH 616.3.</b> | To understand the procedure for                                         | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 3            | 2                                            | 1                | 1                |

|                       |                                                                                |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------------|--------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                       | registration,<br>payment and<br>refund of GST                                  |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH<br/>616.4.</b> | To know tax<br>related with<br>movement of<br>goods                            | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |
| <b>BCH<br/>616.5</b>  | To understand the<br>appeals, offences<br>and penalties with<br>respect to GST | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

# Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2019-22                                                                                                                                                                                                                                                                                                                       |              |                                                                         |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                                 |              |                                                                         |          |           |                |          |
| Subject Name:<br>CORPORATE TAX PLANNING - II                                                                                                                                                                                                                                                                                                                                   |              | Time: 1.5 Hrs                                                           |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                 | Remembering  | Understanding                                                           | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                               | Q.1,4        | Q.2,3                                                                   | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1- To provide knowledge about goods service tax<br>CO2- To create employability to the students in the commercial tax practices.<br>CO3- To understand the procedure for registration, payment and refund of GST<br>CO4- To know tax related with movement of goods<br>CO5- To understand the appeals, offences and penalties with respect to GST |              |                                                                         |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                         | Question No. | Question                                                                |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                            | Q.1          | Define scope and significance of GST                                    |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                            | Q.2a         | Elaborate GST model in India                                            |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                | Q.2b         | Elaborate GST Administration in India                                   |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                            | Q.3          | Discuss CGST Act, 2017                                                  |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                            | Q.4          | Elaborate conditions for taking Input Tax Credit                        |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                            | Q.5a         | Determine CGST, SGST and IGST                                           |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                | Q.5b         | Differentiate among CGST, SGST and IGST                                 |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                            | Q 6          | Explain change in rate of tax in respect of supply of goods or services |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2019-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |              |                                                    |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------|----------|-----------|----------------|----------|
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |              |                                                    |          |           |                |          |
| Subject Name:<br>CORPORATE TAX PLANNING - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |              | Time: 2 Hrs                                        |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Remembering  | Understanding                                      | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.1,4        | Q.2,3                                              | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1 To understand the role of marketing within society and within an economic system.</p> <p>CO2 To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.</p> <p>CO3 To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.</p> <p>CO4 To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.</p> <p>CO5 To appreciate how a marketing perspective is important in your own personal and professional development.</p> |              |                                                    |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Question No. | Question                                           |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.1          | Define Advertising and publicity                   |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.2a         | Elaborate factors affecting consumer behaviour     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2b         | Elaborate ethics of good advertising               |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.3          | Discuss Marketing Information System and its types |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.4          | Elaborate role of promotion                        |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.5a         | Determine Element of good MIS                      |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5b         | Differentiate among Advertising and publicity      |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q 6          | Explain kinds of promotion                         |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                             |
|-------------------------|-----------------------------|
| <b>Session Course</b>   | 2019-20                     |
| <b>Name</b>             | B. Com (Hons)               |
| <b>Semester</b>         | 6 <sup>th</sup> Semester    |
| <b>Subject Code</b>     | BCH 616                     |
| <b>Subject Name</b>     | Corporate Tax Planning – II |
| <b>Attainment Level</b> | Level 1                     |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code: BCH 617 Credits -2 Session 2019-22 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Honours) 2019-2022**

#### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]**Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9 ]**Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.



**PROGRAM SPECIFIC OUTCOMES:**

SO.1 Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

PSO.2 Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

PSO.3 Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| Course Handout                                                                                   |
|--------------------------------------------------------------------------------------------------|
| Course : COMPUTERIZED ACCOUNTING SYSTEM - II                                                     |
| Course Code : BCH 617, Crédits : 02,<br>Session : 2019-22 (Even Sem.), Class : BCOM 6th Semester |

**R. Introduction: To help students to understand the concept of Corporate Tax planning and give them a practical exposure to the method of computing corporate tax.**

## **B. Course Outcomes**

**BCOM 617.1** After successfully qualifying practical examination, students will be awarded certificate to work with well-known accounting software i.e. Tally ERP.9

**BCOM 617.2** Student by their own will create company, enter accounting voucher entries including advance voucher entries, reconcile bank statements, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software.

**BCOM 617.3** Students will possess the required skill and can also be employed as Tally data entry operator.

**BCOM617.4.** To impart knowledge regarding concepts of Financial Accounting. Tally is an accounting package which is used for learning to maintain accounts.

**BCOM 617.5** To make students capable of creating a company, enter accounting voucher entries including advance voucher entries, reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software.

## **Programme Outcomes:**

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program, the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs, and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                    | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                            | CT          | 15%                |
|                                | Mid Term 2                                                                                                                            |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The | A           | 5%                 |

|  |                                                                         |  |  |
|--|-------------------------------------------------------------------------|--|--|
|  | allowance of 25% includes all types of leaves including medical leaves. |  |  |
|--|-------------------------------------------------------------------------|--|--|

## F. Syllabus

### Course Contents:

#### Module I: Account Masters and Vouchers

Working with Account Masters, viz, Group, Ledger, Cost Centre and Category, Currency, Entry of Accounts Vouchers with Examples of Billwise, Interest Computation, Printing of Vouchers, Creation and Alteration of Vouchers types and Vouchers Classes.

#### Module II: Final Accounts

Viewing Balance Sheet, P& L Account, Trial Balance

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Implementing Tally 6.3 by A.K. Nadhani, K. K. Nadhani, BPB Pub.
- Accounting by Tally (Illustrated) by L.B.Singh & V.P.Singh, Asian Pub.
- Computerised financial accounting using tally- Rajan Chougule.

## A. Lecture Plan

| Lecture | Topics                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Working with Account Masters, viz, Group, Ledger     | Lecture          | BCH617.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Cost Centre and Category                             | Lecture          | BCH617.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Currency                                             | Lecture          | BCH617.2         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Entry of Accounts Vouchers with Examples of Billwise | Lecture          | BCH617.2         | Mid Term-1, Quiz & End Sem Exam |

|    |                                     |         |          |                                 |
|----|-------------------------------------|---------|----------|---------------------------------|
| 5  | Interest Computation                | Lecture | BCH617.3 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Printing of Vouchers                | Lecture | BCH617.3 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Creation and Alteration of Vouchers | Lecture | BCH617.3 | Mid Term-1, Quiz & End Sem Exam |
| 8  | types and Vouchers Classes.         | Lecture | BCH617.4 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Viewing Balance Sheet               | Lecture | BCH617.4 | Mid Term-1, Quiz & End Sem Exam |
| 10 | P& L Account                        | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 11 | P& L Account                        | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 12 | P& L Account                        | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 13 | P& L Account                        | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 14 | P& L Account                        | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 15 | P& L Account                        | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Trial Balance                       | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Trial Balance                       | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Trial Balance                       | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Trial Balance                       | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Trial Balance                       | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Trial Balance                       | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 23 | Trial Balance                       | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 24 | Trial Balance                       | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 617.1.</b> | After successfully qualifying practical examination, students will be awarded certificate to work with well-known accounting software i.e. Tally ERP.9                                                                             | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 617.2.</b> | Student by their own will create company, enter accounting voucher entries including advance voucher entries, reconcile bank statements, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software | 2                                   | 2           | 1           | -           | 3           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 1                |
| <b>BCH 617.3.</b> | Students will possess required skill and can also be employed as Tally data entry operator.                                                                                                                                        | 1                                   | 2           | -           | 1           | 3           | -           | -           | 2           | 2           | 2            | 2                                            | 1                | 1                |
| <b>BCH 617.4.</b> | To impart knowledge regarding concepts of Financial Accounting. Tally                                                                                                                                                              | 2                                   | 2           | -           | 2           | 3           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |

|                  |                                                                                                                                                                                                                                     |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  | is an accounting package which is used for learning to maintain accounts.                                                                                                                                                           |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 617.5</b> | To make students capable to create company, enter accounting voucher entries including advance voucher entries, reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

# Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2019-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              |                                                    |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------|----------|-----------|----------------|----------|
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              |                                                    |          |           |                |          |
| Subject Name:<br>COMPUTERIZED ACCOUNTING SYSTEM - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              | Time: 1.5 Hrs                                      |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Remembering  | Understanding                                      | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1,4        | Q.2,3                                              | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1 After successfully qualifying practical examination, students will be awarded certificate to work with well-known accounting software i.e. Tally ERP.9<br>CO2 Student by their own will create company, enter accounting voucher entries including advance voucher entries, reconcile bank statements, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software.<br>CO3 Students will possess required skill and can also be employed as Tally data entry operator.<br>CO4 To impart knowledge regarding concepts of Financial Accounting. Tally is an accounting package which is used for learning to maintain accounts.<br>CO5 To make students capable to create company, enter accounting voucher entries including advance voucher entries, reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software |              |                                                    |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                           |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1          | Define Account Masters and Vouchers                |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2a         | Elaborate Ledger                                   |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.2b         | Elaborate Cost Centre and Category                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.3          | Discuss Vouchers with Examples of Billwise         |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.4          | Elaborate Balance Sheet                            |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5a         | Determine Vouchers Classes.                        |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.5b         | Differentiate among P& L Account and Trial Balance |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q 6          | Explain Working with Account Masters               |          |           |                | 6        |

| Attainments | Rubric |
|-------------|--------|
|-------------|--------|



|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                                     |
|-------------------------|-------------------------------------|
| <b>Session Course</b>   | 2019-20                             |
| <b>Name</b>             | B. Com (Hons)                       |
| <b>Semester</b>         | 6 <sup>th</sup> Semester            |
| <b>Subject Code</b>     | BCH 617                             |
| <b>Subject Name</b>     | Computerized Accounting System – II |
| <b>Attainment Level</b> | Level 1                             |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code: BCH 618 Credits -2 Session 2019-22 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Honours)**

### **2019-2022**

#### **Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9 ]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

SO.1 Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

PSO.2 Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

PSO.3 Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Course Handout

Course : BUSINESS DATA PROCESSING - II

Course Code : BCH 618, Crédits : 02,  
Session : 2019-22 (Even Sem.), Class : BCOM 6th Semester

**A. Introduction:** To help students to understand the DBMS concepts with oracle as a tool.

## B. Course Outcomes

**BCOM 618.1** Understand the basic principles of database management systems.

**BCOM 618.2** Draw Entity-Relationship diagrams to represent simple database application scenarios

**BCOM 618.3** CO3 Write SQL queries for a given context in relational database

**BCOM 618.4** Discuss normalization techniques with simple examples.

**BCOM 618.5** Describe transaction processing and concurrency control concepts

## Programme Outcomes:

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program, the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs, and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## F. Syllabus

### Module I: Concept of Cursors

Types- Implicit, Explicit Open, Close cursor

### Module II: Introduction to triggers

Block Level, Field level triggers, Simple example to be solved with Form

### Module III: Working with forms

Basic Concept, Application Development in Form, Creating a Form, Running a Form, Form Triggers, maintaining Standards in Forms, Master Detail Forms, Libraries and Alerts.

### Module IV: Working with menus

Using Default Menu, Using custom menu. Attaching a Menu Module to a Form, Opening a Form through a menu

### Module V: Working with reports

Features, Defining data Module for a Report, Specify Runtime Parameter form for report, specify runtime parameter form for a report.

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- An introduction to database:- Date C.J.
- Commercial Application Development Using Developer 2000 by Ivan Bayross.
- Structured Query Languages (SQL) By Osborne.
- SQL – Scott Urman
- Teach yourself ORACLE 8 – Ed.Whalen in 21 days.

## A. Lecture Plan

| Lecture | Topics          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------|------------------|------------------|---------------------------------|
| 1       | Types- Implicit | Lecture          | BCH618.1         | Mid Term-1, Quiz & End Sem Exam |

|    |                                              |         |          |                                 |
|----|----------------------------------------------|---------|----------|---------------------------------|
| 2  | Explicit Open                                | Lecture | BCH618.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | Close cursor                                 | Lecture | BCH618.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Block Level                                  | Lecture | BCH618.2 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Field level triggers                         | Lecture | BCH618.2 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Simple example to be solved with Form        | Lecture | BCH618.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Basic Concept                                | Lecture | BCH618.3 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Application Development in Form              | Lecture | BCH618.3 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Creating a Form, Running a Form              | Lecture | BCH618.3 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Form Triggers                                | Lecture | BCH618.3 | Mid Term-1, Quiz & End Sem Exam |
| 11 | maintaining Standards in Forms               | Lecture | BCH618.4 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Master Detail Forms, Libraries and Alerts    | Lecture | BCH618.4 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Using Default Menu, Using custom menu        | Lecture | BCH618.4 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Attaching a Menu Module to a Form            | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Opening a Form through a menu                | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Features, Defining data Module for a Report  | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Specify Runtime Parameter form for report    | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |
| 19 | specify runtime parameter form for a report. | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |
| 20 | specify runtime parameter form for a report. | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Ex   |
| 21 | specify runtime parameter form for a report. | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |
| 22 | specify runtime parameter form               | Lecture | BCH618.5 | Mid Term-1, Quiz                |



|    |                                              |         |          |                                 |
|----|----------------------------------------------|---------|----------|---------------------------------|
|    | for a report.                                |         |          | & End Sem Exam                  |
| 23 | specify runtime parameter form for a report. | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |
| 24 | specify runtime parameter form for a report. | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                              | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 618.1.</b> | Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.                                            | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 618.2.</b> | Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development. | 2                                   | 2           | 1           | -           | 3           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 1                |
| <b>BCH 618.3.</b> | Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and               | 1                                   | 2           | -           | 1           | 3           | -           | -           | 2           | 2           | 2            | 2                                            | 1                | 1                |

|                   |                                                                                                                                                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | achievements as the foundation of the ongoing planning and economic reforms taken by the government.                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 618.4.</b> | Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 618.5</b>  | Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects.   | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2019-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |              |                                         |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------|----------|-----------|----------------|----------|
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |              |                                         |          |           |                |          |
| Subject Name:<br>BUSINESS DATA PROCESSING - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |              | Time: 1.5 Hrs                           |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Remembering  | Understanding                           | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.1,4        | Q.2,3                                   | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1 Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.</p> <p>CO2 Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.</p> <p>CO3: Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.</p> <p>CO4. Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole.</p> <p>CO5. Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects</p> |              |                                         |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Question No. | Question                                |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.1          | Define <b>Cursors</b>                   |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.2a         | Elaborate Close cursor                  |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2b         | Elaborate Field level triggers          |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.3          | Discuss Libraries and Alerts.           |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.4          | Elaborate Opening a Form through a menu |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.5a         | Determine triggers                      |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5b         | Explain Form of Triggers                |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.6          | Explain Default Menu                    |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |

|       |   |                                                            |
|-------|---|------------------------------------------------------------|
| Level | 3 | IF 80% of students secure more than 60% marks then level 3 |
|-------|---|------------------------------------------------------------|

### **Attainment**

|                         |                               |
|-------------------------|-------------------------------|
| <b>Session Course</b>   | 2019-20                       |
| <b>Name</b>             | B. Com (Hons)                 |
| <b>Semester</b>         | 6 <sup>th</sup> Semester      |
| <b>Subject Code</b>     | BCH 618                       |
| <b>Subject Name</b>     | Business Data Processing – II |
| <b>Attainment Level</b> | Level 1                       |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
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# AMITY UNIVERSITY

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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code: BCH 619 Credits -2 Session 2019-22 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Honours) 2019-2022**

#### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]**Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9 ]**Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

SO.1 Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

PSO.2 Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

PSO.3 Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 1    | 2    | 2    | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                   |
|--------------------------------------------------------------------------------------------------|
| Course : COMPARATIVE ACCOUNTING SYSTEMS - II                                                     |
| Course Code : BCH 619, Crédits : 02,<br>Session : 2019-22 (Even Sem.), Class : BCOM 6th Semester |

**S. Introduction:** To help students to understand the accounting systems and disclosure practices around the world. The course should enable the student to make successful comparisons of international accounting systems.

**T.**

## Course Outcomes

**BCOM 619.1** Explain, and make comparisons between, the financial reporting regimes of a range of countries.

**BCOM 619.2** Describe the present degree of international harmonization of financial reporting, and the possibilities of further harmonization.

**BCOM 619.3** Analyze different approaches to key financial reporting issues, e.g. foreign currency translation, consolidation, price level accounting, asset valuation, intangibles, provisions and reserves, in a range of countries.

**BCOM619.4.** Analyze and interpret financial reports from a range of countries, emphasising differences in practices followed. Be familiar with the international accounting system

## Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.



**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program, the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs, and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                    | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                            | CT          | 15%                |
|                                | Mid Term 2                                                                                                                            |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The | A           | 5%                 |

|  |                                                                         |  |  |
|--|-------------------------------------------------------------------------|--|--|
|  | allowance of 25% includes all types of leaves including medical leaves. |  |  |
|--|-------------------------------------------------------------------------|--|--|

## F. Syllabus

### Module I

Country studies - Financial reporting in the Moduleed Kingdom - Financial reporting in the Moduleed States - Financial reporting in the Netherlands - Financial reporting in France - Financial reporting in Germany- Financial reporting in Japan - Financial reporting in nine other important countries - Australia, Canada and Singapore - Scandinavia -South Korea, Italy and Spain – Financial reporting

### Module II

Issues in international accounting - Consolidation - Introduction - Rate of adoption - The concept of a group - Harmonization - Definitions of group companies - Publication requirements and practices ,Techniques of consolidation - Foreign currency translation -

### Module III

Segment reporting - What is segment reporting? - The need for segment information - Disclosure regulations - Problems of segment identification

### Module IV

Inflation accounting - Introduction - Terminology

### Module V

Analysis and management issues - International financial analysis - Understanding differences in accounting method - Disclosure practices in international financial reporting - International auditing - Introduction - The international audit process

### Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Comparative International Accounting, by Nobes, Christopher; Parker, R. H.; (Author) , Prentice Hall .

## A. Lecture Plan

| Lecture | Topics                                                                                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Country studies - Financial reporting in the Moduleed Kingdom                                                       | Lecture          | BCH619.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Financial reporting in the Moduleed States - Financial reporting in the Netherlands - Financial reporting in France | Lecture          | BCH619.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Financial reporting in Germany                                                                                      | Lecture          | BCH619.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Financial reporting in Japan                                                                                        | Lecture          | BCH619.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Financial reporting in nine other important countries                                                               | Lecture          | BCH619.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Australia, Canada and Singapore                                                                                     | Lecture          | BCH619.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Scandinavia -South Korea                                                                                            | Lecture          | BCH619.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Italy and Spain                                                                                                     | Lecture          | BCH619.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Financial reporting in Central and Eastern Europe and China                                                         | Lecture          | BCH619.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Issues in international accounting - Consolidation                                                                  | Lecture          | BCH619.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Introduction - Rate of adoption                                                                                     | Lecture          | BCH619.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | The concept of a group - Harmonization - Definitions of group companies - Publication requirements and practices    | Lecture          | BCH619.3         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Techniques of consolidation - Foreign currency translation                                                          | Lecture          | BCH619.3         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                   |         |          |                                 |
|----|-------------------------------------------------------------------|---------|----------|---------------------------------|
| 14 | Translation of the profit and loss account                        | Lecture | BCH619.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Segment reporting - What is segment reporting?                    | Lecture | BCH619.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | The need for segment information                                  | Lecture | BCH619.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Disclosure regulations                                            | Lecture | BCH619.4 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Problems of segment identification - Recent developments          | Lecture | BCH619.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Evidence on the benefits of segment reporting                     | Lecture | BCH619.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Inflation accounting                                              | Lecture | BCH619.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | - Introduction - Terminology                                      | Lecture | BCH619.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Analysis and management issues - International financial analysis | Lecture | BCH619.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Understanding differences in accounting method                    | Lecture | BCH619.4 | Mid Term-2, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|--------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 619.1.</b> | Explain, and make comparisons between, the financial reporting regimes of a range of countries.. | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 1            | 2                                            | 2                | 1                |

|                   |                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BCH 619.2.</b> | Describe the present degree of international harmonisation of financial reporting, and the possibilities of further harmonisation.                                                                                        | 2 | 3 | 1 | - | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 619.3.</b> | Analyse different approaches to key financial reporting issues, e.g. foreign currency translation, consolidation, price level accounting, asset valuation, intangibles, provisions and reserves, in a range of countries. | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 3 | 2 | 1 | 1 |
| <b>BCH 619.4.</b> | Analyse and interpret financial reports from a range of countries, emphasising differences in practices followed. Be familiar with the international accounting system                                                    | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |

# Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2019-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |              |                                                                     |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |              |                                                                     |          |           |                |          |
| Subject Name:<br>COMPARATIVE ACCOUNTING SYSTEMS - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              | Time: 1.5 Hrs                                                       |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Remembering  | Understanding                                                       | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Q.1,4        | Q.2,3                                                               | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1 Explain, and make comparisons between, the financial reporting regimes of a range of countries.<br>CO2 Describe the present degree of international harmonisation of financial reporting, and the possibilities of further harmonisation.<br>CO3 Analyse different approaches to key financial reporting issues, e.g. foreign currency translation, consolidation, price level accounting, asset valuation, intangibles, provisions and reserves, in a range of countries.<br>CO4 Analyse and interpret financial reports from a range of countries, emphasising differences in practices followed. Be familiar with the international accounting system. |              |                                                                     |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Question No. | Question                                                            |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1          | Define Financial reporting                                          |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.2a         | Elaborate Financial reporting in France                             |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.2b         | Elaborate Issues in international accounting                        |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.3          | Discuss Techniques of consolidation                                 |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.4          | Elaborate segment reporting                                         |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.5a         | Determine Inflation accounting                                      |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.5b         | Explain International auditing                                      |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q 6          | Explain Financial reporting in Central and Eastern Europe and China |          |           |                | 6        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |              |                                                                     |          |           |                |          |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                                    |
|-------------------------|------------------------------------|
| <b>Session Course</b>   | 2019-20                            |
| <b>Name</b>             | B. Com (Hons)                      |
| <b>Semester</b>         | 6 <sup>th</sup> Semester           |
| <b>Subject Code</b>     | BCH 619                            |
| <b>Subject Name</b>     | Comparative Accounting System – II |
| <b>Attainment Level</b> | Level 1                            |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCL 624 Credits -2 Session 2019-22 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)  
2019-2022**

### **Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO1:** - Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** - Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:** - Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCL<br>624 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 1    | 2    | 2    | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                   |
|--------------------------------------------------------------------------------------------------|
| Course : INDUSTRIAL RELATIONS AND LABOUR LAWS - II                                               |
| Course Code : BCL 624, Crédits : 02,<br>Session : 2019-22 (Even Sem.), Class : BCOM 6th Semester |

**A .Introduction:** This course enables the students TO understand the importance and various aspects of industrial relations and labour laws.

## B. Course Outcomes

**BCL 624.1** Elaborate on the concepts of Industrial Relation.

**BCL 624.2** Illustrate the role and applicability of the various Acts.

**BCL624.3** Outline the important causes and impact of industrial disputes.

**BCL 624.4** Summarize important provisions of various Acts.

## Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well-developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                          |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                              | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A           | 5%                 |

|  |                           |  |  |
|--|---------------------------|--|--|
|  | including medical leaves. |  |  |
|--|---------------------------|--|--|

## **F. Syllabus**

### **Module I**

Collaboration and Workers Participation in Management Bases of collaboration, Interventions for collaboration. Meaning of workers participation in management, concepts and objectives of workers participation in management, growth and development of workers participation in management, types of workers participation in management

### **Module II**

Quality Circle- Quality circles, history of QC, Organization structure of QC, Benefits of QC, Problems of QC.

### **Module III**

Labour welfare and social security - Introduction - The Labour Movement, Merits & Demerits of Welfare Measures, Concepts of Labour Welfare & Social Security, Types of Welfare Activities, Statutory and non-statutory, Growth of Labour Welfare & Social Security in India.

### **Module IV**

Occupational Hazards, Industrial Health & Safety - Types of accidents, Causes accidents, Prevention of accidents Safety - Need for safety, measures to ensure safety in organisations. The supervisors role in safety Health-Physical health & Mental health, Problems and remedies, noise control, job stress, communicable diseases, Alcoholism and drug abuse, Violence in the work place, Use of computers to monitor health and safety.

### **Module V**

Retirement benefits - Provident Fund- purpose of provident fund, employer obligation to employee towards provident fund, Public Provident fund, Gratuity, statutory provisions regarding gratuity, Pension.

### **Module VI**

Quality of Work life- Introduction, Meaning, Specific issues in QWL, QWL and productivity, Barriers in QWL, Strategies for improvement of QWL

### **Examination Scheme:**

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### **Text & References:**

- Davar, Personnel management and Industrial Relations.
- C.B. Memoria, Dynamics of industrial Relations in India.
- Johnson, Introduction to Industrial Relations.
- Sharma A.M, Industrial Relations.
- Biswanth Ghosh, Personnel management and Industrial Relations.
- Bhagdiwall- Flippo, Personnel management and Industrial Relations.
- Arora, Labour law.
- D. Sanjeeviah, Labour problems and Industrial Developments in India.
- Sharma A .M, Aspects of Labour welfare and social security

- Prasanna Chandra, Labour problem Social Security and Welfare.
- Puneekar and Deodhan, Labour Welfare, Trade Unionism and industrial Relations.

#### A. Lecture Plan

| Lecture | Topics                                                                                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Collaboration and Workers Participation in Management Bases of collaboration                                                  | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Interventions for collaboration.                                                                                              | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Meaning of workers participation in management                                                                                | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | concepts and objectives of workers participation in management, growth and development of workers participation in management | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | types of workers participation in management                                                                                  | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Quality Circle- Quality circles- history of QC                                                                                | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Organization structure of QC                                                                                                  | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Benefits of QC                                                                                                                | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Problems of QC                                                                                                                | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Labour welfare and social security - Introduction                                                                             | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | The Labour Movement                                                                                                           | Lecture          | BCL624.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Merits & Demerits of Welfare Measures                                                                                         | Lecture          | BCL624.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Concepts of Labour Welfare & Social Security                                                                                  | Lecture          | BCL624.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Types of Welfare Activities                                                                                                   | Lecture          | BCL624.2         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                         |         |          |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 15 | Statutory and non-statutory                                                                                             | Lecture | BCL624.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Growth of Labour Welfare & Social Security in India.                                                                    | Lecture | BCL624.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Occupational Hazards, Industrial Health & Safety                                                                        | Lecture | BCL624.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | The Labour Movement, Merits & Demerits of Welfare Measures                                                              | Lecture | BCL624.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Concepts of Labour Welfare & Social Security                                                                            | Lecture | BCL624.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Types of Welfare Activities                                                                                             | Lecture | BCL624.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Statutory and non-statutory, Growth of Labour Welfare & Social Security in India.                                       | Lecture | BCL624.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Occupational Hazards, Industrial Health & Safety - Types of accidents, Problems and remedies, noise control, job stress | Lecture | BCL624.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Causes accidents, Prevention of accidents Safety, The supervisors role in safety Health-Physical health & Mental health | Lecture | BCL624.3 | Mid Term-2, Quiz & End Sem Exam |

## B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                         | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|---------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                   | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 624.1.</b> | Elaborate on the concepts of Industrial Relation. | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 1            | 2                                            | 2                | 1                |

|                   |                                                                |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|----------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BCH 624.2.</b> | Illustrate the role and applicability of the various Acts      | 2 | 3 | 1 | - | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 624.3.</b> | Outline the important causes and impact of industrial disputes | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 3 | 2 | 1 | 1 |
| <b>BCH 624.4.</b> | Summarize important provisions of various Acts.                | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |



# Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2019-22                                                                                                                                                                                                                             |              |                                                        |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BCom VI                                                                                                                                                                                                                                                                       |              |                                                        |          |           |                |          |
| Subject Name:<br>INDUSTRIAL RELATIONS AND LABOUR<br>LAWS - II                                                                                                                                                                                                                        |              | Time: 1.5 Hrs                                          |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as per<br>Blooms Taxonomy                                                                                                                                                                                                                                 | Remembering  | Understanding                                          | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                  | Q.1,4        | Q.2,3                                                  | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Elaborate on the concepts of Industrial Relation.<br>CO2: Illustrate the role and applicability of the various Acts.<br>CO3: Outline the important causes and impact of industrial disputes.<br>CO4: Summarize important provisions of various Acts. |              |                                                        |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                               | Question No. | Question                                               |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                  | Q.1          | Define workers participation in management             |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                  | Q.2a         | Elaborate types of workers participation in management |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                      | Q.2b         | Elaborate Organization structure of QC                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                  | Q.3          | Discuss Labour welfare and social security             |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                  | Q.4          | Elaborate Prevention of accidents Safety               |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                  | Q.5a         | Determine Retirement benefits                          |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                      | Q.5b         | Differentiate among Physical health & Mental health    |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                  | Q 6          | Explain Specific issues in QWL                         |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

### **Attainment**

|                         |                                         |
|-------------------------|-----------------------------------------|
| <b>Session Course</b>   | 2019-20                                 |
| <b>Name</b>             | B. Com (Hons)                           |
| <b>Semester</b>         | 6 <sup>th</sup> Semester                |
| <b>Subject Code</b>     | BCH 624                                 |
| <b>Subject Name</b>     | Industrial Relations & Labour Laws – II |
| <b>Attainment Level</b> | Level 1                                 |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| <b>Level 1</b>     | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level 2</b>     | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level 3</b>     | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| I SEM                         | MBA101 | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 1   | 2    |  |  |  |



**AMITY UNIVERSITY**

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>ORGANIZATION BEHAVIOUR</b>                                                  |
| Course Code : MBA 101, Crédits : 02, Session :2019-20 (Odd Sem.), Class : MBA. 1st Year |

**A. Introduction:** The objective of this course is to help the students gain understanding of the functions and responsibilities of the manager and to provide the student understand Human Behaviour in organizations so as to improve his managerial effectiveness. It provides a comprehensive analysis of individual and group behavior in organizations. This course will expose students to approaches and processes that can help in effectively leading and managing others in organizations.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA101.1.** Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.

**MBA101.2.** Analyze the complexities associated with management of the group behavior in the organization

**MBA101.3.** Demonstrate the applicability of analyzing the complexities in making organization decision associated with technology, culture and design of the organization.

**MBA101.4.** Demonstrate how the organizational behavior can help in managing the conflict in the organization considering power and politics to facilitate changes in the organization.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### E. Syllabus

**Module I: Introduction and Individual Behaviour:** Introduction, Nature and structure of organization, Foundations of individual behavior-Ability, Attitudes, Job Satisfaction, Personality, Values, Perception, Motivation–Theories, leadership

**Module II: Group Behaviour:** Foundations of Group behavior -Group development; Group properties: Roles, norms, status, size and cohesiveness, Group decision making, Techniques, Work teams

**Module III: Understanding organizations:** Managing organizational culture, Technology and organizational design, Organizational decision making

**Module IV: Organizational Culture and Change Management:** Managing organizational conflict, power & politics and Organisational change.

**Case Study** - Inclusive Leadership: The Mary Barra Way  
<http://www.icmrindia.org/casestudies/catalogue/Leadership%20and%20Entrepreneurship/LDEN099.htm>

#### F. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### G. Suggested Text/Reference Books:

- Luthans, F. (2005), Organizational Behaviour, McGraw – Hill International Edition.
- Robbins, S.P, Judge TA, Sanghi S, Organizational Behaviour, Thirteenth Edition, Pearson.
- Greenberg, J. & Baron, R.A. (2005), Behaviour in Organizations, Pearson Education.
- Newstrom John W. and Davis Keith, (1993), Organizational Behaviour: Human Behaviour at Work, Tata McGraw Hill, New Delhi
- P. Subba Rao (2010), Management and Organisation and Behaviour, Himalaya Publishing House, New Delhi
- Pierce Gardner with Dunham (2011) Managing Organizational Behaviour. Cengage Learning India.
- L M Prasad, Organisational Behavior, Sultan Chand
- M Gregory & G Ricky, Organisational Behavior, Biztantra Publication

#### H. Lecture Plan

| Lecture | Topics                                                                  | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction, Nature and structure of organization                      | Lecture          | MBA101.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Foundations of individual behavior-Ability, Attitudes, Job Satisfaction | Lecture          | MBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Personality, Values,                                                    | Lecture          | MBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Perception                                                              | Lecture          | MBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Motivation–Theories                                                     | Lecture          | MBA101.1         | Mid Term-1, Quiz & End          |

|    |                                                   |         |          |                                       |
|----|---------------------------------------------------|---------|----------|---------------------------------------|
|    |                                                   |         |          | Sem Exam                              |
| 6  | Leadership                                        | Lecture | MBA101.1 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 7  | Group development                                 | Lecture | MBA101.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 8  | Group properties: Roles, norms,<br>status         | Lecture | MBA101.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 9  | Group properties: size and<br>cohesiveness        | Lecture | MBA101.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 10 | Group decision making                             | Lecture | MBA101.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 11 | Group decision Techniques                         | Lecture | MBA101.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 12 | Work teams                                        | Lecture | MBA101.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 13 | Managing organizational<br>culture                | Lecture | MBA101.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 14 | Managing organizational<br>culture and technology | Lecture | MBA101.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 15 | Managing organizational<br>Technology             | Lecture | MBA101.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 16 | Managing organizational<br>Technology and design  | Lecture | MBA101.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 17 | Organizational design                             | Lecture | MBA101.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 18 | Organizational decision<br>making                 | Lecture | MBA101.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 19 | Managing organizational<br>conflict               | Lecture | MBA101.4 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 20 | Managing organizational<br>conflict               | Lecture | MBA101.4 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 21 | Power & politics                                  | Lecture | MBA101.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 22 | Power & politics                                  | Lecture | MBA101.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 23 | Organisational change                             | Lecture | MBA101.4 | Mid Term-2,<br>Quiz & End             |



|    |                       |         |          |                                       |
|----|-----------------------|---------|----------|---------------------------------------|
|    |                       |         |          | Sem Exam                              |
| 24 | Organisational change | Lecture | MBA101.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                 |                                                                                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA101.1</b> | Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.                                           | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            |  |  |  |
| <b>MBA101.2</b> | Analyze the complexities associated with management of the group behavior in the organization.                                                                              | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            |  |  |  |
| <b>MBA101.3</b> | Demonstrate the applicability of analyzing the complexities in making organization decision associated with technology, culture and design of the organization.             | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            |  |  |  |
| <b>MBA101.4</b> | Demonstrate how the organizational behavior can help in managing the conflict in the organization considering power and politics to facilitate changes in the organization. | 3                                   | 3           | 2           | 3           | 2           | 2           | 3           | 2           | 1           | 2            |  |  |  |

**Sample Question Paper**

| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR<br>AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –I) 2019-20                                                                                                                                                                    |              |                                                                                 |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA I Semester                                                                                                                                                                                                                                                   |              |                                                                                 |          |           |                |          |
| Subject Name:<br>MBA 101 Organization Behaviour                                                                                                                                                                                                                         |              | Time: 1.5 Hrs                                                                   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                          | Remembering  | Understanding                                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                        | Q.1,4        | Q.2,3                                                                           | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.<br>CO2: Analyze the complexities associated with management of the group behavior in the organization |              |                                                                                 |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                  | Question No. | Question                                                                        |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                     | Q.1          | Explain in brief Organizational Behaviour.                                      |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                     | Q.2a         | What is the nature of the organization?                                         |          |           |                | 3        |
|                                                                                                                                                                                                                                                                         | Q.2b         | How ability and attitude develop the behaviour of an organization?              |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                     | Q.3          | Elaborate the types of leadership style.                                        |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                     | Q.4          | Explain the significance of group behaviour in the organization.                |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                     | Q.5a         | Elaborate different group norms with status.                                    |          |           |                | 3        |
|                                                                                                                                                                                                                                                                         | Q.5b         | Describe in brief all the group properties.                                     |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                     | Q 6          | How groups are formed in the organization? Discuss the importance of work team. |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                        |
|-------------------------|------------------------|
| <b>Session</b>          | 2019-20                |
| <b>Course Name</b>      | MBA                    |
| <b>Semester</b>         | 1st Semester           |
| <b>Subject Code</b>     | MBA 101                |
| <b>Subject Name</b>     | Organization Behaviour |
| <b>Attainment Level</b> | Level 3                |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |  |  |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |
| I SEM                         | MBA 102 | 3   | 3   | 3   | 1   | 2   | 2   | 1   | 1   | 1   | 2    |  |  |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : FINANCIAL REPORTING, STATEMENTS AND ANALYSIS                                   |
| Course Code : MBA 102, Crédits : 03, Session :2019-20 (Odd Sem.), Class : MBA. 1st Year |

**A. Introduction:** The objective of this course is to familiarize the prospective management aspirants with the necessary skills & techniques in finance & accounting information as a platform for decision-making. It aims to equip the students with standard concepts and tools at a master level that will serve them well towards tackling more advanced & real-life issues of accountancy, management accounting and applications that they would find useful in their disciplines.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA102.1.** Learn the important concepts & policies of accounting with principles & the differences in accounting done globally like IFRS & GAAPS.

**MBA102.2.** Come to know the applications of double entry & preparation of final statements & able to solve the complex real-life situation of business associated to the accounting domain with building an increasingly sophisticated level of understanding.

**MBA102.3.** Able to prepare & solve problems associated to earnings statements, balance sheets, and cash flow reports etc., & interpretation of the results as well.

**MBA102.4.** Develop the skills & ability to analyse financial statements to deal more effectively with strategic options for management accounting.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Numerical/Presentation                                                                                                                                                                | S/V/Q /HA   | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## E. Syllabus

- Module I: Accounting Basics: Introduction, Foundations, Accounting policies- Accounting principles, concepts and conventions, accounting process, IFRS, Concept of XBRL, Branches of accounting, Recording of transactions and classification, Trial Balance & Errors, Cash book.
- Module II: Final Accounts: Preparation, Adjustments, Analysis, Depreciation Accounting, Reserves & Provisions. Form and contents of financial statements with reference to Indian Companies Act. Financial Reporting, Reporting practices.
- Module III: Financial Statement Analysis: Relation and Comparison of Accounting data and using financial statement information, Ratio Analysis, Cash flow analysis.
- Module IV: Management Accounting: Emergence of Management Accounting, Scope, Managerial perspective

## F. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## G. Text & References:

- Bhattacharya, S.K. and Dearden, J (2006), Accounting for Management, Vikas Publishing House
- Narayanaswamy R (2005), Financial Accounting – A Managerial Perspective, Prentice Hall of India.
- Maheshwari S N and S K Maheshwari (2006), Accounting for Management, Vikas Publishing House.
- Tulsian, P.C (2006), Financial Accounting, Tata McGraw Hill.
- Banerjee, A (2005), Financial Accounting, Excel Books.
- Ghosh, T.P (2005), Fundamentals of Management Accounting, Excel Books

## H. Lecture Plan

| Lecture | Topics                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction                     | Lecture          | MBA102.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Foundations, Accounting policies | Lecture          | MBA102.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Accounting principles & concepts | Lecture          | MBA102.1         | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                       |         |          |                               |
|----|-----------------------------------------------------------------------|---------|----------|-------------------------------|
| 4  | Accounting conventions,                                               | Lecture | MBA102.1 | Mid Term, Quiz & End Sem Exam |
| 5  | Accounting process,                                                   | Lecture | MBA102.1 | Mid Term, Quiz & End Sem Exam |
| 6  | IFRS, Concept of XBRL,                                                | Lecture | MBA102.1 | Mid Term, Quiz & End Sem Exam |
| 7  | Branches of accounting, Recording of transactions and classification, | Lecture | MBA102.1 | Mid Term, Quiz & End Sem Exam |
| 8  | Trial Balance & Errors, Cash book.                                    | Lecture | MBA102.1 | Mid Term, Quiz & End Sem Exam |
| 9  | Trial Balance & Errors, Cash book.                                    | Lecture | MBA102.1 | Mid Term, Quiz & End Sem Exam |
| 10 | Final Accounts Preparation,                                           | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 11 | Final Accounts Preparation,                                           | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 12 | Final Accounts adjustments,                                           | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 13 | Final Accounts adjustments,                                           | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 14 | Final Accounts adjustments,                                           | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 15 | Final Accounts Analysis,                                              | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 16 | Depreciation Accounting, Reserves & Provisions.                       | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 17 | Depreciation Accounting, Reserves & Provisions.                       | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 18 | Depreciation Accounting, Reserves & Provisions.                       | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |

|    |                                                                                   |         |          |                               |
|----|-----------------------------------------------------------------------------------|---------|----------|-------------------------------|
| 19 | Form and contents of financial statements with reference to Indian Companies Act. | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 20 | Form and contents of financial statements with reference to Indian Companies Act. | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 21 | Financial Reporting, Reporting practices                                          | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 22 | Relation and Comparison of Accounting data                                        | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 23 | Relation and Comparison of Accounting data                                        | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 24 | Using financial statement information                                             | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 25 | Using financial statement information                                             | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 26 | Ratio Analysis                                                                    | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 27 | Ratio Analysis                                                                    | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 28 | Ratio Analysis                                                                    | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 29 | Ratio Analysis                                                                    | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 30 | Cash flow analysis.                                                               | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 31 | Cash flow analysis.                                                               | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 32 | Cash flow analysis.                                                               | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 33 | Emergence of Management Accounting                                                | Lecture | MBA102.4 | Quiz & End Sem Exam           |

|    |                                |         |          |                     |
|----|--------------------------------|---------|----------|---------------------|
| 34 | Scope of Management Accounting | Lecture | MBA102.4 | Quiz & End Sem Exam |
| 35 | Managerial perspective         | Lecture | MBA102.4 | Quiz & End Sem Exam |
| 36 | Managerial perspective         | Lecture | MBA102.4 | Quiz & End Sem Exam |

**I. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |      |  |  |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|------|--|--|
|                  |                                                                                                                                        | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO10 |  |  |
| <b>MBA 102.1</b> | Learn the important concepts & policies of accounting with principles & the differences in accounting done globally like IFRS & GAAPS. | 2                                   | 3    | 1    | 1    | 1    | 3    | 1    | 2    | 2    | 2    |  |  |

|                      |                                                                                                                                                                                                                                                     |   |   |   |   |   |   |   |   |   |   |  |  |  |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
| <b>MBA<br/>102.2</b> | Come to know the applications of double entry & preparation of final statements & able to solve the complex real-life situation of business associated to the accounting domain with building an increasingly sophisticated level of understanding. | 3 | 3 | 3 | 1 | - | 2 | 1 | 3 | - | 2 |  |  |  |
| <b>MBA<br/>102.3</b> | Able to prepare & solve problems associated to earnings statement, balance sheets, and cash flow reports etc., & interpretation of the results as well.                                                                                             | 3 | 3 | 3 | - | 2 | 1 | 1 | 1 | 1 | 2 |  |  |  |

|                 |                                                                                                                                         |   |   |   |   |   |   |   |   |   |   |  |  |  |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
| <b>MBA102.4</b> | Develop the skills & ability to analyse financial statements to deal more effectively with strategic options for management accounting. | 3 | 3 | 3 | 1 | 2 | 1 | 2 | - | 3 | 3 |  |  |  |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|

### Sample Question Paper

| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR<br>AMITY BUSINESS SCHOOL<br>MID-SEMESTER (SEM –I) 2019-20                                                                                                                                                                                                                                                                                                                                                                    |              |                                                                                               |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA I Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                 |              |                                                                                               |          |           |                |          |
| Subject Name:<br>MBA 102 FINANCIAL REPORTING,<br>STATEMENTS AND ANALYSIS                                                                                                                                                                                                                                                                                                                                                                                              |              | Time: 1.5 Hrs                                                                                 |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                        | Remembering  | Understanding                                                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1,6        | Q.2a,5                                                                                        | Q. 4     | Q.2b,3    |                |          |
| <p>Student will be able to</p> <p>CO1: Learn the important concepts &amp; policies of accounting with principles &amp; the differences in accounting done globally like IFRS &amp; GAAPS.</p> <p>CO2: Come to know the applications of double entry &amp; preparation of final statements &amp; able to solve the complex real-life situation of business associated to the accounting domain with building an increasingly sophisticated level of understanding.</p> |              |                                                                                               |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                                                                      |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1          | Explain in brief the concepts and conventions.                                                |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2a         | Discuss in detail about the Branches of accounting?                                           |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.2b         | How record keeping is related to accounting?<br>Explain the steps of record keeping in brief. |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.3          | Explain the concept of Depreciation Accounting with a dummy example in detail.                |          |           |                | 6        |

|     |      |                                                                                                                |   |
|-----|------|----------------------------------------------------------------------------------------------------------------|---|
| CO3 | Q.4  | Explain the significance Ratio Analysis in detail. What is the difference between quick ratio & current ratio? | 6 |
| CO2 | Q.5a | Explain the emergence of Management Accounting in detail.                                                      | 3 |
| CO3 | Q.5b | Write the importance of Cash flow statement in detail?                                                         | 3 |
| CO3 | Q 6  | Write the difference between the Reserves & Provisions?                                                        | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

**Session** 2019-20

**Course Name** MBA

**Semester** 1st Semester

**Subject Code** MBA 102

**Subject Name** Financial Reporting, Statements and Analysis

**Attainment Level** Level 2

### Note:

**Attainments Rubric**

Level 1 IF 60% of students secure more than 60% marks then level 1

Level 2 IF 70% of students secure more than 60% marks then level 2

Level 3 IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |             |              |   |   |   |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|---|---|---|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |   |   |   |
| I<br>SEM                      | MBA10<br>1 |             |             |             |             |             |             |             |             |             |              | - | - | - |
|                               | MBA10<br>2 | -           | -           | -           | -           | -           | -           | -           | -           | -           | -            | - | - | - |
|                               | MBA10<br>3 | 1           | 3           | 2           | 1           | 2           | 3           | 2           | 1           | 3           | 2            | - | - | - |
|                               | MBA10<br>4 | -           | -           | -           | -           | -           | -           | -           | -           | -           | -            | - | - | - |
|                               | MBA10<br>5 | -           | -           | -           | -           | -           | -           | -           | -           | -           | -            | - | - | - |
|                               | MBA10<br>6 | -           | -           | -           | -           | -           | -           | -           | -           | -           | -            | - | - | - |
|                               | MBA10<br>7 | -           | -           | -           | -           | -           | -           | -           | -           | -           | -            | - | - | - |
|                               | MBA10<br>8 | -           | -           | -           | -           | -           | -           | -           | -           | -           | -            | - | - | - |
|                               | MBA10<br>9 | -           | -           | -           | -           | -           | -           | -           | -           | -           | -            | - | - | - |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : **MANAGERIAL MICRO ECONOMICS**

Course Code : MBA 103, Crédits : 03, Session :2019-20 (Odd Sem.), Class : MBA. 1st Year

**A. Introduction:** The objective of this course is to impart the knowledge of micro economics as a subject and its importance while business. The business decisions are made scientifically on the basis of all available information. So understanding and interpreting basic economic concepts/variables for e.g. demand and supply functions, forecasting demand, productions, costs will make them aware of various operations carried in business.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA103.1** To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations.

**MBA103.2.** To apply marginal Theory of Demand and Supply under different market conditions.

**MBA103.3** To analyse Theory of Production and Cost of different market conditions.

**MBA103.4** To integrate the concept of price and output decisions of firms under various market structure.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### E. Syllabus

## **Module I: Theory of Demand and Supply**

Nature and scope of economic analysis: its relevance for managerial decision making, Demand analysis: nature of demand for a product- individual demand and market demand, demand by market segmentation. Demand function and determinants of demand.

Demand Analysis- II Marshallian, Hicksian and Revealed Preferences approaches.

Concept of elasticity of demand- income, cross, price and advertizing elasticity. Theorems on the price elasticity of demand. Applications of the concept of price elasticity of demand in business decisions.

## **Module II: Theory of Production and Cost**

Production analysis: Production function-neo-classical, Cobb- Douglas, Leontief. Least cost combination of inputs for a firm. Concept of an isoquant-smooth curvature and right angle. Returns to scale and returns to a factor. Expansion path of a firm. Cost Analysis: Cost relevant for management decision making. Economies of scale: Cost Function: Cost and output relationship. An Analysis of the Objectives of a Business Firm: Profit Maximization Model, Baumoul's Sales Maximization Model, Marris's Model of 'Managerial Enterprise' Williamson's Model Of 'Managerial Discretion.

## **Module III: Market Structure: Price and Output Decisions**

Pricing and Output decisions – Perfectly Competitive and Monopoly Market Pricing and Output Decisions- Under Monopolistically Competitive Market- Product Differentiation; Price Discriminating Monopolist; Models of Oligopolistic Market: Price Rigidity – The Kinky Demand Curve Model Interdependence - The Cournot Model, Price Leadership Models, Cartels and Collusion. Game theory and its applications

### **F. Examination Scheme:**

| <b>Components</b>    | <b>Mid Term Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/<br/>Presentation</b> | <b>ESE</b> |
|----------------------|----------------------|-------------------|--------------------------------------------------|------------|
| <b>Weightage (%)</b> | 15                   | 5                 | 10                                               | 70         |

### **G. Suggested Text/Reference Books:**

- Gupta, G.S. (2006), Managerial Economics, Tata McGraw Hill
- Peterson, H.C and Lewis, W.C. (2005), Managerial Economics, Prentice Hall of India
- R Ferguson, R., Ferguson, G.J and Rothschild, R. (1993) Business Economics, Macmillan India.
- Chandra, P. (2006), Project: Preparation, Appraisal, Implementation and Review, Tata McGraw Hill.

### **H. Lecture Plan**

| Lecture | Topics                                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Nature and scope of economic analysis                                            | Lecture          | MBA103.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Demand analysis                                                                  | Lecture          | MBA103.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Nature of demand for a product                                                   | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Individual demand and market demand                                              | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Demand by market segmentation                                                    | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Demand function                                                                  | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Determinants of demand                                                           | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Demand Analysis- II Marshallian                                                  | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Hicksian approaches.                                                             | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Revealed Preferences approaches.                                                 | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Concept of elasticity of demand                                                  | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Income, cross, price and advertizing elasticity                                  | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Theorems on the price elasticity of demand                                       | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Applications of the concept of price elasticity of demand in business decisions. | Lecture          | MBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Production analysis                                                              | Lecture          | MBA103.3         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Production function-neo-classical                                                | Lecture          | MBA103.3         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Cobb- Douglas, Leontief                                                          | Lecture          | MBA103.3         | Mid Term-1, Quiz & End Sem Exam |
| 18      | Least cost combination of inputs for a firm                                      | Lecture          | MBA103.3         | Mid Term-1, Quiz & End Sem Exam |
| 19      | Concept of an isoquant-smooth curvature and right angle                          | Lecture          | MBA103.3         | Mid Term-1, Quiz & End Sem Exam |
| 20      | Returns to scale and returns to                                                  | Lecture          | MBA103.3         | Mid Term-1, Quiz                |

|    |                                                              |         |          |                                 |
|----|--------------------------------------------------------------|---------|----------|---------------------------------|
|    | a factor.                                                    |         |          | & End Sem Exam                  |
| 21 | Expansion path of a firm                                     | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Cost Analysis: Cost relevant for management decision making. | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Economies of scale:                                          | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Cost Function                                                | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Cost and output relationship                                 | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | An Analysis of the Objectives of a Business Firm             | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Profit Maximization Model                                    | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Baumoul's Sales Maximization Model                           | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Marris's Model of 'Managerial Enterprise'                    | Lecture | MBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Pricing and Output decisions                                 | Lecture | MBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Perfectly Competitive and Monopoly Market Pricing            | Lecture | MBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Product Differentiation                                      | Lecture | MBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Price Discriminating Monopolist;                             | Lecture | MBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Models of Oligopolistic Market                               | Lecture | MBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Rigidity – The Kinky Demand Curve Model Interdependence -    | Lecture | MBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | The Cournot Model                                            | Lecture | MBA103.4 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|----------------------------------------------|------------------|------------------|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |

|                 |                                                                                                       |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |
|-----------------|-------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|
| <b>MBA103.1</b> | To understand the concepts of cost, nature of production and its relationship to Business operations. | - | 3 | - | 3 | 3 | 3 | 2 | - | 3 | 2 |  |  |  |  |  |
| <b>MBA103.2</b> | To apply marginal Theory of Demand and Supply under different market conditions.                      | 1 | 3 | 3 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |  |  |
| <b>MBA103.3</b> | To analyse Theory of Production and Cost of different market conditions.                              | - | 3 | 2 | - | 1 | 3 | 3 | 2 | 3 | 3 |  |  |  |  |  |
| <b>MBA103.4</b> | To integrate the concept of price and output decisions of firms under various market structure.       | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |  |  |

### Sample Question Paper

|                                                                                                                                                                                                                                                     |              |                                        |          |               |            |          |                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------|----------|---------------|------------|----------|----------------|
| <p align="center">AMITY UNIVERSITY MADHYA PRADESH, GWALIOR<br/>Amity Business School<br/>I MID-SEMESTER (SEM –I) 2019-20</p>                                                                                                                        |              |                                        |          |               |            |          |                |
| Class: MBA I Semester                                                                                                                                                                                                                               |              |                                        |          |               |            |          |                |
| Subject Name:<br>MBA 103 MANAGERIAL (MICRO)<br>ECONOMICS                                                                                                                                                                                            |              |                                        |          | Time: 1.5 Hrs |            |          | Max. Marks: 30 |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                      | Remembering  | Understanding                          | Applying | Analyzing     | Evaluating | Creating |                |
| Question Mapping                                                                                                                                                                                                                                    | Q.1,4        | Q.2,3                                  | Q.4      | Q.2,5,6       |            |          |                |
| <p>Student will be able to</p> <p>CO1 To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations.</p> <p>CO2. To apply marginal Theory of Demand and Supply under different market conditions.</p> |              |                                        |          |               |            |          |                |
| CO Map                                                                                                                                                                                                                                              | Question No. | Question                               |          |               |            |          | Marks          |
| CO1                                                                                                                                                                                                                                                 | Q.1          | Explain in brief on Micro Economics.   |          |               |            |          | 3              |
|                                                                                                                                                                                                                                                     | Q.2a         | What is the nature of Demand Analysis? |          |               |            |          | 3              |

|     |      |                                                                             |   |
|-----|------|-----------------------------------------------------------------------------|---|
| CO2 | Q.2b | How concept of price elasticity of demand is applied in business decisions? | 3 |
| CO2 | Q.3  | Elaborate Demand function and determinants of demand.                       | 6 |
| CO2 | Q.4  | Explain the significance of elasticity of demand.                           | 3 |
| CO3 | Q.5a | Elaborate different types of Production function.                           | 3 |
|     | Q.5b | Describe in brief Profit Maximization Model.                                | 3 |
| CO4 | Q. 6 | How Cartels and Collusion are formed.                                       | 6 |

| Attainments  |   | Rubric                                                     |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                              |
|-------------------------|------------------------------|
| <b>Session</b>          | 2019-20                      |
| <b>Course Name</b>      | MBA                          |
| <b>Semester</b>         | 1st Semester                 |
| <b>Subject Code</b>     | MBA 103                      |
| <b>Subject Name</b>     | Managerial (Micro) Economics |
| <b>Attainment Level</b> | Level 1                      |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

[illegible]



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>MARKETING MANAGEMENT</b>                                                    |
| Course Code : MBA 104, Crédits : 03, Session :2019-20 (Odd Sem.), Class : MBA. 1st Year |

**A. Introduction:** Marketing management course enables a student to understand the fundamentals of marketing concept and the role marketing plays in business. Students should be able to demonstrate their comprehension of marketing concepts and knowledge by applying those in their written exams, case studies discussions, presentations, and projects. The course methodology encourages students to explore for themselves the role of a marketing manager and the boundaries of marketing.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA104.1.** The course will sensitize participants with the knowledge of the business environment and domain knowledge of the impact of the environment on the decisions and activities of a marketer.

**MBA104.2.** It will also develop critical thinking, business analytical, problem solving and innovative solution development abilities in the participant.

**MBA104.3.** Through the course participants will also become sensitive to the social responsiveness and ethical issues that a marketer needs to adhere to. Effective communication is an area that a marketing student must be well versed with, and this would be coupled with development of leadership skills and the ability to work in teams.

**MBA104.4.** With this the broader learning outcome of this course will be to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective

leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-------------|
| Continuous Internal Evaluation | Mid Term Exam                                                                                                                                                                                                 | CT   | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P1   | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A    | 5%          |

|                          |                          |    |             |
|--------------------------|--------------------------|----|-------------|
| End Semester Examination | End Semester Examination | EE | 70%         |
| <b>Total</b>             |                          |    | <b>100%</b> |

## **E. Syllabus**

### **Module I: Understanding Marketing in New Perspective**

Introduction to Marketing Management, Customer Value and Satisfaction, Customer Delight, Conceptualizing Tasks and Philosophies of Marketing Management, Value Chain, Scanning the Marketing Environment, Marketing Mix Elements, Difference between marketing and Selling, Relationship marketing, Social marketing, Strategic Planning in marketing, formulating the marketing plan, Holistic Marketing

### **Module II: Analyzing Consumers & Selecting Markets**

The factors influencing consumer behaviour. The stages in the buying process, factors effecting the buying decision, Market Segmentations, Levels of Market Segmentations, Patterns, Procedures, Requirement for Effective Segmentation, Evaluating and Selecting the Market Segments, Target Marketing, Tool for Competitive Differentiation, Developing a Positioning Strategy. Positioning for competitive advantage.

### **Module III: Managing Product & Pricing Strategies**

Classification of products and services, New Product development, stages of product development, Adoption process, Product mix decisions and line management, Length, width and depth of a line, line analysis. Packaging, Labeling, Branding and brand management, product life cycle, Stages in lifecycle and factors affecting each stage, Managing product life cycles. Product extension strategies. Pricing decisions. Setting the price, adapting the price, initiating and responding the price changes.

### **Module IV: Channels of Distribution and Marketing Communication**

Place decisions. Channel functions and flows. Channel management decisions. Channel dynamics; vertical, horizontal and multi-channel marketing systems. Market Logistics decisions. Promotion decisions. Effective Communication, Integrated Marketing Communication, Marketing Communication Process, Promotion mix, Advertising, Personal Selling, Sales Promotion and Publicity and Public Relations, Direct Marketing.

### **Module V: Emerging Trends in Marketing**

An Introduction to Internet Marketing, Multi-Level Marketing, Green Marketing Event Marketing, Types of Events, Sponsorship, Cause Related Marketing, Marketing for Non-Profit Organizations

## Module VI: Classroom Activities

Case Discussions in the field of Marketing: Famous Coca Cola marketing campaigns

Link: <https://www.webpagefx.com/blog/marketing/case-study-coca-cola-marketing/>

Paytm: How they created “Seal of Trust”

Link: <https://www.whizsky.com/2015/05/case-study-paytm-how-they-created-seal-of-trust/>

Activity: Consumer Product Classifications: Marketing Challenges. Description in attached sheet

## Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/Presentation | ESE |
|---------------|---------------|------------|------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                             | 70  |

## Text & References:

- Kotler, Keller, Koshy, Jha, (2008), Marketing Management– A South Asian Perspective, Pearson India Pvt. Ltd. (13th Edition)
- SK Sarangi (2014) Marketing Management 3rd Edition, Asian Books Pvt Ltd
- S Jaychandran (2006) Marketing Management text and Cases, Excel Books
- Kurtz, (2008) Principles of Marketing, Cengage Learning, India,

## F. Lecture Plan

| Lecture | Topics                                                                | Mode of Delivery | Corresponding CO | Mode of Assessing CO                                        |
|---------|-----------------------------------------------------------------------|------------------|------------------|-------------------------------------------------------------|
| 1       | Introduction to Marketing Management, Customer Value and Satisfaction | Lecture          | MBA104.1         | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 2       | Customer Delight                                                      | Lecture          | MBA104.1         | Mid Term Exam, Assignment/Quiz /Presentation &              |

|    |                                                                |                   |          |                                                             |
|----|----------------------------------------------------------------|-------------------|----------|-------------------------------------------------------------|
|    |                                                                |                   |          | End Sem Exam                                                |
| 3  | Conceptualizing Tasks and Philosophies of Marketing Management | Lecture           | MBA104.1 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 4  | Value Chain, Scanning the Marketing Environment                | Lecture           | MBA104.1 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 5  | Marketing Mix Elements                                         | Group Discussion  | MBA104.1 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 6  | Difference between marketing and selling                       | Group Discussion  | MBA104.1 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 7  | Relationship marketing                                         | Home Assignment   | MBA104.1 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 8  | Social marketing                                               | Group Discussion  | MBA104.1 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 9  | Strategic Planning in marketing,                               | Lecture           | MBA104.2 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 10 | formulating the marketing plan, Holistic Marketing             | Case Presentation | MBA104.2 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 11 | The factors influencing consumer behaviour                     | Tutorial          | MBA104.2 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 12 | The stages in the buying process                               | Case Presentation | MBA104.2 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |

|    |                                                        |          |          |                                                             |
|----|--------------------------------------------------------|----------|----------|-------------------------------------------------------------|
| 13 | factors effecting the buying decision                  | Lecture  | MBA104.2 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 14 | Market Segmentations                                   | Lecture  | MBA104.2 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 15 | Levels of Market Segmentations, Patterns, Procedures,  | Lecture  | MBA104.2 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 16 | Rights of an unpaid seller                             | Lecture  | MBA104.2 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 17 | Evaluating and Selecting the Market Segments           | Tutorial | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 18 | Requirement for Effective Segmentation                 | Lecture  | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 19 | Target Marketing, Tool for Competitive Differentiation | Lecture  | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 20 | Developing a Positioning Strategy                      | Lecture  | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 21 | Positioning for competitive advantage                  | Lecture  | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 22 | Classification of products and services                | Lecture  | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 23 | New Product development, stages of product development | Lecture  | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |



|    |                                                                                                                                     |                  |          |                                                             |
|----|-------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|-------------------------------------------------------------|
| 24 | Adoption process, Product mix decisions and line management                                                                         | Group Discussion | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 25 | Length, width and depth of a line                                                                                                   | Tutorial         | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 26 | Packaging, Labeling, Branding and brand management                                                                                  | Lecture          | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 27 | line analysis., product life cycle, Stages in lifecycle and factors affecting each stage                                            | Lecture          | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 28 | Product extension strategies. Pricing decisions, Setting the price, adapting the price, initiating and responding the price changes | Lecture          | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 29 | Place decisions. Channel functions and flows. Channel management decisions.                                                         | Group Discussion | MBA104.3 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 30 | Channel dynamics; vertical, horizontal and multi-channel marketing systems.                                                         | Tutorial         | MBA104.4 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 31 | Market Logistics decisions. Promotion decisions.                                                                                    | Lecture          | MBA104.4 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 32 | Effective Communication, Integrated Marketing Communication,                                                                        | Lecture          | MBA104.4 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 33 | Marketing Communication Process, Promotion mix, Advertising, Personal Selling                                                       | Lecture          | MBA104.4 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 34 | Sales Promotion and Publicity and Public Relations, Direct Marketing.                                                               | Lecture          | MBA104.4 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |

|    |                                                                                  |                   |          |                                                             |
|----|----------------------------------------------------------------------------------|-------------------|----------|-------------------------------------------------------------|
| 35 | Case Discussions in the field of Marketing: Famous Coca Cola marketing campaigns | Group Discussion  | MBA104.4 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |
| 36 | Paytm: How they created “Seal of Trust”                                          | Case Presentation | MBA104.4 | Mid Term Exam, Assignment/Quiz /Presentation & End Sem Exam |

### G. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                                                                                                                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |              |  |  |  |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------------------------------------|--------------|--|--|--|
|           |                                                                                                                                                                                           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9                                  | P<br>O<br>10 |  |  |  |
| MBA 104.1 | The course will sensitize participants with the knowledge of the business environment and domain knowledge of the impact of the environment on the decisions and activities of a marketer | 2                                   |             | 3           | 3           |             | 3           |             | 2           |                                              |              |  |  |  |
| MBA 104.2 | It will also develop critical thinking, business analytical, problem solving and innovative solution development abilities in the participant.                                            |                                     | 3           | 2           |             |             | 2           | 3           | 2           | 1                                            | 3            |  |  |  |
| MBA 104.3 | Through the course participants will also become sensitive to the social responsiveness and ethical issues                                                                                |                                     | 3           |             | 3           |             |             | 2           |             | 3                                            |              |  |  |  |

|                  |                                                                                                                                                                                                                                                     |  |          |  |          |          |          |          |  |          |  |  |  |  |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------|--|----------|----------|----------|----------|--|----------|--|--|--|--|
|                  | that a marketer needs to adhere to. Effective communication is an area that a marketing student must be well versed with, and this would be coupled with development of leadership skills and the ability to work in teams.                         |  |          |  |          |          |          |          |  |          |  |  |  |  |
| <b>MBA 104.4</b> | With this the broader learning outcome of this course will be to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions. |  | <b>3</b> |  | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> |  | <b>3</b> |  |  |  |  |

### Sample Question Paper

|                                                                                                    |             |               |          |           |                |          |
|----------------------------------------------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR<br>AMITY BUSINESS SCHOOL<br>MID-SEMESTER (SEM –I) 2019-20 |             |               |          |           |                |          |
| Class: MBA I Semester                                                                              |             |               |          |           |                |          |
| Subject Name:<br>MBA104 Marketing Management                                                       |             | Time: 1.5 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                     | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |

| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                               | Q.1, Q 3     | Q.2, Q4                                                                                                                                                                           | Q5, Q4 | Q.6 |       |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-----|-------|--|
| <p>Student will be able to</p> <p><b>CO1.</b> The course will sensitize participants with the knowledge of the business environment and domain knowledge of the impact of the environment on the decisions and activities of a marketer.</p> <p><b>CO2.</b> It will also develop critical thinking, business analytical, problem solving and innovative solution development abilities in the participant.</p> |              |                                                                                                                                                                                   |        |     |       |  |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                         | Question No. | Question                                                                                                                                                                          |        |     | Marks |  |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                            | Q.1          | Discuss the different philosophies of marketing management?                                                                                                                       |        |     | 3     |  |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                            | Q.2          | Analyse the different factors affecting consumer behaviour?                                                                                                                       |        |     | 6     |  |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                            | Q.3          | Enlist and discuss the different stages of product life cycle with an illustration.                                                                                               |        |     | 6     |  |
| CO4                                                                                                                                                                                                                                                                                                                                                                                                            | Q.4          | Explain the concept of Integrated marketing communication and Direct marketing?                                                                                                   |        |     | 3     |  |
| CO5                                                                                                                                                                                                                                                                                                                                                                                                            | Q.5          | Analyze the process of evaluating and selecting different marketing segments and requirement of effective segmentation?                                                           |        |     | 6     |  |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                            | Q.6          | In today's scenario, the internet marketing and social media marketing is the new thing. Explain and analyse the different aspects of the same with examples from the corporates. |        |     | 6     |  |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                      |
|-------------------------|----------------------|
| <b>Session</b>          | 2019-20              |
| <b>Course Name</b>      | MBA                  |
| <b>Semester</b>         | 1st Semester         |
| <b>Subject Code</b>     | MBA 104              |
| <b>Subject Name</b>     | Marketing Management |
| <b>Attainment Level</b> | Level 3              |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
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**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

## PROGRAMME ARTICULATION MATRIX

[illegible]



| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : BUSINESS STATISTICS AND ANALYTICS FOR DECISION MAKING                          |
| Course Code : MBA 106, Crédits : 03, Session :2019-20 (Odd Sem.), Class : MBA. 1st Year |

**A. Introduction:** This course will help to students familiar with basic statistical techniques and their applications in managerial decision making. Students will get clear understanding of graphical representation of data, measures of central tendency, dispersion and asymmetry. Basic probability concepts as an aid to business decision making. Student can choose a statistical method for solving practical problems and based on the acquired knowledge to interpret the meaning of the calculated statistical indicators

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA106.1** To understand the concepts of Statistics and Tabulation/Presentation of Data

**MBA106.2.** To apply concepts of Dispersion, Standard Deviation in different situations

**MBA106.3** To analyse types of Sampling and Sampling Distributions

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.



**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **E. Syllabus**

### Module I

Role of statistics: Applications of inferential statistics in managerial decision-making; Tabulation and Presentation of Data: Construction of frequency distribution, Presentation of Data – Diagrams, Graphical Presentation - Histogram - Frequency polygon - Frequency curve - Ogives.

Measures of central tendency: Mean, Median and Mode and their implications;

### Module II

Measures of Dispersion: Range, Mean deviation, Standard deviation, Coefficient of Variation (C.V.), Skewness, Kurtosis.

Probability: Basic Concept of probability and its uses in business decision-making; Addition and multiplication theorems; Bayes' Theorem and its applications.

### Module III

Sampling and Sampling Distribution

Sampling: Basic Concept, Types of Sampling Errors and Precautions, Parameter and Statistic, Sampling Distribution of the mean, Sampling distribution of proportion, Estimation – point estimation, Interval Estimation of the mean -  $\sigma$  known &  $\sigma$  unknown cases, interval estimation of the proportion, determining of sample size for estimating population mean  $\mu$ , determination of sample size for estimating proportion.

### F. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/ Presentation | ESE |
|---------------|---------------|------------|-------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                              | 70  |

### G. Suggested Text/Reference Books:

- Gupta C B, Gupta V - An Introduction to Statistical Methods (Vikas1995, 23rd Edition).
- Sharma J K - Business Statistics (Ane's Student Edition)
- Render and Stair Jr - Quantitative Analysis for Management (Prentice-Hall, 7th edition)
- Levin Rubin - Statistics for Management (Pearson 2000, New Delhi, 7th Edition).

### H. Lecture Plan

| Lecture | Topics                                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Applications of inferential statistics in managerial decision-making | Lecture          | MBA106.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Tabulation and                                                       | Lecture          | MBA106.1         | Mid Term-1, Quiz &              |

|    |                                                      |         |          |                                 |
|----|------------------------------------------------------|---------|----------|---------------------------------|
|    | Presentation of Data                                 |         |          | End Sem Exam                    |
| 3  | Construction of frequency distribution               | Lecture | MBA106.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Presentation of Data                                 | Lecture | MBA106.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Graphical Presentation-Histogram                     | Lecture | MBA106.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Frequency polygon-Frequency curve - Ogives           | Lecture | MBA106.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Measures of central tendency                         | Lecture | MBA106.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Mean                                                 | Lecture | MBA106.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Median                                               | Lecture | MBA106.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Mode and its implications                            | Lecture | MBA106.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Range                                                | Lecture | MBA106.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Mean deviation                                       | Lecture | MBA106.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Standard deviation                                   | Lecture | MBA106.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Coefficient of Variation (C.V.)                      | Lecture | MBA106.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Skewness                                             | Lecture | MBA106.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Kurtosis                                             | Lecture | MBA106.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Basic Concept of probability                         | Lecture | MBA106.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Probability and its uses in business decision-making | Lecture | MBA106.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Addition and multiplication theorems                 | Lecture | MBA106.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Bayes' Theorem                                       | Lecture | MBA106.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Bayes' Theorem and its applications                  | Lecture | MBA106.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Sampling: Basic Concept                              | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Types of Sampling                                    | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Types of Sampling Errors                             | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Types of Sampling Errors                             | Lecture | MBA106.3 | Mid Term-2, Quiz &              |

|    |                                                                           |         |          |                                 |
|----|---------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | and Precautions                                                           |         |          | End Sem Exam                    |
| 26 | Sampling Distribution                                                     | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Sampling Distribution of the mean                                         | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Sampling distribution of proportion                                       | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Estimation – point estimation                                             | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Interval Estimation                                                       | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Interval Estimation of the mean - $\sigma$ known & $\sigma$ unknown cases | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Interval estimation of the proportion                                     | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Sample Size                                                               | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Determining of sample size for estimating population mean $\mu$           | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Determination of sample size for estimating proportion.                   | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Precautions in sample size                                                | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|----------------------------------------------|------------------|------------------|
|                 |                                                                              | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA106.1</b> | To understand the concepts of Statistics and Tabulation/Presentation of Data | 1                                   | 3           | 3           | -           | -           | 3           | 2           | 1           | 3           | 1            |  |  |                                              |                  |                  |

|                 |                                                                             |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |
|-----------------|-----------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|
| <b>MBA106.2</b> | To apply concepts of Dispersion, Standard Deviation in different situations | 2 | 3 | 3 | - | - | 3 | 2 | 1 | 3 | 1 |  |  |  |  |  |
| <b>MBA106.3</b> | To analyse types of Sampling and Sampling Distributions                     | 1 | 3 | 3 | - | - | 3 | 2 | 1 | 3 | 1 |  |  |  |  |  |

### Sample Question Paper

|                                                                                                                                                                                                                  |               |                                                                                                                        |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|------------------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR<br>AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –I) 2019-20                                                                                                             |               |                                                                                                                        |          |           |                |          |
| Class: MBA I Semester                                                                                                                                                                                            |               |                                                                                                                        |          |           |                |          |
| Subject Name:<br>MBA 106 BUSINESS STATISTICS<br>AND ANALYTICS FOR DECISION<br>MAKING                                                                                                                             | Time: 1.5 Hrs |                                                                                                                        |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                   | Remembering   | Understanding                                                                                                          | Applying | Analysing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                 | Q.1,4         | Q.2,3                                                                                                                  | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br><b>CO1:</b> To understand the concepts of Statistics and Tabulation/Presentation of Data.<br><b>CO2:</b> To apply concepts of Dispersion, Standard Deviation in different situations. |               |                                                                                                                        |          |           |                |          |
| CO Map                                                                                                                                                                                                           | Question No.  | Question                                                                                                               |          |           |                | Marks    |
| CO1                                                                                                                                                                                                              | Q.1           | Explain applications of inferential statistics in managerial decision-making                                           |          |           |                | 3        |
| CO1                                                                                                                                                                                                              | Q.2a          | What is Histogram and Frequency polygon?                                                                               |          |           |                | 3        |
|                                                                                                                                                                                                                  | Q.2b          | How concept of Measures of central tendency is applied in business decisions?                                          |          |           |                | 3        |
| CO2                                                                                                                                                                                                              | Q.3           | Draw the probability chart of Standard Deviation. Mark 1, 2 and 3 Standard Deviation from mean with % of data covered. |          |           |                | 6        |
| CO2                                                                                                                                                                                                              | Q.4           | Explain the significance of coefficient of Variation.                                                                  |          |           |                | 3        |
| CO3                                                                                                                                                                                                              | Q.5a          | Elaborate different types of Types of Sampling Errors and Precautions.                                                 |          |           |                | 3        |

|     |      |                                                    |   |
|-----|------|----------------------------------------------------|---|
|     |      |                                                    |   |
|     | Q.5b | Describe in brief Interval Estimation of the mean. | 3 |
| CO3 | Q.6  | How Parameter and Statistic are different.         | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

|                         |                                                       |
|-------------------------|-------------------------------------------------------|
| <b>Session</b>          | 2019-20                                               |
| <b>Course Name</b>      | MBA                                                   |
| <b>Semester</b>         | 1st Semester                                          |
| <b>Subject Code</b>     | MBA 106                                               |
| <b>Subject Name</b>     | Business Statistics and Analytics for Decision Making |
| <b>Attainment Level</b> | 38% of the students secured more than 60 % marks      |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[illegible]





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : LEGAL AND BUSINESS ENVIRONMENT (MICRO & MACRO)                                 |
| Course Code : MBA 107, Crédits : 03, Session :2019-20 (Odd Sem.), Class : MBA. 1st Year |

**A. Introduction:** To give insight to various Legal Aspects of Business so that the students are able to interpret the provisions of some of the important laws and apply the same in commercial and industrial enterprises. Student will learn about the various legal aspect of business to implement it in society. This course will also help out to create the social responsibility amongst them.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA107.1.** Come to Know about basics of Laws governing commercial contracts and contractual relationships in business.

**MBA107.2.** Learn the rules regarding the Contract of Sale, Condition & Warranty.

**MBA107.3.** Know about the basics of Companies Act, 1956, Formation of a company, Company Meetings and Proceedings, Powers, Duties, Liabilities of Directors and Winding up of Company.

**MBA107.4.** Know the rules regarding the Partnership Act, 1932 and Limited Liability Partnership Act, 2008.

**MBA107.5.** Come to know about Intellectual Property Rights & Rules relating to Patents Act, 1970, Copyright Act, 1957 & Trade Marks Act, 1999.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real

world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term Exam                                                                                                                                                                                                 | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P1          | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **E. Syllabus**

### **Module I: Indian Contract Act, 1872**

Nature and kinds of Contracts, Concepts related to offer, Acceptance and Consideration, Principles Governing Capacity of Parties and Free Consent, Legality of Objects, Performance and Discharge of Contract, Breach of Contract and its Remedies, Special contracts of Bailment and Pledge, Indemnity and Guarantee, Contract of Agency.

### **Module II: Sale of Goods Act, 1930**

Sale and Agreement to Sell, Hire Purchase – Pledge – Mortgage – Hypothecation Lease. Goods – Different types of Goods, Passing of Property in Goods, Conditions and Warranties, Doctrine of Caveat emptor, Rights of an unpaid Seller.

### **Module III: Company Law**

Companies Act, 1956-Meaning and types of companies, Formation of a company, Memorandum and Articles of Association, Share Capital and Shareholders, Prospectus and Issue of Shares, Buy Back of Shares, Debentures, Company Meetings and Proceedings, Powers, Duties, Liabilities of Directors and Winding up of Company.

### **Module IV: Indian Partnership Act, 1932**

Meaning and definitions, Registration of partnerships, Types of partners, Dissolution, Limited Liability Partnership Act, 1932 – Meaning & definitions, Meaning of designated partner, Registration of LLP, Types of partners, Dissolution.

### **Module V: Intellectual Property Laws (IPR) and**

Overview of Law & Procedure relating to Patents, Trademarks & Copyrights, Infringement.

## **F. Examination Scheme:**

| <b>Components</b>    | <b>Mid Term Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/<br/>Presentation</b> | <b>ESE</b> |
|----------------------|----------------------|-------------------|--------------------------------------------------|------------|
| <b>Weightage (%)</b> | 15                   | 5                 | 10                                               | 70         |

## **G. Suggested Text/Reference Books:**

- Gulshan SS (2003), Elements of Mercantile Law, Excel Books, N. Delhi.
- Kuchhal MS (2010), Business Law, Vikas Publication
- Tulsian PC, (2002), Relevance of Business Law, Tata McGraw Hills.
- Singh Avtar, (2006), Elements of Mercantile Law, S. Chand & Sons.

## H. Lecture Plan

| Lecture | Topics                                                                         | Mode of Delivery  | Corresponding CO | Mode of Assessing CO                                       |
|---------|--------------------------------------------------------------------------------|-------------------|------------------|------------------------------------------------------------|
| 1       | Nature and kinds of Contracts,                                                 | Lecture           | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 2       | Concepts related to offer, Acceptance and Consideration,                       | Lecture           | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 3       | Principles Governing Capacity of Parties and Free Consent, Legality of Objects | Lecture           | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 4       | Performance and Discharge of Contract,                                         | Lecture           | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 5       | Breach of Contract and its Remedies                                            | Group Discussion  | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 6       | Indemnity and Guarantee                                                        | Group Discussion  | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 7       | Special contracts of Bailment and Pledge                                       | Home Assignment   | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 8       | Contract of Agency.                                                            | Group Discussion  | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 9       | Sale and Agreement to Sell                                                     | Lecture           | MBA107.2         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 10      | Hire Purchase –<br>Pledge –<br>Mortgage –<br>Hypothecation<br>Lease            | Case Presentation | MBA107.2         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 11      | Goods –<br>Different types of Goods                                            | Tutorial          | MBA107.2         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

|    |                                            |                   |          |                                                            |
|----|--------------------------------------------|-------------------|----------|------------------------------------------------------------|
| 12 | The Price                                  | Case Presentation | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 13 | Passing of Property in Goods               | Lecture           | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 14 | Conditions and Warranties                  | Lecture           | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 15 | Doctrine of Caveat emptor                  | Lecture           | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 16 | Rights of an unpaid seller                 | Lecture           | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 17 | Meaning and types of companies             | Tutorial          | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 18 | Formation of a company                     | Lecture           | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 19 | Memorandum and Articles of Association     | Lecture           | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 20 | Share Capital and Shareholders, Prospectus | Lecture           | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 21 | Issue of Shares, Buy Back of Shares        | Lecture           | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 22 | Debentures                                 | Lecture           | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 23 | Company Meetings and Proceedings           | Lecture           | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 24 | Powers, Duties, Liabilities of Directors   | Group Discussion  | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 25 | Winding up of Company.                     | Tutorial          | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

|    |                                                                         |                   |          |                                                            |
|----|-------------------------------------------------------------------------|-------------------|----------|------------------------------------------------------------|
| 26 | Meaning and definitions, Registration of partnerships                   | Lecture           | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 27 | Formation of partnership kind                                           | Lecture           | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 28 | Right and duties of partner                                             | Lecture           | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 29 | Liabilities and Types of partners<br>Dissolution,                       | Group Discussion  | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 30 | Limited Liability Partnership Act-2008                                  | Tutorial          | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 31 | Designated partner                                                      | Lecture           | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 32 | Registration of LLP, Types of partners, Dissolution of partnership firm | Lecture           | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 33 | Intellectual Property Laws (IPR)- Overview of Law                       | Lecture           | MBA107.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 34 | Procedure relating to Patents,                                          | Lecture           | MBA107.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 35 | Trade mark                                                              | Group Discussion  | MBA107.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 36 | Copyrights, Infringement                                                | Case Presentation | MBA107.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

# I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA107.1</b>  | Come to Know about basics of Laws governing commercial contracts and contractual relationships in business.                                                                 | <b>2</b>                            |             | <b>3</b>    | <b>3</b>    |             | <b>3</b>    |             | <b>2</b>    |             |              |                                              |                  |                  |
| <b>MBA107.2</b>  | Learn the rules regarding the Contract of Sale, Condition & Warranty                                                                                                        |                                     | <b>3</b>    | <b>2</b>    |             |             | <b>2</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>3</b>     |                                              |                  |                  |
| <b>MBA107.3</b>  | Know about the basics of Companies Act, 1956, Formation of a company, Company Meetings and Proceedings, Powers, Duties, Liabilities of Directors and Winding up of Company. |                                     | <b>3</b>    |             | <b>3</b>    |             |             | <b>2</b>    |             | <b>3</b>    |              |                                              |                  |                  |
| <b>MBA107.4</b>  | Know the rules regarding the Partnership Act, 1932 and Limited Liability Partnership Act, 2008.                                                                             |                                     | <b>3</b>    |             | <b>3</b>    | <b>3</b>    | <b>1</b>    | <b>2</b>    |             | <b>3</b>    |              |                                              |                  |                  |
| <b>MBA107.5.</b> | Come to know about Intellectual Property Rights & Rules relating to Patents Act, 1970, Copyright Act, 1957 & Trade Marks Act,1999.                                          | <b>3</b>                            |             | <b>2</b>    | <b>3</b>    |             |             | <b>3</b>    |             |             | <b>3</b>     |                                              |                  |                  |

**Sample Question Paper**

|                                                                                                                                                                                                                                         |              |                                                                                                                                                                                                                                                                                                                                                                                                                                       |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR<br>AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –I) 2019-20                                                                                                                                    |              |                                                                                                                                                                                                                                                                                                                                                                                                                                       |          |           |                |          |
| Class: MBA I Semester                                                                                                                                                                                                                   |              |                                                                                                                                                                                                                                                                                                                                                                                                                                       |          |           |                |          |
| Subject Name:<br>MBA107 Legal and Business<br>Environment (Micro & Macro)                                                                                                                                                               |              | Time: 1.5 Hrs                                                                                                                                                                                                                                                                                                                                                                                                                         |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                 | Remembering  | Understanding                                                                                                                                                                                                                                                                                                                                                                                                                         | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                     | Q.1, Q.3     | Q.2, Q.4                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.5, Q.4 | Q.6       |                |          |
| Student will be able to<br><b>CO1:</b> Come to Know about basics of Laws governing commercial contracts and contractual relationships in business.<br><b>CO2:</b> Learn the rules regarding the Contract of Sale, Condition & Warranty. |              |                                                                                                                                                                                                                                                                                                                                                                                                                                       |          |           |                |          |
| CO Map                                                                                                                                                                                                                                  | Question No. | Question                                                                                                                                                                                                                                                                                                                                                                                                                              |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                     | Q.1          | Briefly describe the essentials of a valid consideration.                                                                                                                                                                                                                                                                                                                                                                             |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                     | Q.2          | Differentiate between sale and agreement to sale.                                                                                                                                                                                                                                                                                                                                                                                     |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                     | Q.3          | What is the advantage of limited liability partnership (LLP) form of business and who is 'designated partner' Also describe the detailed procedure of incorporation of LLP                                                                                                                                                                                                                                                            |          |           |                | 6        |
| CO4                                                                                                                                                                                                                                     | Q.4          | Define the major characteristics of 'Partnership form of Business'.                                                                                                                                                                                                                                                                                                                                                                   |          |           |                | 3        |
| CO5                                                                                                                                                                                                                                     | Q.5          | A patent provides an enforceable legal right to prevent others from exploiting an invention." Discuss the statement and the procedure of filing a patent                                                                                                                                                                                                                                                                              |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                     | Q 6          | <b>Case Study:</b> A took a bet of Rs. 500 with B that a certain horse would win a certain race. Under the agreement A had to deposit Rs. 100 with B. Since A had no money he approached his friend C, who advanced the sum to him on the condition that A was to return Rs. 200 if he won the bet against B, but to return nothing if he lost. A won the bet against B. Can C recover Rs. 200 from A explain in detail with section. |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# Attainment

|                         |                                                |
|-------------------------|------------------------------------------------|
| <b>Session</b>          | 2019-20                                        |
| <b>Course Name</b>      | MBA                                            |
| <b>Semester</b>         | 1st Semester                                   |
| <b>Subject Code</b>     | MBA 107                                        |
| <b>Subject Name</b>     | Legal and Business Environment (Micro & Macro) |
| <b>Attainment Level</b> | Level 1                                        |

**Note:**

|                    |                                                            |
|--------------------|------------------------------------------------------------|
| <b>Attainments</b> | <b>Rubric</b>                                              |
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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

[illegible]



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : INDIAN ETHOS AND BUSINESS ETHICS                                               |
| Course Code : MBA 108, Crédits : 02, Session :2019-20 (Odd Sem.), Class : MBA. 1st Year |

**A. Introduction:** The objective of this course is to help the students appreciate the essential complementarity between 'VALUES' and 'ETHICS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA108.1.** Come to know about Ethical Principles in Business.

**MBA108.2.** Appreciate the importance of different perspectives of managing Ethical Dilemma in different Business Areas.

**MBA108.3.** Come to know about Value system for Managing stress at Work.

**MBA108.4.** Know the rules of Indian Companies, Role of Indian Ethos in Managerial Practices, Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Indian Heritage in Business, Management-Production and Consumption.

**MBA108.5.** Come to know about Law of Ethics and Contemporary Approaches to Leadership.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-------------|
| Continuous Internal Evaluation | Mid Term Exam                                                                                                                                                                                                 | CT   | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P1   | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A    | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE   | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |      | <b>100%</b> |

## **E. Syllabus**

### **Module I: Theories and Approaches of Ethics**

Understanding the need for ethics, History & Relevance, Ethical values, myths and ambiguity, ethical codes, Ethical Principles in Business; Theories of Ethics, Absolutism verses Relativism, Teleological approach, the Deontological approach, Kohlberg's six stages of moral development (CMD).

### **Module II: Managing Ethical Dilemma in different Business Areas**

Managing Ethical Dilemma; Characteristics, ethical decision making, ethical reasoning, the dilemma resolution process; ethical dilemmas in different business areas of finance, marketing HRM and international business, Ethical Culture in Organization, Developing codes of Ethics and conduct, Ethical and value based leadership. Role of scriptures in understanding ethics, Indian wisdom & Indian approaches towards business ethics.

### **Module III: Value system for Managing stress at Work**

Trans-Cultural Human Values, Secular v/s Spiritual Values , Value System in Work Culture, Stress Management-Meditation for mental health, Yoga.

### **Module IV: Indian Ethos in Managerial Practices**

Principles Practiced by Indian Companies, Role of Indian Ethos in Managerial Practices, Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Indian Heritage in Business, Management-Production and Consumption. Ethics v/s Ethos , Indian v/s Western Management, Work Ethos and Values for Indian Managers- Relevance of Value Based Management in Global Change- Impact of Values on Stakeholders.

### **Module V: Law of Ethics**

Contemporary Approaches to Leadership- Joint Hindu Family Business–Leadership Qualities of Karta, Indian Systems of Learning-Gurukul System of Learning, Advantages- Disadvantages of Karma, importance of Karma to Managers- Nishkama Karma- Laws of Karma, Law of Creation- Law of Humility- Law of Growth- Law of Responsibility- Law of Connection-Corporate Karma Leadership.

## **F. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/<br>Presentation | ESE |
|---------------|---------------|------------|----------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                                 | 70  |

**G. Suggested Text/Reference Books:**

- R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics, Excel books, New Delhi, 2010, ISBN 978-8-174-46781-2
- B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.
- A.N. Tripathy, 2003, Human Values, New Age International Publishers.
- E G Seebauer & Robert L. Berry, 2000, Fundamentals of Ethics for Scientists & Engineers, Oxford University Press
- B P Banerjee, 2005, Foundations of Ethics and Management, Excel Books. 13.
- B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.

**H. Lecture Plan**

| Lecture | Topics                                                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO                                        |
|---------|---------------------------------------------------------------------------------|------------------|------------------|-------------------------------------------------------------|
| 1       | Understanding the need for ethics                                               | Lecture          | MBA108.1         | Mid Term Exam, Assignment/Quiz/ Presentation & End Sem Exam |
| 2       | History & Relevance, Ethical values, myths and ambiguity, ethical codes         | Lecture          | MBA108.1         | Mid Term Exam, Assignment/Quiz/ Presentation & End Sem Exam |
| 3       | Ethical Principles in Business; Theories of Ethics                              | Group Discussion | MBA108.1         | Mid Term Exam, Assignment/Quiz/ Presentation & End Sem Exam |
| 4       | Absolutism versus Relativism, Teleological approach, the Deontological approach | Group Discussion | MBA108.1         | Mid Term Exam, Assignment/Quiz/ Presentation & End Sem Exam |
| 5       | Kohlberg's six stages of moral development (CMD).                               | Group Discussion | MBA108.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam  |
| 6       | Managing Ethical Dilemma; Characteristics                                       | Lecture          | MBA108.2         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam  |
| 7       | Ethical dilemmas in different business areas of finance,                        | Lecture          | MBA108.2         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam  |
| 8       | Marketing HRM and international business                                        | Lecture          | MBA108.2         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam  |
| 9       | Ethical Culture in Organization                                                 | Lecture          | MBA108.2         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam  |
| 10      | Developing codes of ethics and conduct                                          | Lecture          | MBA108.2         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam  |

|    |                                                                                                                                    |                  |          |                                                            |
|----|------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|------------------------------------------------------------|
| 11 | Ethical and value-based leadership.                                                                                                | Tutorial         | MBA108.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 12 | Role of scriptures in understanding ethics                                                                                         | Lecture          | MBA108.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 13 | Indian wisdom & Indian approaches towards business ethics.                                                                         | Lecture          | MBA108.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 14 | Trans-Cultural Human Values, Secular v/s Spiritual Values                                                                          | Lecture          | MBA108.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 15 | Value System in Work Culture                                                                                                       | Lecture          | MBA108.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 16 | Stress Management- Meditation for mental health, Yoga                                                                              | Group Discussion | MBA108.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 17 | Principles Practiced by Indian Companies                                                                                           | Tutorial         | MBA108.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 18 | Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Indian Heritage in Business                     | Lecture          | MBA108.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 19 | Management-Production and Consumption. Ethics v/s Ethos, Indian v/s Western Management                                             | Lecture          | MBA108.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 20 | Work Ethos and Values for Indian Managers- Relevance of Value Based Management in Global Change- Impact of Values on Stakeholders. | Group Discussion | MBA108.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 21 | Contemporary Approaches to Leadership- Joint Hindu Family Business-Leadership Qualities of Karta                                   | Lecture          | MBA108.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 22 | Indian Systems of Learning- Gurukul System of Learning, Advantages- Disadvantages of Karma                                         | Lecture          | MBA108.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 23 | Importance of Karma to Managers-Nishkama Karma- Laws of Karma                                                                      | Lecture          | MBA108.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |



|    |                                                                                                                       |                  |          |                                                            |
|----|-----------------------------------------------------------------------------------------------------------------------|------------------|----------|------------------------------------------------------------|
| 24 | Law of Creation- Law of Humility- Law of Growth- Law of Responsibility- Law of Connection-Corporate Karma Leadership. | Group Discussion | MBA108.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
|----|-----------------------------------------------------------------------------------------------------------------------|------------------|----------|------------------------------------------------------------|

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                                                                                                                | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                                                                                                                          | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA108.1.</b> | Come to know about Ethical Principles in Business.                                                                                                                                                                                       |                                     |             |             | 3           | 3           | 2           | 3           |             |             | 1            |                                              |                  |                  |
| <b>MBA108.2</b>  | Appreciate the importance of different perspectives of managing Ethical Dilemma in different Business Areas.                                                                                                                             |                                     | 3           |             | 1           |             | 3           |             | 2           | 3           | 3            |                                              |                  |                  |
| <b>MBA108.3</b>  | Come to know about Value system for Managing stress at Work.                                                                                                                                                                             |                                     | 3           | 1           |             |             | 3           | 2           |             | 3           |              |                                              |                  |                  |
| <b>MBA108.4</b>  | Know the rules of Indian Companies, Role of Indian Ethos in Managerial Practices, Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Indian Heritage in Business, Management-Production and Consumption. | 3                                   | 1           | 2           |             |             |             | 2           |             | 3           |              |                                              |                  |                  |
| <b>MBA108.5.</b> | Come to know about Law of Ethics and Contemporary Approaches to Leadership.                                                                                                                                                              |                                     |             | 2           |             | 3           |             |             |             |             | 3            |                                              |                  |                  |

**Sample Question Paper**

|                                                                                                                                                                                                                         |              |                                                                                                               |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR<br>AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –I) 2019-20                                                                                                                    |              |                                                                                                               |          |           |                |          |
| Class: MBA I Semester                                                                                                                                                                                                   |              |                                                                                                               |          |           |                |          |
| Subject Name:<br>MBA108 Indian Ethos and Business Ethics                                                                                                                                                                |              | Time: 1.5 Hrs                                                                                                 |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                          | Remembering  | Understanding                                                                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                        | Q.1, Q.3     | Q.2, Q.4                                                                                                      | Q.5, Q.4 | Q.6       |                |          |
| Student will be able to<br><b>CO.1.</b> Come to know about Ethical Principles in Business.<br><b>CO.2.</b> Appreciate the importance of different perspectives of managing Ethical Dilemma in different Business Areas. |              |                                                                                                               |          |           |                |          |
| CO Map                                                                                                                                                                                                                  | Question No. | Question                                                                                                      |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                     | Q.1          | Explain the Concept of karma – meaning and importance to managers / corporate karma.                          |          |           |                | 3        |
| CO2                                                                                                                                                                                                                     | Q.2          | Write a note on Leadership qualities with special reference to Indian thoughts.                               |          |           |                | 6        |
| CO3                                                                                                                                                                                                                     | Q.3          | What is Indian Ethos? Explain the principles and characteristics of Indian Ethos.                             |          |           |                | 6        |
| CO4                                                                                                                                                                                                                     | Q.4          | Write a note on Personality Development through Yoga.                                                         |          |           |                | 3        |
| CO5                                                                                                                                                                                                                     | Q.5          | Write your views about economic issues and competitive issues related with business ethics.                   |          |           |                | 6        |
| CO1                                                                                                                                                                                                                     | Q.6          | Briefly explain the following: (a) Workers Rights and Duties (b) Workplace Safety (c) Employee Discrimination |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |
|--------------|---|------------------------------------------------------------|

## Attainment

|                         |                                  |
|-------------------------|----------------------------------|
| <b>Session</b>          | 2019-20                          |
| <b>Course Name</b>      | MBA                              |
| <b>Semester</b>         | 1st Semester                     |
| <b>Subject Code</b>     | MBA 108                          |
| <b>Subject Name</b>     | Indian Ethos and Business Ethics |
| <b>Attainment Level</b> | Level 3                          |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
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| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |  |  |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |
| I SEM                         | MBA 109 | 3   | 3   | 2   | 1   | -   | 1   | 1   | -   | 2   | 2    |  |  |



| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : INDIAN FINANCIAL SYSTEM AND FINANCIAL MARKETS                                  |
| Course Code : MBA 109, Crédits : 02, Session :2019-20 (Odd Sem.), Class : MBA. 1st Year |

**A. Introduction:** The objective of this course is to familiarize the prospective management aspirants with financial system & financial market in India with the role played by different financial markets as a platform for decision-making. It aims to equip the students with in-depth knowledge of business environment and domain knowledge, critical thinking, business analysis, problem solving and innovative solutions, global exposure and cross-cultural understanding, social responsiveness and ethics that they would find useful in their disciplines.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA109.1.** Learn the important concepts financial system in India with the role played by different financial markets and the policies different agencies to provide strength to the economy of country.

**MBA109.2.** Learn about the various bodies and agencies like Merchant & Investment Banks in financial system, and related provisions of different Act's governing them to solve the complex real-life situation of business associated to the fund acquisition and help in building an increasingly sophisticated level of understanding about the subject.

**MBA109.3.** Develop the understanding about the financial market, financial sector reforms to mitigate the contemporary issues of business associated to the fund acquisition from the public directly.

**MBA109.4.** Develop the skills & ability to analyse financial markets to deal more effectively with strategic options like mutual funds to help management.

**MBA109.5.** Develop the ability to understand the methodology and process used by various contemporary financial service providers to deal more effectively with the real life conditions faced by organisation or business in long & short run.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams.

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Numerical/ Presentation                                                                                                                                                               | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |

|              |  |  |             |
|--------------|--|--|-------------|
| <b>Total</b> |  |  | <b>100%</b> |
|--------------|--|--|-------------|

#### **E. Syllabus**

- **Module I:** Introduction- Meaning, Importance, Role in the Indian Financial System, overview of Financial Services in India-Nature Scope and Types of Financial Services: fund based and non-fund based financial services, Financial services, Role of Financial Services in Economic Development.
- **Module II:** Merchant & Investment Banking- Counselling, Project Counselling and Appraisal, Loan Syndication and Accessing Debt and Capital Markets, Procedural aspects of public issues, bought out deals, Book Building, Pre-Issue Decision; Post Issue Management and related provisions of Companies Act and SEBI guidelines for Protection of Interests of Investors, New Products in Capital Markets.
- **Module III:** Financial Market- Equity, Debt and Currency markets, Markets for short term financing requirements, financial sector reforms and financial markets, contemporary issues.
- **Module IV:** Mutual Funds- Concept of mutual fund and its advantages as a financial service, Mutual Funds types, Exchange Traded Funds, Fund of Funds, Organization and Management, Regulations of Mutual Funds.
- **Module V:** Other Financial services- Credit Rating: Concept of Credit Rating, Types of Credit Rating, Advantages and Disadvantages of Credit Rating, Credit Rating Agencies and Their Methodology and Process, Marketing of Financial Services, Cross Selling of Banking Services, Up-Selling, Wealth Management.

#### **F. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **G. Text & References:**

- Khan M Y, (1999), Indian Financial System, Tata McGraw Hill
- Chandra, P. (1999), Financial Management: Theory and Practice, Tata McGraw Hill.
- Dietrich J Kimball, (1996), Financial Services & Financial Institutions, Value Creation in theory and Practice, Prentice Hall.
- Pandey, I.M. (1999), Financial Management, Vikas Publishing House.
- Sriram, K. (1996), Handbook of Leasing, Hire Purchase and Factoring, ICFAI.
- Bhole L M, (2000), Financial Institutions and Markets: Structure, Growth & Innovations, Tata McGraw Hill.
- Regular reading of the Financial & Business Journals, Analyst, and Economist is essential.



#### H. Lecture Plan

| Lecture | Topics                                                                                                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction & Meaning, Importance, Role in the Indian Financial System                                                    | Lecture          | MBA109.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Overview of Financial Services in India                                                                                    | Lecture          | MBA109.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Nature Scope and Types of Financial Services: fund based and non-fund based financial services                             | Lecture          | MBA109.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Nature Scope and Types of Financial Services: fund based and non-fund based financial services                             | Lecture          | MBA109.1         | Mid Term, Quiz & End Sem Exam   |
| 5       | Role of Financial Services in Economic Development                                                                         | Lecture          | MBA109.1         | Mid Term, Quiz & End Sem Exam   |
| 6       | Counselling, Project Counselling and Appraisal                                                                             | Lecture          | MBA109.2         | Mid Term, Quiz & End Sem Exam   |
| 7       | Loan Syndication and Accessing Debt and Capital Markets                                                                    | Lecture          | MBA109.2         | Mid Term, Quiz & End Sem Exam   |
| 8       | Procedural aspects of public issues, bought out deals, Book Building                                                       | Lecture          | MBA109.2         | Mid Term, Quiz & End Sem Exam   |
| 9       | Pre-Issue Decision; Post Issue Management.                                                                                 | Lecture          | MBA109.2         | Mid Term, Quiz & End Sem Exam   |
| 10      | Provisions of Companies Act and SEBI guidelines for Protection of Interests of Investors & New Products in Capital Markets | Lecture          | MBA109.2         | Mid Term, Quiz & End Sem Exam   |
| 11      | Equity, Debt and Currency markets                                                                                          | Lecture          | MBA109.3         | Mid Term, Quiz & End Sem Exam   |
| 12      | Markets for short term financing requirements                                                                              | Lecture          | MBA109.3         | Mid Term, Quiz & End Sem Exam   |
| 13      | Financial sector reforms and financial markets                                                                             | Lecture          | MBA109.3         | Mid Term, Quiz & End Sem Exam   |
| 14      | Contemporary issues in Financial Market                                                                                    | Lecture          | MBA109.3         | Mid Term, Quiz & End Sem Exam   |
| 15      | Concept of mutual fund and its advantages as a financial service                                                           | Lecture          | MBA109.4         | Quiz & End Sem Exam             |
| 16      | Mutual Funds types                                                                                                         | Lecture          | MBA109.4         | Quiz & End Sem Exam             |
| 17      | Exchange Traded Funds, Fund of Funds.                                                                                      | Lecture          | MBA109.4         | Quiz & End Sem Exam             |
| 18      | Organization and Management,                                                                                               | Lecture          | MBA109.4         | Quiz & End Sem                  |

|    |                                                                     |         |          |                     |
|----|---------------------------------------------------------------------|---------|----------|---------------------|
|    | Regulations of Mutual Funds                                         |         |          | Exam                |
| 19 | Credit Rating: Concept of Credit Rating                             | Lecture | MBA109.5 | Quiz & End Sem Exam |
| 20 | Types of Credit Rating.                                             | Lecture | MBA109.5 | Quiz & End Sem Exam |
| 21 | Advantages and Disadvantages of Credit Rating                       | Lecture | MBA109.5 | Quiz & End Sem Exam |
| 22 | Credit Rating Agencies and Their Methodology and Process            | Lecture | MBA109.5 | Quiz & End Sem Exam |
| 23 | Marketing of Financial Services, Cross Selling of Banking Services, | Lecture | MBA109.5 | Quiz & End Sem Exam |
| 24 | Up-Selling, Wealth Management                                       | Lecture | MBA109.5 | Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                                                                     | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                                                                               | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 109.1</b> | Learn the important concepts financial system in India with the role played by different financial markets and the policies different agencies to provide strength to the economy of country. | 3                                   | 3           | -           | -           | 1           | 2           | 1           | -           | 2           | 2            |  |  |                                              |                  |                  |
| <b>MBA 109.2</b> | Learn about the various bodies and agencies like Merchant & Investment Banks in financial system, and related provisions of different Act's governing them to solve the complex               | 2                                   | 3           | 1           | 1           | -           | 2           | 2           | -           | 2           | 2            |  |  |                                              |                  |                  |

|                  |                                                                                                                                                                                                                                      |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|--|
|                  | real-life situation of business associated to the fund acquisition and help in building an increasingly sophisticated level of understanding about the subject.                                                                      |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |
| <b>MBA 109.3</b> | Develop the understanding about the financial market, financial sector reforms to mitigate the contemporary issues of business associated to the fund acquisition from the public directly.                                          | 3 | 3 | 1 | 1 | - | 1 | 3 | 2 | 3 | 2 |  |  |  |  |  |  |
| <b>MBA 109.4</b> | Develop the skills & ability to analyse financial markets to deal more effectively with strategic options like mutual funds to help management.                                                                                      | 3 | 3 | 3 | 1 | - | 1 | - | - | 1 | 3 |  |  |  |  |  |  |
| <b>MBA1 09.5</b> | Develop the ability to understand the methodology and process used by various contemporary financial service providers to deal more effectively with the real life conditions faced by organisation or business in long & short run. | 2 | 3 | 3 | 1 | - | 1 | 1 | - | - | 2 |  |  |  |  |  |  |

| AMITY UNIVERSITY MADHYA PRADESH<br>AMITY BUSINESS SCHOOL<br>MID-SEMESTER (SEM –I) 2019-20                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              |                                                                 |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA I Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |              |                                                                 |          |           |                |          |
| Subject Name:<br>MBA 109 INDIAN FINANCIAL<br>SYSTEM AND FINANCIAL MARKETS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              | Time: 1.5 Hrs                                                   |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as per<br>Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Remembering  | Understanding                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                           | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Learn the important concepts financial system in India with the role played by different financial markets and the policies different agencies to provide strength to the economy of country.<br>CO2: Learn about the various bodies and agencies like Merchant & Investment Banks in financial system, and related provisions of different Act's governing them to solve the complex real-life situation of business associated to the fund acquisition and help in building an increasingly sophisticated level of understanding about the subject. |              |                                                                 |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                                        |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1          | Explain in brief the Indian Financial System concept.           |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2a         | What are the essential characteristics of Loan Syndication?     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.2b         | How is public issues and Capital Markets related to each other? |          |           |                | 3        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.3          | Explain Currency markets and depicts its elements?              |          |           |                | 6        |
| CO4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.4          | Explain the significance of Exchange Traded Funds               |          |           |                | 3        |
| CO4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5a         | Elaborate different Mutual Funds with example.                  |          |           |                | 3        |
| CO5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5b         | Write characteristics of Credit Rating.                         |          |           |                | 3        |
| CO5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.6          | How methodology of Credit Rating agency works?                  |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

|                     |                                               |
|---------------------|-----------------------------------------------|
| <b>Session</b>      | 2019-20                                       |
| <b>Course Name</b>  | MBA                                           |
| <b>Semester</b>     | 1st Semester                                  |
| <b>Subject Code</b> | MBA 109                                       |
| <b>Subject Name</b> | Indian Financial System and Financial Markets |

**Attainment Level** Level 3

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA207 | 1   | 3   | 2   | 1   | 2   | 3   | 2   | 1   | 3   | 2    |  |  |  |



| Amity Business School                                                                              |
|----------------------------------------------------------------------------------------------------|
| Course Handout                                                                                     |
| Course: <b>ENTREPRENEURSHIP</b>                                                                    |
| Course Code: MBA207, Crédits: 02, Session : 2019-20 (Even Sem.), Class : MBA. 1 <sup>st</sup> Year |

**A. Introduction:** The course is designed to understand the business environment and the domain knowledge of the entrepreneurial process. It will take the participants through the process of critical thinking, business analysis, problem solving and creating of innovative solution in the context of Organizational and Entrepreneurial behaviour - how it differs from that of professional management, organizational and Entrepreneurial processes - the activities involved in taking ideas to the commercial realization, group project to develop an appreciation for the special challenges in entrepreneurial companies that are important for today's innovative climate. With that the course will also aim at developing effective communication skills, leadership skills and the ability to work in teams. Finally the course will sensitise participants on the social responsiveness and expected ethical behaviour from an entrepreneur.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA207.1** the learner shall enlist the economic challenges and identify the Opportunities for creation of an Enterprise.

**MBA207.2.** Under exemplified conditions the Learner shall be able to discover the business models of Entrepreneurship.

**MBA207.3** Under different circumstances the learner will be able to select an appropriate form of enterprise.

**MBA207.4** Given the case the learner shall be able to interpret the business model and illustrate the reasons for success of an enterprise.

**C. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.



**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b>  | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT           | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |              |                    |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/<br>Q/PR | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A            | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE           | 70%                |

|              |  |  |             |
|--------------|--|--|-------------|
| <b>Total</b> |  |  | <b>100%</b> |
|--------------|--|--|-------------|

## **E. Syllabus**

**Module I: Entrepreneurial Psyche:** The entrepreneurial mind-set. Key attributes of an entrepreneur: Desirable and acquirable Behaviour, The readiness : The right time, the right age, right conditions. Myths and realities of entrepreneurship. Struggles, causes of failure, Product/market, financing, managerial resilience. How many attempts. Similarities and variances between an Entrepreneur and an intrapreneur.

**Module II: Entrepreneurship Development:** Understanding the Entrepreneurial Perspective in Individuals: Ideas, opportunity and retrospective determinism- To solve something felt and experienced vs I want to be an entrepreneur – Where can ideas come from-creating and appropriating value- Scarcity, choice and trade-offs, Heuristics and gut-feel Funding and incubation, Informal capital, Friends and family. Formal capital: Personal finance, Angel- Introduction to the World of Venture Capitalists. Evaluation criteria employed by VC. Selecting the right VC. Financing mix and the financing continuum shareholding. explaining to family, entrepreneurial stress. Composition: complementarity-different life stages. Relative importance-disagreements; India's start-up revolution. Trends, imperatives, benefits. The players involved in the eco-system, business incubators, rural entrepreneurship, social entrepreneurship, women entrepreneurs. Transition from college/regular job to the World of start-ups.

**Module III: Growth and Development of Entrepreneurial Ventures:** Identifying 'paying customer'. Developing market understanding- Narrowing focus-end user profiling. Ideal persona-market segmentation, market sizing- marketing plan, pricing- strategy Rigor of another kind. Cliff-vesting schedule. Relative importance of operational involvement, Idea/Patent, driving force and capital infusion. Go live, what proof of concept is needed- Minimum viable product – Name of product/service. Website, visiting card, office space. Valuation and harvesting. Valuation methods. Term sheet Strategic sale. Negotiations – Management succession.

**Module IV: Business Plan:** How to develop it. What all should it have. What it shouldn't have. Unit economics. Scalability. Defensibility. Venture feasibility analysis. Pitching. Legal matters. Organisational form. Sole Proprietorship, partnership, corporation. Intellectual property rights. Copyrights, trademarks, patents. Tax. Personnel Law. Contract Law. Law vs Ethics. Legal expenses. Hiring the service provider. Digital haves and have nots. Digital Economy as a resource. Promotion tools. The value of likes and shares. Matchmakers. Long tail markets. Micro Apps.

**F. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Presentation | ESE |
|---------------|---------------|------------|--------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                   | 70  |

**G. Suggested Text/Reference Books:**

- Histrich D. Robert and Peters P. Michal Shepherd A Dean (2007); Entrepreneurship, McGraw Hill
- Timmons A. Jethrfy and Jr. Stephen Spinell (2009), New Ventures Creation; Entrepreneurship for the 21<sup>st</sup> Century, McGraw Hill.
- Amabile, T. (1988), Model of Creativity and Innovation in Organizations, in Staw, B & Cummings L., Research in Organizational Behaviour, Vol.10, Jai Preee, Greenwich.
- Luthans, F. (1998), Organizational Behaviour, McGraw Hill
- Gnyawali D & Fogel D, (1984), Environments for Entrepreneurship Development: Key Dimensions and Research Implications, Entrepreneurship theory and Practice, Spring
- Shroeder (2009), Operations Management: Contemporary Concepts and Cases, Tata McGraw-Hill

**H. Lecture Plan**

| Lecture | Topics                                                                | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | The entrepreneurial mind-set                                          | Lecture          | MBA207.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Key attributes of an entrepreneur: Desirable and acquirable Behaviour | Lecture          | MBA207.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | The readiness : The right time, the right age, right                  | Lecture          | MBA207.1         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                                                                                                                                               |         |          |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | conditions. Myths and realities of entrepreneurship                                                                                                                                                                                                                           |         |          |                                 |
| 4  | Struggles, causes of failure, Product/market, financing, managerial resilience.                                                                                                                                                                                               | Lecture | MBA207.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | How many attempts. Similarities and variances between an Entrepreneur and an intrapreneur.                                                                                                                                                                                    | Lecture | MBA207.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Ideas, opportunity and retrospective determinism- To solve something felt and experienced vs I want to be an entrepreneur                                                                                                                                                     | Lecture | MBA207.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Where can ideas come from-creating and appropriating value- Scarcity, choice and trade-offs, Heuristics and gut-feel Funding and incubation, Informal capital, Friends and family. Formal capital: Personal finance, Angel- Introduction to the World of Venture Capitalists. | Lecture | MBA207.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Evaluation criteria employed by VC. Selecting the right VC. Financing mix and the financing continuum shareholding. Explaining to family, entrepreneurial stress                                                                                                              | Lecture | MBA207.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Composition: complementarity-different life stages. Relative importance-disagreements; India's start-up revolution.                                                                                                                                                           | Lecture | MBA207.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Trends, imperatives, benefits. The players involved in the eco-system, business incubators,                                                                                                                                                                                   | Lecture | MBA207.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Rural entrepreneurship, social entrepreneurship, women entrepreneurs. Transition from                                                                                                                                                                                         | Lecture | MBA207.2 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                          |         |          |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | college/regular job to the world of start-ups.                                                                           |         |          |                                 |
| 12 | Identifying 'paying customer'                                                                                            | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Developing market understanding- Narrowing focus-end user profiling.                                                     | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Ideal persona-market segmentation, market sizing-marketing plan, pricing-strategy Rigor of another kind.                 | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Cliff-vesting schedule. Relative importance of operational involvement, Idea/Patent, driving force and capital infusion. | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Go live, what proof of concept is needed- Minimum viable product – Name of product/service.                              | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Website, visiting card, office space. Valuation and harvesting.                                                          | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Valuation methods. Term sheet Strategic sale. Negotiations – Management succession.                                      | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | How to develop it. What all should it have. What it shouldn't have.                                                      | Lecture | MBA207.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Unit economics. Scalability. Defensibility.                                                                              | Lecture | MBA207.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Venture feasibility analysis. Pitching. Legal matters.                                                                   | Lecture | MBA207.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Organisational form. Sole Proprietorship, partnership, corporation.                                                      | Lecture | MBA207.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Intellectual property rights. Copyrights, trademarks, patents. Tax.                                                      | Lecture | MBA207.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Personnel Law. Contract Law. Law vs Ethics. Legal expenses. Hiring the service provider. Digital haves and have nots.    | Lecture | MBA207.4 | Mid Term-2, Quiz & End Sem Exam |

|  |                                                                                                                            |  |  |  |
|--|----------------------------------------------------------------------------------------------------------------------------|--|--|--|
|  | Digital Economy as a resource. Promotion tools. The value of likes and shares. Matchmakers. Long tail markets. Micro Apps. |  |  |  |
|--|----------------------------------------------------------------------------------------------------------------------------|--|--|--|

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                 |                                                                                                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA207.1</b> | The learner shall enlist the economic challenges and identify the Opportunities for creation of an Enterprise.                   | 2                                   | 3           | 2           | 1           | 2           | 3           | 2           | 1           | 3           | 2            |  |  |  |
| <b>MBA207.2</b> | Under exemplified conditions the Learner shall be able to discover the business models of Entrepreneurship.                      | 1                                   | 2           | 3           | 3           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |
| <b>MBA207.3</b> | Under different circumstances the learner will be able to select an appropriate form of enterprise.                              | 3                                   | 3           | 2           | 3           | 1           | 3           | 3           | 2           | 3           | 3            |  |  |  |
| <b>MBA207.4</b> | Given the case the learner shall be able to interpret the business model and illustrate the reasons for success of a enterprise. | 1                                   | 3           | 2           | 3           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –II) 2019-20                                                                                                                                                                                                                          |              |                                                                 |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA II Semester                                                                                                                                                                                                                                                             |              |                                                                 |          |           |                |          |
| Subject Name:<br>MBA 207 Entrepreneurship                                                                                                                                                                                                                                          |              | Time: 1.5 Hrs                                                   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                     | Remembering  | Understanding                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                           | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to:</p> <p>CO1: the learner shall enlist the economic challenges and identify the Opportunities for creation of an Enterprise.</p> <p>CO2: Under exemplified conditions the Learner shall be able to discover the business models of Entrepreneurship.</p> |              |                                                                 |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                             | Question No. | Question                                                        |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                | Q.1          | Briefly Explain the Myths and realities of entrepreneurship.    |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                | Q.2a         | What is Entrepreneurial Perspective in Individuals?             |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                    | Q.2b         | What is Financing mix and the financing continuum shareholding? |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                | Q.3          | Elaborate 'paying customer'                                     |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                | Q.4          | Explain Valuation and harvesting                                |          |           |                | 3        |
| CO3                                                                                                                                                                                                                                                                                | Q.5a         | Elaborate Venture feasibility analysis.                         |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                    | Q.5b         | Describe different conditions for operations management         |          |           |                | 3        |
| CO4                                                                                                                                                                                                                                                                                | Q 6          | Explain Intellectual property rights                            |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2019-20                  |
| <b>Course Name</b>      | MBA                      |
| <b>Semester</b>         | 2 <sup>nd</sup> Semester |
| <b>Subject Code</b>     | MBA 207                  |
| <b>Subject Name</b>     | Entrepreneurship         |
| <b>Attainment Level</b> | Level 3                  |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA208 | 1   | 3   | 2   | 1   | 3   | 3   | 2   | 1   | 3   | 2    |  |  |  |



| Amity Business School                                                                           |
|-------------------------------------------------------------------------------------------------|
| Course Handout                                                                                  |
| Course : <b>ORGANISATION DESIGN</b>                                                             |
| Course Code: MBA208, Crédits: 02, Session: 2019-20(Even Sem.), Class: MBA. 1 <sup>st</sup> Year |

**A. Introduction:** This course is designed to enhance the ability to analyze the soundness of the organizational structure of a company. It also focuses on enhancing ability to understand and overcome the main changes that entail the management of change inside an organization. It will be helpful to develop skills for understanding the impact of environment, strategy, technology, organizational culture, and organizational size on organizational and inter organizational relationships.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA208.1** Students will be able to explain the concept of Organisation Design and determine the factors that affect Organisation Design.

**MBA208.2.** The student will be able to evaluate and design functional level strategies for any organization.

**MBA208.3** The future managers/ students will be able to analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour and demonstrate skills required for working in groups (team building).

**MBA208.4** The students will be able to justify how organizational change and conflict affect working relationships within organizations and demonstrate how to apply relevant theories to solve problems of change and conflict within organizations.

**C. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code      | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT        | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |           |             |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q /PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A         | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE        | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |           | <b>100%</b> |

#### E. Syllabus

**Module I: Understanding organizations:** Organization structure,-Organization and stakeholders- Organizations and environmental influences- The Environmental Domain. Environmental Uncertainty. Goals and Effectiveness Organizational strategy: Industry Analysis: Porter's five forces, Value Chain Activities.

**Module II: Organizational design:** The evolution of organization theory and design, Dimensions of organization design: structural and conceptual, Alternative structures- Management process - Authority and organizational control mechanisms.

**Module III: Managing organizational culture:** Technology and organizational design- Organizational Level Technology. Departmental technology. The Impact of Technology on People. Organizational decision making and organizational learning & knowledge management.

**Module IV: Organizational Change Management:** Organizational Life cycle , Organizational change management- Managing organizational conflict, power and politics.

#### F. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Presentation | ESE |
|---------------|---------------|------------|--------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                   | 70  |

#### G. Suggested Text/Reference Books:

- Richard D. Daft (2013), Organization Theory and Design (11 th ed.), Mason, OH: South-Western, Cengage Learning
- French W L & Bell, Organizational Development, Prentice Hall of India
- Ravishankar S & Mishra R.K., Organizational Development, Visison Books Pvt. Ltd.
- Luthans, F. (2005), Organizational Behaviour, McGraw – Hill International Edition.
- Robbins, S.P, Judge TA, Sanghi S, Organizational Behaviour, Thirteenth Edition, Pearson.
- Newstrom John W. and Davis Keith, (1993), Organizational Behaviour: Human Behaviour at Work, Tata McGraw Hill, New Delhi
- Perek U & Rao T V, Designing & Managing HR System, Oxford & IBH Publishing company
- Perek U & Rao T V Making Organization Roles Effective, TATA McGraw Hill

#### H. Lecture Plan

| Lecture | Topics                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction of organizations | Lecture          | MBA208.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Understanding                 | Lecture          | MBA208.          | Mid Term-1,                     |

|    |                                                                          |         |          |                                 |
|----|--------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | organizations                                                            |         | 1        | Quiz & End Sem Exam             |
| 3  | Organization structure,-<br>Organization and stakeholders                | Lecture | MBA208.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Organizations and environmental influences-<br>The Environmental Domain. | Lecture | MBA208.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Environmental Uncertainty                                                | Lecture | MBA208.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Goals and Effectiveness<br>Organizational strategy:                      | Lecture | MBA208.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Industry Analysis: Porter's five forces,                                 | Lecture | MBA208.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Value Chain Activities.                                                  | Lecture | MBA208.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Organizational design                                                    | Lecture | MBA208.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | The evolution of organization theory and design                          | Lecture | MBA208.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Dimensions of organization design structural                             | Lecture | MBA208.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Dimensions of organization design conceptual                             | Lecture | MBA208.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Alternative structures-<br>Management process                            | Lecture | MBA208.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Authority and organizational control mechanisms                          | Lecture | MBA208.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Managing organizational culture Technology and organizational design     | Lecture | MBA208.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Organizational Level Technology                                          | Lecture | MBA208.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Departmental technology                                                  | Lecture | MBA208.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | The Impact of Technology                                                 | Lecture | MBA208.  | Mid Term-1,                     |

|    |                                                  |         |          |                                 |
|----|--------------------------------------------------|---------|----------|---------------------------------|
|    | on People                                        |         | 3        | Quiz & End Sem Exam             |
| 19 | Organizational decision making                   | Lecture | MBA208.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | organizational learning and knowledge management | Lecture | MBA208.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Organizational Life cycle                        | Lecture | MBA208.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Organizational Change Management                 | Lecture | MBA208.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Managing organizational conflict                 | Lecture | MBA208.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Managing organizational power and politics       | Lecture | MBA208.4 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                 |                                                                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA208.1</b> | Students will be able to explain the concept of Organisation Design and determine the factors that affect Organisation Design. | 3                                   | 3           | 2           | 3           | 3           | 3           | 2           | 1           | 3           | 2            |  |  |  |
| <b>MBA208.2</b> | Analyse and The student will be able to evaluate and design functional level strategies for any organization.                  | 1                                   | 3           | 3           | 2           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |

|                 |                                                                                                                                                                                                                                                          |   |   |   |   |   |   |   |   |   |   |  |  |  |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
| <b>MBA208.3</b> | The future managers/ students will be able to analyze the behaviour of individuals and groups in organizations in terms of the key factors that influence organizational behavior and demonstrate skills required for working in groups (team building). | 1 | 3 | 2 | 1 | 1 | 3 | 3 | 2 | 3 | 3 |  |  |  |
| <b>MBA208.4</b> | The students will be able to justify how organizational change and conflict affect working relationships within organizations and demonstrate how to apply relevant theories to solve problems of change and conflict within organizations.              | 1 | 3 | 2 | 3 | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |

**Sample Question Paper**

|                                                           |               |                |
|-----------------------------------------------------------|---------------|----------------|
| Amity Business School<br>I MID-SEMESTER (SEM –II) 2019-20 |               |                |
| Class: MBA II Semester                                    |               |                |
| Subject Name:<br>MBA 208 ORGANISATION<br>DESIGN           | Time: 1.5 Hrs | Max. Marks: 30 |



| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to:

**CO1:** Students will be able to explain the concept of Organisation Design and determine the factors that affect Organisation Design.

**CO2:** The student will be able to evaluate and design functional level strategies for any organization.

| CO Map | Question No. | Question                                                                                                     | Marks |
|--------|--------------|--------------------------------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Describe Porter's Five Forces Analysis.                                                                      | 3     |
| CO2    | Q.2a         | What are the dimensions in organizational design?                                                            | 3     |
|        | Q.2b         | What is meant by organizational learning?                                                                    | 3     |
| CO2    | Q.3          | Explain in detail about organizational life cycle and its importance.                                        | 6     |
| CO2    | Q.4          | "In any organization, it is very vital to create and sustain the culture" – Substantiate the statement.      | 3     |
| CO3    | Q.5a         | What is Conflict? What are its causes and how it can be managed effectively? Explain.                        | 3     |
|        | Q.5b         | Define organizational change and explain why do individual resist to change.                                 | 3     |
| CO4    | Q.6          | What are the types of organizational design? Examine the need and significance of sound organization design. | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

**Session** 2019-20  
**Course Name** MBA  
**Semester** 2<sup>nd</sup> Semester  
**Subject Code** MBA 208  
**Subject Name** Organisation Design

**Attainment Level** Level 3

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA209 | 1   | 3   | 2   | 1   | 3   | 3   | 2   | 1   | 3   | 2    |  |  |  |



| AMITY BUSINESS SCHOOL                                                                     |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : CORPORATE STRATEGY                                                               |
| Course Code : MBA 209, Crédits : 03, Session : 2019-20 (Even Sem.), Class : MBA. 1st Year |

**A. Introduction:** The course is designed to help students understand the concept of strategy and strategic management process. This starts with a clear understanding of business environment and the domain knowledge of what the top-management of an organisation does. The course will further enhance critical thinking skills, business analysis skills, problem solving skills and the ability to come up with creative and innovative solutions. The course also aims at acquainting students with basic concepts and principles of strategic management; develop and prepare organizational strategies that will be effective for the current dynamic environment and likewise to impart the strategic management conceptual framework which will increase students' skills and knowledge in identifying and describing organizations' strategic posture and direction. This will also cover global exposure and cross-cultural understanding to create an understanding of how global firms operate. The course will culminate with sensitizing participants regarding their responsibilities towards the society through training on social responsiveness and ethics.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA209.1.** Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.

**MBA209.2.** Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.

**MBA209.3.** Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level.

**MBA209.4.** Students will be able to develop their capacity to think and execute strategically.

**MBA209.5:** Enhanced ability to identify strategic issues and design appropriate courses of action.

### C. Programme Outcomes:

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### D. Assessment Plan:

| Component of Evaluation | Description | Code | Weightage % |
|-------------------------|-------------|------|-------------|
|-------------------------|-------------|------|-------------|

|                                |                                                                                                                                                                                                               |          |             |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### E. Syllabus

**Module I: Introduction and Purpose of Strategy Formulation:** Evolution and Introduction to strategic management. Concept and Classification of Corporate and Business Strategy with Hierarchy definition; Purpose of Strategy Formulation: Concept of Vision, Mission and Business Definition. Importance of stakeholders in business.

**Module II: Strategic Analysis:** The external environment. PESTLE Analysis, Stakeholder analysis, Strategic Advantage Profile (SAP), Porter's Value Chain Analysis, Resource Based View of the Firm-VRIO Framework; Competitor Analysis, Industry Analysis using Porter's five forces Model; Scenario analysis and SWOT Analysis, McKinsey's 7S Framework.

**Module III: Strategic Choice – Traditional Approach:** Portfolio Analysis using BCG, GE Nine Cell Matrix, Hofer's Model, Making Strategic Choices using Strickland's Grand Strategy Selection Matrix; Ansoff's Product Market Grid; Choosing Generic Strategies using Porter's Model of competitive advantage.

**Module IV: Industry Structures and Competitive Strategies:** Industry Structures and Lifecycle stages, Non-market strategies, Advantages and Disadvantages of Defensive and Offensive strategies, Competing through business models. Competitive advantage and firm resources. The dynamics of competitive advantage, competitive advantage to corporate advantage – Integrative analysis.

**Module V: Strategy Implementation and Evaluation:** Issues in implementation: Resource Allocation, Organization Structure, Social responsibilities – Ethics and Corporate Social Responsibility (CSR). Measuring performance and establishing strategic controls.

**Module VI: Case Studies:** Concepts will be illustrated using case studies in a variety of industries

Case studies for reference: SUNMICROSYSTEMS, KODAK, GOOGLE, SONY, DELL

**Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/Presentation | ESE |
|---------------|---------------|------------|------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                             | 70  |

**Text & References:**

- Wheelen and Hunger (2008), Essentials of Strategic Management, Prentice Hall India.
- Ramaswamy and Namakumari (1999), Strategic Planning: Formulation of Corporate Strategy Text and Cases, Macmillan India Ltd.
- Jausch & Glueck (1988), Business Policy and Strategic Management, (5<sup>th</sup> Ed.), McGraw Hill.
- Thomson & Strickland (2008), Business Policy and Strategic Management, (12<sup>th</sup> Ed.), McGraw Hill.



## F. Lecture Plan

| Lecture | Topics                                                                                  | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Evolution and Introduction to strategic management                                      | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept and Classification of Corporate and Business Strategy with Hierarchy definition | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Purpose of Strategy Formulation                                                         | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Concept of Vision, Mission and Business Definition.                                     | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Importance of stakeholders in business                                                  | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | The external environment                                                                | Lecture          | MBA209.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | PESTLE Analysis                                                                         | Lecture          | MBA209.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Stakeholder analysis                                                                    | Lecture          | MBA209.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Strategic Advantage Profile (SAP), Porter's Value Chain Analysis                        | Lecture          | MBA209.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Risk & return of single security and portfolio of securities                            | Lecture          | MBA209.3         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Measurement of risk – calculation of Mean deviation                                     | Lecture          | MBA209.3         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Standard Deviation                                                                      | Lecture          | MBA209.3         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Beta value- Ex-ante and Ex-post beta                                                    | Lecture          | MBA209.4         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Negative beta and its significance in investment decision.                              | Lecture          | MBA209.4         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Fundamental analysis: Economy analysis, Industry analysis                               | Lecture          | MBA209.4         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Company analysis- financial and non- financial analysis                                 | Lecture          | MBA209.4         | Mid Term-1, Quiz & End Sem Exam |
| 17      | International events and its impact on security market                                  | Lecture          | MBA209.4         | Mid Term-1, Quiz & End Sem Exam |
| 18      | Technical analysis - Various Technical analysis tools like                              | Lecture          | MBA209.4         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                  |         |          |                                 |
|----|----------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Moving averages                                                                  |         |          |                                 |
| 19 | Volume Analysis, Indicators                                                      | Lecture | MBA209.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | RSI, Patten analysis, Candle sticks, Market breadth analysis                     | Lecture | MBA209.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Trend analysis, Elliot wave, ROC/RSI                                             | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 22 | lagging indicators and leading indicators analysis                               | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Reading and interpretations of technical patterns and charts                     | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Other tools to Forecast the market and take Entry and exit decisions; Dow Theory | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Introduction to portfolio management                                             | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | efficient market theory                                                          | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | efficient portfolio and efficient frontier                                       | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Valuation by PE ratio /Book value to price value analysis                        | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Markowitz diversification                                                        | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Single Index Model, CAPM, Arbitrage pricing theory                               | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Estimation of Portfolio beta                                                     | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Separation of risks into systematic and unsystematic risk                        | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | motivation for partitioning of risk                                              | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | calculation of portfolio risk and return, optimal portfolio selection.           | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Role of Fund Manager                                                             | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Portfolio management services                                                    | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Churning and revision of Portfolio - Need for revision                           | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 38 | different techniques of revision                                                 | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 39 | Modified formula plan: Dollar cost                                               | Lecture | MBA209.6 | Mid Term-2, Quiz                |

|    |                                                                                                 |         |          |                                 |
|----|-------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Averaging; practical problems in portfolio revision                                             |         |          | & End Sem Exam                  |
| 40 | Portfolio re balancing and up gradation, Sharpe"performance Index                               | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 41 | Trennor"performance Index, Jensen's performance Index                                           | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 42 | Managing equity and bond funds- Managing Mutual Funds                                           | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 43 | Practical assignment of virtual trading mechanism of stock markets on popular trading platforms | Lecture | MBA311.5 | Mid Term-2, Quiz & End Sem Exam |
| 44 | Trennor"performance Index, Jensen's performance Index                                           | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 45 | Managing equity and bond funds- Managing Mutual Funds                                           | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |

#### G. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                 |                                                                                                                                       | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA209.1</b> | Students will be able to describe major theories, background work, concepts and research output in the field of strategic management. | 2                                   | 2           | 2           | -           | 3           | 1           | -           | 3           | 2           | 2            |  |  |  |

|                      |                                                                                                                                                                                                                 |   |   |   |   |   |   |   |   |   |   |  |  |  |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
| <b>MBA209.<br/>2</b> | Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature. | 2 | 2 | 1 | - | 2 | - | - | 2 | 3 | 2 |  |  |  |
| <b>MBA209.<br/>3</b> | Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level.                                                                            | 2 | 2 | - | 1 | 2 | - | - | 2 | 2 | 3 |  |  |  |
| <b>MBA209.<br/>4</b> | Students will be able to develop their capacity to think and execute strategically.                                                                                                                             | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 |  |  |  |
| <b>MBA209.<br/>5</b> | Enhanced ability to identify strategic issues and design appropriate courses of action.                                                                                                                         | 3 | 2 | - | 2 | 3 | 1 | - | 2 | 2 | 2 |  |  |  |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –II) 2019-20                                                                                                                                                                                                                                                                                                                                                         |              |                                                                            |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA II Semester                                                                                                                                                                                                                                                                                                                                                                                            |              |                                                                            |          |           |                |          |
| Subject Name:<br>MBA 209 CORPORATE STRATEGY                                                                                                                                                                                                                                                                                                                                                                       |              | Time: 1.5 Hrs                                                              |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                    | Remembering  | Understanding                                                              | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                  | Q.1,4        | Q.2,3                                                                      | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to:</p> <p>CO1: Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.</p> <p>CO2: Students will demonstrate a clear understanding of the concepts, tools &amp; techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.</p> |              |                                                                            |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                            | Question No. | Question                                                                   |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                               | Q.1          | Explain the Concept and Classification of Corporate and Business Strategy. |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                               | Q.2a         | What do you understand by mission and vision?                              |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2b         | Briefly explain the external environment. PESTLE Analysis.                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                               | Q.3          | Write a note on McKinsey's 7S Framework                                    |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                               | Q.4          | Explain Importance of stakeholders in business.                            |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                               | Q.5a         | Elaborate Annual Budget Regime.                                            |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5b         | Discuss Porter's Model of competitive advantage.                           |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                               | Q 6          | What do you understand by SWOT Analysis. Explain with example              |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2019-20                  |
| <b>Course Name</b>      | MBA                      |
| <b>Semester</b>         | 2 <sup>nd</sup> Semester |
| <b>Subject Code</b>     | MBA 209                  |
| <b>Subject Name</b>     | Corporate Strategy       |
| <b>Attainment Level</b> | Level 3                  |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



**PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |

**PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.



**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA 201 | 2   | 3   | 1   | 3   | 2   | 3   | 3   | 2   | 2   | 2    |  |  |  |



## DEPARTMENT OF BUSINESS MANAGEMENT

### Course Handout

Course : Corporate Finance

Course Code : MBA202, Crédits : 03, Session : 2019-20 (Even Sem.), Class : MBA 1st Year

**A. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA202.1.** Solve the problems of Financial Management and Agency Problem, Know about Finance Function, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return

**MBA202.2.** Come to know the valuation of Stocks and Bonds

**MBA202.3.** Will be able to make Financing Decisions and know about sources of finance - short term, long term, capital structure and cost of capital

**MBA202.4.** Will be able to do Capital Budgeting and Capital Investment Analysis

**MBA202.5.** Know about working capital management and know the factors influencing working capital policy

**MBA202.6.** Will be able to make Dividend Policy Decisions

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## E. Syllabus

**Module I: Introduction:** Introduction to Financial Management: Meaning, Scope, Finance Function, Financial Goals, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return, Financial and Operating Leverage

**Module II: Valuation of stocks and Bonds:** Valuation of Stocks and Bonds

**Module III: Financing Decisions:** Sources of Finance: Short term, Long term, Capital Structure and Cost of Capital

**Module IV: Capital Budgeting/ Capital Investment Analysis:** Estimation of Cash Flows, Criteria for Capital Budgeting Decisions, Issues Involved in Capital Budgeting, Risk analysis in Capital Budgeting – An Introduction.

**Module V: Working Capital Management:** Factors Influencing Working Capital Policy, Operating Cycle Analysis, Management of Inventory, Management of Receivables, Management of Cash, Financing of Working Capital.

**Module VI: Dividend Policy Decisions:** An introduction: Different Schools of Thought on Dividend Policy.

**Assignment:** A specific company which is listed in NSE/BSE has to be allotted group of 3-5 Students. Student will analyze the whole financial structure of the company as per the movement of course by using the last five years data. This assignment will be given at the starting of module I and submission will be taken at the end.

## F. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/<br>Presentation | ESE |
|---------------|---------------|------------|----------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                                 | 70  |

## Text & References:

- Chandra, P. (2006), Financial Management: Theory and Practice, Tata McGraw Hill.
- Damodaran, A.(2004), Corporate Finance: Theory and Practice, Wiley & Sons.
- Van Horne, J.C. (2006), Financial Management and Policy, Prentice Hall of India.
- Brearly, R. A. and Myers, S. C. (2006), Principles of Corporate Finance, Tata McGraw Hill
- Pike, R and Neale, B. (1998), Corporate Finance and Investment: Decisions and Strategies, Prentice Hall of India
- Rustagi, R.P. (1999), Financial Management: Theory, Concepts and Problems, Galgotia Publishing Company.
- Pandey, I.M. (1999), Financial Management, Vikas Publishing House

**G. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                       | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|-----------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Introduction to Financial Management                | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Introduction to Financial Management                | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | Financial Management                                | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | Finance Function                                    | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | Financial Goals                                     | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 6              | Agency Problem                                      | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 7              | Relationship of Finance with Accounts and Economics | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 8              | Time Value of Money                                 | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 9              | Risk and Return                                     | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 10             | Risk and Return                                     | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 11             | Financial and Operating Leverage                    | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 12             | Financial and Operating Leverage                    | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 13             | Valuation of Stocks and Bonds                       | Lecture                 | MBA202.2                | Mid Term-1, Quiz & End Sem Exam |
| 14             | Valuation of Stocks and Bonds                       | Lecture                 | MBA202.2                | Mid Term-1, Quiz & End Sem Exam |
| 15             | Valuation of Stocks and Bonds                       | Lecture                 | MBA202.2                | Mid Term-1, Quiz & End Sem Exam |
| 16             | Valuation of Stocks and Bonds                       | Lecture                 | MBA202.2                | Mid Term-1, Quiz & End Sem Exam |
| 17             | Financing Decisions                                 | Lecture                 | MBA202.3                | Mid Term-1, Quiz & End Sem Exam |
| 18             | Short term                                          | Lecture                 | MBA202.3                | Mid Term-1, Quiz & End Sem Exam |
| 19             | Long term                                           | Lecture                 | MBA202.3                | Mid Term-1, Quiz & End Sem Exam |
| 20             | Capital Structure                                   | Lecture                 | MBA202.3                | Mid Term-1, Quiz & End Sem Exam |
| 21             | Cost of Capital                                     | Lecture                 | MBA202.3                | Mid Term-2, Quiz & End Sem Exam |

|    |                                                   |         |          |                                 |
|----|---------------------------------------------------|---------|----------|---------------------------------|
| 22 | Capital Budgeting and Capital Investment Analysis | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Estimation of Cash Flows                          | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Criteria for Capital Budgeting Decisions          | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Issues Involved in Capital Budgeting              | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Risk analysis in Capital Budgeting                | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Working Capital Management                        | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Factors Influencing Working Capital Policy        | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Operating Cycle Analysis                          | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Management of Inventory                           | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Management of Receivables                         | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Financing of Working Capital                      | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Dividend Policy Decisions                         | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Different Schools of Thought on Dividend Policy   | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Different Schools of Thought on Dividend Policy   | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Different Schools of Thought on Dividend Policy   | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |

#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-----------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                 |                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA202.1</b> | Solve the problems of Financial Management and Agency Problem, Know about Finance Function, Agency Problem, | <b>2</b>                            | <b>3</b>    | <b>3</b>    | <b>1</b>    | <b>2</b>    | <b>3</b>    | <b>3</b>    | <b>1</b>    | <b>2</b>    | <b>1</b>     |  |  |  |

|                  |                                                                                                                                           |          |          |          |          |          |          |          |          |          |          |  |  |  |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|--|--|--|
|                  | Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return                                                 |          |          |          |          |          |          |          |          |          |          |  |  |  |
| <b>MBA2 02.2</b> | Come to know the valuation of Stocks and Bonds                                                                                            | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> |  |  |  |
| <b>MBA2 02.3</b> | Will be able to make Financing Decisions and know about sources of finance - short term, long term, capital structure and cost of capital | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>2</b> |  |  |  |
| <b>MBA2 02.4</b> | Will be able to do Capital Budgeting and Capital Investment Analysis                                                                      | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> |  |  |  |
| <b>MBA2 02.5</b> | Know about working capital management and know the factors influencing working capital policy                                             | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>3</b> |  |  |  |
| <b>MBA2 02.6</b> | Will be able to make Dividend Policy Decisions                                                                                            | <b>2</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>2</b> |  |  |  |

### Sample Question Paper

| AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –II) 2019-20                                                                                                                                                                                                                                      |              |                                                           |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA II Semester                                                                                                                                                                                                                                                                         |              |                                                           |          |           |                |          |
| Subject Name:<br>MBA202 Corporate Finance                                                                                                                                                                                                                                                      |              | Time: 1.5 Hrs                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                 | Remembering  | Understanding                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                               | Q.1,3,4      | Q.2,3                                                     | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Solve the problems of Financial Management and Agency Problem, Know about Finance Function, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return.<br>CO2: Come to know the valuation of Stocks and Bonds. |              |                                                           |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                         | Question No. | Question                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                            | Q.1          | Explain in brief the Financial Management concept.        |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                            | Q.2a         | What are the characteristics of Financial Management?     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                | Q.2b         | How is Finance and Economics related to each other?       |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                            | Q.3          | Write short notes on Risk and Return.                     |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                            | Q.4          | Explain the significance of valuation of Stocks and Bonds |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                            | Q.5a         | Elaborate Stocks with example.                            |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                | Q.5b         | Write characteristics of Stocks and Bonds.                |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                            | Q 6          | How valuation of Stocks and Bonds are done?               |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2019-20                  |
| <b>Course Name</b>      | MBA                      |
| <b>Semester</b>         | 2 <sup>nd</sup> Semester |
| <b>Subject Code</b>     | MBA 202                  |
| <b>Subject Name</b>     | Corporate Finance        |
| <b>Attainment Level</b> | Level 3                  |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



**PROGRAMME OUTCOMES**  
**Master of Business Administration**  
**2021-2021**

|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |

**PROGRAMME OUTCOMES**  
**Master of Business Administration**  
**2019-2020**

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA203 | 2   | 3   | 2   | 2   | 2   | 3   | 2   | 2   | 3   | 3    |  |  |  |



## DEPARTMENT OF BUSINESS MANAGEMENT

### Course Handout

Course : INDIAN ECONOMY AND POLICIES

Course Code : MBA203, Crédits : 02, Session : 2021-22 (Even Sem.), Class : MBA 1st Year

**A. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA203.1.** To provide the basic knowledge of Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises-Growth and economic reforms in Indian Economy.

**MBA203.2.** Come to know the Macroeconomic Overview, Fiscal Policy, Monetary Policy of India, Financial Sector Reforms- Policy and Performance, Poverty and Inequality.

**MBA203.3.** Will be able to understand Policies and Performance in Agriculture Growth; productivity; agrarian structure and technology; capital formation; trade; pricing and procurement. Policies and Performance in Industry Growth; productivity; diversification; small scale industries; public sector; competition policy; foreign investment, Trends and Performance in Services.

**MBA203.4.** Know about Basic Drivers of Energy Demand, Relationship between Economic Growth and Energy Demand, Environmental externalities and state regulation of the environment; economic activity and climate change.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## E. Syllabus

**Module I:** Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises-Growth and economic reforms in Indian Economy.

**Module II:** Macroeconomic Overview, Fiscal Policy, Monetary Policy of India, Financial Sector Reforms-Policy and Performance, Poverty and Inequality.

**Module III:** Policies and Performance in Agriculture Growth; productivity; agrarian structure and technology; capital formation; trade; pricing and procurement. Policies and Performance in Industry Growth; productivity; diversification; small scale industries; public sector; competition policy; foreign investment. Trends and Performance in Services.

**Module IV:** Basic Drivers of Energy Demand, Relationship between Economic Growth and Energy Demand, Environmental externalities and state regulation of the environment; economic activity and climate change.

## F. Examination Scheme:

| Components    | A | CT | C | H | EE |
|---------------|---|----|---|---|----|
| Weightage (%) | 5 | 15 | 5 | 5 | 70 |

## Text & References:

- Datt, R. and K.P.M. Sundharam, Indian Economy, S. Chand & Company Ltd., New Delhi.
- Dhingra, I.C, The Indian economy: Environment and Policy, Sultan Chand & Sons, New Delhi.
- Dutt, R.C, The Economic History of India Under Early British Rule, Low Prince Publications, Delhi.
- Misra, S.K. and V.K. Puri, Indian Economy - Its Development Experience, Himalaya Publishing House, Mumbai.

## G. Lecture Plan

| Lecture | Topics                                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction to INDIAN ECONOMY AND POLICIES                         | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction to INDIAN ECONOMY AND POLICIES                         | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Economy of India under British Raj                                  | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Economy of India under British Raj                                  | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Major Features of the economy at independence                       | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Economic Development since Independence                             | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Business enterprises- Growth and economic reforms in Indian Economy | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Business enterprises- Growth and economic reforms in Indian Economy | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Business enterprises- Growth and economic reforms in Indian Economy | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Macroeconomic Overview                                              | Lecture          | MBA203.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Fiscal Policy and Monetary Policy of India                          | Lecture          | MBA203.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Financial Sector Reforms- Policy and Performance                    | Lecture          | MBA203.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Poverty and Inequality                                              | Lecture          | MBA203.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Poverty and Inequality                                              | Lecture          | MBA203.2         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Policies and Performance in Agriculture Growth                      | Lecture          | MBA203.3         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Productivity, agrarian structure and technology                     | Lecture          | MBA203.3         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Productivity, agrarian structure and technology                     | Lecture          | MBA203.3         | Mid Term-1, Quiz & End Sem Exam |
| 18      | Capital formation, trade, pricing and procurement                   | Lecture          | MBA203.3         | Mid Term-1, Quiz & End Sem Exam |
| 19      | Policies and Performance in Industry Growth                         | Lecture          | MBA203.3         | Mid Term-1, Quiz & End Sem Exam |
| 20      | Diversification: small scale industries, public sector,             | Lecture          | MBA203.3         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                     |         |          |                                 |
|----|---------------------------------------------------------------------|---------|----------|---------------------------------|
|    | competition policy, foreign investment                              |         |          |                                 |
| 21 | Basic Drivers of Energy Demand                                      | Lecture | MBA203.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Relationship between Economic Growth and Energy Demand              | Lecture | MBA203.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Environmental externalities and state regulation of the environment | Lecture | MBA203.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Economic activity and climate change                                | Lecture | MBA203.4 | Mid Term-2, Quiz & End Sem Exam |

#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                                                                                            | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                 |                                                                                                                                                                                                      | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA203.1</b> | Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises- Growth and economic reforms in Indian Economy. | 2                                   | 3           | 3           | 1           | 2           | 3           | 2           | 2           | 2           | 2            |  |  |  |
| <b>MBA203.2</b> | Macroeconomic Overview, Fiscal Policy, Monetary Policy of India, Financial Sector Reforms- Policy and Performance, Poverty and Inequality                                                            | 2                                   | 3           | 2           | 2           | 1           | 3           | 2           | 1           | 2           | 2            |  |  |  |
| <b>MBA203.3</b> | Policies and Performance in Agriculture                                                                                                                                                              | 2                                   | 3           | 3           | 2           | 2           | 3           | 3           | 1           | 2           | 2            |  |  |  |



|                 |                                                                                                                                                                                                                                                                                                                           |          |          |          |          |          |          |          |          |          |          |  |  |  |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|--|--|--|
|                 | <p>Growth; productivity; agrarian structure and technology; capital formation; trade; pricing and procurement. Policies and Performance in Industry</p> <p>Growth; productivity; diversification ; small scale industries; public sector; competition policy; foreign investment. Trends and Performance in Services.</p> |          |          |          |          |          |          |          |          |          |          |  |  |  |
| <b>MBA203.4</b> | <p>Basic Drivers of Energy Demand, Relationship between Economic Growth and Energy Demand, Environmental externalities and state regulation of the environment; economic activity and climate change.</p>                                                                                                                 | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> |  |  |  |

### Sample Question Paper

| AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –II) 2021-22                                                                                                                                                                                                                                                                                                                                                                                                |              |                                                                                 |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA II Semester                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                                                 |          |           |                |          |
| Subject Name:<br>MBA203 Indian Economy And Policies                                                                                                                                                                                                                                                                                                                                                                                                      |              | Time: 1.5 Hrs                                                                   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                           | Remembering  | Understanding                                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                         | Q.1,3,4      | Q.2,3                                                                           | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: To provide the basic knowledge of Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises-Growth and economic reforms in Indian Economy.</p> <p>CO2: Come to know the Macroeconomic Overview, Fiscal Policy, Monetary Policy of India, Financial Sector Reforms- Policy and Performance, Poverty and Inequality.</p> |              |                                                                                 |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Question No. | Question                                                                        |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1          | Explain in brief the Economy of India under British Raj.                        |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.2a         | What are the major features of the Indian economy at independence?              |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.2b         | Explain the economic reforms in Indian Economy?                                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.3          | Write short notes on Economic Development since Independence.                   |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.4          | Explain the significance of Macroeconomics.                                     |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.5a         | Elaborate Fiscal Policy and Monetary Policy of India.                           |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.5b         | Discuss the Financial Sector Reforms in India.                                  |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q 6          | How Business enterprises-Growth and economic reforms are related to each other? |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                             |
|-------------------------|-----------------------------|
| <b>Session</b>          | 2019-20                     |
| <b>Course Name</b>      | MBA                         |
| <b>Semester</b>         | 2 <sup>nd</sup> Semester    |
| <b>Subject Code</b>     | MBA 108                     |
| <b>Subject Name</b>     | Indian Economy and Policies |
| <b>Attainment Level</b> | Level 3                     |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA 201 | 2   | 3   | 1   | 3   | 2   | 3   | 3   | 2   | 2   | 2    |  |  |  |



| AMITY BUSINESS SCHOOL                                                                     |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : <b>HUMAN RESOURCE MANAGEMENT</b>                                                 |
| Course Code : MBA 201, Crédits : 03, Session : 2019-20 (Even Sem.), Class : MBA. 1st Year |

**A. Introduction:** *This course will help students to develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices. The course focuses on Leadership & Team Work, critical thinking, problem solving and understanding of Business Environment. It will also facilitate learning of ethical issues in Business Organization.*

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA 201.1.** To develop the understanding of the concept of human resource management and to understand its relevance in organizations for meeting human resource requirements.

**MBA 201.2.** To develop necessary skill set for application of various HR functions including training, development and compensation.

**MBA 201.3.** To integrate the knowledge of HR concepts to maintain employee relations.

**MBA 201.4.** Demonstrate emerging issues in human resource management.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**E. Syllabus**

**Module I: Human Resource Management**

Nature and scope of HRM, HRM functions, Line and staff responsibility of HR Managers, HR as a Factor of Competitive Advantage, Human Resource Development, Changing Role of HR (Workforce diversity, Technological change, Restructuring)

**Module II: Meeting Human Resource Requirements**



Job Analysis, Job Description, Job Specification, Strategic Human Resource Planning, Recruitment, Selection Process, Methods – Interview, Tests (Online tests, Written tests ,Psychological tests for selection), Placement and Induction.

### **Module III: Training & Developing of Employees**

Training and Development, Training need analysis, Delivery Methodology, Evaluation , Capacity Building, Understanding of Performance Management Systems, Performance

Appraisal-methods, limitations and problems, Ethics in Performance Management, Potential Appraisal.

### **Module IV: Managing Compensation**

Compensation Management-,Job evaluation, Methods of Job Evaluation, Components of Pay Structure, incentives, bonus, ESOPs , Fringe Benefit, Designing and Administration of Wage and Salary Structure.

### **Module V: Employee Relations**

Overview of Industrial Relations and Labour Laws, Industrial disputes, Retirement/ Separation (Superannuation-Voluntary Retirement Schemes- Resignation-Discharge-Dismissal-Suspension-Layoff).

### **Module VI: Emerging Trends in HRM**

Career Planning & Development, Downsizing & Outplacement, Overview of Human Resource Information System (HRIS), Human Resource Outsourcing.

**Case Studies: Some cases of real business world to supplement learning from the course.**

**Case Study** - Manpower Trimming Strategy at Wipro: Replacing Human Employees with Software Robots  
<http://www.icmrindia.org/casestudies/catalogue/Human%20Resource%20and%20Organization%20Behavior/HROB176.htm>

#### **F. Examination Scheme:**

| <b>Components</b> | <b>Midterm Exam</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>Attendance</b> | <b>ESE</b> |
|-------------------|---------------------|---------------------------------------------|-------------------|------------|
| Weightage (%)     | 15                  | 10                                          | 5                 | 70         |

#### **G. Suggested Text/Reference Books:**

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6<sup>th</sup> Edn.), McGraw Hill, New Delhi
- Dessler G (2006). Human Resource Management, Pearson Education, India

- Mathis R L and Jackson J H (2006). Human Resource Management, (10<sup>th</sup> Edn.) Cengage Learning, Indian Print.
- Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition
- Pattanayak B, (2014), Human Resource Management, 4<sup>th</sup> Edition , PHI

## H. Lecture Plan

| Lecture | Topics                                                                                                                                                                                                                                    | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Nature and scope of HRM, HRM functions, Line and staff responsibility of HR Managers, HR as a Factor of Competitive Advantage, Human Resource Development, Changing Role of HR (Workforce diversity, Technological change, Restructuring) | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | HRM functions, Line and staff responsibility of HR Managers                                                                                                                                                                               | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | HR as a Factor of Competitive Advantage                                                                                                                                                                                                   | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Human Resource Development                                                                                                                                                                                                                | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Changing Role of HR (Workforce diversity, Technological change, Restructuring)                                                                                                                                                            | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Job Analysis, Job Description                                                                                                                                                                                                             | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Job Specification                                                                                                                                                                                                                         | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Strategic Human Resource Planning                                                                                                                                                                                                         | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Recruitment, Selection Process,                                                                                                                                                                                                           | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Methods – Interview, Tests ( Online tests, Written tests                                                                                                                                                                                  | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End          |

|    |                                                            |         |           |                                 |
|----|------------------------------------------------------------|---------|-----------|---------------------------------|
|    | ,Psychological tests for selection)                        |         |           | Sem Exam                        |
| 11 | Placement and Induction                                    | Lecture | MBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Training and development                                   | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Training need analysis                                     | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Delivery Methodology, Evaluation                           | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Capacity Building                                          | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Understanding of Performance Management Systems            | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Performance Appraisal-methods, limitations and problems    | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Ethics in Performance Management, Potential Appraisal.     | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Compensation Management- ,Job evaluation                   | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Methods of Job Evaluation                                  | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Components of Pay Structure                                | Lecture | MBA 201.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | incentives, bonus, ESOPs , Fringe Benefit                  | Lecture | MBA 201.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Designing and Administration of Wage and Salary Structure. | Lecture | MBA 201.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Overview of Industrial Relations and Labour Laws           | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Industrial disputes                                        | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Retirement/ Separation                                     | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                             |         |           |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 27 | Superannuation-Voluntary                                                                                                                    | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Retirement Schemes-                                                                                                                         | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Resignation-Discharge-Dismissal-Suspension-Layoff                                                                                           | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Career Planning & Development, Downsizing & Outplacement, Overview of Human Resource Information System (HRIS), Human Resource Outsourcing. | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Downsizing                                                                                                                                  | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Outplacement                                                                                                                                | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Overview of Human Resource Information System (HRIS)                                                                                        | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Human Resource Information System (HRIS)                                                                                                    | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Human Resource Outsourcing.                                                                                                                 | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Human Resource Outsourcing.                                                                                                                 | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |

|                  |                                                                                                                                                                    |   |   |   |   |   |   |   |   |   |   |  |  |  |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
| <b>MBA 201.1</b> | To develop the understanding of the concept of human resource management and to understand its relevance in organizations for meeting human resource requirements. | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 |  |  |  |
| <b>MBA 201.2</b> | To develop necessary skill set for application of various HR functions including training, development and compensation.                                           | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |  |  |  |
| <b>MBA 201.3</b> | To integrate the knowledge of HR concepts to maintain employee relations.                                                                                          | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 |  |  |  |
| <b>MBA 201.4</b> | Demonstrate emerging issues in human resource management.                                                                                                          | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 2 |  |  |  |

### Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                    |                     |                                                                               |                 |                  |                       |                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-------------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –II) 2019-20</b>                                                                                                                                                                                                                                                                            |                     |                                                                               |                 |                  |                       |                 |
| <b>Class: MBA II Semester</b>                                                                                                                                                                                                                                                                                                                      |                     |                                                                               |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>MBA 201 Human Resource Management</b>                                                                                                                                                                                                                                                                                   |                     | <b>Time: 1.5 Hrs</b>                                                          |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                              | <b>Remembering</b>  | <b>Understanding</b>                                                          | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                                            | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                                  | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <p>Student will be able to</p> <p>CO1: To develop the understanding of the concept of human resource management and to understand its relevance in organizations for meeting human resource requirements.</p> <p>CO2: To develop necessary skill set for application of various HR functions including training, development and compensation.</p> |                     |                                                                               |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                      | <b>Question No.</b> | <b>Question</b>                                                               |                 |                  |                       | <b>Marks</b>    |
| <b>CO1</b>                                                                                                                                                                                                                                                                                                                                         | <b>Q.1</b>          | <b>Explain in brief the scope and nature of HRM.</b>                          |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                                                                                                                                                         | <b>Q.2a</b>         | <b>What are the functions of HRM?</b>                                         |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                                                                                                                                                                    | <b>Q.2b</b>         | <b>Discuss the methods of interview?</b>                                      |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                                                                                                                                                         | <b>Q.3</b>          | <b>Elaborate the analysis of training need.</b>                               |                 |                  |                       | <b>6</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                                                                                                         | <b>Q.4</b>          | <b>Explain the significance of job description.</b>                           |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                                                                                                         | <b>Q.5a</b>         | <b>Differentiate between training and development.</b>                        |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                                                                                                                                                                    | <b>Q.5b</b>         | <b>Describe the changing role of HRM.</b>                                     |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                                                                                                         | <b>Q 6</b>          | <b>Explain the term ‘performance Appraisal’ and also discuss its process.</b> |                 |                  |                       | <b>6</b>        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

|                  |                           |
|------------------|---------------------------|
| Session          | 2019-20                   |
| Course Name      | MBA                       |
| Semester         | 2 <sup>nd</sup> Semester  |
| Subject Code     | MBA 201                   |
| Subject Name     | Human Resource Management |
| Attainment Level | Level 3                   |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA 204 | 2   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 1   | 2    |  |  |  |



| AMITY BUSINESS SCHOOL                                                                    |
|------------------------------------------------------------------------------------------|
| Course Handout                                                                           |
| Course : Marketing Research                                                              |
| Course Code : MBA 204, Crédits : 03, Session : 2019-20 (Odd Sem.), Class : MBA. 1st Year |

**A. Introduction:** The course aims to provide a thorough understanding of the essential characteristics and the basic tenets of research methodology and report preparation. For this we begin by explicating the role of business environment and develop the domain knowledge of the course through critical thinking, business analysis, problem solving and honing skills for finding innovative solutions. The course will focus on quantitative and descriptive research methods and techniques that are essential for the validity and reliability of the research process. The course will identify and review the components essential for preparation of research proposals, research reports, business proposals and feasibility studies in order to develop report writing and formal presentation skills of the research projects undertaken. For the same, the course will also focus on enhancement of effective communication skills. A researcher also has to be sensitive towards their social responsiveness and the expected ethical standards of research. Through various class activities, the course will also aim at developing the abilities of working in teams and leading a team.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA 204.1.** To develop the understanding of research concept and research methodology to design the research framework.

**MBA 204.2.** To develop necessary skill set for choosing the sample and collecting the data for research.

**MBA 204.3.** To integrate the knowledge of statistical test and designing the research experiment.

**MBA 204.4.** Demonstrate the art of writing the research report.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**E. Syllabus**

**Module I: Research Methodology and Research Methods:** Background to research: Developing a research proposal-Research paradigms-Contribution of research to theory and practice. Presentation and defence of proposal. Objective/purpose, evaluation, significance and types of research, Research Methods vis-à-vis Methodology.

**Module II: Research Problem and Research Design:** Literature review: Identifying, accessing and managing sources of information and scholarly literature. Academic writing and referencing. Steps in literature review development. Argumentation. Qualitative Methods: Nature and type of qualitative research. Quantitative research.

**Module III: Sampling Design and Scaling Techniques:** Census and sample survey, Criteria for selecting a sampling procedure, Measurement and Scaling techniques.

**Module IV: Data Collection and Field Force:** Data collection methods: Primary and secondary sources. Data entry and screening. Coding of questionnaires.

**Module V: Statistical Inference- Test of Significance:** Types of data analysis methods. Nature of Quantitative research: Descriptive and Inferential statistics. Quantitative methods: Data and variables.

**Module VI: Design and Analysis of Experiments:** Associations: Correlation coefficient, bivariate regression. Multivariate Techniques- Reliability, validity and rigour.

**Module VII: Report Writing:** Content and Format of the Marketing Research Report quantitative and qualitative, Practical considerations: Timelines, budgets, supervision and management. Common Problems Encountered when Preparing the Marketing Research Report. Writing up qualitative research.

**F. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

**G. Suggested Text/Reference Books:**

- Cooper, Donald R and Schindler, Ramela (2000) Business Research Methods, Tata Mc Graw Hill
- Kothari C R, (1990) Research Methodology: Methods & Techniques, Vikas Publishing House Pvt. Ltd. 1978.
- Levin & Rubin (2004), Statistics for Management, 8<sup>th</sup> Ed, Prentice Hall of India
- Srivastava, Shenoy and Sharma (2002). Quantitative Techniques for Business Decisions, 4<sup>th</sup> Ed, Allied Publishers
- Dr. S. Shajahan ( 2004), Research Methods for Management 2<sup>nd</sup> Edition, Jaico Publishers
- Ranjit Kumar, (2005), Research Methodology, Pearson Education

## H. Lecture Plan

| Lecture | Topics                                                                                                  | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Background to research                                                                                  | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Developing a research proposal                                                                          | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Research paradigms- Contribution of research to theory and practice                                     | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Research paradigms- Contribution of research to theory and practice                                     | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Presentation and defence of proposal                                                                    | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Presentation and defence of proposal                                                                    | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Literature review: Identifying, accessing and managing sources of information and scholarly literature. | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Academic writing and referencing                                                                        | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Steps in literature review development                                                                  | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Argumentation                                                                                           | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Qualitative Methods                                                                                     | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Nature and type of qualitative research. Quantitative research.                                         | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Census and sample survey                                                                                | Lecture          | MBA 204.2        | Mid Term-1, Quiz & End Sem Exam |
| 14      | Criteria for selecting a sampling procedure                                                             | Lecture          | MBA 204.2        | Mid Term-1, Quiz & End          |

|    |                                                                                                                                                    |         |           |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                                                                                    |         |           | Sem Exam                        |
| 15 | Criteria for selecting a sampling procedure                                                                                                        | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Measurement and Scaling                                                                                                                            | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Measurement and Scaling techniques                                                                                                                 | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Data collection methods                                                                                                                            | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Data collection methods: Primary and secondary sources                                                                                             | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Data entry and screening                                                                                                                           | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Data entry and screening                                                                                                                           | Lecture | MBA 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Coding of questionnaires                                                                                                                           | Lecture | MBA 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Coding of questionnaires                                                                                                                           | Lecture | MBA 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Types of data analysis methods. Nature of Quantitative research: Descriptive and Inferential statistics. Quantitative methods: Data and variables. | Lecture | MBA 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Nature of Quantitative research                                                                                                                    | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Descriptive and Inferential statistics                                                                                                             | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Descriptive and Inferential statistics                                                                                                             | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Quantitative methods: Data and variables.                                                                                                          | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Associations: Correlation coefficient                                                                                                              | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | bivariate regression. Multivariate Techniques                                                                                                      | Lecture | MBA 204.3 | Mid Term-2, Quiz & End          |

|    |                                                                          |         |           |                                 |
|----|--------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                          |         |           | Sem Exam                        |
| 31 | Reliability, validity and rigour                                         | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Content and Format of the Marketing Research Report                      | Lecture | MBA 204.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Quantitative and qualitative, Practical considerations.                  | Lecture | MBA 204.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Timelines, budgets, supervision and management                           | Lecture | MBA 204.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Common Problems Encountered when Preparing the Marketing Research Report | Lecture | MBA 204.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Writing up qualitative research.                                         | Lecture | MBA 204.4 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|------------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                  |                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA 204.1</b> | To develop the understanding of research concept and research methodology to design the research framework. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            |  |  |  |
| <b>MBA 204.2</b> | To develop necessary skill set for choosing the sample and collecting the data for research.                | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            |  |  |  |
| <b>MBA 204.3</b> | To integrate the knowledge of                                                                               | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            |  |  |  |

|                  |                                                                 |   |   |   |   |   |   |   |   |   |   |  |  |  |
|------------------|-----------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
|                  | statistical test<br>and designing<br>the research<br>experiment |   |   |   |   |   |   |   |   |   |   |  |  |  |
| <b>MBA 204.4</b> | Demonstrate the<br>art of writing the<br>research report.       | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 2 |  |  |  |



### Sample Question Paper

|                                                                                                                                                                                                                                                                 |                     |                                                                      |                 |                  |                       |                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –II) 2019-20</b>                                                                                                                                                                                         |                     |                                                                      |                 |                  |                       |                 |
| <b>Class: MBA II Semester</b>                                                                                                                                                                                                                                   |                     |                                                                      |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>MBA 204 Marketing Research</b>                                                                                                                                                                                                       |                     | <b>Time: 1.5 Hrs</b>                                                 |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                           | <b>Remembering</b>  | <b>Understanding</b>                                                 | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                                                                         | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                         | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <p>Student will be able to</p> <p>CO1: To develop the understanding of research concept and research methodology to design the research framework.</p> <p>CO2: To develop necessary skill set for choosing the sample and collecting the data for research.</p> |                     |                                                                      |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                                                   | <b>Question No.</b> | <b>Question</b>                                                      |                 |                  |                       | <b>Marks</b>    |
| <b>CO1</b>                                                                                                                                                                                                                                                      | <b>Q.1</b>          | <b>Define the term ‘Research’.</b>                                   |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                                                                      | <b>Q.2a</b>         | <b>What are the contribution of research to theory and practice?</b> |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                                                                                 | <b>Q.2b</b>         | <b>What are the types of research?</b>                               |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                                                                      | <b>Q.3</b>          | <b>Explain in detail the proposal of Research.</b>                   |                 |                  |                       | <b>6</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                      | <b>Q.4</b>          | <b>What do you mean by sample?</b>                                   |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                      | <b>Q.5a</b>         | <b>Differentiate between census and sample.</b>                      |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                                                                                 | <b>Q.5b</b>         | <b>Discuss the types of sampling.</b>                                |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                      | <b>Q.6</b>          | <b>Elaborate the data collection methods.</b>                        |                 |                  |                       | <b>6</b>        |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2019-20                  |
| <b>Course Name</b>      | MBA                      |
| <b>Semester</b>         | 2 <sup>nd</sup> Semester |
| <b>Subject Code</b>     | MBA 204                  |
| <b>Subject Name</b>     | Marketing Research       |
| <b>Attainment Level</b> | Level 3                  |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA205 | 1   | 3   | 2   | 1   | 2   | 3   | 2   | 1   | 3   | 2    |  |  |  |



|                                                                                                 |
|-------------------------------------------------------------------------------------------------|
| Amity Business School                                                                           |
| Course Handout                                                                                  |
| Course : Operations Management                                                                  |
| Course Code: MBA205, Crédits: 03, Session: 2019-20(Even Sem.), Class: MBA. 1 <sup>st</sup> Year |

**A. Introduction:** The aim of this course is to develop understanding of the strategic and functional issues in the operational environment of any organization, of the various decisions involving the operational activities, and of the methods which enable taking the best possible alternative decision.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA205.1** Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.

**MBA205.2.** Analyse and evaluate various strategic decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments

**MBA205.3** To analyse operations decisions of different types in different conditions.

**MBA205.4** To integrate the concept of controlling under various conditions.

**C. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**E. Syllabus**

**Module I: Introduction:** Introduction of Operations Function and Operations Management; Input/output transformation; Operations as Competitive Advantage, Trade-offs and combinations

**Module II: Strategic Decisions:** Planning and Designing the Products/Services; Process Design and Planning; Designing the Facility Location and Layout; Selection and Management of Product Technology; Long-term and Short-term Capacity Planning.

**Module III: Operating Decisions:** Forecasting and its types, Inventory Management: Deterministic demand model–EOQ- Continuous and Periodic review Supply chain management; Operations Scheduling and Sequencing, Aggregate Planning and Master Production Scheduling and MRP Probabilistic Inventory Control Models, Materials Requirement Planning.

**Module IV: Controlling and Improvement Decision:** Productivity, Efficiency and Effectiveness; Measuring and Improving the Operations Processes; Green operations management.

**F. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

**G. Suggested Text/Reference Books:**

- Chase, Jacob, Aquilano, Agarwal (2008), Operations Management for Competitive Advantage, Tata McGraw-Hill
- Evans & Collier (2007), Operations Management: An Integrated Goods and Service Approach, Cengage
- Heizer, Render, Jagadeesh (2009), Operations Management, Pearson Education, India
- Klassen & Manor (2007), Cases in Operations Management, Sage Publishers
- Krajewski, Ritzman, Malhotra (2007), Operations Management: Processes and Value Chains, Prentice-Hall
- Mahadevan (2007), Operations Management: Theory and Practice, Pearson Education, India
- Russell and Taylor (2009), Operations Management along the Supply Chain, Wiley
- Shroeder (2009), Operations Management: Contemporary Concepts and Cases, Tata McGraw-Hill

**H. Lecture Plan**

| Lecture | Topics                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction of Operations Function            | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction of Operations Management          | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Input/output transformation                    | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Input/output transformation                    | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Operations as Competitive Advantage            | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Operations as Competitive Advantage            | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Trade-offs and combinations                    | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Trade-offs and combinations                    | Lecture          | MBA205.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Planning and Designing the Products/Services   | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Planning and Designing the Products/Services   | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Process Design and Planning                    | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Process Design and Planning                    | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Designing the Facility                         | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Designing the Facility                         | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Location and Layout                            | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Selection and Management of Product Technology | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Selection and Management of Product Technology | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 18      | Long-term and Short-term Capacity Planning.    | Lecture          | MBA205.2         | Mid Term-1, Quiz & End Sem Exam |
| 19      | Forecasting and its types                      | Lecture          | MBA205.3         | Mid Term-1, Quiz & End Sem Exam |
| 20      | Inventory Management                           | Lecture          | MBA205.3         | Mid Term-1, Quiz & End Sem Exam |
| 21      | Deterministic demand model–EOQ                 | Lecture          | MBA205.3         | Mid Term-2, Quiz & End Sem Exam |
| 22      | Continuous and Periodic                        | Lecture          |                  | Mid Term-2, Quiz                |



|    |                                                     |         |          |                                 |
|----|-----------------------------------------------------|---------|----------|---------------------------------|
|    | review                                              |         | MBA205.3 | & End Sem Exam                  |
| 23 | Supply chain management                             | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Operations Scheduling and Sequencing                | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Aggregate Planning and Master Production Scheduling | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | MRP                                                 | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Probabilistic Inventory Control Models              | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Materials Requirement Planning                      | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Productivity                                        | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Efficiency                                          | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Effectiveness                                       | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Measuring the Operations Processes                  | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Improving the Operations Processes                  | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Green operations management                         | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Efficient operations management                     | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Effective operations management                     | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                                                | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                 |                                                                                                                                                          | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA205.1</b> | Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.                         | -                                   | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  |  |
| <b>MBA205.2</b> | Analyse and evaluate various strategic decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments | 1                                   | 3           | 3           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |
| <b>MBA205.3</b> | To analyse operations decisions of different types in different conditions.                                                                              | -                                   | 3           | 2           | -           | 1           | 3           | 3           | 2           | 3           | 3            |  |  |  |

|                 |                                                                   |   |   |   |   |   |   |   |   |   |   |  |  |  |
|-----------------|-------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
| <b>MBA205.4</b> | To integrate the concept of controlling under various conditions. | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |
|-----------------|-------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –II) 2019-20                                                                                                                                                                                                                                                                                             |              |                                                                             |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA II Semester                                                                                                                                                                                                                                                                                                                                |              |                                                                             |          |           |                |          |
| Subject Name:<br>MBA 205 Operations Management                                                                                                                                                                                                                                                                                                        |              | Time: 1.5 Hrs                                                               |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                        | Remembering  | Understanding                                                               | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                      | Q.1,4        | Q.2,3                                                                       | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.</p> <p>CO2: Analyse and evaluate various strategic decisions, develop a balanced line of production &amp; scheduling and sequencing techniques in operation environments.</p> |              |                                                                             |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                                                    |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                   | Q.1          | Explain in brief on operations management.                                  |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                   | Q.2a         | What is the nature of strategic decisions?                                  |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                       | Q.2b         | How concept of production & scheduling is applied on operations decisions?  |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                   | Q.3          | Elaborate development of a balanced line of production & scheduling         |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                   | Q.4          | Explain the significance of sequencing techniques in operation environments |          |           |                | 3        |
| CO3                                                                                                                                                                                                                                                                                                                                                   | Q.5a         | Elaborate operations decisions of different types.                          |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                       | Q.5b         | Describe different conditions for operations management                     |          |           |                | 3        |

|     |     |                                                    |   |
|-----|-----|----------------------------------------------------|---|
| CO4 | Q 6 | How controlling benefits to operations management? | 6 |
|-----|-----|----------------------------------------------------|---|

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

**Session** 2019-20  
**Course Name** MBA  
**Semester** 2<sup>nd</sup> Semester  
**Subject Code** MBA 205  
**Subject Name** Operations Management

**Attainment Level** Level 3

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA206 | 1   | 3   | 2   | 1   | 2   | 3   | 2   | 1   | 3   | 2    |  |  |  |



| Amity Business School                                                                              |
|----------------------------------------------------------------------------------------------------|
| Course Handout                                                                                     |
| Course : Quantitative Techniques                                                                   |
| Course Code : MBA206, Crédits : 03, Session :2019-20(Even Sem.), Class : MBA. 1 <sup>st</sup> Year |

A. **Introduction:** This course will help to students to understand the basic operations research concepts and terminologies involved in optimization techniques, and understand the mathematical tools that are needed to solve optimisation problems. Student should be able to apply probability distributions as an aid to business decision making and operational excellence may become a source of sustained competitive advantage in both manufacturing and service operations.

B. **Course Outcomes:** At the end of the course, students will be able to:

**MBA206.1** To understand the concepts of probability distribution and its relationship to Business.

**MBA206.2.** To apply concepts of forecasting under different conditions.

**MBA206.3** To analyse probability based decisions in of different types in different conditions.

**MBA206.4** To integrate the concept of linear programming and business under various conditions.

C. **Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**E. Syllabus**



**Module I:** Probability Distribution: Normal, Binomial and Poisson Distribution. Elementary Sampling Theory, Estimation Theory, Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations.

Non-parametric methods: Chi-square Tests for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit.

**Module II:** Forecasting Techniques: Karl Person coefficient of correlation, Spearman's Rank methods, Regression Analysis – Estimated regression equation, least squares method, coefficient of determination. Analysis of Time Series and Business Forecasting: Concept, Additive and Multiplicative models, Components of time series, Trend analysis: Using Graphical, Semi average and Moving Average method. Least Square method - Linear and Non- Linear equations, Applications in business decision-making.

**Module III:** Linear Programming Problem: Concept and formulation, structuring of LPP, solution of LPP by graphical method (Maximization and minimization cases), Simplex method.

**Module IV:** Transportation Problem: Initial Basic feasible solution method, Modified approximation method to find optimal solution of a TP, Introductory concept of Assignment Problem: Hungarian method for optimal assignment. Concept of Game theory and Queuing theory with simple business applications.

**F. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Presentation | ESE |
|---------------|---------------|------------|--------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                   | 70  |

**G. Suggested Text/Reference Books:**

- Gupta C B, Gupta V - An Introduction to Statistical Methods (Vikas1995, 23rd Edition).
- Sharma J K - Business statistics (Ane's Student Edition)

## H. Lecture Plan

| Lecture | Topics                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Probability Distribution                                      | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Normal, Binomial and Poisson Distribution                     | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Elementary Sampling Theory                                    | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Estimation Theory                                             | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Hypothesis testing: one sample and two sample tests for means | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Hypothesis testing: proportions of large samples (z-test)     | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | one sample and two sample tests                               | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | F-test for two sample standard deviations                     | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Chi-square Tests for single sample standard deviation         | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Chi-square tests for independence of attributes               | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | goodness of fit test                                          | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Forecasting Techniques                                        | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Karl Person coefficient of correlation                        | Lecture          | MBA206.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Spearman's Rank methods                                       | Lecture          | MBA206.2         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Estimated regression equation                                 | Lecture          | MBA206.2         | Mid Term-1, Quiz & End Sem Exam |
| 16      | least squares method                                          | Lecture          | MBA206.2         | Mid Term-1, Quiz & End Sem Exam |
| 17      | coefficient of determination                                  | Lecture          | MBA206.2         | Mid Term-1, Quiz & End Sem Exam |
| 18      | Analysis of Time Series                                       | Lecture          | MBA206.2         | Mid Term-1, Quiz & End Sem Exam |
| 19      | Business Forecasting                                          | Lecture          |                  | Mid Term-1, Quiz                |

|    |                                                         |         |          |                                 |
|----|---------------------------------------------------------|---------|----------|---------------------------------|
|    |                                                         |         | MBA206.2 | & End Sem Exam                  |
| 20 | Concept, Additive and Multiplicative models,            | Lecture | MBA206.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Components of time series                               | Lecture | MBA206.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Trend analysis                                          | Lecture | MBA206.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Using Graphical, Semi average and Moving Average method | Lecture | MBA206.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Least Square method                                     | Lecture | MBA206.2 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Linear and Non- Linear equations                        | Lecture | MBA206.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | - Linear and Non- Linear equations                      | Lecture | MBA206.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Linear Programming Problem:                             | Lecture | MBA206.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Linear Programming Problem: Concept and formulation     | Lecture | MBA206.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Structuring of LPP                                      | Lecture | MBA206.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Maximization and minimization cases                     | Lecture | MBA206.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Simplex method                                          | Lecture | MBA206.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Transportation Problem                                  | Lecture | MBA206.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Target-market prospects.                                | Lecture | MBA206.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Introductory market strategy                            | Lecture | MBA206.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Initial Basic feasible solution method                  | Lecture | MBA206.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Modified approximation method                           | Lecture | MBA206.4 | Mid Term-2, Quiz & End Sem Exam |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |  |
|-----------------|------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|--|
|                 |                                                                                          | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |  |
| <b>MBA206.1</b> | To understand the concepts of probability distribution and its relationship to Business. | -                                   | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  |  |  |
| <b>MBA206.2</b> | To apply concepts of forecasting under different conditions.                             | 1                                   | 3           | 3           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |  |
| <b>MBA206.3</b> | To analyse probability based decisions in of different types in different conditions.    | -                                   | 3           | 2           | -           | 1           | 3           | 3           | 2           | 3           | 3            |  |  |  |  |
| <b>MBA206.4</b> | To integrate the concept of Linear programming and business under various conditions.    | 1                                   | 3           | 2           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |  |

### Sample Question Paper

|                                                                                               |             |               |          |           |                |          |
|-----------------------------------------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –II) 2019-20</p> |             |               |          |           |                |          |
| Class: MBA II Semester                                                                        |             |               |          |           |                |          |
| Subject Name:<br>MBA 206 Quantitative Techniques                                              |             | Time: 1.5 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |

| Question Mapping                                                                                                                                                                                              | Q.1,4        | Q.2,3                                                          | Q.4 | Q.2,5,6 |       |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------|-----|---------|-------|--|
| <p>Student will be able to:</p> <p>CO1: To understand the concepts of probability distribution and its relationship to Business.</p> <p>CO2: To apply concepts of forecasting under different conditions.</p> |              |                                                                |     |         |       |  |
| CO Map                                                                                                                                                                                                        | Question No. | Question                                                       |     |         | Marks |  |
| CO1                                                                                                                                                                                                           | Q.1          | Explain in brief concept of probability.                       |     |         | 3     |  |
| CO2                                                                                                                                                                                                           | Q.2a         | What is the nature of Forecasting?                             |     |         | 3     |  |
|                                                                                                                                                                                                               | Q.2b         | How concept of Forecasting is applied in business decisions?   |     |         | 3     |  |
| CO2                                                                                                                                                                                                           | Q.3          | Elaborate Forecasting and determinants of Forecasting          |     |         | 6     |  |
| CO2                                                                                                                                                                                                           | Q.4          | Explain the significance of Forecasting                        |     |         | 3     |  |
| CO3                                                                                                                                                                                                           | Q.5a         | Elaborate different types of probability based decision making |     |         | 3     |  |
|                                                                                                                                                                                                               | Q.5b         | Describe in brief probability based decisions.                 |     |         | 3     |  |
| CO4                                                                                                                                                                                                           | Q.6          | How Linear programming enables small-scale entrepreneurs?      |     |         | 6     |  |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2019-20                  |
| <b>Course Name</b>      | MBA                      |
| <b>Semester</b>         | 2 <sup>nd</sup> Semester |
| <b>Subject Code</b>     | MBA 206                  |
| <b>Subject Name</b>     | Quantitative Techniques  |
| <b>Attainment Level</b> | Level 3                  |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                                     |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| III<br>SEM                          | MBA301 | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 1   | 2    |  |  |  |



| AMITY BUSINESS SCHOOL                                                                               |
|-----------------------------------------------------------------------------------------------------|
| Course Handout                                                                                      |
| Course : <b>PROJECT MANAGEMENT</b>                                                                  |
| Course Code : MBA 301, Crédits : 03, Session : 2019-20(Odd Sem.), Class : MBA. 2 <sup>nd</sup> Year |

**A. Introduction:** Project Management is a broad multi-level activity. The objectives of this course are to provide a thorough understanding of its various essentials to the student. At the completion of the course, the student should be able to apply criteria of selection for identification of a project and carry out a rational appraisal. He/ She should be able to do project planning and be familiar with project control systems. To develop the thorough understanding of the subject, tools and techniques used for managing projects.

**B. Course Outcomes:** At the end of the course, students will be able to:

MBA 301.1: To understand the context of project management

MBA 301.2: To analyse and elaborate on the Project Selection and Appraisal.

MBA 301.3: To gain knowledge of project planning and organisation.

MBA 301.4: To identify the role of risk management plan and cost estimation.

MBA 301.5: To understand how subcontract administration and control are practiced in the industry.

***Programme Outcomes:***

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**C. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                     | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                      | CT       | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                            | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allow of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                        | EE       | 70%         |

|              |  |  |             |
|--------------|--|--|-------------|
| <b>Total</b> |  |  | <b>100%</b> |
|--------------|--|--|-------------|

#### ***D. Syllabus***

##### **Module I: Context of Project Management**

Concept of Projects, Project Management, importance; Project Goals, Functions; Categories of Projects, Phases of Projects, 7S' of Projects; Life Cycles

##### **Module II: Project Selection and Appraisal**

Criteria for selection: Checklist Model, Scoring Model, Analytic Hierarchy Process, Profile Model; identification of the project; Request for Proposal; Project appraisal: Technical, Commercial, Economic, Financial and Management appraisal; Feasibility Study: Payback Period, NPV, IRR, Options Model; Detailed Project Report

##### **Module III: Project Planning and Organization**

Project Planning: Planning steps, Master plan; Defining Project Scope, Developing Work Breakdown Structure, Project Activity, Project Coordination, Scheduling Charts; Schedule, Gantt Charts, CPM and PERT Project Team, Role of the leader; Project Organization: Pure, Matrix, Mixed; Project Portfolio Management

##### **Module IV: Cost Estimation, Budgeting, Measurement of Risk**

Cost Estimating Process, Budgets and Estimates; Cost-Time Overrun; Risk analysis, Project Management Information System

##### **Module V: Project Review and Control**

Control Process, Cybernetic controls, Go-No-go Controls, Post controls; Project Quality Control; Critical Chain Project Management; Project Closeout; Project Termination and Abandonment Analysis; Project Audit

,

#### **E. Examination Scheme:**

| <b>Components</b> | <b>Midterm Exam</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>Attendance</b> | <b>ESE</b> |
|-------------------|---------------------|---------------------------------------------|-------------------|------------|
| Weightage (%)     | 15                  | 10                                          | 5                 | 70         |

#### **F. Suggested Text/Reference Books:**

##### **Text & References:**

- Gray & Larson (2008), Project Management, Tata McGraw-Hill
- Harvard Business School Press (2007), The Essentials of Project Management (for HR Professionals)
- Kerzner (2008), Project Management, John Wiley
- Kloppenborg (2009), Contemporary Project Management, Cengage.
- Maylor (2008), Project Management, Pearson India

- Meredith, Mantel, (2008), Project Management, Wiley India
- Nagarajan (2008), Project Management, New Age Publishers
- Nicholas and Steyn (2008), Project Management for Business, Engineering, & Technology, Elsevier India
- Pinto (2009), Project Management: Achieving Competitive Advantage, Pearson India, Delhi

### G. Lecture Plan

| Lecture | Topics                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------|------------------|------------------|---------------------------------|
| 1       | Concept of Projects            | Lecture          | MBA 301.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Project Management             | Lecture          | MBA 301.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Importance                     | Lecture          | MBA 301.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Project Goals                  | Lecture          | MBA 301.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Functions                      | Lecture          | MBA 301.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Categories of Projects         | Lecture          | MBA 301.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Phases of Projects             | Lecture          | MBA 301.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | 7S' of Projects                | Lecture          | MBA 301.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Life Cycles                    | Lecture          | MBA 301.1        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Criteria for selection         | Lecture          | MBA 301.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Checklist Model, Scoring Model | Lecture          | MBA 301.2        | Mid Term-1,                     |

|    |                                                                     |         |           |                                 |
|----|---------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                     |         |           | Quiz & End Sem Exam             |
| 12 | Analytic Hierarchy Process                                          | Lecture | MBA 301.3 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Profile Model                                                       | Lecture | MBA 301.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | identification of the project                                       | Lecture | MBA 301.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Request for Proposal                                                | Lecture | MBA 301.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Project appraisal                                                   | Lecture | MBA 301.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Technical, Commercial, Economic, Financial and Management appraisal | Lecture | MBA 301.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Feasibility Study: Payback Period, NPV, IRR                         | Lecture | MBA 301.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Options Model; Detailed Project Report                              | Lecture | MBA 301.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Project Planning: Planning steps                                    | Lecture | MBA 301.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Master plan                                                         | Lecture | MBA 301.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Defining Project Scope                                              | Lecture | MBA 301.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Developing Work Breakdown Structure,                                | Lecture | MBA 301.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Project Activity, Project Coordination                              | Lecture | MBA 301.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Scheduling Charts; Schedule                                         | Lecture | MBA 301.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Gantt Charts, CPM and PERT Project Team                             | Lecture | MBA 301.3 | Mid Term-1, Quiz & End          |

|    |                                                                               |         |           |                                 |
|----|-------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                               |         |           | Sem Exam                        |
| 27 | Team, Role of the leader                                                      | Lecture | MBA 301.3 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Project Organization: Pure, Matrix, Mixed; Project Portfolio Management       | Lecture | MBA 301.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Cost Estimating Process                                                       | Lecture | MBA 301.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Budgets and Estimates; Cost-Time Overrun                                      | Lecture | MBA 301.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Risk analysis                                                                 | Lecture | MBA 301.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Project Management Information System                                         | Lecture | MBA 301.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Control Process, Cybernetic controls, Go-No-go Controls                       | Lecture | MBA 301.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Post controls; Project Quality Control                                        | Lecture | MBA 301.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Critical Chain Project Management                                             | Lecture | MBA 301.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Project Closeout; Project Termination and Abandonment Analysis; Project Audit | Lecture | MBA 301.5 | Mid Term-2, Quiz & End Sem Exam |

#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |



| CO Map | Question No. | Question                                                                                                                      | Marks |
|--------|--------------|-------------------------------------------------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Discuss the concept of Projects.                                                                                              | 3     |
| CO1    | Q.2a         | What is 7S' of Projects? Explain                                                                                              | 3     |
|        | Q.2b         | Elaborate the Phases of Projects.                                                                                             | 3     |
| CO1    | Q.3          | Explain the Checklist Model, Scoring Model in detail.                                                                         | 6     |
| CO2    | Q.4          | What are the criteria for project selection?                                                                                  | 3     |
| CO2    | Q.5a         | Differentiate between CPM and PERT                                                                                            | 3     |
|        | Q.5b         | Describe in brief the Project appraisal management.                                                                           | 3     |
| CO2    | Q6           | Briefly explain Feasibility Study. Explain your answer with Payback Period, NPV, IRR, Options Model; Detailed Project Report. | 6     |

| Attainments |   | Rubric                                                    |
|-------------|---|-----------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2019-20                  |
| <b>Course Name</b>      | MBA                      |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester |
| <b>Subject Code</b>     | MBA 301                  |
| <b>Subject Name</b>     | Project Management       |
| <b>Attainment Level</b> | Level 2                  |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION<br/>MATRIX</b> |     |     |     |     |     |     |     |     |     |      |      |      |      |  |
|------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|--|
|                                          | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |  |
| III-Sem                                  | 2   | 3   | 2   | 2   | 2   | 3   | 3   | 3   | 2   | 2    | 3    | 3    | 2    |  |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>Project appraisal and Finance</b>                                           |
| Course Code : MBA 308, Crédits : 03, Session :2019-20 (Odd Sem.), Class : MBA. 2nd Year |

**A. Introduction:** The objective of this course is to help the students gain understanding of the functions and responsibilities of the manager and to provide the student understand Human Behaviour in organizations so as to improve his managerial effectiveness. It provides a comprehensive analysis of individual and group behavior in organizations. This course will expose students to approaches and processes that can help in effectively leading and managing others in organizations.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA 308.1:** Understanding the relevance of alternative project appraisal techniques, financial structuring and financing alternative identification of a project, feasibility analysis including market, technical and financial appraisal of a project and the elements of social cost benefit analysis.

**MBA 308.2:** Analyzing the learning and understand techniques for Project planning, scheduling and Execution Control

**MBA 308.3:** Applying technology tools for communication, collaboration, information management, and decision support and appraisal techniques for evaluating live projects

**MBA 308.4:** Interacting with team and stakeholders in a professional manner, respecting differences, to ensure a collaborative project environment

**MBA 308.5:** Evaluating and appreciating contemporary project management tools and methodologies in Indian context

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                        | CT          | 15%                |
|                                | Mid Term 2                                                                                                                        |             |                    |
|                                | Project/Assignment/ Quiz/Presentation                                                                                             | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. | A           | 5%                 |

|                          |                                                                             |    |             |
|--------------------------|-----------------------------------------------------------------------------|----|-------------|
|                          | The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                    | EE | 70%         |
| <b>Total</b>             |                                                                             |    | <b>100%</b> |

## E. Syllabus

### Module I: Overview and structuring of Project Financing

Cost of Project, Means of Finance, Estimates of Sales and Production, Cost of Production, Working Capital Requirements and its Financing, Profitability Projections, Break Even Point, Projected Balance Sheets, Muti Year Projections, Basic Principles for Measuring Project Cash Flows, Components of the Cash Flow Stream, Biases in Cash Flow Estimation

### Module II: Managing project risks

Types and Measures of Project Risk, Sensitivity Analysis, Scenario Analysis, Optimal Timing, Social Cost Benefit Anaysis, Net Benefit in terms of Economic Prices, Measurement of the Impact on Distribution, Savings Impact and its value, Income Distribution Impact, Little-Mirrlees Approach, Shadow Prices

**Module III:** Financing Projects: Methods of Project Financing, Share capital – equity capital and preference capital, Term loan, Debenture capital, Commercial banks, Bills discounting, Seed Capital, Stages in Project Financing

### Text & References:

- Chandra P.(2002), Projects: Planning, Analysis, Financing, Implementation & Review, Tata McGraw-Hill Publishing.
- Meredith J.R. & Mantel S.J., Jr.( 2000), Project Management: A Managerial Approach, Ed. John Wiley & Sons.
- Machiraju H.R.(2001), Introduction to Project Finance: An Analytical Perspective, Vikas Publishing House Pvt. Ltd.
- Patel B.M.(2000),Project Management: Strategic Financial Planning Examination & Control, Vikas Publishing House Pvt. Ltd.
- Finnerty J. D.(1996), Project Financing: Asset-Based Financial Engineering, Wiley
- Newbold C.R.,(1998), Project Management in the Fast Lane: Applying Theory & Constraints, St. Lucie Press
- Anthony R.N. & Govindrajan V.(1998), Management Control Systems, Tata McGraw-Hill
- Desai V.(1997), Project Management, Himalaya Publishing House

### F. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

### G. Suggested Text/Reference Books:

- Luthans, F. (2005), Organizational Behaviour, McGraw – Hill International Edition.
- Robbins, S.P, Judge TA, Sanghi S, Organizational Behaviour,Thirteenth Edition, Pearson.
- Greenberg, J. & Baron, R.A. (2005), Behaviour in Organizations, Pearson Education.
- Newstrom John W. and Davis Keith, (1993), Organizational Behaviour: Human Behaviour at Work, Tata McGraw Hill, New Delhi

- P. Subba Rao (2010), Management and Organisation and Behaviour, Himalaya Publishing House, New Delhi
- Pierce Gardner with Dunham (2011) Managing Organizational Behaviour. Cengage Learning India.
- L M Prasad, Organisational Behavior, Sultan Chand
- M Gregory & G Ricky , Organisational Behavior, Biztantra Publication

## H. Lecture Plan

| Lecture | Topics                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction of Cost of Project and Means of Finance | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Estimates of Sales and Production                    | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Cost of Production                                   | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Working Capital Requirements and its Financing       | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Profitability Projections                            | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Break Even Point                                     | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Projected Balance Sheets                             | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Muti Year Projections                                | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Basic Principles for Measuring Project Cash Flows    | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Components of the Cash Flow Stream                   | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Biases in Cash Flow Estimation                       | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Types and Measures of Project Risk                   | Lecture          | MBA308.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Sensitivity Analysis                                 | Lecture          | MBA308.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Scenario Analysis                                    | Lecture          | MBA308.2         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Optimal Timing                                       | Lecture          | MBA308.2         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Social Cost Benefit Anaysis                          | Lecture          | MBA308.2         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Net Benefit in terms of Economic Prices              | Lecture          | MBA308.2         | Mid Term-1, Quiz & End Sem Exam |
| 18      | Measurement of the Impact on Distribution            | Lecture          | MBA308.2         | Mid Term-1, Quiz & End Sem Exam |
| 19      | Savings Impact and its                               | Lecture          | MBA308.2         | Mid Term-1, Quiz                |

|    |                                                       |            |          |                                 |
|----|-------------------------------------------------------|------------|----------|---------------------------------|
|    | value                                                 |            |          | & End Sem Exam                  |
| 20 | Income Distribution Impact                            | Lecture    | MBA308.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Little-Mirrlees Approach                              | Lecture    | MBA308.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Shadow Prices                                         | Lecture    | MBA308.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Methods of Project Financing                          | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Share capital - equity capital and preference capital | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Term loan                                             | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Debenture capital                                     | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Commercial banks                                      | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Bills discounting                                     | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Seed Capital                                          | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Stages in Project Financing                           | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Case study from module 1                              | Case study | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Case study from module 1                              | Case study | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Case study from module 2                              | Case study | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Case study from module 2                              | Case study | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Case study from module 3                              | Case study | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Case study from module 3                              | Case study | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |

#### A. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |



|                      |                                                                                                                                                                                                                                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA3<br/>08.1</b> | Understanding the relevance of alternative project appraisal techniques, financial structuring and financing alternative identification of a project, feasibility analysis including market, technical and financial appraisal of a project and the elements of social cost benefit analysis. | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 1 | 2 | 2 | 1 |
| <b>MBA3<br/>08.2</b> | Analyzing the learning and understand techniques for Project planning, scheduling and Execution Control                                                                                                                                                                                       | 2 | 3 | 1 | - | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>MBA3<br/>08.3</b> | Applying technology tools for communication, collaboration, information management, and decision support and appraisal techniques for evaluating live projects.                                                                                                                               | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 3 | 2 | 1 | 1 |
| <b>MBA3<br/>08.4</b> | Interacting with team and stakeholders in a professional manner, respecting differences, to ensure a collaborative project environment                                                                                                                                                        | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |

|                      |                                                                                                       |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----------------------|-------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA3<br/>08.5</b> | Evaluating and appreciating contemporary project management tools and methodologies in Indian context | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |
|----------------------|-------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|

**ample Question Paper**

| Amity Business School<br>I MID-SEMESTER (SEM –3) 2019-20                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |              |                                                                     |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA 3 Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                                     |          |           |                |          |
| Subject Name:<br>MBA 308 Project appraisal and finance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              | Time: 1.5 Hrs                                                       |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Remembering  | Understanding                                                       | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.1,4        | Q.2,3                                                               | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Understanding the relevance of alternative project appraisal techniques, financial structuring and financing alternative identification of a project, feasibility analysis including market, technical and financial appraisal of a project and the elements of social cost benefit analysis.</p> <p>CO2: Analyzing the learning and understand techniques for Project planning, scheduling and Execution Control</p> <p>CO3: Applying technology tools for communication, collaboration, information management, and decision support and appraisal techniques for evaluating live projects</p> |              |                                                                     |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Question No. | Question                                                            |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.1          | Explain in brief about Cost of Project.                             |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.2a         | What do you mean by Finance with Estimates of Sales and Production? |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Q.2b         | Discuss basic Principles for Measuring Project Cash Flows?          |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.3          | Elaborate Components of the Cash Flow Stream.                       |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.4          | Explain Sensitivity Analysis.                                       |          |           |                | 3        |

|     |      |                                                   |   |
|-----|------|---------------------------------------------------|---|
| CO2 | Q.5a | Elaborate Scenario Analysis and Optimal Timing.   | 3 |
|     | Q.5b | Describe in brief about Little-Mirrlees Approach. | 3 |
| CO3 | Q 6  | Explain various Methods of Project Financing      | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY**  
 ————— MADHYA PRADESH —————  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                               |
|-------------------------|-------------------------------|
| <b>Session</b>          | 2019-20                       |
| <b>Course Name</b>      | MBA                           |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester      |
| <b>Subject Code</b>     | MBA 308                       |
| <b>Subject Name</b>     | Project appraisal and finance |
| <b>Attainment Level</b> | Level 3                       |

**Note:**

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION<br>MATRIX |     |     |     |     |     |     |     |     |     |      |      |      |      |
|----------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III-Sem                          | 3   | 2   | 2   | 3   | 2   | 2   | 3   | 2   | 2   | 3    | 3    | 2    | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## AMITY BUSINESS SCHOOL

### Course Handout

Course : **INTERNATIONAL FINANCE**

Course Code : MBA 309 Crédits : 03, Session :2019-20 (Odd Sem.), Class : MBA. 2nd Year

**Introduction:** The objective of this course is to help the students to learn about International Finance. The issues will be discussed in a way that will facilitate students to appreciate empirical issues and help identify research questions in the areas discussed. The topics discussed will also include survey of few empirical studies, evaluation of econometric techniques, and research applications in the Indian and international context.

**Course Outcomes:** At the end of the course, students will be able to:

MBA 309.1. Understanding the broader problems of international finance by understanding global business scenario.

MBA 309.2. Possessing knowledge of Foreign Exchange market, Speculation and Arbitrage in term of International Finance

MBA 309.3. Demonstrating critical thinking about Hedging tools for Management of Transaction Exposure.

MBA 309.4. Conducting in depth research using different analytical tools for generating new knowledge for International Investment Proposals and Institutions of Global Finance

MBA 309.5. Preparing Analytical reports for business decision making

### A. Programme Outcomes:

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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### **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

### **B. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                      | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-----------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                              | CT          | 15%                |
|                                | Mid Term 2                              |             |                    |
|                                | Project/Assignment/ Quiz/Presentation   | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required | A           | 5%                 |

|                          |                                                                                                                                                                       |    |             |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                                                                                                              | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                       |    | <b>100%</b> |

### C. Syllabus

#### Module I: International Financial Environment

Finance function in global business scenario, International Monetary System, International Capital Markets and Instruments, Balance of Payments, Recent Developments, International Corporate Finance

#### Module II: Foreign Exchange Markets

Spot and Forward Foreign Exchange Markets, Speculation and Arbitrage in Foreign Exchange Markets and Implications of Market Efficiency, Currency Swaps, Currency Futures and Options.

#### Module III: Foreign Exchange Rate Determination

Theories of Exchange Rate Determination, Fundamental International Parity Conditions – Purchasing Power and Interest Rate Parity, Forecasting Exchange Rates - Technical Forecasting, Fundamental Forecasting.

#### Module IV: Foreign Exchange Rate Exposure and Risk Management

Exchange rate Determinants, Transaction, Translation and Operating Exposure, Exposure from Equity and Borrowing in International Financial Markets, Hedging tools for Management of Transaction Exposure and Interest Rate Exposure, Degree of Hedge.

#### Module V: Issues in Foreign Investments Analysis

Examination of International Investment Proposals, Discounted Cash Flow Analysis, Tax Adjusted Present Value Approach, Political Risk Analysis, External Investment Decision – Measuring Total Returns on Foreign Investments.

#### Module VI: Institutions of Global Finance

World Bank, IMF, BRICS, WTO, NAFTA, G-20 or Group of Twenty.

### Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

### D. Suggested Text/Reference Books:

- Levi, M. D. (1996), International Finance, McGraw Hill International.
- Apte, P. G. (1995), International Financial Management, Tata McGraw Hill
- Errunza, V.R., Singh, D. and Srinivasan, T.S. (1994), International Business Finance, Global Business Press.
- Seth, A.K. (2000), International Financial Management, Galgotia Publishing Company.
- Hull, J. C. (1999), Introduction to Futures and Options Markets, Prentice Hall of India.
- Edwards, F. R. and Ma, C. W. (1992), Futures and Options, McGraw-Hill International.
- Kolb, R. W. (1997), Understanding Futures Markets, Prentice Hall of India.
- Rebonato, R. (1996), Interest Rate Option Models: Understanding, Analysing and Using Models for Exotic
- Interest Rate Options, John Wiley and Sons.
- Kohn, M. (1998), Financial Institutions and Markets, Tata McGraw Hill Publishing
- Articles from selected journals and magazines.
- 

### E. Lecture Plan



| Lecture | Topics                                                                | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction of Finance function in global business scenario          | Lecture          | MBA309.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | International Monetary System                                         | Lecture          | MBA309.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | International Capital Markets and Instruments                         | Lecture          | MBA309.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Balance of Payments</i>                                            | Lecture          | MBA309.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Recent Developments                                                   | Lecture          | MBA309.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | International Corporate Finance                                       | Lecture          | MBA309.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Spot and Forward Foreign Exchange Markets                             | Lecture          | MBA309.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Speculation and Arbitrage in Foreign Exchange Markets                 | Lecture          | MBA309.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Implications of Market Efficiency                                     | Lecture          | MBA309.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Currency Swaps                                                        | Lecture          | MBA309.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Currency Futures and Options                                          | Lecture          | MBA309.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Theories of Exchange Rate Determination                               | Lecture          | MBA309.3         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Fundamental International Parity Conditions                           | Lecture          | MBA309.3         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Purchasing Power                                                      | Lecture          | MBA309.3         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Interest Rate Parity                                                  | Lecture          | MBA309.3         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Forecasting Exchange Rates                                            | Lecture          | MBA309.3         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Technical Forecasting                                                 | Lecture          | MBA309.3         | Mid Term-1, Quiz & End Sem Exam |
| 18      | Fundamental Forecasting making                                        | Lecture          | MBA309.3         | Mid Term-1, Quiz & End Sem Exam |
| 19      | Exchange rate Determinants                                            | Lecture          | MBA309.4         | Mid Term-1, Quiz & End Sem Exam |
| 20      | Translation and Operating Exposure                                    | Lecture          | MBA309.4         | Mid Term-1, Quiz & End Sem Exam |
| 21      | Exposure from Equity and Borrowing in International Financial Markets | Lecture          | MBA309.4         | Mid Term-2, Quiz & End Sem Exam |
| 22      | Hedging tools for Management of Transaction Exposure                  | Lecture          | MBA309.4         | Mid Term-2, Quiz & End Sem Exam |

|    |                                                   |         |          |                                 |
|----|---------------------------------------------------|---------|----------|---------------------------------|
| 23 | Interest Rate Exposure                            | Lecture | MBA309.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Degree of Hedge                                   | Lecture | MBA309.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Examination of International Investment Proposals | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Discounted Cash Flow Analysis                     | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Tax Adjusted Present Value Approach               | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Political Risk Analysis                           | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | External Investment Decision                      | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Measuring Total Returns on Foreign Investments    | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | World Bank                                        | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | IMF                                               | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | BRICS                                             | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | WTO                                               | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | NAFTA                                             | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | G-20 or Group of Twenty                           | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |

#### A. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|--------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA309.1</b> | Understanding the broader problems of international finance by understanding global business scenario. | 2                                   | 3           | -           | -           | 3           | 2           | -           | 3           | 2           | 1            | 2                                            | 2                | 3                |

|                 |                                                                                                                                                                      |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA309.2</b> | Possessing knowledge of Foreign Exchange market, Speculation and Arbitrage in term of International Finance                                                          | 2 | 2 | 1 | - | 1 | - | - | 2 | 2 | 1 | 3 | 3 | 1 |
| <b>MBA309.3</b> | Demonstrating critical thinking about Hedging tools for Management of Transaction Exposure.                                                                          | 1 | 2 | - | 1 | 1 | - | - | 2 | 3 | 2 | 2 | 1 | 2 |
| <b>MBA309.4</b> | Conducting in depth research using different analytical tools for generating new knowledge for International Investment Proposals and Institutions of Global Finance | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>MBA309.5</b> | Preparing Analytical reports for business decision making                                                                                                            | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

### Sample Question Paper

|                                                          |
|----------------------------------------------------------|
| Amity Business School<br>I MID-SEMESTER (SEM –3) 2019-20 |
| Class: MBA III Semester                                  |

|                                                   |             |               |          |           |                |          |
|---------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Subject Name:<br>MBA 309 INTERNATIONAL<br>FINANCE |             | Time: 1.5 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy    | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                  | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |                |          |

Student will be able to

CO1. Understanding the broader problems of international finance by understanding global business scenario.

CO2. Possessing knowledge of Foreign Exchange market, Speculation and Arbitrage in term of International Finance

CO3. Demonstrating critical thinking about Hedging tools for Management of Transaction Exposure.

CO4. Conducting in depth research using different analytical tools for generating new knowledge for International Investment Proposals and Institutions of Global Finance

CO5. Preparing Analytical reports for international business decision making

| CO Map | Question No. | Question                                                                     | Marks |
|--------|--------------|------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief about finance function in global business scenario.         | 3     |
| CO1    | Q.2a         | What is the nature of Speculation and Arbitrage in Foreign Exchange Markets? | 3     |
|        | Q.2b         | Explain about Speculation and Arbitrage in Foreign Exchange Markets?         | 3     |
| CO1    | Q.3          | Elaborate Currency Futures and Options.                                      | 6     |
| CO2    | Q.4          | Explain the Theories of Exchange Rate Determination                          | 3     |
| CO2    | Q.5a         | Elaborate Hedging tools for Management of Transaction Exposure.              | 3     |
|        | Q.5b         | Describe in brief Discounted Cash Flow Analysis.                             | 3     |
| CO2    | Q 6          | Explain about World Bank, IMF and BRICS.                                     | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |
|--------------|---|------------------------------------------------------------|



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                     |                          |
|---------------------|--------------------------|
| <b>Session</b>      | 2019-20                  |
| <b>Course Name</b>  | MBA                      |
| <b>Semester</b>     | 3 <sup>rd</sup> Semester |
| <b>Subject Code</b> | MBA 309                  |
| <b>Subject Name</b> | International Finance    |

**Attainment Level**      38% of the students secured more than 60 % marks

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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### **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION<br>MATRIX |     |     |     |     |     |     |     |     |     |      |      |      |      |  |
|----------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|--|
|                                  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |  |
| III-Sem                          | 2   | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 2    | 3    | 3    | 2    |  |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>FINANCIAL MARKETS AND FINANCIAL SERVICES</b>                                |
| Course Code : MBA 310, Crédits : 03, Session :2019-20 (Odd Sem.), Class : MBA. 2nd Year |

**Introduction:** At the end of this course the students will understand: Role of Financial Services in producing and maximizing value. Understanding basic Financial Services and their need. Factors determining dynamism in the Financial Services industry. Understanding the interface of regulators and managers for quantifying and dealing with critical factors affecting the Financial Services industry. This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding, Social Responsiveness and Ethics.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA310.1.** Demonstrate the applicability of the concept and of functions of financial markets and intermediary institutions.

**MBA310.2.** Analyze general structure of various financial markets

**MBA310.3.** Demonstrate the applicability Debt Market and Commodity Market in the organization.

**MBA310.4.** Demonstrate an awareness of the current structure and functioning of the financial services sector.

**B. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

### **C. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |

|              |  |  |             |
|--------------|--|--|-------------|
| <b>Total</b> |  |  | <b>100%</b> |
|--------------|--|--|-------------|

#### D. Syllabus

**Module I: Capital market intermediaries:** Role of capital market intermediaries, stock brokers and sub-brokers, share transfer agents, bankers to an issue, trustees of trust deeds, registrars to an issue, merchant bankers, underwriters, portfolio managers, investment advisers, depositories and depository participants, custodians of securities, credit rating agencies, asset management companies, clearing members, trading members.

**Module II: Regulation of securities markets**

Security and Exchange Board of India( SEBI), Management of SEBI under SEBI act, 1992, Power and functions of SEBI, Trading rules and regulations, Secondary markets-Competition among stock exchanges-Regulation of asset managers, primary markets, trading and clearing and settlement

**Module III: Leasing Hire Purchase and Consumer Credit**

Development of Leasing Hire Purchase and Consumer Credit, Types of Leasing, Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies, Leasing Vs. Buying- NPV, Concept of Securitization, Reasons for unpopularity and future prospects of securitization

**Module IV: Venture Capital Financing**

International Experiences in Venture Capital Financing, Venture Capital Financing in India, Pitfalls to be Avoided, Private Equity and growth of Entrepreneurship

**Module V: Other Financial services**

Factoring Services - Features, Merits and Demerits, Cost Benefit Analysis, Forfeiting – Features, Merits and Demerits, Credit Rating: Concept of Credit Rating, Types of Credit Rating, Advantages and Disadvantages of Credit Rating, Credit Rating Agencies and Their Methodology and Process, Individual Credit Rating, Sovereign Credit Rating Practices, Indian Experience up to now, Housing Finance, Custodial Services- Central Depository

#### E. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### F. Suggested Text/Reference Books:

- Khan M Y, (1999), Indian Financial System, Tata McGraw Hill
- Chandra, P.(1999), Financial Management: Theory and Practice, Tata McGraw Hill.
- Dietrich J Kimball,(1996), Financial Services & Financial Institutions, Value Creation in theory and Practice, Prentice Hall
- Pandey, I.M. (1999), Financial Management, Vikas Publishing House
- Sriram, K. (1996), Handbook of Leasing, Hire Purchase and Factoring, ICFAI.
- Bhole L M, (2000), Financial Institutions and Markets: Structure, Growth & Innovations, Tata McGraw Hill
- Regular reading of the Financial & Business Journals, Analyst, and Economist is essential.

#### G. Lecture Plan

| Lecture | Topics                                | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------|------------------|------------------|---------------------------------|
| 1       | Role of capital market intermediaries | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | stock brokers and sub-brokers         | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                   |         |          |                                 |
|----|-----------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 3  | share transfer agents                                                             | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | <i>bankers to an issue and trustees of trust deeds</i>                            | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | registrars to an issue                                                            | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | merchant bankers                                                                  | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | underwriters                                                                      | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | portfolio managers                                                                | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | investment advisers                                                               | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | depositories and depository participants                                          | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | custodians of securities                                                          | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | credit rating agencies                                                            | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | asset management companies                                                        | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 14 | clearing members and trading members                                              | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Security and Exchange Board of India( SEBI)                                       | Lecture | MBA310.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Management of SEBI under SEBI act, 1992                                           | Lecture | MBA310.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Power and functions of SEBI                                                       | Lecture | MBA310.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Trading rules and regulations                                                     | Lecture | MBA310.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Secondary markets- Competition among stock exchanges-Regulation of asset managers | Lecture | MBA310.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | trading and clearing and settlement                                               | Lecture | MBA310.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Development of Leasing Hire Purchase and Consumer Credit                          | Lecture | MBA310.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Types of Leasing                                                                  | Lecture | MBA310.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Pricing Methodology and Financial Analysis                                        | Lecture | MBA310.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Taxation                                                                          | Lecture | MBA310.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Legal Framework for Leasing and Hire Purchase Companies                           | Lecture | MBA310.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Leasing Vs. Buying- NPV                                                           | Lecture | MBA310.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                      |         |          |                                 |
|----|--------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 27 | Concept of Securitization                                                            | Lecture | MBA310.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Reasons for unpopularity and future prospects of securitization                      | Lecture | MBA310.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | International Experiences in Venture Capital Financing                               | Lecture | MBA310.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Venture Capital Financing in India                                                   | Lecture | MBA310.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Pitfalls to be Avoided                                                               | Lecture | MBA310.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Private Equity and growth of Entrepreneurship                                        | Lecture | MBA310.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Factoring Services - Features, Merits and Demerits                                   | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Cost Benefit Analysis                                                                | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Forfeiting – Features, Merits and Demerits                                           | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Credit Rating: Concept of Credit Rating                                              | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Types of Credit Rating, Advantages and Disadvantages of Credit Rating                | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 38 | Credit Rating Agencies and Their Methodology and Process                             | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 39 | Individual Credit Rating                                                             | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 40 | Sovereign Credit Rating Practices                                                    | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 41 | Indian Experience up to now, Housing Finance, Custodial Services- Central Depository | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |

#### A. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                            | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|--------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                      | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA310.1</b> | Demonstrate the applicability of the | 2                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |



| CO3: Demonstrate the applicability Debt Market and Commodity Market in the organization.                 |              |                                                                    |       |
|----------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------|-------|
| CO4: Demonstrate an awareness of the current structure and functioning of the financial services sector. |              |                                                                    |       |
| CO Map                                                                                                   | Question No. | Question                                                           | Marks |
| CO1                                                                                                      | Q.1          | Explain in brief about capital market intermediaries.              | 3     |
| CO1                                                                                                      | Q.2a         | Explain SEBI and its guidelines?                                   | 3     |
|                                                                                                          | Q.2b         | Explain power and functions of SEBI?                               | 3     |
| CO1                                                                                                      | Q.3          | Elaborate leasing and its types.                                   | 6     |
| CO2                                                                                                      | Q.4          | Explain Legal Framework for Leasing and Hire Purchase Companies.   | 3     |
| CO2                                                                                                      | Q.5a         | Elaborate Venture Capital Financing in India.                      | 3     |
|                                                                                                          | Q.5b         | Describe in brief credit rating.                                   | 3     |
| CO2                                                                                                      | Q 6          | Elaborate Credit Rating Agencies and Their Methodology and Process | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                         |
|-------------------------|-----------------------------------------|
| <b>Session</b>          | 2019-20                                 |
| <b>Course Name</b>      | MBA                                     |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester                |
| <b>Subject Code</b>     | MBA 310                                 |
| <b>Subject Name</b>     | Financial market and financial services |
| <b>Attainment Level</b> | Level 3                                 |

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.



**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION<br>MATRIX |     |     |     |     |     |     |     |     |     |      |      |      |      |
|----------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                  | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III-Sem                          | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 3   | 3   | 2    | 2    | 3    | 3    |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT</b>                            |
| Course Code : MBA 311, Crédits : 03, Session :2019-20 (Odd Sem.), Class : MBA. 2nd Year |

**Introduction** This course will help students in developing Critical thinking, doing Business Analysis, Problem Solving and finding Innovative Solutions. Students can understand Business Environment and develop Domain Knowledge. Students will get clear understanding of the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges. Important theories, techniques, regulations and certain advancements in theory of investment will be covered with an aim of helping the participants make sound investment decisions both in the context of individual security and portfolio investment.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA311.1.** Demonstrate and understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management.

**MBA311.2.** Analyzing stock returns and risk framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.

**MBA311.3.** Demonstrate and learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel.

**MBA311.4.** Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models.

**MBA311.5:** Measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences

**B. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

### **C. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |

|              |  |  |             |
|--------------|--|--|-------------|
| <b>Total</b> |  |  | <b>100%</b> |
|--------------|--|--|-------------|

## D. Syllabus

### Module I: Introduction to Security Analysis

Introduction to security market, Role of SEBI/ OTCEI//ROC/Stock exchanges, Investors and its types: Speculators & Investors. Meaning, features and types of Investment; Concept & valuation models of equity and bonds. Introduction to security analysis, Need for investment analysis & portfolio management, Risk and Return Introduction, realized return vs. expected return. Risk & return of single security and portfolio of securities, Measurement of risk – calculation of Mean deviation, Standard Deviation, Beta value- Ex-ante and Ex-post beta, Negative beta and its significance in investment decision.

### Module II: Approaches to Security Analysis

Fundamental analysis: Economy analysis, Industry analysis, Company analysis- financial and non- financial analysis, International events and its impact on security market. Technical analysis - Various Technical analysis tools like Moving averages, Volume Analysis, Indicators, RSI, Patten analysis, Candle sticks, Market breadth analysis, Trend analysis, Elliot wave, ROC/RSI, lagging indicators and leading indicators analysis, reading and interpretations of technical patterns and charts, Other tools to Forecast the market and take Entry and exit decisions; Dow Theory

### Module III Portfolio analysis & related models

Introduction to portfolio management, efficient market theory, efficient portfolio and efficient frontier; Valuation by PE ratio /Book value to price value analysis, Markowitz diversification, Single Index Model, CAPM, Arbitrage pricing theory, Estimation of Portfolio beta, Separation of risks into systematic and unsystematic risk, motivation for partitioning of risk, calculation of portfolio risk and return, optimal portfolio selection.

### Module IV Portfolio Management Services

Role of Fund Manager, Portfolio management services, Churning and revision of Portfolio - Need for revision, different techniques of revision- formula plan: constant dollar value plan, constant ratio plan, variable ratio plan; Modified formula plan: Dollar cost Averaging; practical problems in portfolio revision, Portfolio re balancing and up gradation, Sharpe"performance Index, Trennor"performance Index, Jensen's performance Index. Managing equity and bond funds-Managing Mutual Funds

### Module V Trends and Practical

Practical assignment of virtual trading mechanism of stock markets on popular trading platforms

#### E. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### F. Suggested Text/Reference Books:

- Chandra, P.(4rth edition), Investment Analysis& Portfolio Management, Tata McGraw Hill
- Fischer, D.E. and Jordan, R.J. (1995), Security Analysis & Portfolio Management, Prentice Hall of India
- Bhat, Sudhindra;(2009); Security Analysis & Portfolio Management; Excel Books
- Dash, A.P.:(2009); Security Analysis & Portfolio Management; I.K. International
- Rangnatham M., Madhumalathi, R.,(2006); Security Analysis & Portfolio Management; Pearson Education
- Khatri, Dhanesh; (2010); Security Analysis & Portfolio Management; MacMillan India Ltd.
- Online trading platforms such as moneycontrol.com

## G. Lecture Plan

| Lecture | Topics                                                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction to security market                                            | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Role of SEBI/OTCEI//ROC/Stock exchanges                                    | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Investors and its types- Speculators & Investors                           | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Meaning, features and types of Investment</i>                           | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Concept & valuation models of equity and bonds                             | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Introduction to security analysis                                          | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Need for investment analysis & portfolio management                        | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Risk and Return Introduction                                               | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | realized return vs. expected return                                        | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Risk & return of single security and portfolio of securities               | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Measurement of risk – calculation of Mean deviation                        | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Standard Deviation                                                         | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Beta value- Ex-ante and Ex-post beta                                       | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Negative beta and its significance in investment decision.                 | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Fundamental analysis: Economy analysis, Industry analysis                  | Lecture          | MBA311.2         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Company analysis- financial and non- financial analysis                    | Lecture          | MBA311.2         | Mid Term-1, Quiz & End Sem Exam |
| 17      | International events and its impact on security market                     | Lecture          | MBA311.2         | Mid Term-1, Quiz & End Sem Exam |
| 18      | Technical analysis - Various Technical analysis tools like Moving averages | Lecture          | MBA311.2         | Mid Term-1, Quiz & End Sem Exam |
| 19      | Volume Analysis, Indicators                                                | Lecture          | MBA311.2         | Mid Term-1, Quiz & End Sem Exam |
| 20      | RSI, Patten analysis, Candle sticks, Market breadth analysis               | Lecture          | MBA311.2         | Mid Term-1, Quiz & End Sem Exam |
| 21      | Trend analysis, Elliot wave,                                               | Lecture          | MBA311.2         | Mid Term-2, Quiz                |

|    |                                                                                        |         |          |                                 |
|----|----------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | ROC/RSI                                                                                |         |          | & End Sem Exam                  |
| 22 | lagging indicators and leading indicators analysis                                     | Lecture | MBA311.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Reading and interpretations of technical patterns and charts                           | Lecture | MBA311.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Other tools to Forecast the market and take Entry and exit decisions; Dow Theory       | Lecture | MBA311.2 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Introduction to portfolio management                                                   | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | efficient market theory                                                                | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | efficient portfolio and efficient frontier                                             | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Valuation by PE ratio /Book value to price value analysis                              | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Markowitz diversification                                                              | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Single Index Model, CAPM, Arbitrage pricing theory                                     | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Estimation of Portfolio beta                                                           | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Separation of risks into systematic and unsystematic risk                              | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | motivation for partitioning of risk                                                    | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | calculation of portfolio risk and return, optimal portfolio selection.                 | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Role of Fund Manager                                                                   | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Portfolio management services                                                          | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Churning and revision of Portfolio - Need for revision                                 | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 38 | different techniques of revision                                                       | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 39 | Modified formula plan: Dollar cost Averaging; practical problems in portfolio revision | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 40 | Portfolio re balancing and up gradation, Sharpe"performance Index                      | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 41 | Trennor"performance Index, Jensen's performance Index                                  | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 42 | Managing equity and bond funds- Managing Mutual Funds                                  | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 43 | Practical assignment of virtual trading mechanism of stock                             | Lecture | MBA311.5 | Mid Term-2, Quiz & End Sem Exam |

|  |                                      |  |  |  |
|--|--------------------------------------|--|--|--|
|  | markets on popular trading platforms |  |  |  |
|--|--------------------------------------|--|--|--|

### A. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                                                                                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                                                                                                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA311.1</b> | Demonstrate and understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management | 3                                   | 2           | -           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                                            | 2                | 3                |
| <b>MBA311.2</b> | Analyzing stock returns and risk framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.                                                                                                                   | 2                                   | 1           | 1           | -           | 2           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 2                |

|                 |                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA311.3</b> | Demonstrate and learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel. | 1 | 1 | - | 1 | 2 | - | - | 2 | 2 | 3 | 2 | 1 | 1 |
| <b>MBA311.4</b> | Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models                                                  | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>MBA311.5</b> | Measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences                                          | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

**Sample Question Paper**

Amity Business School  
MID-SEMESTER (SEM –3) 2019-20



| Class: MBA III Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |              |                                                                          |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Subject Name:<br>MBA 311 Investment Analysis and<br>Portfolio management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |              | Time: 1.5 Hrs                                                            |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Remembering  | Understanding                                                            | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.1,4        | Q.2,3                                                                    | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Demonstrate and understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management.</p> <p>CO2: Analyzing stock returns and risk framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.</p> <p>CO3: Demonstrate and learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel.</p> <p>CO4: Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models.</p> <p>CO5: Measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences</p> |              |                                                                          |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Question No. | Question                                                                 |          |           | Marks          |          |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.1          | Write introduction of security market and Role of SEBI.                  |          |           | 3              |          |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.2a         | Explain Investors and its types?                                         |          |           | 3              |          |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.2b         | Explain technical analysis and explain Various Technical analysis tools? |          |           | 3              |          |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.3          | Elaborate about CAPM and Arbitrage pricing theory.                       |          |           | 6              |          |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.4          | Explain Sharpe"performance Index and Trennor"performance Index.          |          |           | 3              |          |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.5a         | Elaborate Churning and revision of Portfolio.                            |          |           | 3              |          |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.5b         | Describe in brief Markowitz diversification.                             |          |           | 3              |          |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q 6          | Describe negative beta and its significance in investment decision.      |          |           | 6              |          |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

|                  |                                              |
|------------------|----------------------------------------------|
| Session          | 2019-20                                      |
| Course Name      | MBA                                          |
| Semester         | 3 <sup>rd</sup> Semester                     |
| Subject Code     | MBA 311                                      |
| Subject Name     | Investment Analysis and Portfolio management |
| Attainment Level | Level 3                                      |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## AMITY BUSINESS SCHOOL

### PROGRAMME OUTCOMES

#### **Master of Business Administration 2019-2020**

#### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III<br>SEM                          | MBA 312 | 3   | 2   | 2   | 2   | 2   | 2   | 3   | 2   | 1   | 2    | 3    | 2    | 2    |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>Employee Relations</b>                                                      |
| Course Code : MBA 312, Crédits : 04, Session :2019-20 (Odd Sem.), Class : MBA. 2nd Year |

**A. Introduction:** The main aim of this course is to introduce students to the theories, institutions and practices of Industrial Relations, Also the best possible integration of the employee at work and on the other hand, better business organization as regards its relations with employees. The course will develop skills of dealing with unions, negotiating collective agreements and to identify approaches to promotion of sound labour management relations.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA 312.1.** Understand the concept of Industrial relations and discipline including collective settlement.

**MBA 312.2** study the law related to labours and industry.

**MBA 312.3** Describe the role of trade union, laws related to wages, Employee Benefits and Social Security related laws

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Programme Specific Outcomes:**

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1          | CT          | 15%                |
|                                | Project/Assignment/ | P/A/Q/PR    | 10%                |

|                          |                                                                                                                                                                                     |    |             |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | Quiz/Presentation                                                                                                                                                                   |    |             |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                            | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                     |    | <b>100%</b> |

## **F. Syllabus:**

### **Module I: Overview of Industrial Relations**

Introduction: Concept, objectives, functions, significance & aspects of Industrial Relations conceptual and legal framework, ILO conventions, Industrial Relations after globalization, Understanding the practical impact of workplace industrial relation strategies, Linking Industrial Relations with economic growth of a country. Managing foreign nationals in Indian organizations

### **Module II: Discipline and Collective settlement**

Misconduct, Discipline and Disciplinary Procedure, Collective bargaining, negotiation skills, workers participation in management, Grievance Redressal Machinery.

### **Module III: Introduction to Labour Laws and provisions of factory**

Labour Law: Origin, Objective, Need, Factories Act, 1948 : Definitions; scope & coverage, approval, licensing & registration, Authorities under the factories Act; Health; Safety; Provisions relating to hazardous processes; Welfare; Working hours of adults; Employment of young persons; Annual leave with wages; Penalties and procedure.

### **Module IV: Laws for handling Industrial Disputes and Contract Labour**

Industrial Disputes Act 1947, definitions: industrial dispute, lay-off (provisions), lock-out (provisions), closure, retrenchment (provisions), VRS, strike (provisions), unfair labour practice, procedure for settlement & authorities under the act, Code of discipline in industries, Standing orders

Maruti Suzuki India, Ltd. Violence case (2012), Honda case study of staff strike, Contract Labour (Regulation & Abolition) Act, 1970

### **Module V: Trade Unions**

Trade Unions: Meaning, Functions, Problems, Trade Unions Act 1926, registration of trade union, cancellation of registration & appeal, rights, privileges, duties & liabilities of registered trade union, amalgamation & resolution of trade union, penalties.

### **Module VI: Wage Related Laws**

Payment of Wages Act 1936, scope & coverage, rules for payment of wages, deductions from wages, Payment of Bonus Act 1965, objective, and application of act, definition of bonus, allocable surplus, inspectors, penalties, offence

### **Module VII: Employee Benefits and Social Security related laws**

Payment of Gratuity Act, scope & coverage, Applicability and non- applicability of the Act; Definitions- employee, employer, continuous service; Payment of gratuity; Forfeiture of gratuity; Employer's duty to determine and pay gratuity; Recovery of gratuity; Penalties , 1972: Provident Fund Act 1952: Definitions; Schemes under the act – Employees' provident fund scheme, Employees' pension scheme, 1995, Employees' deposit linked insurance scheme, Workmen's Compensation Act 1923, scope & coverage , definitions: dependent, disablement, Rules regarding workman's compensation E.S.I.C. Act 1948, scope & coverage, Objectives and applicability of the scheme; Definitions: personal injury, factory, manufacturing process, wages, partial and permanent disablement; ESI corporation, standing committee and medical benefit council; contributions; adjudication of dispute and claims, benefits.

### **Case based teaching (Case Analysis)**

#### **Text & References:**

#### **G. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### **H. Suggested Text/Reference Books:**

- Kapoor N.D. "Hadbook of Industrial Law" Sultan chand & Sons
- P. R. N. Sinha , Indu Bala Sinha , Seema Priyadarshini Shekhar "Industrial Relations, Trade Unions, And Labour Legislation " Pearson education India.
- C.S. Venkata Ratnam (2006), Industrial Relations, Oxford Higher Education
- Kumar H.L. (2010) Labour Laws - Everybody Should Know, Universal Law Publishing Company
- Malhotra, O.P (1985), Law of Industrial Disputes, N.M. Tripathi Pvt. Ltd.
- Malik, P.L (2008), Industrial Law-Eastern Book Company.
- Mamoria CB (1998), Dynamics of Industrial Relations, Himalaya Publishing House.
- Bagri, P.R. (2006), Law of Industrial Disputes, Kamal Law House.

### **I. Lecture Plan**

| Lec | Topics | Mode of | Correspond | Mode of Assessing CO |
|-----|--------|---------|------------|----------------------|
|-----|--------|---------|------------|----------------------|



| ture |                                                                                                                                                           | Delivery | ing CO    |                                 |
|------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|---------------------------------|
| 1    | Introduction: Concept, objectives, functions of Industrial relations                                                                                      | Lecture  | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 2    | significance & aspects of Industrial Relations                                                                                                            | Lecture  | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 3    | conceptual and legal framework                                                                                                                            | Lecture  | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 4    | <i>ILO conventions, Industrial Relations after globalization</i>                                                                                          | Lecture  | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 5    | Understanding the practical impact of workplace industrial relation strategies                                                                            | Lecture  | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 6    | Linking Industrial Relations with economic growth of a country                                                                                            | Lecture  | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 7    | Managing foreign nationals in Indian organizations                                                                                                        | Lecture  | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 8    | Misconduct                                                                                                                                                | Lecture  | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 9    | Discipline and Disciplinary Procedure                                                                                                                     | Lecture  | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 10   | Collective bargaining                                                                                                                                     | Lecture  | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 11   | negotiation skills                                                                                                                                        | Lecture  | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 12   | workers participation in management                                                                                                                       | Lecture  | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 13   | Grievance Redressal Machinery                                                                                                                             | Lecture  | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 14   | Labour Law: Origin, Objective, Need, ;;; Welfare; Working hours of adults; Employment of young persons; Annual leave with wages; Penalties and procedure. | Lecture  | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                        |         |           |                                 |
|----|----------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                        |         |           |                                 |
| 15 | Factories Act, 1948 : Definitions; scope & coverage                                    | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 16 | approval ,licencing & registration, Authorities under the factories Act                | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Health; Safety                                                                         | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Provisions relating to hazardous processes                                             | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Industrial Disputes Act 1947, definitions: industrial dispute, lay-off (provisions)    | Lecture | MBA 312.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | lock-out (provisions) closure                                                          | Lecture | MBA 312.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | retrenchment (provisions), VRS                                                         | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | strike (provisions)                                                                    | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | unfair labour practice,                                                                | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | procedure for settlement & authorities under the act, Code of discipline in industries | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Standing orders Maruti Suzuki India, Ltd. Violence case (2012)                         | Lecture | MBA 312.2 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Honda case study of staff strike, Contract Labour (Regulation & Abolition) Act, 1970   | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Trade Unions: Meaning, Functions                                                       | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Trade Unions Act 1926                                                                  | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Problems, registration of trade union                                                  | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                                 |         |           |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 30 | cancellation of registration & appeal                                                                                                           | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | rights ,privileges, duties &liabilities of registered trade union                                                                               | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | amalgamation & resolution of trade union penalties.                                                                                             | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Payment of Wages Act 1936                                                                                                                       | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | scope & coverage, rules for payment of wages                                                                                                    | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | deductions from wages                                                                                                                           | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Payment of Bonus Act 1965                                                                                                                       | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 37 | objective, and application of act                                                                                                               | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 38 | definition of bonus, allocable surplus                                                                                                          | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 39 | inspectors, penalties                                                                                                                           | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 40 | Offence                                                                                                                                         | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 41 | Payment of Gratuity Act, scope & coverage, Applicability and non- applicability of the Act; Definitions- employee, employer, continuous service | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 42 | Payment of gratuity; Forfeiture of gratuity; Employer's duty to determine and pay gratuity; Recovery of gratuity                                | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 43 | Penalties , 1972: Provident Fund Act 1952: Definitions; Schemes under the act – Employees'                                                      | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |

|        |                                                                                                                                                                                                             |         |           |                                 |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|        | provident fund scheme                                                                                                                                                                                       |         |           |                                 |
| 4<br>4 | Employees' pension scheme, 1995, Employees' deposit linked insurance scheme, Workmen's Compensation Act 1923, scope & coverage, definitions: dependent, disablement, Rules regarding workman's compensation | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 4<br>5 | E.S.I.C. Act 1948, scope & coverage, Objectives and applicability of the scheme; Definitions: personal injury, factory, manufacturing process, wages, partial and permanent disablement                     | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 4<br>6 | ESI corporation, standing committee                                                                                                                                                                         | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 4<br>7 | medical benefit council; contributions                                                                                                                                                                      | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 4<br>8 | adjudication of dispute and claims, benefits                                                                                                                                                                | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |
|----|-----------|-------------------------------------|----------------------------------------------|
|    |           |                                     |                                              |

|                  |                                                                                                             | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
|------------------|-------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
| <b>MBA 312.1</b> | Understand the concept of Industrial relations and discipline including collective settlement.              | 2           | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                | 3                | 2                |
| <b>MBA 312.2</b> | study the law related to labours and industry.                                                              | 3           | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                | 3                | 2                |
| <b>MBA 312.3</b> | Describe the role of trade union, laws related to wages, Employee Benefits and Social Security related laws | 2           | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                | 3                | 3                |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –III) 2019-20 |             |               |          |           |                |          |
|------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Class: MBA III Semester                                    |             |               |          |           |                |          |
| Subject Name:<br>MBA 312 Employee Relations                |             | Time: 1.5 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy             | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                           | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |                |          |

| <p>Student will be able to</p> <p>CO1: Understand the concept of Industrial relations and discipline including collective settlement</p> <p>CO2: To study the law related to labours and industry.</p> |              |                                                                                   |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------|-------|
| CO Map                                                                                                                                                                                                 | Question No. | Question                                                                          | Marks |
| CO1                                                                                                                                                                                                    | Q.1          | Explain the objectives, functions, and significance of Industrial Relations       | 3     |
| CO1                                                                                                                                                                                                    | Q.2a         | Write a brief note on ILO conventions                                             | 3     |
|                                                                                                                                                                                                        | Q.2b         | Describe the Industrial Relations after globalization.                            | 3     |
| CO1                                                                                                                                                                                                    | Q.3          | Give an account on Linking Industrial Relations with economic growth of a country | 6     |
| CO2                                                                                                                                                                                                    | Q.4          | Define the term “ Discipline” and its procedure.                                  | 3     |
| CO2                                                                                                                                                                                                    | Q.5a         | What is the process on collective bargaining.                                     | 3     |
|                                                                                                                                                                                                        | Q.5b         | Write a short on negotiation skills.                                              | 3     |
| CO2                                                                                                                                                                                                    | Q 6          | Explain in detail the Grievance Redressal Machinery                               | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2019-20                  |
| <b>Course Name</b>      | MBA                      |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester |
| <b>Subject Code</b>     | MBA 312                  |
| <b>Subject Name</b>     | Employee Relations       |
| <b>Attainment Level</b> | Level 3                  |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.



**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b> |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|----------------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                              |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|                                              | MBA 313 | 3   | 3   | 2   | 3   | 3   | 2   | 3   | 2   | 1   | 2    | 2    | 3    | 3    |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : MANPOWER PLANNING, RECRUITMENT, AND SELECTION                                  |
| Course Code : MBA 313, Crédits : 03, Session :2019-20 (Odd Sem.), Class : MBA. 2nd Year |

**A. Introduction:** The objective of this course is to help the students develop an understanding of the dimensions of the of Manpower Planning, Recruitment, Selection. This will improve the critical thinking, analytical skills, and Problem solving ability of students.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA 313.1.** To help the students develop an understanding of the dimensions of the of Manpower Planning, Staffing and competency mapping.

**MBA 313.2** Enable the students to gain comprehensive knowledge about recruitment.

**MBA 313.3** Describe the role of human resource manager in the process of selection.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT          | 15%                |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                     |             | <b>100%</b>        |

### **E. Syllabus**

#### **Module I: Strategic staffing**

Definition and need of Manpower Planning, HR planning process, -Job analysis, Job description , tools for Human Resource Planning- Environmental Analysis Forecasting, Managerial Judgment

#### **Module II : Competency mapping**

Introduction , procedures and steps of competency mapping, methods of data collection for mapping, developing competency models from raw data, using competency based approach in HR process.

### Module III: Recruitment

Recruitment Process, Types of recruitment, online recruitment; employee referrals; recruitment process outsourcing, head hunting

### Module IV: Selection

Selection Process, testing for selection of employees, use of psychological test, selection process, Types of Interview, interviewing skills, errors in selection. Employer branding

#### F. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### G. Suggested Text/Reference Books:

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6<sup>th</sup> Edn.), McGraw Hill, New Delhi
- Dessler G (2006). Human Resource Management, Pearson Education, India
- Mathis R L and Jackson J H (2006). Human Resource Management, (10<sup>th</sup> Edn.) Cengage Learning, Indian Print.
- Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition
- Pattanayak B, (2014), Human Resource Management, 4<sup>th</sup> Edition , PHI

#### H. Lecture Plan

| Lecture | Topics                                   | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Definition and need of Manpower Planning | Lecture          | MBA 313.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | HR planning process                      | Lecture          | MBA 313.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Job analysis                             | Lecture          | MBA 313.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Job description                          | Lecture          | MBA 313.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | tools for Human Resource Planning        | Lecture          | MBA 313.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Environmental Analysis                   | Lecture          | MBA 313.1        | Mid Term-1, Quiz                |

|    |                                            |         |           |                                 |
|----|--------------------------------------------|---------|-----------|---------------------------------|
|    | Forecasting                                |         |           | & End Sem Exam                  |
| 7  | Managerial Judgment                        | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Introduction to competence Mapping         | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Procedures of competency mapping           | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Steps of competency mapping                | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | methods of data collection for mapping     | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | methods of data collection for mapping     | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | developing competency models from raw data | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 14 | developing competency models from raw data | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | developing competency models from raw data | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Competency based approach in HR process    | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Competency based approach in HR process    | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Recruitment                                | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Recruitment Process                        | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Types of recruitment                       | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Types of recruitment                       | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 22 | online recruitment                         | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 23 | employee referrals                         | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 24 | recruitment process                        | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 25 | outsourcing                                | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 26 | head hunting                               | Lecture | MBA 313.2 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Selection Process                          | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Selection Process                          | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | testing for selection of employees         | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | use of psychological test                  | Lecture | MBA 313.3 | Mid Term-2, Quiz                |

|    |                     |         |           |                                 |
|----|---------------------|---------|-----------|---------------------------------|
|    |                     |         |           | & End Sem Exam                  |
| 31 | selection process   | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Types of Interview, | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | interviewing skills | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Errors in selection | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Employer branding   | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Employer branding   | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                     | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                               | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 313.1</b> | To help the students develop an understanding of the dimensions of the of Manpower Planning, Staffing and competency mapping. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 313.2</b> | Enable the students to gain comprehensive knowledge about recruitment.                                                        | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 313.3</b> | Describe the role of human resource manager in the process of selection.                                                      | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |

Sample Question Paper

|                                                                                                                                                                                                                                              |              |                                                      |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –III) 2019-20                                                                                                                                                                                   |              |                                                      |          |           |                |          |
| Class: MBA III Semester                                                                                                                                                                                                                      |              |                                                      |          |           |                |          |
| Subject Name: Manpower Planning, Recruitment, And Selection<br>MBA 313                                                                                                                                                                       |              | Time: 1.5 Hrs                                        |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                               | Remembering  | Understanding                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                             | Q.1,4        | Q.2,3                                                | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: To help the students develop an understanding of the dimensions of the of Manpower Planning, Staffing and competency mapping.<br>CO2: Enable the students to gain comprehensive knowledge about recruitment. |              |                                                      |          |           |                |          |
| CO Map                                                                                                                                                                                                                                       | Question No. | Question                                             |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                          | Q.1          | Explain the need of manpower planning.               |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                          | Q.2a         | Write a brief note on Job analysis.                  |          |           |                | 3        |
|                                                                                                                                                                                                                                              | Q.2b         | Give an account on job description.                  |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                          | Q.3          | Elaborate the process of human resource planning     |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                          | Q.4          | Define the term “ competency mapping”                |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                          | Q.5a         | What do you understand by raw data.                  |          |           |                | 3        |
|                                                                                                                                                                                                                                              | Q.5b         | Write a short on data collection .                   |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                          | Q 6          | Explain in detail the process of competency mapping. |          |           |                | 6        |

| Attainments  |   | Rubric                                                     |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |

|       |   |                                                            |
|-------|---|------------------------------------------------------------|
| Level | 3 | IF 80% of students secure more than 60% marks then level 3 |
|-------|---|------------------------------------------------------------|





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                               |
|-------------------------|-----------------------------------------------|
| <b>Session</b>          | 2019-20                                       |
| <b>Course Name</b>      | MBA                                           |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester                      |
| <b>Subject Code</b>     | MBA 313                                       |
| <b>Subject Name</b>     | Manpower Planning, Recruitment, And Selection |
| <b>Attainment Level</b> | Level 3                                       |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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### **Programme Specific Outcomes:**

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b> |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|----------------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                              |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|                                              | MBA 314 | 2   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 1   | 2    | 3    | 2    | 2    |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : PERFORMANCE MANAGEMENT SYSTEMS                                                 |
| Course Code : MBA 314, Crédits : 03, Session :2019-20 (Odd Sem.), Class : MBA. 2nd Year |

**A. Introduction:** This course will help students to understand the significance of appraisal for an Organization and Individual Provide students with knowledge of the key concepts of performance management. Enable students to apply relevant conceptual frameworks for solving performance management problems

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA 314.1.** To help the students develop an understanding of appraisal for an organization with the knowledge of performance management and performance appraisal.

**MBA 314.2** Enable the students to gain comprehensive knowledge about competency.

**MBA 314.3** Describe the role of human resource manager in the process of Competency management Framework and its application for appraisal.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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### **Programme Specific Outcomes:**

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT          | 15%                |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                     |             | <b>100%</b>        |

### **E. Syllabus**

#### **Module I: Introduction to Performance Management**

Conceptual Approach to Performance Management, Determinants of Job Performance: Person and System Factor, Components of Effective Performance Management, Performance Management Cycle, Performance Management and Rewards, Ethics in Performance Management.

## **Module II: Process of Performance Appraisal**

Need And Methods for Performance Appraisal, RSDQ Model, EFQM Model, Performance Review, Performance Analysis, Performance Review Discussion, Performance Monitoring and Feedback. Outcome metrics–Economic Value Added (EVA); other economic measures, Building a High Performance culture.

## **Module III: Competency Mapping**

Concept and Definition of Role and Competency, Characteristics of Competency, Competency Versus Competence, Performance Versus Competency, Types of Competencies, Context and Relevance of Competencies in Modern Organizations.

## **Module IV: Competency Management Framework**

Macro View of Competency Management Framework, Strategic Framework, Lancaster Model of Managerial Competence, Competency Modeling Framework.

## **Module V: Competency mapping as a performance management tool**

Building Competency Models, The McBer Generic Managerial Competency Model, Competency Causal Flow Model, Factors Affecting The Human Performance System, Profiling Competency Framework for a Particular Role, Competency Gap.

### **F. Examination Scheme:**

| <b>Components</b> | <b>Midterm Exam</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>Attendance</b> | <b>ESE</b> |
|-------------------|---------------------|---------------------------------------------|-------------------|------------|
| Weightage (%)     | 15                  | 10                                          | 5                 | 70         |

### **G. Suggested Text/Reference Books:**

- Armstrong, Michael and Berron, Angela (2008), Performance Management and Development, Jaico Publications
- Cardy Robert L. (2008), Performance Management Concepts, Skills and Exercises, Prentice Hall India
- Rao T V (2008), Performance Management and Appraisal Systems-HR Tools for Global Competitiveness, Response Books
- Sahu R K (2007) Performance Management System, Excel Books

### **H. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                  | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Conceptual Approach to Performance Management  | Lecture                 | MBA 314.1               | Mid Term-1, Quiz & End Sem Exam |
| 2              | Determinants of Job Performance                | Lecture                 | MBA 314.1               | Mid Term-1, Quiz & End Sem Exam |
| 3              | Person and System Factor                       | Lecture                 | MBA 314.1               | Mid Term-1, Quiz & End Sem Exam |
| 4              | Components of Effective Performance Management | Lecture                 | MBA 314.1               | Mid Term-1, Quiz & End Sem Exam |
| 5              | Performance Management Cycle                   | Lecture                 | MBA 314.1               | Mid Term-1, Quiz & End Sem Exam |
| 6              | Performance Management and Rewards             | Lecture                 | MBA 314.1               | Mid Term-1, Quiz & End Sem Exam |
| 7              | Ethics in Performance Management               | Lecture                 | MBA 314.1               | Mid Term-1, Quiz & End Sem Exam |
| 8              | Need And Methods for Performance Appraisal     | Lecture                 | MBA 314.1               | Mid Term-1, Quiz & End Sem Exam |
| 9              | RSDQ Model                                     | Lecture                 | MBA 314.1               | Mid Term-1, Quiz & End Sem Exam |
| 10             | EFQM Model                                     | Lecture                 | MBA 314.1               | Mid Term-1, Quiz & End Sem Exam |
| 11             | Performance Review,                            | Lecture                 | MBA 314.1               | Mid Term-1, Quiz & End Sem Exam |
| 12             | Performance Analysis                           | Lecture                 | MBA 314.1               | Mid Term-1, Quiz & End Sem Exam |
| 13             | Performance Review Discussion                  | Lecture                 | MBA 314.1               | Mid Term-1, Quiz & End Sem Exam |
| 14             | Performance Monitoring and Feedback            | Lecture                 | MBA 314.1               | Mid Term-1, Quiz & End Sem Exam |
| 15             | Outcome metrics– Economic Value Added (EVA)    | Lecture                 | MBA 314.1               | Mid Term-1, Quiz & End Sem Exam |
| 16             | Other economic measures                        | Lecture                 | MBA 314.1               | Mid Term-1, Quiz & End Sem Exam |
| 17             | Building a High Performance culture            | Lecture                 | MBA 314.1               | Mid Term-1, Quiz & End Sem Exam |
| 18             | Concept and Definition of Role                 | Lecture                 | MBA 314.2               | Mid Term-1, Quiz & End Sem Exam |
| 19             | Concept and Definition of Role and Competency  | Lecture                 | MBA 314.2               | Mid Term-1, Quiz & End Sem Exam |
| 20             | Characteristics of Competency                  | Lecture                 | MBA 314.2               | Mid Term-1, Quiz & End Sem Exam |
| 21             | Competency Versus                              | Lecture                 | MBA 314.2               | Mid Term-1, Quiz                |

|    |                                                               |         |           |                                 |
|----|---------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Competence                                                    |         |           | & End Sem Exam                  |
| 22 | Performance Versus Competency                                 | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 23 | Types of Competencies                                         | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 24 | Context and Relevance of Competencies in Modern Organizations | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 25 | Macro View of Competency                                      | Lecture | MBA 314.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Strategic Framework                                           | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Lancaster Model of Managerial Competence                      | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Management Framework                                          | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Competency Modeling Framework                                 | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Building Competency Models.                                   | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | The McBer Generic Managerial Competency Model                 | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Competency Causal Flow Model                                  | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Factors Affecting The Human Performance System                | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Profiling Competency Framework for a Particular Role          | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Profiling Competency Framework for a Particular Role          | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Competency Gap                                                | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |



|                  |                                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 314.1</b> | To help the students develop an understanding of appraisal for an organization with the knowledge of performance management and performance appraisal. | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 2 |
| <b>MBA 314.2</b> | Enable the students to gain comprehensive knowledge about competency.                                                                                  | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 |
| <b>MBA 314.3</b> | Describe the role of human resource manager in the process of Competency management Framework and its application for appraisal.                       | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |

### Sample Question Paper

|                                                                                                                                                                                                                                                                      |              |                                                             |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –III) 2019-20                                                                                                                                                                                                           |              |                                                             |          |           |                |          |
| Class: MBA III Semester                                                                                                                                                                                                                                              |              |                                                             |          |           |                |          |
| Subject Name:<br>MBA 314 PERFORMANCE<br>MANAGEMENT SYSTEMS                                                                                                                                                                                                           |              | Time: 1.5 Hrs                                               |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                              | Remembering  | Understanding                                               | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                  | Q.1,4        | Q.2,3                                                       | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: To help the students develop an understanding of appraisal for an organization with the knowledge of performance management and performance appraisal.<br>CO2: Enable the students to gain comprehensive knowledge about competency. |              |                                                             |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                               | Question No. | Question                                                    |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                  | Q.1          | Describe the conceptual Approach to Performance Management. |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                  | Q.2a         | Write a brief note on person and system factor.             |          |           |                | 3        |
|                                                                                                                                                                                                                                                                      | Q.2b         | Give an account on Components of Effective Performance.     |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                  | Q.3          | Elaborate the process of Performance Management Cycle.      |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                  | Q.4          | Explain the Need and Methods for Performance Appraisal      |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                  | Q.5a         | Define the RSDQ Model.                                      |          |           |                | 3        |
|                                                                                                                                                                                                                                                                      | Q.5b         | Write a short note on EFQM Model.                           |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                  | Q 6          | Elaborate the building a High-Performance culture.          |          |           |                | 6        |

|             |        |
|-------------|--------|
| Attainments | Rubric |
|-------------|--------|

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

**Session**                      2019-20  
**Course Name**                MBA  
**Semester**                    3<sup>rd</sup> Semester  
**Subject Code**                MBA 314  
**Subject Name**                Performance Management Systems

**Attainment Level**        Level 3

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## AMITY BUSINESS SCHOOL

### PROGRAMME OUTCOMES

#### **Master of Business Administration 2019-2020**

#### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION<br/>MATRIX</b> |     |     |     |     |     |     |     |     |     |      |      |      |      |
|------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                          | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III-Sem                                  | 3   | 2   | 1   | 2   | 3   | 2   | 3   | 2   | 2   | 2    | 2    | 2    | 3    |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| <b>Course Handout</b>                                                                   |
| Course : <b>Valuation</b>                                                               |
| Course Code : MBA 307, Crédits : 03, Session :2019-20 (Odd Sem.), Class : MBA. 2nd Year |

- A. Introduction:** The goal of the course is to provide students with practical tools and methods to value a broad range of assets. While the course is designed first and foremost to be very practical, the tools and methods covered in this course are presented in the framework of generally accepted financial theory.
- B. Course Outcomes:** At the end of the course, students will be able to:
- MBA307.1.** Demonstrate the applicability of the concept of valuation with valuation techniques in the organization.
- MBA307.2.** Analyzing the learning and understand techniques of various valuation models
- MBA307.3.** applications and analogies to enterprise valuation and the valuation of debt and equity with various pricing model.
- MBA307.4.** Evaluating and appreciating contemporary project management tools and methodologies in Indian context.
- C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**E. Syllabus**

**Module I:**

DCF estimation issues and valuation: Introduction and Discussion of Valuation Techniques, Valuing a Company using DCF. Calculating the Discount Rate: The CAPM. Calculating and unlevering/re-levering beta.

Case 1 – Air Thread (HBS Case #4263).



## Module II:

Relative valuation: Valuing a company with comparables and multiples; selecting comparable companies; Other Valuation Models: Cost Approach, Flow to Equity, EVA. Equity Control Premiums & Liquidity Discounts. Valuing LBOs and M&A transactions, earnings accretion and dilution in M&A transactions. Valuing Financial Institutions.

Case 2 – Boston Beer (HBS Case #9---196---138)

## Module III:

Financial Options - Descriptions and Payoff diagrams; applications and analogies to enterprise valuation and the valuation of debt and equity claims. Valuation of Financial Options - Black-Scholes and Binomial pricing models; Introduction (brief) to Real Options.

### F. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

### G. Suggested Text/Reference Books:

- Valuation: The Art & Science of Corporate Investment Decisions, by Sheridan Titman and John Martin, Prentice Hall, 2010 2nd Edition, ISBN 0136117015.
- Chandra P.(2002), Projects: Planning, Analysis, Financing, Implementation & Review, Tata McGraw-Hill Publishing.
- Meredith J.R. & Mantel S.J., Jr.( 2000), Project Management: A Managerial Approach, Ed. John Wiley & Sons.
- Patel B.M.(2000),Project Management: Strategic Financial Planning Examination & Control, Vikas Publishing House Pvt. Ltd.

### H. Lecture Plan

| Lecture | Topics                             | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction of valuation          | Lecture          | MBA307.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Discussion of Valuation Techniques | Lecture          | MBA307.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Valuing a Company using DCF        | Lecture          | MBA307.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Calculating the Discount Rate      | Lecture          | MBA307.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | The CAPM                           | Lecture          | MBA307.1         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                     |            |          |                                 |
|----|-----------------------------------------------------|------------|----------|---------------------------------|
| 6  | Calculating and un-levering/re-levering beta.       | Lecture    | MBA307.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Case 1 – Air Thread (HBS Case #4263).               | Lecture    | MBA307.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Valuing a company with comparables and multiples    | Lecture    | MBA307.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | electing comparable companies                       | Lecture    | MBA307.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Other Valuation Models: Cost Approach               | Lecture    | MBA307.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Flow to Equity                                      | Lecture    | MBA307.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | EVA                                                 | Lecture    | MBA307.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Equity Control Premiums & Liquidity Discounts       | Lecture    | MBA307.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Valuing LBOs and M&A transactions                   | Lecture    | MBA307.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | earnings accretion and dilution in M&A transactions | Lecture    | MBA307.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Valuing Financial Institutions                      | Lecture    | MBA307.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Case 2 – Boston Beer (HBS Case #9---196---138)      | Lecture    | MBA307.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Financial Options: Introduction                     | Lecture    | MBA307.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Descriptions and Payoff diagrams                    | Lecture    | MBA307.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | applications and analogies to enterprise valuation  | Lecture    | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | valuation of debt and equity claims                 | Lecture    | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Valuation of Financial Options - Black---Scholes    | Lecture    | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Binomial pricing models                             | Lecture    | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Introduction (brief) to Real Options                | Lecture    | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Case study from module 1                            | Case study | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Case study from module 1                            | Case study | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Case study from module 2                            | Case study | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                          |            |          |                                 |
|----|--------------------------|------------|----------|---------------------------------|
| 29 | Case study from module 2 | Case study | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Case study from module 3 | Case study | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Case study from module 3 | Case study | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                    | STATEMENT                                                                                                           | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------------|---------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                       |                                                                                                                     | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA3<br/>07.1.</b> | Demonstrate the applicability of the concept of valuation with valuation techniques in the organization.            | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>MBA3<br/>07.2.</b> | Analyzing the learning and understand techniques of various valuation models                                        | 2                                   | 2           | 1           | -           | 3           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 1                |
| <b>MBA3<br/>07.3.</b> | Applications and analogies to enterprise valuation and the valuation of debt and equity with various pricing model. | 1                                   | 2           | -           | 1           | 3           | -           | -           | 2           | 2           | 2            | 2                                            | 1                | 1                |

|                       |                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------------|--------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA3<br/>07.4.</b> | Evaluating and appreciating contemporary project management tools and methodologies in Indian context. | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
|-----------------------|--------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|

### Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |              |                                                                 |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –3) 2019-20                                                                                                                                                                                                                                                                                                                                                                                                                                       |              |                                                                 |          |           |                |          |
| Class: MBA 3rd Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              |                                                                 |          |           |                |          |
| Subject Name:<br>MBA 307 Valuation                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              | Time: 1.5 Hrs                                                   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Remembering  | Understanding                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.1,4        | Q.2,3                                                           | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1 Demonstrate the applicability of the concept of valuation with valuation techniques in the organization.</p> <p>CO2 Analysing the learning and understand techniques of various valuation models.</p> <p>CO3: applications and analogies to enterprise valuation and the valuation of debt and equity with various pricing model.</p> <p>CO4: Evaluating and appreciating contemporary project management tools and methodologies in Indian context.</p> |              |                                                                 |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Question No. | Question                                                        |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.1          | Explain in brief CAPM                                           |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.2a         | Explain about valuation and Discussion of Valuation Techniques? |          |           |                | 3        |

|     |      |                                                                             |   |
|-----|------|-----------------------------------------------------------------------------|---|
|     | Q.2b | Elaborate equity control premiums & liquidity discounts                     | 3 |
| CO1 | Q.3  | Elaborate valuing LBOs.                                                     | 6 |
| CO2 | Q.4  | Explain Financial Options and payoff diagram.                               | 3 |
| CO2 | Q.5a | Elaborate equity Control Premiums & Liquidity Discounts.                    | 3 |
|     | Q.5b | Describe in brief about real options.                                       | 3 |
| CO2 | Q 6  | Discuss in brief about earnings accretion and dilution in M&A transactions. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                     |                          |
|---------------------|--------------------------|
| <b>Session</b>      | 2019-20                  |
| <b>Course Name</b>  | MBA                      |
| <b>Semester</b>     | 3 <sup>rd</sup> Semester |
| <b>Subject Code</b> | MBA 307                  |
| <b>Subject Name</b> | Valuation                |

|                         |         |
|-------------------------|---------|
| <b>Attainment Level</b> | Level 1 |
|-------------------------|---------|

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

### **Master of Business Administration 2019-2020**

#### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Programme Specific Outcomes:**

**PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions

**PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.

**PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |        |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III<br>SEM                          | MBA376 | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 3   | 3   | 2    | 3    | 3    | 2    |





**Amity Business School**  
**DEPARTMENT OF BUSINESS MANAGEMENT**

**Course Handout**

Course : CONSUMER BEHAVIOUR

Course Code : **MBA 376**, Crédits : 03, Session :2019-20 (Odd Sem.), Class : MBA 3rd Year

**A. Introduction:** This course enables the students to know about how the markets, consumers behave under different situations. This would also provide insights on how the cultural, social, personal and psychological factors influence the consumer behavior. At the end of the course, the students will be able to develop marketing strategies that are consumer based and create and enhance customer value

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA376.1.** Come to Know about diversity of consumer behaviour, Environmental factors and individual factors affecting consumers.

**MBA376.2.** Come to learn the Individual Determinants of Consumer Behaviour

**MBA376.3.** Know about the consumer buying decision process, impulse purchases and customer loyalty, cognitive dissonance, consumer complaint behaviour.

**MBA376.4.** Know the rules regarding the external determinants of consumer behaviour  
Group dynamics and reference groups, opinion leadership process.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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**PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.

**PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

#### E. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-------------|
| Continuous Internal Evaluation | Mid Term Exam                                                                                                                                                                                                 | CT   | 15%         |
|                                | Project/Assignment/Quiz/ Presentation                                                                                                                                                                         | P1   | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A    | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE   | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |      | <b>100%</b> |

#### F. Syllabus

##### Module I: Introduction

Concept, Diversity of consumer behavior, Characteristics of Indian Consumers, Consumer demographics, consumer life styles, Consumer research, Environmental factors and individual factors affecting consumers.

##### Module II: Individual Determinants of Consumer Behaviour

Consumer as an Individual:, Motivation, Needs, Goals, Personality, Self and Self Images, Perception, Imagery, Learning, Cues, Response, Reinforcement, Behavioral Learning and Cognitive Learning Theory. Attitude: Attitude Formation and Change, Shopping attitudes and behavior

##### Module III: Consumer Decision Making and Post Purchase Behaviour

Consumer Buying Decision Process, Consumer Involvement Types of consumer decision making, Consumer Decision Rules, Impulse purchases and customer loyalty, Cognitive dissonance, Consumer complaint behaviour

#### Module IV: External determinants of Consumer Behaviour

Group Dynamics and Reference Groups, Opinion leadership process, Diffusions of innovations, Adoption process, Consumer Innovativeness and Personality traits, Family Decision Making, Social Class, Culture, Subculture. Marketing Ethics and Consumer Behavior, Consumer Behavior in the networked era.

#### G. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/<br>Presentation | ESE |
|---------------|---------------|------------|----------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                                 | 70  |

#### H. Suggested Text/Reference Books:

- Schiffman and Kanuk (2009), Consumer Behaviour, Prentice Hall of India
- S Ramesh Kumar(2013), Case Studies in Consumer Behaviour, Pearson
- Assel Henry (2006), Consumer Behaviour and Marketing Action, Thompson Press
- Seth & Mittal (2003), Consumer Behaviour : A Managerial Perspective, Thompson Press
- David L Loudon and Albert J. Della Bitta(2012), TaTa McGraw Hill

#### I. Lecture Plan

| Lecture | Topics                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO                                       |
|---------|-------------------------------------------------------------------|------------------|------------------|------------------------------------------------------------|
| 1       | Diversity of consumer behavior                                    | Lecture          | MBA376.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 2       | Characteristics of Indian Consumers                               | Lecture          | MBA376.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 3       | Consumer demographics                                             | Lecture          | MBA376.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 4       | Consumer life styles                                              | Lecture          | MBA376.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 5       | Consumer research                                                 | Group Discussion | MBA376.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 6       | Environmental factors and individual factors affecting consumers. | Group Discussion | MBA376.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

|    |                                                                                               |                   |          |                                                            |
|----|-----------------------------------------------------------------------------------------------|-------------------|----------|------------------------------------------------------------|
|    |                                                                                               |                   |          | Sem Exam                                                   |
| 7  | Individual Determinants of Consumer Behaviour                                                 | Home Assignment   | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 8  | Consumer as an Individual:                                                                    | Group Discussion  | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 9  | Motivation and Needs                                                                          | Lecture           | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 10 | Goals                                                                                         | Case Presentation | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 11 | Personality                                                                                   | Tutorial          | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 12 | Self and Self Images                                                                          | Case Presentation | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 13 | Perception                                                                                    | Lecture           | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 14 | Imagery                                                                                       | Lecture           | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 15 | Learning                                                                                      | Lecture           | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 16 | Cues and Response                                                                             | Lecture           | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 17 | Reinforcement                                                                                 | Tutorial          | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 18 | Behavioral Learning and Cognitive Learning Theory.<br>Attitude: Attitude Formation and Change | Lecture           | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 19 | Shopping attitudes and behavior                                                               | Lecture           | MBA376.2 | Mid Term Exam, Assignment/Quiz/Pr                          |

|    |                                                        |                  |          |                                                            |
|----|--------------------------------------------------------|------------------|----------|------------------------------------------------------------|
|    |                                                        |                  |          | esentation & End Sem Exam                                  |
| 20 | Consumer Decision Making and Post Purchase Behaviour   | Lecture          | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 21 | Consumer buying decision process                       | Lecture          | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 22 | Consumer Involvement Types of consumer decision making | Lecture          | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 23 | Consumer decision rules                                | Lecture          | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 24 | Impulse purchases and customer loyalty                 | Group Discussion | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 25 | Cognitive dissonance                                   | Tutorial         | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 26 | Consumer complaint behaviour                           | Lecture          | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 27 | External determinants of Consumer Behaviour            | Lecture          | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 28 | Group Dynamics and Reference Groups                    | Lecture          | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 29 | Opinion leadership process                             | Group Discussion | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 30 | Diffusions of innovations                              | Tutorial         | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 31 | Adoption process                                       | Lecture          | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 32 | Consumer Innovativeness and Personality traits         | Lecture          | MBA376.  | Mid Term Exam,                                             |

|    |                                                    |                   |          |                                                            |
|----|----------------------------------------------------|-------------------|----------|------------------------------------------------------------|
|    |                                                    |                   | 4        | Assignment/Quiz/Presentation & End Sem Exam                |
| 33 | Family decision making                             | Lecture           | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 34 | Social class, culture                              | Lecture           | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 35 | Subculture. Marketing Ethics and Consumer Behavior | Group Discussion  | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 36 | Consumer Behavior in the networked era.            | case Presentation | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

#### J. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |          |          |
|-----------------|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------------------------------------------|----------|----------|
|                 |                                                                                                                       | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    | PO 1                                         | PO 2     | PO 3     |
| <b>MBA376.1</b> | Come to Know about diversity of consumer behaviour, Environmental factors and individual factors affecting consumers. | <b>3</b>                            | <b>1</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b>                                     | <b>2</b> | <b>3</b> |

|                 |                                                                                                                                              |          |          |          |          |          |          |          |          |          |          |          |          |          |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>MBA376.2</b> | Come to learn the Individual Determinants of Consumer Behaviour                                                                              | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> |
| <b>MBA376.3</b> | Know about the consumer buying decision process, impulse purchases and customer loyalty, cognitive dissonance, consumer complaint behaviour. | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> |
| <b>MBA376.4</b> | Know the rules regarding the external determinants of consumer behaviour Group dynamics and reference groups, opinion leadership process.    | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>2</b> |

### Sample Question Paper

| Amity Business School<br>DEPARTMENT OF BUSINESS MANAGEMENT<br>I MID-SEMESTER (SEM –III) 2019-20                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |              |                                                                                                                                                                                                                                       |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA III Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              |                                                                                                                                                                                                                                       |          |           |                |          |
| Subject Name:<br>MBA 376 CONSUMER BEHAVIOUR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |              | Time: 1.5 Hrs                                                                                                                                                                                                                         |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Remembering  | Understanding                                                                                                                                                                                                                         | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.1, Q 3     | Q.2, Q4                                                                                                                                                                                                                               | Q5, Q4   | Q.6       |                |          |
| Student will be able to<br><b>CO.1.</b> Come to Know about diversity of consumer behaviour, Environmental factors and individual factors affecting consumers.<br><b>CO.2.</b> Come to learn the Individual Determinants of Consumer Behaviour<br><b>CO.3.</b> Know about the consumer buying decision process, impulse purchases and customer loyalty, cognitive dissonance, consumer complaint behaviour.<br><b>CO.4.</b> Know the rules regarding the external determinants of consumer behaviour Group dynamics and reference groups, opinion leadership process. |              |                                                                                                                                                                                                                                       |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Question No. | Question                                                                                                                                                                                                                              |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.1          | What are the Various Sources for Collecting the Information in order to understand 'Consumer Behaviour' ? Explain                                                                                                                     |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.2          | Are 'Consumer Attitude' and 'Consumer Perception' the same thing ? Give a logical / reasoned answer.                                                                                                                                  |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.3          | Briefly state the various stages of the Consumer decision making process that a consumer will go through when purchasing a Laptop for the first time. What is meant by cognitive dissonance and how will it be overcome in this case. |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.4          | “The discipline of consumer behaviour is rooted in the marketing concept”. Elucidate. Discuss the need to study consumer behaviour and its interdisciplinary nature.                                                                  |          |           |                | 3        |



|     |     |                                                                                                                                            |   |
|-----|-----|--------------------------------------------------------------------------------------------------------------------------------------------|---|
| CO4 | Q.5 | Do the Business Markets Compare to the Consumer Markets ? How ? Explain.                                                                   | 6 |
| CO4 | Q 6 | What is the Relevance of Studying the concepts of 'Buying Behaviour' in the present times ? Explain its importance in terms of Management. | 6 |

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## Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2019-20                  |
| <b>Course Name</b>      | MBA                      |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester |
| <b>Subject Code</b>     | MBA 376                  |
| <b>Subject Name</b>     | Consumer Behaviour       |
| <b>Attainment Level</b> | Level 3                  |

### Note:

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|-------------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III SEM                             | MBA377 | 3   | 2   | 3   | 3   | 2   | 2   | 3   | 3   | 3   | 2    | 3    | 2    | 2    |



**Amity Business School**  
**DEPARTMENT OF BUSINESS MANAGEMENT**

**Course Handout**

Course : RETAILING MANAGEMENT

Course Code : **MBA 377**, Crédits : 03, Session :2019-20 (Odd Sem.), Class : MBA 3rd Year

**A. Introduction:** This course will enable the students to explore the field of highly competitive retail environment, establish and maintain relationships in retail business. This course also intends to understand the basic principles of retail strategy and decisions made in managing a retail business. By the end of this course the students will be able to formulate strategies for creating customer experience.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA377.1.** Evolution of retailing. Global retailing scenario, growth of retailing in India. Organized retailing in India

**MBA377.2.** Come to learn about levels of locations decisions, city selection, location options.

**MBA377.3.** Know about the deciding the merchandise mix-variety, vendor identification and selection criterion and supply chain issues of various retail formats.

**MBA377.4.** Know the Factors affecting pricing, developing a retail price strategy and Retail communication

**MBA377.5.** Know the rules E-retailing and Technology in Retailing- In Store Technologies, Electronic retailing, Technology- Human Interface, Challenges etc.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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#### E. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-------------|
| Continuous Internal Evaluation | Mid Term Exam                                                                                                                                                                                                 | CT   | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P1   | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A    | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE   | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |      | <b>100%</b> |

#### F. Syllabus

##### Module I: Retailing

Concept, definition and functions. Evolution of retailing. Global retailing scenario, growth of retailing in India. Organized retailing in India: key drivers for growth and future prospects. Retail formats and their characteristics: Store formats-Supermarket, Department store, Hypermarket, The Mall, Discount store, Category Killers, Kiosks, Convenience store, Specialty store. Non-store formats-E-retailing, direct selling, Television Home shopping, Vending Machine retailing.

##### Module II: Store location planning

Levels of locations decisions, city selection, location options-High-street location, free standing location, Shopping center/mall location, site selection, factors affecting city, location and site location decisions. Store design and Layout: Exterior design components and their significance, Interior atmospherics, store layout and space planning, visual merchandising.

### **Module III: Merchandising Management**

Deciding the merchandise mix-variety, assortment, branding, quality, price points, factors affecting merchandise mix-budget constraint, space limitation, product turnover rates, stock replenishment, economic order quantity, Vendor identification and selection criterion, negotiating with vendors, category management and category captainship, international sourcing. Supply Chain Issues of Various Retail Formats.

### **Module IV: Retail pricing**

Factors affecting pricing, developing a retail price strategy- retail objectives, deciding a pricing policy, price adjustments. Retail communication: concept of retail image, classification of the elements of retail communication mix, retail advertising- types, media decisions, retail sales promotion tools, personal selling, publicity, word of mouth.

### **Module V: Information Technology in Retailing.**

E-retailing and Technology in Retailing- In Store Technologies, Electronic retailing, Technology-Human Interface, Challenges etc.

### **G. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

### **H. Suggested Text/Reference Books:**

- Michael Levy, Barton Weitz and Ajay Pandit, —Retailing Management||, 8e, published by Tata Mc Graw-Hill, Edition 2012
- Berman & Evans (2009), Retail Management: A strategic approach, Pearson Education
- Bajaj, Tuli & Srivastava (2010) , Retail Management, Oxford University Publications
- Gibson G Vedamani (2009), Retail Management: Functional principles & practices, Jaico Publishing House

### **I. Lecture Plan**

| Lecture | Topics                                                                                                                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO                                       |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|------------------------------------------------------------|
| 1       | Definition and functions. Evolution of retailing. Global retailing scenario and growth of retailing in india.                                  | Lecture          | MBA3 77.1        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 2       | Organized retailing in india: key drivers for growth and future prospects. Retail formats and their characteristics: store formats-supermarket | Lecture          | MBA3 77.1        | Mid Term Exam,                                             |

|    |                                                                                                                                                                                             |                  |              |                                                                      |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|----------------------------------------------------------------------|
|    |                                                                                                                                                                                             |                  |              | Assignment/<br>Quiz/Presentation & End<br>Sem Exam                   |
| 3  | Retail formats and their characteristics: store formats-supermarket, department store, hypermarket, the mall, discount store, category killers, kiosks, convenience store, specialty store. | Group discussion | MBA3<br>77.1 | Mid Term Exam,<br>Assignment/<br>Quiz/Presentation & End<br>Sem Exam |
| 4  | Specialty store. Non-store formats- e-retailing                                                                                                                                             | Lecture          | MBA3<br>77.1 | Mid Term Exam,<br>Assignment/<br>Quiz/Presentation & End<br>Sem Exam |
| 5  | Direct selling                                                                                                                                                                              | Lecture          | MBA3<br>77.1 | Mid Term Exam,<br>Assignment/<br>Quiz/Presentation & End<br>Sem Exam |
| 6  | Television home shopping                                                                                                                                                                    | Lecture          | MBA3<br>77.1 | Mid Term Exam,<br>Assignment/<br>Quiz/Presentation & End<br>Sem Exam |
| 7  | Vending machine retailing.                                                                                                                                                                  | Lecture          | MBA3<br>77.1 | Mid Term Exam,<br>Assignment/<br>Quiz/Presentation & End<br>Sem Exam |
| 8  | Levels of locations decisions                                                                                                                                                               | Lecture          | MBA3<br>77.2 | Mid Term Exam,<br>Assignment/<br>Quiz/Presentation & End<br>Sem Exam |
| 9  | City selection                                                                                                                                                                              | Tutorial         | MBA3<br>77.2 | Mid Term Exam,<br>Assignment/<br>Quiz/Presentation & End<br>Sem Exam |
| 10 | Location options-high-street location, free standing location, shopping center/mall location, site selection, factors affecting city, location and site location decisions                  | Lecture          | MBA3<br>77.2 | Mid Term Exam,<br>Assignment/<br>Quiz/Presentation & End             |



|    |                                                                                                                                                           |                   |           |                                                            |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-----------|------------------------------------------------------------|
|    |                                                                                                                                                           |                   |           | Sem Exam                                                   |
| 11 | Store design and layout: exterior design components and their significance, interior atmospherics, store layout and space planning, visual merchandising. | Lecture           | MBA3 77.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 12 | Deciding the merchandise mix-variety, assortment, branding, quality, price points                                                                         | Case presentation | MBA3 77.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 13 | Factors affecting merchandise mix-budget constraint                                                                                                       | Lecture           | MBA3 77.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 14 | Space limitation                                                                                                                                          | Lecture           | MBA3 77.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 15 | Product turnover rates                                                                                                                                    | Lecture           | MBA3 77.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 16 | Stock replenishment                                                                                                                                       | Lecture           | MBA3 77.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 17 | Economic order quantity                                                                                                                                   | Tutorial          | MBA3 77.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 18 | Vendor identification and selection criterion                                                                                                             | Lecture           | MBA3 77.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 19 | Negotiating with vendors                                                                                                                                  | Group discussion  | MBA3 77.3 | Mid Term Exam,                                             |

|    |                                                                        |                     |              |                                                                         |
|----|------------------------------------------------------------------------|---------------------|--------------|-------------------------------------------------------------------------|
|    |                                                                        | ssion               |              | Assignment/<br>Quiz/Presentation & End<br>Sem Exam                      |
| 20 | Category management and category captainship                           | Lecture             | MBA3<br>77.3 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presentation & End<br>Sem Exam |
| 21 | International sourcing. Supply chain issues of various retail formats. | Lecture             | MBA3<br>77.3 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presentation & End<br>Sem Exam |
| 22 | Factors affecting pricing                                              | Lecture             | MBA3<br>77.4 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presentation & End<br>Sem Exam |
| 23 | Developing a retail price strategy- retail objectives                  | Lecture             | MBA3<br>77.4 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presentation & End<br>Sem Exam |
| 24 | Deciding a pricing policy                                              | Group<br>discussion | MBA3<br>77.4 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presentation & End<br>Sem Exam |
| 25 | Price adjustments. Retail communication: concept of retail image       | Tutorial            | MBA3<br>77.4 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presentation & End<br>Sem Exam |
| 26 | Classification of the elements of retail communication mix             | Lecture             | MBA3<br>77.4 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presentation & End<br>Sem Exam |
| 27 | Retail advertising- types                                              | Lecture             | MBA3<br>77.4 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presentation & End             |

|    |                                                                |           |              |                                                            |
|----|----------------------------------------------------------------|-----------|--------------|------------------------------------------------------------|
|    |                                                                |           |              | Sem Exam                                                   |
| 28 | Media decisions                                                | Lecture   | MBA3<br>77.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 29 | Retail sales promotion tools                                   | Lecture   | MBA3<br>77.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 30 | Personal selling                                               | Tutorial  | MBA3<br>77.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 31 | Publicity                                                      | Lecture   | MBA3<br>77.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 32 | Word of mouth.                                                 | Lecture   | MBA3<br>77.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 33 | E-retailing and technology in retailing- in store technologies | Lecture   | MBA3<br>77.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 34 | Electronic retailing                                           | Lecture   | MBA3<br>77.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 35 | Technology- human interface                                    | Lecture   | MBA3<br>77.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 36 | Challenges etc.                                                | Case pres | MBA3         | Mid Term                                                   |

|  |  |              |      |                                                                 |
|--|--|--------------|------|-----------------------------------------------------------------|
|  |  | entat<br>ion | 77.5 | Exam,<br>Assignment/<br>Quiz/Present<br>ation & End<br>Sem Exam |
|--|--|--------------|------|-----------------------------------------------------------------|

**J. Course Articulation Matrix (Mapping of COs with POs)**

| CO              | STATEMENT                                                                                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORR ELATI ON WITH PROG RAM ME SPECI FIC OUTC OMES |                  |                  |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------------|------------------|------------------|
|                 |                                                                                                                                                       | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                                   | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA377.1</b> | Evolution of retailing. Global retailing scenario, growth of retailing in India. Organized retailing in India.                                        | <b>3</b>                            | <b>1</b>    | <b>3</b>    | <b>2</b>    | <b>2</b>    | <b>3</b>    | <b>3</b>    | <b>2</b>    | <b>3</b>    | <b>1</b>     | <b>2</b>                                           | <b>2</b>         | <b>3</b>         |
| <b>MBA377.2</b> | Come to learn about levels of locations decisions, city selection, location options.                                                                  | <b>1</b>                            | <b>3</b>    | <b>3</b>    | <b>2</b>    | <b>2</b>    | <b>3</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>3</b>     | <b>3</b>                                           | <b>2</b>         | <b>3</b>         |
| <b>MBA377.3</b> | Know about the deciding the merchandise mix-variety, vendor identification and selection criterion and supply chain issues of various retail formats. | <b>3</b>                            | <b>3</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>3</b>    | <b>3</b>    | <b>1</b>     | <b>2</b>                                           | <b>3</b>         | <b>3</b>         |

|                 |                                                                                                                                                   |          |          |          |          |          |          |          |          |          |          |          |          |          |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>MBA377.4</b> | Know the Factors affecting pricing, developing a retail price strategy and Retail communication                                                   | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>2</b> |
| <b>MBA377.5</b> | Know the rules E-retailing and Technology in Retailing- In Store Technologies, Electronic retailing, Technology- Human Interface, Challenges etc. | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> |

### Sample Question Paper

| Amity Business School<br>DEPARTMENT OF BUSINESS MANAGEMENT<br>I MID-SEMESTER (SEM –III) 2019-20                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |              |                                                                                            |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA III Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |              |                                                                                            |          |           |                |          |
| Subject Name:<br>MBA377 RETAILING<br>MANAGEMENT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |              | Time: 1.5 Hrs                                                                              |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Remembering  | Understanding                                                                              | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1, Q 6     | Q.2, Q4                                                                                    | Q5, Q4   | Q3        |                |          |
| Student will be able to<br><b>CO.1.</b> Evolution of retailing. Global retailing scenario, growth of retailing in India.<br>Organized retailing in India<br><b>CO.2.</b> Come to learn about levels of locations decisions, city selection, location options.<br><b>CO.3.</b> Know about the deciding the merchandise mix-variety, vendor identification and selection criterion and supply chain issues of various retail formats.<br><b>CO.4.</b> Know the Factors affecting pricing, developing a retail price strategy and Retail communication<br><b>CO.5.</b> Know the rules E-retailing and Technology in Retailing- In Store Technologies, Electronic retailing, Technology- Human Interface, Challenges etc. |              |                                                                                            |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                                                                   |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1          | What is a Variety Store                                                                    |          |           |                | 3        |
| CO4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2          | State the factors affecting in developing a retail price strategy and Retail communication |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.3          | Discuss in detail about the nature and scope of retailing.                                 |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.4          | Describe the issues influencing global retailers and the methods to overcome.              |          |           |                | 3        |
| CO5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5          | Describe the socio-economic and technological influences on retail management.             |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q 6          | Explain the various factors considered while selecting a retail place.                     |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2019-20                  |
| <b>Course Name</b>      | MBA                      |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester |
| <b>Subject Code</b>     | MBA 377                  |
| <b>Subject Name</b>     | Retailing Management     |
| <b>Attainment Level</b> | Level 3                  |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b> |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|----------------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                              |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|                                              | MBA 315 | 3   | 2   | 2   | 3   | 2   | 2   | 3   | 2   | 1   | 2    | 2    | 3    | 3    |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : UNDERSTANDING SELF-INDIAN PERSPECTIVE                                          |
| Course Code : MBA 315, Crédits : 03, Session :2019-20 (Odd Sem.), Class : MBA. 2nd Year |

**A. Introduction:** The course aims to provide concept, essence of self-awareness and provide detail insight of Indian culture . The course has both theoretical aspects and practical exercises to impart learning related to self-awareness

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA 315.1.** Develop an understanding about self through its examination.

**MBA 315.2** Enable the students to gain comprehensive knowledge about Enhancing Quality of Life through higher self-awareness competency.

**MBA 315.3** Practice ancient knowledge and learn the lessons on self-awareness.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT          | 15%                |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                     |             | <b>100%</b>        |

### **E. Syllabus**

#### **Module I Concept of Self-Awareness**

Concept of self-awareness, significance of self-awareness in personal and professional life, perceptions of self-awareness in global societies, Understanding self & others through lessons from Indian scriptures.

#### **Module II Examining Self**

Personal SWOT, Awareness of personal values, beliefs and vision that motivates behavior, awareness of reciprocal relationship between thoughts, behaviors and emotions.

### Module III Enhancing Quality of Life through higher self-awareness

Self-disclosure, seeking feedback, self-reflection and practicing new behaviors, Emotional intelligence, Stress and health relationship.

### Module IV Practicing ancient knowledge and lessons on self-awareness

Meditation and self-introspection.-Self-Management Lessons from Ancient Indian Education System- Indian Ethos and Personality Development.

#### F. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### G. Suggested Text/Reference Books:

- Chris Rose (2011) Self Awareness and Personal Development: Resources for Psychotherapists and Counsellors.
- Paramhansa Yogananda: Autobiography of a Yogi – Paramahansa Yogananda

#### H. Lecture Plan

| Lecture | Topics                                                   | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Concept of self-awareness                                | Lecture          | MBA 315.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | significance of self-awareness in personal life          | Lecture          | MBA 315.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | significance of self-awareness in professional life      | Lecture          | MBA 315.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>perceptions of self-awareness in global societies</i> | Lecture          | MBA 315.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Understanding self                                       | Lecture          | MBA 315.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Understanding others through lessons from                | Lecture          | MBA 315.1        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                |         |           |                                 |
|----|--------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Indian scriptures.                                                             |         |           |                                 |
| 7  | Understanding others through lessons from Indian scriptures.                   | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Personal SWOT                                                                  | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Awareness of personal values                                                   | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | beliefs and vision that motivates behavior                                     | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Awareness of reciprocal relationship between thoughts, behaviors and emotions. | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Awareness of reciprocal relationship between thoughts, behaviors and emotions. | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Awareness of reciprocal relationship between thoughts, behaviors and emotions. | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Awareness of reciprocal relationship between thoughts, behaviors and emotions. | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Self-disclosure,                                                               | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 16 | seeking feedback                                                               | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 17 | self-reflection                                                                | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | practicing new behaviors                                                       | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Emotional intelligence                                                         | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Emotional intelligence                                                         | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Emotional intelligence                                                         | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Stress and health relationship.                                                | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 23 | Stress and health relationship.                                                | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 24 | Stress and health                                                              | Lecture | MBA 315.2 | Mid Term-1, Quiz                |

|    |                                              |         |           |                                 |
|----|----------------------------------------------|---------|-----------|---------------------------------|
|    | relationship.                                |         |           | & End Sem Exam                  |
| 25 | Stress and health relationship.              | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Meditation                                   | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Meditation                                   | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | self-introspection                           | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Lessons from Ancient Indian Education System | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Lessons from Ancient Indian Education System | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Lessons from Ancient Indian Education System | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Indian Ethos                                 | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Indian Ethos                                 | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Indian Ethos                                 | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Personality Development                      | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Personality Development                      | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |

|                  |                                                                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|-------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 315.1</b> | Develop an understanding about self through its examination.                                                                  | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 2 |
| <b>MBA 315.2</b> | Enable the students to gain comprehensive knowledge about Enhancing Quality of Life through higher self-awareness competency. | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 |
| <b>MBA 315.3</b> | Practice ancient knowledge and learn the lessons on self-awareness.                                                           | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |



### Sample Question Paper

|                                                                                                                                                                                                                                    |                     |                                                                                               |                 |                  |                       |                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –III) 2019-20</b>                                                                                                                                                           |                     |                                                                                               |                 |                  |                       |                 |
| <b>Class: MBA III Semester</b>                                                                                                                                                                                                     |                     |                                                                                               |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>MBA 315 UNDERSTANDING SELF-INDIAN PERSPECTIVE</b>                                                                                                                                                       |                     | <b>Time: 1.5 Hrs</b>                                                                          |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                              | <b>Remembering</b>  | <b>Understanding</b>                                                                          | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                                            | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                                                  | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| Student will be able to<br>CO1: Develop an understanding about self through its examination.<br>CO2: Enable the students to gain comprehensive knowledge about Enhancing Quality of Life through higher self-awareness competency. |                     |                                                                                               |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                      | <b>Question No.</b> | <b>Question</b>                                                                               |                 |                  |                       | <b>Marks</b>    |
| CO1                                                                                                                                                                                                                                | Q.1                 | Describe the Concept of self-awareness.                                                       |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                | Q.2a                | Write a brief note on significance of self-awareness.                                         |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                    | Q.2b                | Give an account on self-awareness in global societies                                         |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                | Q.3                 | Elaborate the learning about self and others through lessons from Indian scriptures.          |                 |                  |                       | 6               |
| CO2                                                                                                                                                                                                                                | Q.4                 | Explain the need of personal SWOT.                                                            |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                | Q.5a                | Define the Awareness of personal values                                                       |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                    | Q.5b                | Write a short note on emotions.                                                               |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                | Q 6                 | Elaborate the awareness of reciprocal relationship between thoughts, behaviours and emotions. |                 |                  |                       | 6               |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

**Session** 2019-20  
**Course Name** MBA  
**Semester** 3<sup>rd</sup> Semester  
**Subject Code** MBA 315  
**Subject Name** Understanding Self-Indian Perspective

**Attainment Level** Level 3

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b> |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|----------------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                              |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|                                              | MBA 316 | 3   | 3   | 1   | 2   | 3   | 3   | 3   | 2   | 1   | 2    | 3    | 2    | 3    |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>Strategic Human Resource Management</b>                                     |
| Course Code : MBA 316, Crédits : 03, Session :2019-20 (Odd Sem.), Class : MBA. 2nd Year |

**A. Introduction:** This subject provides an understanding of the strategic contribution of the Human Resource Management (HRM) function. This course will place previous studies of human resource management within a strategic dimension so as to illustrate the concept of competitive advantage applied to human resources.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA 316.1.** Understand the concept and features of Strategy and its management.

**MBA 316.2** To study role of HRM in strategic management.

**MBA 316.3** To focus on how firms formulate, implement and evaluate corporate business strategies

**MBA 316.4** To promote skills of evaluating and implementing strategies to examine its impact on Business performance.

**MBA 316.5.** To study the scope of HR in Future.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT          | 15%                |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                     |             | <b>100%</b>        |

### **E. Syllabus**

#### **Module I: The Concept of Strategy:**

Strategy Defined, Key Concepts of Strategy, Formulations of Strategy, Strategic Management, The Process Of Strategic Management.

#### **Module II: The Concept of Strategic HRM:**

An Investment Perspective of HRM, Strategic HRM, Aims of SHRM, Strategic HR Vs Traditional HR, Challenges in SHRM, Approaches and Models to SHRM and the Evolving Strategic Role of HR, Barriers to Strategic HR.

#### **Module III: Strategic HRM in Action:**

HR Strategy defined, Purpose, Types of HR Strategies - Recruitment & Retention strategies, training & development strategies: performance management strategies, reward & compensation strategies, retrenchment strategies; Content of HR Strategies, Formulating HR Strategy, Criteria for an Effective HR

Strategy, Integrating the Business and HR Strategies; Human Resource Environment- Technology, structure; Workforce diversity; Demographic changes, Temporary & contract labour.

#### **Module IV: Impact of HRM on Business Performance:**

Human Resource Evaluation- Definition and Overview, Rationale for HR Evaluation, Measures of HRM Performance, Approaches to HR Evaluations, The Measurement Challenge in HRM.

#### **Module V: Future trends in Strategic HRM Approaches:**

The Strategic approach of HR towards Career Management, Mentoring Relationship & Work-life Integration. Matching culture with strategy, Behavioral issues in strategy implementation, Global HR strategies, Core Competence as the Root of Competitive Advantage

**Case Study** - Banning Flexible Work Options: Yahoo's New Controversial HR Policy  
<http://www.icmrindia.org/casestudies/catalogue/Human%20Resource%20and%20Organization%20Behavior/HROB162.htm>

Submit a project on Strategic Retention strategies

- The students will form small groups (2 Students)
- They will research on the latest trends in retention strategies
- They will prepare a PPT presentation & present it before class
- The group will discuss the learning from the case
- The students will be evaluated out of 10 Marks

#### **F. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### **G. Suggested Text/Reference Books:**

- Agarawala Tanuja (2012) Strategic Human Resource Management, Oxford University Press.
- Armstrong Michael (2007), Strategic Human Resource Management: Strategy and Action, Kogan Page
- Mahey C and Salman G., (1996), Strategic Human Resource Management, Oxford Blackwell.
- Mello Jeffrey A., (2008), Strategic Human Resource Management, Thompson Press Publishing.
- Srinivas R. Kandula, (2012), Strategic Human Resource Development, Prentice Hall of India.

#### **H. Lecture Plan**

| Lecture | Topics                                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Strategy Defined, Key Concepts of Strategy                          | Lecture          | MBA 316.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Formulations of Strategy                                            | Lecture          | MBA 316.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Strategic Management                                                | Lecture          | MBA 316.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | The Process of Strategic Management                                 | Lecture          | MBA 316.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | An Investment Perspective of HRM                                    | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Strategic HRM, Aims of SHRM                                         | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Strategic HR Vs Traditional HR                                      | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Challenges in SHRM                                                  | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Approaches and Models to SHRM                                       | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | the Evolving Strategic Role of HR                                   | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Barriers to Strategic HR.                                           | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | HR Strategy defined, Purpose                                        | Lecture          | MBA 316.3        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Types of HR Strategies - Recruitment & Retention strategies         | Lecture          | MBA 316.3        | Mid Term-1, Quiz & End Sem Exam |
| 14      | training & development strategies                                   | Lecture          | MBA 316.3        | Mid Term-1, Quiz & End Sem Exam |
| 15      | performance management strategies, reward & compensation strategies | Lecture          | MBA 316.3        | Mid Term-1, Quiz & End Sem Exam |
| 16      | retrenchment strategies                                             | Lecture          | MBA 316.3        | Mid Term-1, Quiz & End Sem Exam |
| 17      | Content of HR Strategies, Formulating HR Strategy,                  | Lecture          | MBA 316.3        | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                   |         |           |                                 |
|----|-----------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 18 | Criteria for an Effective HR Strategy, Integrating the Business and HR Strategies | Lecture | MBA 316.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Human Resource Environment- Technology, structure                                 | Lecture | MBA 316.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Workforce diversity; Demographic changes, Temporary & contract labour             | Lecture | MBA 316.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Human Resource Evaluation- Definition and Overview                                | Lecture | MBA 316.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Rationale for HR Evaluation                                                       | Lecture | MBA 316.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Measures of HRM Performance, Approaches to HR Evaluations                         | Lecture | MBA 316.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | The Measurement Challenge in HRM                                                  | Lecture | MBA 316.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | The Strategic approach of HR towards Career Management                            | Lecture | MBA 316.5 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Mentoring Relationship                                                            | Lecture | MBA 316.5 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Work-life Integration                                                             | Lecture | MBA 316.5 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Matching culture with strategy                                                    | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Matching culture with strategy                                                    | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Behavioral issues in strategy implementation                                      | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Behavioral issues in strategy implementation                                      | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Behavioral issues in strategy implementation                                      | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Global HR strategies                                                              | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Global HR strategies                                                              | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Core Competence as the                                                            | Lecture | MBA 316.5 | Mid Term-2,                     |





### Sample Question Paper

|                                                                                                                                                           |                     |                                                          |                 |                  |                       |                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –III) 2019-20</b>                                                                                  |                     |                                                          |                 |                  |                       |                 |
| <b>Class: MBA III Semester</b>                                                                                                                            |                     |                                                          |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>MBA 316 Strategic Human Resource Management</b>                                                                                |                     | <b>Time: 1.5 Hrs</b>                                     |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                     | <b>Remembering</b>  | <b>Understanding</b>                                     | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                   | <b>Q.1,4</b>        | <b>Q.2,3</b>                                             | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| Student will be able to<br>CO1: Understand the concept and features of Strategy and its management.<br>CO2: To study role of HRM in strategic management. |                     |                                                          |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                             | <b>Question No.</b> | <b>Question</b>                                          |                 |                  |                       | <b>Marks</b>    |
| CO1                                                                                                                                                       | Q.1                 | Define the Strategy and its importance.                  |                 |                  |                       | 3               |
| CO1                                                                                                                                                       | Q.2a                | What are the three levels of the Strategy?               |                 |                  |                       | 3               |
|                                                                                                                                                           | Q.2b                | Elaborate the various steps in formulating the strategy. |                 |                  |                       | 3               |
| CO1                                                                                                                                                       | Q.3                 | Explain in detail the process of strategic management.   |                 |                  |                       | 6               |
| CO2                                                                                                                                                       | Q.4                 | What are challenges in SHRM.                             |                 |                  |                       | 3               |
| CO2                                                                                                                                                       | Q.5a                | Differentiate between SHRM and THRM.                     |                 |                  |                       | 3               |
|                                                                                                                                                           | Q.5b                | Describe in brief the barriers of SHRM.                  |                 |                  |                       | 3               |
| CO2                                                                                                                                                       | Q 6                 | Explain in detail all the approaches and model to SHRM   |                 |                  |                       | 6               |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                     |
|-------------------------|-------------------------------------|
| <b>Session</b>          | 2019-20                             |
| <b>Course Name</b>      | MBA                                 |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester            |
| <b>Subject Code</b>     | MBA 316                             |
| <b>Subject Name</b>     | Strategic Human Resource Management |
| <b>Attainment Level</b> | Level 3                             |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

### **Master of Business Administration 2019-2020**

#### **Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMMEARTIC<br>ULATIONMATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|---------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                 |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III SEM                         | MBA 317 | 3   | 2   | 2   | 2   | 3   | 3   | 2   | 1   | 1   | 2    | 2    | 3    | 2    |

| AMITY BUSINESS SCHOOL                                                                 |
|---------------------------------------------------------------------------------------|
| Course Handout                                                                        |
| Course : INTERNATIONAL TRADE FINANCE                                                  |
| Course Code : MBA 317, Crédits : 03, Session :2019-20(Odd Sem.), Class : MBA. 2ndYear |

**A. Introduction:** Understand ways in which International Trade is undertaken, settled and financed; Appreciate the need and role of various entities engaged in International Trade and Finance. Recognize the terminology used in International Trade, Finance and commercial contracts; Know how to avail finance from International Financial Markets & Institutions for trade and global business; Understand international payment systems & Regulatory compliances; Study Global Mergers & Acquisition trends.

**B. Course Outcomes:** At the end of the course, students will be able to:

MBA 317.1 To understand global trade, finance, and globalisation.

MBA 317.2 To analyse and elaborate on the need for a Global financial ecosystem.

MBA 317.3 To Identify the role of international banks.

MBA 317.4 To gain knowledge of global mergers and acquisitions, including examination of international investment proposals.

**C. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.



**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**D. Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**E. Assessment Plan:**

| Component of Evaluation        | Description                          | Code     | Weightage % |
|--------------------------------|--------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                           | CT       | 15%         |
|                                | Project/Assignment/Quiz/Presentation | P/A/Q/PR | 10%         |

|                          |                                                                                                                                                                                 |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allow of 25% includes all types of leaves | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                        | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                 |    | <b>100%</b> |

## F. Syllabus

### Module I: Globalization, Trade & Finance

Complexities of international trade, Meaning of Int'l Trade Finance, need of various entities like exporters, importers, merchants, traders, overseas representatives, banks, borrowers, lenders, Logistics, Forwarders etc. International Commercial Terms (INCOTERMS), Protection against credit, political, economic and transit risks.

### Module II: Global Financial Ecosystem

World's major Financial Markets for Equity, Debt, Foreign Exchange & Commodities. International lending institutions World Bank, IMF, ADB, EBRD, Export-Import Banks, foreign Governments & agencies. Financing global trade, Buyers credit, Supplier credit, Role of credit-rating agencies, ECGC & EXIM Banks.

### Module III: International Trade Finance & Payment Systems

Modes of Payments in Trade, obtaining payments through Documents against Payment, Documents against Acceptance, Bills of Exchange, Letters of Credit & Stand-by Letters of Credit. Bill discounting with Banks, Factoring & Forfeiting agencies. Foreign currency cheques, drafts, telegraphic transfers (TT's) & SWIFT. Regulations to prevent fraud and money laundering. Remittances permitted by RBI for individuals & corporates.

### Module IV: International Banking

Role of International Banks, Correspondent Banking, Nostro/Vostro Accounts. Bid/Ask rate determination for Bills, TT's, Traveler's Cheques. Risks of OTC products & ISDA regulations. Availing pre-shipment & post-shipment finance, Fixed vs. Floating rate borrowing & External Commercial Borrowing (ECB's). Payment, settlement and clearing systems in foreign currency including SWIFT, CHIPS, CHAPS & Electronic banking. RBI Regulatory compliances, late payments & bad debts.

### Module V: Global Mergers & Acquisition & (M&A)

FDI & FII statistics, FDI & reverse FDI within & outside India. Examination of international investment proposals. Case studies on corporate India's acquisitions & mergers abroad. Role of International Banks, Investment Banks, Hedge Funds, Private Equity, Pension Funds etc. ECB's, ADR's GDR's, Bonds in global A&M's.

#### G. Suggested Text/Reference Books:

- Paul Cowdell and Derek Hyde (Feb 2003) International Trade Finance, Institute of Financial Services
- Apte, P. G. (1998), International Financial Management, Tata McGraw Hill
- Levi, M. D. (1996), International Finance, McGraw Hill International.
- UCPDC-600, International Chamber of Commerce, Paris

#### H. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### I. Lecture Plan

| Lecture | Topics                                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Complexities of international trade                                               | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Meaning of Int'l Trade Finance                                                    | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Need of various entities like exporters, importers.                               | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Need of various entities like merchants, traders, overseas representatives, Banks | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Borrowers, lenders, Logistics, Forwarders                                         | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | International Commercial Terms (INCOTERMS)                                        | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Protection against credit,                                                        | Lecture          | MBA 317.1        | Mid Term-1,                     |

|    |                                                                                                 |         |           |                                 |
|----|-------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Political, economic and transit risks.                                                          |         |           | Quiz & End Sem Exam             |
| 8  | World's major Financial Markets for Equity                                                      | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Debt, Foreign Exchange & Commodities                                                            | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | International lending institutions World Bank, IMF, ADB, EBRD                                   | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | International lending institutions World Bank, IMF, ADB, EBRD                                   | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Export-Import Banks, Foreign Governments & agencies                                             | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Financing global trade, Buyers credit, Supplier credit                                          | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Role of credit-rating agencies, ECGC & EXIM Banks                                               | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Modes of Payments in Trade                                                                      | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Obtaining payments through Documents against Payment                                            | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Documents against Acceptance, Bills of Exchange, Letters of Credit & Stand-by Letters of Credit | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Bill discounting with Banks, Factoring & Forfeiting agencies                                    | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Foreign currency cheques, drafts, telegraphic transfers (TT's) & SWIFT                          | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Regulations to prevent fraud and money laundering                                               | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                 |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                                                 |         |           |                                 |
| 21 | Remittances permitted by RBI for individuals & corporates.                                                      | Lecture | MBA 317.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Role of International Banks, Correspondent Banking, Nostro/Vostro Accounts                                      | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Bid/Ask rate determination for Bills, TT's, Traveler's Cheques.                                                 | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Risks of OTC products & ISDA regulations                                                                        | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Availing pre-shipment & post-shipment finance                                                                   | Lecture | MBA 317.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Fixed vs. Floating rate borrowing & External Commercial Borrowing (ECB's)                                       | Lecture | MBA 317.3 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Payment, settlement and clearing systems in foreign currency including SWIFT, CHIPS, CHAPS & Electronic banking | Lecture | MBA 317.3 | Mid Term-1, Quiz & End Sem Exam |
| 28 | RBI Regulatory compliances, late payments & bad debts.                                                          | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | FDI & FII statistics                                                                                            | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | FDI & reverse FDI within & outside India                                                                        | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Examination of international investment proposals                                                               | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Case studies on corporate India's acquisitions & mergers abroad                                                 | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Role of International Banks                                                                                     | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Investment Banks, Hedge Funds, Private Equity                                                                   | Lecture | MBA 317.4 | Mid Term-2, Quiz & End          |

|    |                                       |         |           |                                 |
|----|---------------------------------------|---------|-----------|---------------------------------|
|    |                                       |         |           | Sem Exam                        |
| 35 | Pension Funds etc. ECB's, ADR's GDR's | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Bonds in global A&M's.                | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |

#### J. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 317.1</b> | To understand global trade, finance, and globalisation.                                                            | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 1           | 2           | 2            | 2                                            | 2                | 3                |
| <b>MBA 317.2</b> | To analyse and elaborate on the need for a Global financial ecosystem.                                             | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 2                | 2                |
| <b>MBA 317.3</b> | To Identify the role of international banks.                                                                       | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 1           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 317.4</b> | To gain knowledge of global mergers and acquisitions, including examination of international investment proposals. | 3                                   | 3           | 2           | 3           | 2           | 2           | 3           | 1           | 1           | 2            | 3                                            | 2                | 3                |

**Sample Question Paper**

| Amity Business School<br>IMID-SEMESTER(SEM–III) 2019-20                                                                                                                                                                                                                                                                                   |              |                                                                              |          |           |              |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------------------|----------|-----------|--------------|----------|
| Class: MBA III Semester                                                                                                                                                                                                                                                                                                                   |              |                                                                              |          |           |              |          |
| Subject Name:<br>MBA 317 International Trade Finance                                                                                                                                                                                                                                                                                      |              | Time: 1.5 Hrs                                                                |          |           | Max.Marks:30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                            | Remembering  | Understanding                                                                | Applying | Analyzing | Evaluating   | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                          | Q.1,4        | Q.2,3                                                                        | Q.4      | Q.2,5,6   |              |          |
| <p>Student will be able to</p> <p><i>CO1: To understand global trade, finance, and globalisation.</i></p> <p><i>CO2: To analyse and elaborate on the need for a Global financial ecosystem.</i></p> <p><i>CO4: To gain knowledge of global mergers and acquisitions, including examination of international investment proposals.</i></p> |              |                                                                              |          |           |              |          |
| CO Map                                                                                                                                                                                                                                                                                                                                    | Question No. | Question                                                                     |          |           |              | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                       | Q.1          | Discuss the Complexities of international trade.                             |          |           |              | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                       | Q.2a         | What is Int'l Trade Finance?                                                 |          |           |              | 3        |
|                                                                                                                                                                                                                                                                                                                                           | Q.2b         | Elaborate the need of various entities like exporters, importers, merchants. |          |           |              | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                       | Q.3          | Explain the International Commercial Terms (INCOTERMS).                      |          |           |              | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                       | Q.4          | What are ECGC & EXIM Banks.                                                  |          |           |              | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                       | Q.5a         | Differentiate between Buyers credit, Supplier credit.                        |          |           |              | 3        |
|                                                                                                                                                                                                                                                                                                                                           | Q.5b         | Describe in brief the Regulations to prevent fraud and money laundering.     |          |           |              | 3        |

|     |    |                                                                                   |   |
|-----|----|-----------------------------------------------------------------------------------|---|
| CO4 | Q6 | India's acquisitions & mergers abroad. Explain your answer with suitable example. | 6 |
|-----|----|-----------------------------------------------------------------------------------|---|

| Attainments |   | Rubric                                                    |
|-------------|---|-----------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level3 |

## Attainment

|                  |                             |
|------------------|-----------------------------|
| Session          | 2019-20                     |
| Course Name      | MBA                         |
| Semester         | 3 <sup>rd</sup> Semester    |
| Subject Code     | MBA 317                     |
| Subject Name     | International Trade Finance |
| Attainment Level | Level 3                     |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMMEARTIC<br>ULATIONMATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|---------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                 |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III SEM                         | MBA 318 | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 1   | 1   | 2    | 2    | 3    | 3    |

| AMITY BUSINESS SCHOOL                                                                              |
|----------------------------------------------------------------------------------------------------|
| Course Handout                                                                                     |
| Course : <b>INTERNATIONAL LABOUR ORGANIZATION AND INTERNATIONAL LABOUR LAWS</b>                    |
| Course Code : MBA 318, Crédits : 03, Session :2019-20(Odd Sem.), Class : MBA. 2 <sup>nd</sup> Year |

**A. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding. Students will get clear understanding of the main provisions of International and National labour standards, concepts, institutions and approaches to industrial relations and collective bargaining. The course will help students to develop skills of dealing with unions, negotiating collective agreements and to identify approaches to promotion of sound labour management relations.

**B. Course Outcomes:** At the end of the course, students will be able to:

MBA 318.1: To understand the international labour organisations and international labour laws.

MBA 318.2: To analyse and elaborate on industrial relations.

MBA 318.3 To gain knowledge of labour laws and industrial disputes.

MBA 318.4 to identify the role of trade unions and employee social security-related laws.

**C. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and

social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------|-------------|--------------------|
|--------------------------------|--------------------|-------------|--------------------|

|                                |                                                                                                                                                                                 |              |             |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                      | CT           | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                            | P/A/Q/P<br>R | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allow of 25% includes all types of leaves | A            | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                        | EE           | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                 |              | <b>100%</b> |

#### ***F. Syllabus***

##### **Module I: International Labour Organization and International Labour Laws**

International Labour, Organisation-International labour standards-Labour laws and Legislation-International Programme on the Elimination of Child Labour (IPEC) national initiatives on child labour, with priority given to the urgent elimination of the worst forms of child labour.

##### **Module II: Overview of Industrial Relations**

Introduction: Concept, objectives, functions, significance & aspects of Industrial Relations conceptual and legal framework, ILO conventions, Industrial Relations after globalization, Understanding the practical impact of workplace industrial relation strategies, Linking Industrial Relations with economic growth of a country.

##### **Module III: Introduction to Labour Laws and provisions of factory**

Labour Law: Origin, Objective, Need, Factories Act, 1948 : Definitions; scope & coverage, approval ,licencing & registration, Authorities under the factories Act; Health; Safety; Provisions relating to hazardous processes; Welfare; Working hours of adults; Employment of young persons; Annual leave with wages; Penalties and procedure.

##### **Module IV: Laws for handling Industrial Disputes and Contract Labour**

Industrial Disputes Act 1947, definitions: industrial dispute, lay-off (provisions), lock-out (provisions), closure, retrenchment (provisions), strike (provisions), unfair labour practice, procedure for settlement & authorities under the act, Maruti Suzuki India, Ltd. Violence case (2012), Honda case study of staff strike, Contract Labour (Regulation & Abolition) Act, 1970.

##### **Module V: Trade Unions**

Trade Unions: Meaning, Functions, Problems, Trade Unions Act 1926, registration of trade union, cancellation of registration & appeal, rights ,privileges, duties & liabilities of registered trade union, amalgamation & resolution of trade union, penalties. Collective bargaining, Grievance Redressal Machinery.

#### **Module VI: Wage Related Laws**

Payment of Wages Act 1936, scope & coverage, rules for payment of wages, deductions from wages, Payment of Bonus Act 1965, objective, and application of act, definition of bonus, allocable surplus, inspectors, penalties, offence.

#### **Module VII: Employee Benefits and Social Security related laws**

Payment of Gratuity Act, scope & coverage, Provident Fund Act 1952: Definitions; Schemes under the act, Employees' pension scheme, 1995, Employees' deposit linked insurance scheme, Workmen's Compensation Act 1923, scope & coverage, E.S.I.C. Act 1948, scope & coverage,

#### **G. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### **H. Suggested Text/Reference Books:**

#### **Text & References:**

- Kapoor N.D. "Handbook of Industrial Law" Sultan chand & Sons
- P. R. N. Sinha ,Indu Bala Sinha , Seema Priyadarshini Shekhar "Industrial Relations, Trade Unions, And Labour Legislation " Pearson education India.
- C.S. Venkata Ratnam (2006), Industrial Relations, Oxford Higher Education.
- Kumar H.L. (2010) Labour Laws - Everybody Should Know, Universal Law Publishing Company.
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- Michel, J. (2014), International Labour Law, Kluwer Law International.

#### **I. Lecture Plan**

| Lecture | Topics | Mode of | Corresponding CO | Mode of Assessing CO |
|---------|--------|---------|------------------|----------------------|
|---------|--------|---------|------------------|----------------------|

|    |                                                                                                                                                                                           | <b>Delivery</b> |           |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------|---------------------------------|
| 1  | Introduction to International Labour                                                                                                                                                      | Lecture         | MBA 318.1 | Mid Term-1, Quiz & End Sem Exam |
| 2  | Organisation-International labour standards-Labour laws                                                                                                                                   | Lecture         | MBA 318.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | Organisation-International labour standards-Legislation                                                                                                                                   | Lecture         | MBA 318.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | International Programme on the Elimination of Child Labour (IPEC) national initiatives on child labour, with priority given to the urgent elimination of the worst forms of child labour. | Lecture         | MBA 318.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Introduction: Concept, objectives of Industrial Relations                                                                                                                                 | Lecture         | MBA 318.2 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Functions, significance & aspects of Industrial Relations                                                                                                                                 | Lecture         | MBA 318.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Industrial Relations conceptual and legal framework                                                                                                                                       | Lecture         | MBA 318.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | ILO conventions                                                                                                                                                                           | Lecture         | MBA 318.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Industrial Relations after globalization                                                                                                                                                  | Lecture         | MBA 318.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Understanding the practical impact of workplace industrial relation strategies                                                                                                            | Lecture         | MBA 318.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Linking Industrial Relations with economic growth of a country                                                                                                                            | Lecture         | MBA 318.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Labour Law: Origin, Objective, Need, Factories Act, 1948                                                                                                                                  | Lecture         | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Definitions; scope & coverage, approval                                                                                                                                                   | Lecture         | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Licencing & registration, Authorities under the factories Act                                                                                                                             | Lecture         | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                      |         |           |                                 |
|----|------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 15 | Health; Safety; Provisions relating to hazardous processes                                           | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Provisions relating to hazardous processes                                                           | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Welfare; Working hours of adults                                                                     | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Employment of young persons; Annual leave with wages                                                 | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Penalties and procedure.                                                                             | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Industrial Disputes Act 1947, definitions                                                            | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Industrial dispute, lay-off (provisions)                                                             | Lecture | MBA 318.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Lock-out (provisions), closure, retrenchment (provisions)                                            | Lecture | MBA 318.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | strike (provisions), unfair labour practice                                                          | Lecture | MBA 318.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | procedure for settlement & authorities under the act, Maruti Suzuki India, Ltd. Violence case (2012) | Lecture | MBA 318.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Honda case study of staff strike, Contract Labour (Regulation & Abolition) Act, 1970.                | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Trade Unions: Meaning, Functions, Problems                                                           | Lecture | MBA 318.4 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Trade Unions Act 1926, registration of trade union, cancellation of registration & appeal, rights    | Lecture | MBA 318.4 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Privileges, duties & liabilities of registered trade union                                           | Lecture | MBA 318.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Amalgamation & resolution of trade union                                                             | Lecture | MBA 318.4 | Mid Term-2, Quiz & End Sem Exam |



|    |                                                                                                                    |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 30 | Collective bargaining, Grievance Redressal Machinery.                                                              | Lecture | MBA 318.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Payment of Wages Act 1936, scope & coverage, rules for payment of wages                                            | Lecture | MBA 318.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | deductions from wages, Payment of Bonus Act 1965, objective, and application of act                                | Lecture | MBA 318.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Definition of bonus, allocable surplus, inspectors, penalties, offence. Payment of Gratuity Act, scope & coverage. | Lecture | MBA 318.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Provident Fund Act 1952: Definitions; Schemes under the act, Employees' pension scheme, 1995                       | Lecture | MBA 318.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Employees' deposit linked insurance scheme, Workmen's Compensation Act 1923, scope & coverage                      | Lecture | MBA 318.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | E.S.I.C. Act 1948, scope & coverage                                                                                | Lecture | MBA 318.4 | Mid Term-2, Quiz & End Sem Exam |

#### J. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|--------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                            | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 318.1</b> | <i>To understand the international labour organisations and international labour laws.</i> | 2                                   | 3           | 2           | 2           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 2                | 3                |

|                  |                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|----------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 318.2</b> | <i>To analyse and elaborate on industrial relations.</i>                               | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 1 | 2 | 2 | 3 | 3 | 2 |
| <b>MBA 318.3</b> | <i>To gain knowledge of labour laws and industrial disputes.</i>                       | 2 | 3 | 1 | 1 | 3 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 2 |
| <b>MBA 318.4</b> | <i>To identify the role of trade unions and employee social security-related laws.</i> | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 2 |

### Sample Question Paper

|                                                                                                                                                                                                                        |              |                                                                                              |          |           |              |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------------------------------|----------|-----------|--------------|----------|
| <p style="text-align: center;">Amity Business School<br/>MID-SEMESTER(SEM–III) 2019-20</p>                                                                                                                             |              |                                                                                              |          |           |              |          |
| Class: MBA III Semester                                                                                                                                                                                                |              |                                                                                              |          |           |              |          |
| Subject Name:<br>MBA 318 INTERNATIONAL<br>LABOUR ORGANIZATION AND<br>INTERNATIONAL LABOUR LAWS                                                                                                                         |              | Time: 1.5 Hrs                                                                                |          |           | Max.Marks:30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                         | Remembering  | Understanding                                                                                | Applying | Analyzing | Evaluating   | Creating |
| Question Mapping                                                                                                                                                                                                       | Q.1,4        | Q.2,3                                                                                        | Q.4      | Q.2,5,6   |              |          |
| <p>Student will be able to</p> <p><i>MBA 318.1: To understand the international labour organisations and international labour laws.</i></p> <p><i>MBA 318.2: To analyse and elaborate on industrial relations.</i></p> |              |                                                                                              |          |           |              |          |
| CO Map                                                                                                                                                                                                                 | Question No. | Question                                                                                     |          |           |              | Marks    |
| CO1                                                                                                                                                                                                                    | Q.1          | Discuss the standards-Labour laws and Legislation                                            |          |           |              | 3        |
| CO1                                                                                                                                                                                                                    | Q.2a         | What is Child Labour (IPEC) national initiatives on child labour?                            |          |           |              | 3        |
|                                                                                                                                                                                                                        | Q.2b         | Elaborate the child labour, with priority given to the urgent elimination of the worst forms |          |           |              | 3        |

|     |      |                                                                                                                                |   |
|-----|------|--------------------------------------------------------------------------------------------------------------------------------|---|
|     |      | of child labour.                                                                                                               |   |
| CO1 | Q.3  | Explain the International Labour Organization and International Labour Laws.                                                   | 6 |
| CO2 | Q.4  | What are the aspects of Industrial Relations?                                                                                  | 3 |
| CO2 | Q.5a | Differentiate between conceptual and legal framework.                                                                          | 3 |
|     | Q.5b | Describe in brief the practical impact of workplace industrial relation strategies.                                            | 3 |
| CO2 | Q6   | Briefly explain the linking industrial relations with economic growth of a country. Explain your answer with suitable example. | 6 |

| Attainments |   | Rubric                                                    |
|-------------|---|-----------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                                 |
|-------------------------|-----------------------------------------------------------------|
| <b>Session</b>          | 2019-20                                                         |
| <b>Course Name</b>      | MBA                                                             |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester                                        |
| <b>Subject Code</b>     | MBA 318                                                         |
| <b>Subject Name</b>     | International Labour Organization and International Labour Laws |
| <b>Attainment Level</b> | Level 3                                                         |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III SEM                             | MBA 319 | 3   | 2   | 2   | 2   | 3   | 2   | 3   | 2   | 2   | 3    | 2    | 2    | 2    |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course: International Economics and Trade Laws                                          |
| Course Code : MBA 319, Credits : 03, Session :2019-20 (Odd Sem.), Class : MBA. 2nd Year |

- A. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding. Students will get clear understanding of International Trade & Globalization, International Economic Indicators & their terminologies. Also, students will get exposure to World Economies, Transformations & Emerging markets.
- B. Course Outcomes:** At the end of the course, students will be able to:
- MBA 319.1.** Understand the concept of globalization and emerging trends.
- MBA 319.2** Study about international economic indicators like GDP, GNP, etc.
- MBA 319.3** Comprehend the concept of international trade and policies related to export-import.
- MBA 319.4** Acquire the knowledge of GATT, WTO and other global financial institutions.
- MBA 319.5.** Analyse the Levels of Economic Integration & Trade Blocks.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT          | 15%                |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                     |             | <b>100%</b>        |

#### **F. Syllabus**

##### **Module I: Globalization & Emerging Trends**

Theory of Comparative Advantage, Product Cycle Theory, New Trade Theory, Competitive Advantage of Nations, International Investment, FDI, FII, Major developments in World economy Emerging Markets - China, Africa, Asia, East Europe, Latin American & Russia.

##### **Module II: International Economic Indicators**

Free Trade, BOP, GNP, GDP, Per-Capita Income, Purchasing Power, Economic/Political/Legal Systems, Debt Problem, Macro Economic Issues. Barriers–Tariff & Non-Tariff, Dumping, Antidumping, Appeal and Appellate procedures, Role of State.



### **Module III: Global Trade & Policy**

International Contracts of Sale of Goods Transactions, International Trade Insurance–Patents-Trademarks-Copyright and Neighbouring Rights, Global Trade of major economies- U.S., EU, China, Japan, India, Latin America, Russia. Conflict between Industrialized & Developing Countries, Export-Import Restrictions and Promotion, Relevance to India's Economy. Geographical Indicators

### **Module IV: WTO & Global F. I's**

Evolution of GATT and WTO, Tariff Conversions, MFN, Membership, Structure, Uruguay & other Rounds, Agreement on a) Agriculture b) Trade-in-Services c) TRIMS d) Intellectual Property Rights; Dispute Settlement Mechanism Problems. Bretton Woods, World Bank, IBRD, IDA, IFC, MIGA, ICSID, IMF, ADB, EXIM Bank.

### **Module V: Regional Economic Integration & Economic Transformation**

Levels of Economic Integration & Trade Blocks- EU, EFTA, NAFTA, CARICOM, ACM, ASEAN, SAARC, SAPTA, Cartels, OPEC. Transformation of Europe, Russia, East Europe, China, Africa.

#### **G. Examination Scheme:**

| <b>Components</b> | <b>Midterm Exam</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>Attendance</b> | <b>ESE</b> |
|-------------------|---------------------|---------------------------------------------|-------------------|------------|
| Weightage (%)     | 15                  | 10                                          | 5                 | 70         |

#### **H. Suggested Text/Reference Books:**

- Schmiloft, Sweet & Maxwell (2000), Export Trade
- Rao, M.B., and Manjula Guru, WTO and International Trade, Vikas Publishing House Pvt. Ltd.
- Charles W.H. Hall, International Business, Competing in the Global Market Place, Tata McGraw Hill
- UCPDC-600, International Chamber of Commerce, Paris
- Cateora & Hess, International Marketing, Richard D Irwin Inc.
- Eitleman & Stonehill, Multinational Business Finance, Wesley Pub. Co.
- IMF References, The World Economic Outlook

#### **I. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                               | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|---------------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Theory of Comparative Advantage, Product Cycle Theory                                       | Lecture                 | MBA 319.1               | Mid Term-1, Quiz & End Sem Exam |
| 2              | New Trade Theory, Competitive Advantage of Nations                                          | Lecture                 | MBA 319.1               | Mid Term-1, Quiz & End Sem Exam |
| 3              | International Investment, FDI, FII                                                          | Lecture                 | MBA 319.1               | Mid Term-1, Quiz & End Sem Exam |
| 4              | Major developments in World economy Emerging Markets- China, Africa, Asia                   | Lecture                 | MBA 319.1               | Mid Term-1, Quiz & End Sem Exam |
| 5              | Major developments in World economy Emerging Markets- East Europe, Latin American & Russia. | Lecture                 | MBA 319.1               | Mid Term-1, Quiz & End Sem Exam |
| 6              | Free Trade, BOP                                                                             | Lecture                 | MBA 319.2               | Mid Term-1, Quiz & End Sem Exam |
| 7              | GNP, GDP, Per-Capita Income                                                                 | Lecture                 | MBA 319.2               | Mid Term-1, Quiz & End Sem Exam |
| 8              | Purchasing Power, Economic/Political/Legal Systems                                          | Lecture                 | MBA 319.2               | Mid Term-1, Quiz & End Sem Exam |
| 9              | Debt Problem, Macro Economic Issues.                                                        | Lecture                 | MBA 319.2               | Mid Term-1, Quiz & End Sem Exam |
| 10             | Barriers–Tariff & Non-Tariff, Dumping, Antidumping                                          | Lecture                 | MBA 319.2               | Mid Term-1, Quiz & End Sem Exam |
| 11             | Appeal and Appellate procedures, Role of State.                                             | Lecture                 | MBA 319.2               | Mid Term-1, Quiz & End Sem Exam |
| 12             | International Contracts of Sale of Goods Transactions                                       | Lecture                 | MBA 319.3               | Mid Term-1, Quiz & End Sem Exam |
| 13             | International Trade Insurance– Patents-Trademarks                                           | Lecture                 | MBA 319.3               | Mid Term-1, Quiz & End Sem Exam |
| 14             | Copyright and Neighbouring Rights                                                           | Lecture                 | MBA 319.3               | Mid Term-1, Quiz & End Sem Exam |
| 15             | Global Trade of major economies- U.S., EU                                                   | Lecture                 | MBA 319.3               | Mid Term-1, Quiz & End Sem Exam |
| 16             | Global Trade of major economies- China, Japan, India                                        | Lecture                 | MBA 319.3               | Mid Term-1, Quiz & End Sem Exam |
| 17             | Global Trade of major                                                                       | Lecture                 | MBA 319.3               | Mid Term-1,                     |

|    |                                                                            |         |           |                                 |
|----|----------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | economies- Latin America, Russia                                           |         |           | Quiz & End Sem Exam             |
| 18 | Conflict between Industrialized & Developing Countries                     | Lecture | MBA 319.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Export-Import Restrictions and Promotion                                   | Lecture | MBA 319.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Relevance to India's Economy                                               | Lecture | MBA 319.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Geographical Indicators                                                    | Lecture | MBA 319.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Evolution of GATT and WTO                                                  | Lecture | MBA 319.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Tariff Conversions, MFN                                                    | Lecture | MBA 319.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Membership, Structure                                                      | Lecture | MBA 319.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Uruguay & other Rounds                                                     | Lecture | MBA 319.4 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Agreement on a) Agriculture b) Trade-in-Services                           | Lecture | MBA 319.4 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Agreement on c) TRIMS d) Intellectual Property Rights                      | Lecture | MBA 319.4 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Dispute Settlement Mechanism Problems                                      | Lecture | MBA 319.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Bretton Woods, World Bank                                                  | Lecture | MBA 319.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | IBRD, IDA, IFC, MIGA, ICSID                                                | Lecture | MBA 319.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | IMF, ADB, EXIM Bank.                                                       | Lecture | MBA 319.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Levels of Economic Integration & Trade Blocks- EU, EFTA, NAFTA             | Lecture | MBA 319.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Levels of Economic Integration & Trade Blocks- CARICOM, ACM, ASEAN         | Lecture | MBA 319.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Levels of Economic Integration & Trade Blocks- SAARC, SAPTA, Cartels, OPEC | Lecture | MBA 319.5 | Mid Term-2, Quiz & End Sem Exam |

|    |                                               |         |           |                                 |
|----|-----------------------------------------------|---------|-----------|---------------------------------|
| 35 | Transformation of Europe, Russia, East Europe | Lecture | MBA 319.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Transformation of China, Africa.              | Lecture | MBA 319.5 | Mid Term-2, Quiz & End Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| CO                | STATEMENT                                                                            | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|--------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                      | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 319.1</b>  | Understand the concept of globalization and emerging trends.                         | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 1           | 3            | 2                                            | 3                | 2                |
| <b>MBA 319.2</b>  | Study about international economic indicators like GDP, GNP, etc.                    | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 3           | 2           | 3            | 3                                            | 3                | 3                |
| <b>MBA 319.3</b>  | Comprehend the concept of international trade and policies related to export-import. | 2                                   | 3           | 2           | 2           | 3           | 2           | 1           | 2           | 1           | 3            | 2                                            | 2                | 3                |
| <b>MBA 319.4</b>  | Acquire the knowledge of GATT, WTO and other global financial institutions.          | 3                                   | 3           | 2           | 3           | 2           | 2           | 1           | 2           | 1           | 3            | 2                                            | 2                | 2                |
| <b>MBA 319.5.</b> | Analyse the Levels of Economic Integration & Trade Blocks.                           |                                     | 3           | 1           | 1           |             |             |             | 1           |             | 3            | 2                                            | 2                | 2                |

**Sample Question Paper**

| Amity Business School<br>MID-SEMESTER (SEM –III) 2019-20                                                                                                               |              |                                                                                                |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA III Semester                                                                                                                                                |              |                                                                                                |          |           |                |          |
| Subject Name:<br>MBA 319 International Economics<br>and Trade Laws                                                                                                     |              | Time: 1.5 Hrs.                                                                                 |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as per<br>Blooms<br>Taxonomy                                                                                                                | Remembering  | Understanding                                                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                    | Q.1,4        | Q.2,3                                                                                          | Q.6      | Q.2,5     |                |          |
| Student will be able to<br>CO1: Understand the concept of globalization and emerging trends.<br>CO2: Study about international economic indicators like GDP, GNP, etc. |              |                                                                                                |          |           |                |          |
| CO Map                                                                                                                                                                 | Question No. | Question                                                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                                    | Q.1          | Explain the theory of Comparative Advantage.                                                   |          |           |                | 3        |
| CO1                                                                                                                                                                    | Q.2a         | What do you understand by competitive advantage of nations?                                    |          |           |                | 3        |
|                                                                                                                                                                        | Q.2b         | Elaborate International Investment with FDI and FII.                                           |          |           |                | 3        |
| CO1                                                                                                                                                                    | Q.3          | Explain the major developments in world economy in emerging markets of China, Africa and Asia. |          |           |                | 6        |
| CO2                                                                                                                                                                    | Q.4          | Write about the concept of GNP, GDP and Per-Capita Income.                                     |          |           |                | 3        |
| CO2                                                                                                                                                                    | Q.5a         | What are the various macro-economic issues?                                                    |          |           |                | 3        |
|                                                                                                                                                                        | Q.5b         | Describe in brief the barriers of tariff & non-tariff.                                         |          |           |                | 3        |
| CO2                                                                                                                                                                    | Q.6          | Explain in detail the Appeal and Appellate procedures.                                         |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                        |
|-------------------------|----------------------------------------|
| <b>Session</b>          | 2019-20                                |
| <b>Course Name</b>      | MBA                                    |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester               |
| <b>Subject Code</b>     | MBA 319                                |
| <b>Subject Name</b>     | International Economics and Trade Laws |
| <b>Attainment Level</b> | Level 3                                |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III SEM                             | MBA 365 | 3   | 3   | 1   | 2   | 3   | 3   | 3   | 2   | 1   | 2    | 3    | 2    | 3    |



| AMITY BUSINESS SCHOOL                                                                |
|--------------------------------------------------------------------------------------|
| Course Handout                                                                       |
| <b>Course:</b> International Trade Procedures and Documentation                      |
| Course Code: MBA 365, Credits: 03, Session :2019-20 (Odd Sem.), Class: MBA. 2nd Year |

**Introduction** This subject provides an understanding and learning of the importance, procedural & documentation aspects of export-import of goods and services; impart knowledge of governments, departments, international institutions involved; teach an export manager to develop a systematic methodology to handle exports; understand the relevance and importance of various government policy measures for export as well as import.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA 365.1** Understand the export documentation framework.

**MBA 365.2** Study about the processing of product for export order and legal implications.

**MBA 365.3** Know the Export and Import Documents.

**MBA 365.4** Acquaint with customs clearances and regulation compliance.

**MBA 365.5.** Analyse EXIM Policy Framework and banking norms for export.

**B. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### C. Programme Specific Outcomes:

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                         | Code     | Weightage % |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT       | 15%         |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                     |          | <b>100%</b> |

### E. Syllabus

#### Module I: Introduction

Export documentation Framework – the need, entities & documents as per requirement of (a) the contract (b) Govt. of India (c) Importing country d) for claiming export assistance.

#### Module II: Documents for processing export order and legal implications

Processing of Product enquiry/quotation, Purchase/Export Order, Letter of intent, Payment Terms, International Transport Modes, INCOTERMS, advising & scrutiny of a Letter of Credit (L/C), seeking L/C amendments, International Chamber of Commerce's UCPDC articles.

#### Module III: Export/Import Documents

How to make Commercial, Financial, Transport, Title, Official, Insurance, Export assistance Documents & Certificates for Exports. Ensuring error-free export documentation as per L/C. How to open L/C, apply for license and make Customs/ Sales Tax documents for imports.

#### Module IV: Central Excise, Sales Tax & Customs Clearances

Clearance of Export & Import Cargo, Role of Clearing and Forwarding Agents, Shipment of Export Cargo, Excise, Sales Tax & Customs Department regulation compliance.

#### Module V: EXIM Policy Framework

EPCG Scheme, Duty Exemption Pass Book Scheme, Export Oriented Units, Export houses, Trading

houses, Export Processing Zones, Special Economic Zone, Negotiation of Export Bills, Bank realization, late payment follow-up. Bank, RBI, DGFT, Customs & FEMA regulatory compliances.

**F. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

**G. Suggested Text/Reference Books:**

- Nabhi (2011-12)1999, How to Export, Nabhi Publications
- RBI Mumbai, Export Procedures and Documentation
- Handbook of Exim Procedures and Documentation – Govt. of India Publication Division
- Handbook of DGFT Publications – Ministry of Commerce, Govt. of India.

**H. Lecture Plan**

| Lecture | Topics                                                                                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Export documentation Framework– the need                                                                             | Lecture          | MBA 365.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Export documentation Framework – entities & documents as per requirement of (a) the contract                         | Lecture          | MBA 365.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Export documentation Framework – entities & documents as per requirement of (b) Govt. of India (c) Importing country | Lecture          | MBA 365.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Export documentation Framework – entities & documents as per requirement of (d) for claiming export assistance.      | Lecture          | MBA 365.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Processing of Product enquiry/quotation                                                                              | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Purchase/Export Order                                                                                                | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Letter of intent                                                                                                     | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Payment Terms, International Transport Modes                                                                         | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | INCOTERMS                                                                                                            | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Advising & scrutiny of a Letter of Credit (L/C), seeking L/C amendments,                                             | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | International Chamber of Commerce's UCPDC articles.                                                                  | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | How to make Commercial, Financial, Transport                                                                         | Lecture          | MBA 365.3        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Title, Official, Insurance                                                                                           | Lecture          | MBA 365.3        | Mid Term-1, Quiz & End Sem Exam |
| 14      | Export assistance Documents & Certificates for Exports                                                               | Lecture          | MBA 365.3        | Mid Term-1, Quiz & End Sem Exam |
| 15      | Ensuring error-free export documentation as per L/C                                                                  | Lecture          | MBA 365.3        | Mid Term-1, Quiz & End Sem Exam |
| 16      | How to open L/C                                                                                                      | Lecture          | MBA 365.3        | Mid Term-1,                     |

|    |                                                               |         |           |                                 |
|----|---------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                               |         |           | Quiz & End Sem Exam             |
| 17 | Apply for license and make Customs documents                  | Lecture | MBA 365.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Sales Tax documents for imports.                              | Lecture | MBA 365.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Clearance of Export & Import Cargo                            | Lecture | MBA 365.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Role of Clearing and Forwarding Agents                        | Lecture | MBA 365.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Shipment of Export Cargo                                      | Lecture | MBA 365.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Excise, Sales Tax & Customs Department regulation compliance. | Lecture | MBA 365.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Excise, Sales Tax & Customs Department regulation compliance. | Lecture | MBA 365.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Excise, Sales Tax & Customs Department regulation compliance. | Lecture | MBA 365.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | EPCG Scheme                                                   | Lecture | MBA 365.5 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Duty Exemption Pass Book Scheme                               | Lecture | MBA 365.5 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Export Oriented Units                                         | Lecture | MBA 365.5 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Export houses                                                 | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Trading houses                                                | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Export Processing Zones                                       | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Special Economic Zone                                         | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Negotiation of Export Bills                                   | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Bank realization                                              | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Late payment follow-up                                        | Lecture | MBA 365.5 | Mid Term-2,                     |

|    |                                       |         |           |                                 |
|----|---------------------------------------|---------|-----------|---------------------------------|
|    |                                       |         |           | Quiz & End Sem Exam             |
| 35 | Bank, RBI, DGFT                       | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Customs & FEMA regulatory compliances | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|--------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 365.1</b>  | Understand the export documentation framework.                                 | 2                                   | 3           | 2           | 1           | 1           | 2           | 1           | 2           | 1           | 3            | 3                                            | 2                | 2                |
| <b>MBA 365.2</b>  | Study about the processing of product for export order and legal implications. | 3                                   | 3           | 2           | 1           | 1           | 2           | 1           | 1           | 1           | 3            | 3                                            | 2                | 2                |
| <b>MBA 365.3</b>  | Know the Export and Import Documents.                                          | 2                                   | 3           | 2           | 1           | 1           | 2           | 1           | 1           | 1           | 3            | 3                                            | 1                | 2                |
| <b>MBA 365.4</b>  | Acquaint with customs clearances and regulation compliance.                    | 3                                   | 3           | 1           | 1           | 1           | 2           | 1           | 1           | 1           | 3            | 2                                            | 2                | 1                |
| <b>MBA 365.5.</b> | Analyse EXIM Policy Framework and banking norms for export.                    | 1                                   | 1           |             |             | 1           | 1           |             |             |             | 3            | 3                                            | 2                | 1                |

### Sample Question Paper

|                                                                           |                |                |
|---------------------------------------------------------------------------|----------------|----------------|
| Amity Business School<br>MID-SEMESTER (SEM –III) 2019-20                  |                |                |
| Class: MBA III Semester                                                   |                |                |
| Subject Name:<br>MBA 365 International Trade Procedures and Documentation | Time: 1.5 Hrs. | Max. Marks: 30 |

| Levels of the questions as per Blooms Taxonomy                                                                                                                        | Remembering  | Understanding                                                                                                                             | Applying | Analyzing | Evaluating | Creating |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|------------|----------|
| Question Mapping                                                                                                                                                      | Q.1,4        | Q.3                                                                                                                                       | Q.4,6    | Q.2,5,6   |            |          |
| Student will be able to<br>CO1: Understand the export documentation framework.<br>CO2: Study about the processing of product for export order and legal implications. |              |                                                                                                                                           |          |           |            |          |
| CO Map                                                                                                                                                                | Question No. | Question                                                                                                                                  |          |           |            | Marks    |
| CO1                                                                                                                                                                   | Q.1          | What is Export documentation Framework?                                                                                                   |          |           |            | 3        |
| CO1                                                                                                                                                                   | Q.2a         | Why Export documentation Framework needed?                                                                                                |          |           |            | 3        |
|                                                                                                                                                                       | Q.2b         | What are the Export documentation Framework entities & documents as per requirement of the contract?                                      |          |           |            | 3        |
| CO1                                                                                                                                                                   | Q.3          | Explain in detail the Export documentation Framework entities & documents as per requirement of the Govt. of India and Importing country. |          |           |            | 6        |
| CO2                                                                                                                                                                   | Q.4          | What is Purchase/Export Order?                                                                                                            |          |           |            | 3        |
| CO2                                                                                                                                                                   | Q.5a         | Define Letter of intent.                                                                                                                  |          |           |            | 3        |
|                                                                                                                                                                       | Q.5b         | Describe in brief 'INCOTERMS'.                                                                                                            |          |           |            | 3        |
| CO2                                                                                                                                                                   | Q.6          | What is Letter of Credit (L/C)? Explain advising & scrutiny of a Letter of Credit.                                                        |          |           |            | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
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MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                  |
|-------------------------|--------------------------------------------------|
| <b>Session</b>          | 2019-20                                          |
| <b>Course Name</b>      | MBA                                              |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester                         |
| <b>Subject Code</b>     | MBA 365                                          |
| <b>Subject Name</b>     | International Trade Procedures and Documentation |
| <b>Attainment Level</b> | Level 3                                          |

### Note:

| Attainments | Rubric                                                     |
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MADHYA PRADESH

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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2019-2020**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III SEM                             | MBA 366 | 2   | 3   | 2   | 2   | 3   | 2   | 3   | 2   | 2   | 2    | 3    | 2    | 3    |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : Foreign Exchange Management                                                    |
| Course Code : MBA 366, Credits : 03, Session :2019-20 (Odd Sem.), Class : MBA. 2nd Year |

**A. Introduction:** This subject provides an understanding of the basics & trading mechanics of Indian & International FX Markets, negotiating the FX rates and linkages of money markets. The course also provides an insight for interest rates, speculation & arbitrage trading strategies and regulatory compliances while dealing in foreign market.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA 366.1** Understand the concept of foreign exchange and its importance in global business.

**MBA 366.2** Get knowledge about foreign exchange markets & regulatory compliances.

**MBA 366.3** Comprehend exchange rate determination and cross-currency calculations.

**MBA 366.4** Analyze trading strategies for hedging, speculation & arbitrage.

**MBA 366.5.** Acquainted with FX Risk Management by using Currency Derivatives.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT          | 15%                |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                     |             | <b>100%</b>        |

#### **F. Syllabus**

##### **Module I : Foreign Exchange in Global Business**

Importance of FX in International Business & Financial Markets; Volume, Participants, Risk from currency, volatility and experiences of MNC's in cross border transactions.

### **Module II: Foreign Exchange Markets & Regulatory Compliances**

Spot and Forward Markets, Trading Terminologies & Mechanism, Currency Convertibility, Major/Minor currencies. ISO Currency codes, linkages to other Global Markets & Events, Using benchmark rates LIBOR/MIBOR. Reserve Bank of India's remittance guidelines for individuals & Corporates.

### **Module III: Foreign Exchange Rate Determination**

Exchange Rate Determination, Cross-currency calculations, Interest Rate & Purchasing Power Parity, Negotiating FX rates for inflow/outflow for different international transactions, Exchange Arithmetic.

### **Module IV: Foreign Exchange Rate Exposure & Trading Strategies**

Transaction, Translation and Operating Exposure. FX Trading Strategies for Hedging, Speculation & Arbitrage.

### **Module V: Foreign Exchange Risk Management using Derivatives**

Concept of Hedging, Hedging strategies of Corporates, FX Risk Management using Currency Derivatives like Forwards, Futures, Options & Swaps.

#### **G. Examination Scheme:**

| <b>Components</b> | <b>Midterm Exam</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>Attendance</b> | <b>ESE</b> |
|-------------------|---------------------|---------------------------------------------|-------------------|------------|
| Weightage (%)     | 15                  | 10                                          | 5                 | 70         |

#### **H. Suggested Text/Reference Books:**

- Apte P.G. (1998), International Financial Management, Tata McGraw-Hill Publication
- Thummuluri Siddaiah (2010), International Financial Management, Pearson Education
- Levi, M.D. (1996), International Finance, McGraw Hill International
- Errunza, V.R., Singh, D. and Srinivasan, T.S. (1994), International Business Finance, Global Business Press
- Hull, J.C. (1999), Introduction to Futures and Options Markets, Prentice Hall of India
- Edwards, F.R and Ma C.W. (1992), Futures and Options, McGraw-Hill International.
- Kolb, R.W. (1997), Understanding Futures Markets, Prentice Hall of India
- Rebonato, R. (1996), Interest Rate Option Models: Understanding, Analysing and Using Models for Exotic Interest Rate Options, John Wiley and Sons
- Kohn, M (1998) Financial Institutions and Markets, Tata McGraw Hill Publishing

#### **I. Lecture Plan**

| Lecture | Topics                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Importance of FX in International Business & Financial Markets   | Lecture          | MBA 366.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Foreign exchange- Volume, Participants                           | Lecture          | MBA 366.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Risk from currency                                               | Lecture          | MBA 366.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Volatility and experiences of MNC's in cross border transactions | Lecture          | MBA 366.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Spot and Forward Markets                                         | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Trading Terminologies & Mechanism                                | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Currency Convertibility                                          | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Major/Minor currencies                                           | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | ISO Currency codes                                               | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Linkages to other Global Markets & Events                        | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Using benchmark rates LIBOR/MIBOR.                               | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Reserve Bank of India's remittance guidelines for individuals    | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Reserve Bank of India's remittance guidelines for Corporates     | Lecture          | MBA 366.2        | Mid Term-1, Quiz & End Sem Exam |
| 14      | Exchange Rate Determination                                      | Lecture          | MBA 366.3        | Mid Term-1, Quiz & End Sem Exam |
| 15      | Cross-currency calculations                                      | Lecture          | MBA 366.3        | Mid Term-1, Quiz & End Sem Exam |
| 16      | Interest Rate & Purchasing Power Parity                          | Lecture          | MBA 366.3        | Mid Term-1, Quiz & End          |

|    |                                                                                  |         |           |                                 |
|----|----------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                  |         |           | Sem Exam                        |
| 17 | Interest Rate & Purchasing Power Parity                                          | Lecture | MBA 366.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Negotiating FX rates for inflow/outflow for different international transactions | Lecture | MBA 366.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Negotiating FX rates for inflow/outflow for different international transactions | Lecture | MBA 366.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Exchange Arithmetic                                                              | Lecture | MBA 366.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Exchange Arithmetic                                                              | Lecture | MBA 366.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Foreign Exchange Rate Exposure & Trading Strategies                              | Lecture | MBA 366.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Foreign Exchange Rate Exposure & Trading Strategies                              | Lecture | MBA 366.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Transaction                                                                      | Lecture | MBA 366.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Translation and Operating Exposure                                               | Lecture | MBA 366.4 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Translation and Operating Exposure                                               | Lecture | MBA 366.4 | Mid Term-1, Quiz & End Sem Exam |
| 27 | FX Trading Strategies for Hedging                                                | Lecture | MBA 366.4 | Mid Term-1, Quiz & End Sem Exam |
| 28 | FX Trading Strategies for Hedging                                                | Lecture | MBA 366.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Speculation & Arbitrage                                                          | Lecture | MBA 366.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Speculation & Arbitrage                                                          | Lecture | MBA 366.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Concept of Hedging                                                               | Lecture | MBA 366.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Hedging strategies of Corporates                                                 | Lecture | MBA 366.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Hedging strategies of                                                            | Lecture | MBA 366.5 | Mid Term-2,                     |

|    |                                                                      |         |           |                                 |
|----|----------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Corporates                                                           |         |           | Quiz & End Sem Exam             |
| 34 | Derivatives                                                          | Lecture | MBA 366.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | FX Risk Management using Currency Derivatives like Forwards, Futures | Lecture | MBA 366.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | FX Risk Management using Currency Derivatives like Options & Swaps.  | Lecture | MBA 366.5 | Mid Term-2, Quiz & End Sem Exam |

#### J. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                         | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                   | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 366.1</b>  | Understand the concept of foreign exchange and its importance in global business. | 2                                   | 3           | 2           | 1           | 2           | 2           | 1           | 2           | 2           | 3            | 2                                            | 3                | 2                |
| <b>MBA 366.2</b>  | Get knowledge about foreign exchange markets & regulatory compliances.            | 2                                   | 3           | 2           | 2           | 2           | 2           | 2           | 2           | 2           | 3            | 3                                            | 3                | 2                |
| <b>MBA 366.3</b>  | Comprehend exchange rate determination and cross currency calculations.           | 2                                   | 3           | 2           | 1           | 2           | 2           | 1           | 2           | 2           | 3            | 2                                            | 3                | 2                |
| <b>MBA 366.4</b>  | Analyze trading strategies for hedging, speculation & arbitrage.                  | 2                                   | 3           | 2           | 1           | 2           | 2           | 1           | 2           | 1           | 3            | 2                                            | 3                | 2                |
| <b>MBA 366.5.</b> | Acquainted with FX Risk Management by                                             | 1                                   | 3           | 1           |             | 1           | 2           |             | 1           | 1           | 3            | 1                                            | 3                | 2                |



|  |                             |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|-----------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
|  | using Currency Derivatives. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|-----------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|

### **Sample Question Paper**

|                                                                                                                                                                                                  |              |                                                                                           |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>MID-SEMESTER (SEM –III) 2019-20                                                                                                                                         |              |                                                                                           |          |           |                |          |
| Class: MBA III Semester                                                                                                                                                                          |              |                                                                                           |          |           |                |          |
| Subject Name:<br>MBA 366 Foreign Exchange Management                                                                                                                                             |              | Time: 1.5 Hrs                                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                   | Remembering  | Understanding                                                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                 | Q.1,4        | Q.2,3                                                                                     | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand the concept of foreign exchange and its importance in global business.<br>CO2: Get knowledge about foreign exchange markets & regulatory compliances. |              |                                                                                           |          |           |                |          |
| CO Map                                                                                                                                                                                           | Question No. | Question                                                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                                              | Q.1          | Define the foreign exchange management.                                                   |          |           |                | 3        |
| CO1                                                                                                                                                                                              | Q.2a         | What is the importance of FX in International Business & Financial Markets?               |          |           |                | 3        |
|                                                                                                                                                                                                  | Q.2b         | What do you understand by risk from currency? Explain with example.                       |          |           |                | 3        |
| CO1                                                                                                                                                                                              | Q.3          | Explain volatility and experiences of MNC's in cross border transactions.                 |          |           |                | 6        |
| CO2                                                                                                                                                                                              | Q.4          | Define spot and forward markets.                                                          |          |           |                | 3        |
| CO2                                                                                                                                                                                              | Q.5a         | Write about any three trading Terminologies.                                              |          |           |                | 3        |
|                                                                                                                                                                                                  | Q.5b         | Explain Major/Minor currencies with example.                                              |          |           |                | 3        |
| CO2                                                                                                                                                                                              | Q 6          | Discuss the Reserve Bank of India's remittance guidelines for individuals and corporates. |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                             |
|-------------------------|-----------------------------|
| <b>Session</b>          | 2019-20                     |
| <b>Course Name</b>      | MBA                         |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester    |
| <b>Subject Code</b>     | MBA 366                     |
| <b>Subject Name</b>     | Foreign Exchange Management |
| <b>Attainment Level</b> | Level 3                     |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                     |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : <b>MANAGING BANKS AND FINANCIAL INSTITUTIONS</b>                                 |
| Course Code : MBA 408, Crédits : 03, Session : 2019-20 (Even Sem.), Class : MBA. 2nd Year |

**A. Introduction:** The aim of the course is to orient the finance students to the changes in the financial industry. The financial industry much like the computer industry is changing rapidly. A course that merely describes the existing institutions will not prepare the students adequately for the change. Thus, familiarization with institutions of today & developing an understanding why they are the way they are, and why they are changing is the core aim of the course. An Indian perspective will be added but conceptually the Global frameworks will be used. This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding, Social Responsiveness and Ethics.

**B. Course Outcomes:** At the end of the course, students will be able to:

CO1. Understanding the broader problems of Banks and financial institutions

CO2. Understand the entire process of operating a bank and other financial institutions with respects to the rules and regulations prescribed by the regulators.

CO3. Explain elements of the Basel regulatory framework, with special emphasis on capital adequacy regulation, and calculate banks' required capital ratios given their balance sheets.

CO4. Explain the roles financial intermediaries perform in society and the major risks they face

CO5. Understand The modern banking service.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Program Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------|-------------|--------------------|
| Continuous Internal            | Mid Term 1         | CT          | 15%                |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Evaluation               | Mid Term 2                                                                                                                                                                                                    |          |             |
|                          | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## F. Syllabus

### Module I: Indian banking structure and operations

Functions of bank, types of banks, scheduled commercial banks: Public sector banks, nationalized banks, private banks, foreign banks in India, Branches of Indian Banks Abroad. Investment Banking, Cooperative banks. Overview of lending products and loan appraisal process-Corporate loan life cycle-Trade finance, treasury.

### Module II: Investment banking & wealth management:

Functions of investment Banks, Types of investment banks, Investment banking services: Fund raising services, Advisory services, Merchant banking services. Risk Management

### Module III: Regulatory and legal environment- Innovations and recent trends in banking

Regulatory Institutions RBI & SEBI, Lender's Liability Act, Banking Innovations, Recent Basel Committee Recommendations, CAR - Risk Weighted Assets and Risk Based Supervision, Asset Liability Management in Commercial Banks, Corporate Debt Restructuring, Internet Banking, Mobile Banking, E-Banking Risks, E-Finance, Electronic Money, Digital Signatures, RTGS, NEFT etc.

### Module IV: Developmental Financial Institutions

Role of Developmental Banks in Industrial Financing, Resource Mobilization of Developmental Banks, Project Examination by Developmental Banks.

### Module V: Insurance Institutions

Role of Insurance companies in Industrial Financing, Life insurance & General insurance, New developments in insurance as a sector in the Indian financial system, Bancassurance Models in Europe and India, Concept and working of reinsurance, Introduction to financial inclusion and micro finance, Pension fund regulatory and development authority.

## G. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### H. Suggested Text/Reference Books:

- Chandra, P. (1997), Financial Management: Theory & Practice, Tata McGraw Hill.
- Jakhotiya, G. P.(2000), Strategic Financial Management, Vikas Publishing House.
- Grundy, T., Johnson, G and Scholes, K. (1998), Exploring Strategic Financial Management, Prentice Hall Europe.
- Shank, J. K. & Govindarajan, V. (1995), Strategic Cost Management: The New Tool for Competitive Advantage, the Free Press.

#### I. Lecture Plan

| Lecture | Topics                                                                                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Functions of bank                                                                                           | Lecture          | MBA408.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | types of banks, scheduled commercial banks                                                                  | Lecture          | MBA408.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Public sector banks, nationalized banks                                                                     | Lecture          | MBA408.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | private banks, foreign banks in India, Branches of Indian Banks Abroad                                      | Lecture          | MBA408.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Investment Banking, Cooperative banks                                                                       | Lecture          | MBA408.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Overview of lending products and loan appraisal process- Corporate loan life cycle- Trade finance, treasury | Lecture          | MBA408.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Functions of investment Banks                                                                               | Lecture          | MBA408.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Types of investment banks                                                                                   | Lecture          | MBA408.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Investment banking services                                                                                 | Lecture          | MBA408.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Fund raising services                                                                                       | Lecture          | MBA408.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Advisory services, Merchant banking services.                                                               | Lecture          | MBA408.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Risk Management                                                                                             | Lecture          | MBA408.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Regulatory Institutions RBI & SEBI                                                                          | Lecture          | MBA408.3         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Lender's Liability Act, Banking Innovations                                                                 | Lecture          | MBA408.3         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Recent Basel Committee Recommendations                                                                      | Lecture          | MBA408.3         | Mid Term-1, Quiz & End Sem Exam |
| 16      | CAR - Risk Weighted Assets and Risk Based Supervision                                                       | Lecture          | MBA408.3         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                          |         |          |                                 |
|----|--------------------------------------------------------------------------|---------|----------|---------------------------------|
| 17 | Asset Liability Management in Commercial Banks                           | Lecture | MBA408.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Corporate Debt Restructuring, Internet Banking                           | Lecture | MBA408.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Mobile Banking, E-Banking Risks                                          | Lecture | MBA408.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | E-Finance, Electronic Money                                              | Lecture | MBA408.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Digital Signatures, RTGS, NEFT etc.                                      | Lecture | MBA408.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Role of Developmental Banks in Industrial Financing                      | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Resource Mobilization of Developmental Banks                             | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Resource Mobilization of Developmental Banks                             | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Life insurance & General insurance                                       | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | New developments in insurance as a sector in the Indian financial system | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | New developments in insurance as a sector in the Indian financial system | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Bancassurance Models in Europe and India                                 | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Bancassurance Models in Europe and India                                 | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Concept and working of reinsurance                                       | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Concept and working of reinsurance                                       | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Introduction to financial inclusion and micro finance                    | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Introduction to financial inclusion and micro finance                    | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Pension fund regulatory and development authority                        | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Pension fund regulatory and development authority                        | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Pension fund regulatory and development authority                        | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |

### J. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                                                                                            | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA408.1</b> | Understanding the broader problems of Banks and financial institutions                                                                                                     | 2                                   | 3           | 2           | 2           | 3           | 2           | 1           | 3           | 2           | 1            | 2                                            | 2                | 3                |
| <b>MBA408.2</b> | Understand the entire process of operating a bank and other financial institutions with respects to the rules and regulations prescribed by the regulators.                | 2                                   | 2           | 1           | 1           | 1           | 2           | 2           | 2           | 2           | 1            | 3                                            | 3                | 1                |
| <b>MBA408.3</b> | Explain elements of the Basel regulatory framework, with special emphasis on capital adequacy regulation, and calculate banks' required capital ratios given their balance | 1                                   | 2           | 2           | 3           | 1           | 1           | 3           | 2           | 3           | 2            | 2                                            | 1                | 2                |





| CO Map | Question No. | Question                                                              | Marks |
|--------|--------------|-----------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain the main function of Banks.                                   | 3     |
| CO1    | Q.2a         | What is the difference between public sector and private sector banks | 3     |
|        | Q.2b         | Write a note on Investment Banking, Cooperative banks                 | 3     |
| CO1    | Q.3          | Discuss Fund raising services, Advisory services.                     | 6     |
| CO2    | Q.4          | Explain loan appraisal process in detail                              | 3     |
| CO2    | Q.5a         | Explain various types of investment banks.                            | 3     |
|        | Q.5b         | Explain Asset Liability Management in Commercial Banks.               | 3     |
| CO2    | Q 6          | Explain Digital Signatures, RTGS, NEFT.                               | 6     |

| Attainments  |   | Rubric                                                     |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                     |                                           |
|---------------------|-------------------------------------------|
| <b>Session</b>      | 2019-20                                   |
| <b>Course Name</b>  | MBA                                       |
| <b>Semester</b>     | 4 <sup>th</sup> Semester                  |
| <b>Subject Code</b> | MBA 408                                   |
| <b>Subject Name</b> | Managing Banks and Financial Institutions |

**Attainment Level**      Level 3

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : **MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING**

Course Code : MBA 409, Crédits : 03, Session : 2019-20 (Even Sem.), Class : MBA. 2nd Year

**Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding. The course will develop an understanding of Mergers and Acquisitions (M&A) in detail. In addition students will familiarise with various techniques of corporate restructuring, and valuation methods and their application used by corporate in real life.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA409.1.** Understand to acquire a critical cross-functional perspective of the mergers and acquisitions process.

**MBA409.2.** Develop an ability to understand factors influencing the valuation of a business and different methods used in Business Valuation.

**MBA409.3.** Analyze investment opportunities in fixed income securities.

**MBA409.4.** Assess various case studies to analyze valuation strategies, pre and post-merger issues and challenges.

**B. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### C. Program Specific Outcomes:

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                         | Code     | Weightage % |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                          |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A        | 5%          |

|                          |                           |    |             |
|--------------------------|---------------------------|----|-------------|
|                          | including medical leaves. |    |             |
| End Semester Examination | End Semester Examination  | EE | 70%         |
| <b>Total</b>             |                           |    | <b>100%</b> |

## E. Syllabus:

### Module I: Introduction to Corporate Restructuring

Fundamental concept of corporate restructuring, historical background, different forms, motives & applications of corporate restructuring, Mergers & acquisitions concept, process, Stages of the acquisition Process, Commonly used takeover tactics and defences, Value creation/ destruction through corporate mergers and acquisitions

### Module II: Accounting, Taxation & legal aspects of M&A

Accounting for Mergers & Demergers, Integration of tools and skills to complete an acquisition, Company Law & Competition Act for M&A, SEBI's rules & regulations for M&A, Share Buyback guidelines, Tax implications. Calculations of exchange ratio.

### Module III: Valuation Aspects of M&A

How and when to apply valuation techniques, Fundamental and methods of valuation, Calculations of financial synergy and return, Financial modelling tools, Different approaches of valuation – Comparable company & transaction analysis method, DCF, Real Option method, Formula approach for valuation

### Module IV: Dimensions of Corporate Restructuring

Corporate Restructuring & Divestiture, Financial Restructuring, Alliances & Joint Ventures, Employee Stock Ownership, Going Private & Leveraged Buyouts

### Module V: Other Issues in Corporate Restructuring

Due diligence for M&A, Cross-Border Mergers & Acquisitions, Funding Options for M&A, Various Case Studies in Mergers & Acquisitions.

## F. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Presentation | ESE |
|---------------|---------------|------------|--------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                   | 70  |

## G. Text & References:

- B Rajesh Kumar (2010). Mergers: & Acquisitions: Text & Cases. McGraw Hill Education.
- Chandrashekar Krishna Murthy: & Vishwanath S.R (2008). Merger Acquisitions & Corporate Restructuring. Sage Publication.

## H. Lecture Plan:

| Lecture | Topics                                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Asset Liability Management in Commercial Banks                         | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | historical background, different forms                                 | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | motives & applications of corporate restructuring                      | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Mergers & acquisitions concept, process                                | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Stages of the acquisition Process                                      | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Commonly used takeover tactics and defences.                           | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Value creation/ destruction through corporate mergers and acquisitions | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Value creation/ destruction through corporate mergers and acquisitions | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Accounting for Mergers & Demergers                                     | Lecture          | MBA409.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Integration of tools and skills to complete an acquisition             | Lecture          | MBA409.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Company Law & Competition Act for M&A                                  | Lecture          | MBA409.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Company Law & Competition Act for M&A                                  | Lecture          | MBA409.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Share Buyback guidelines                                               | Lecture          | MBA409.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Tax implications. Calculations of exchange ratio                       | Lecture          | MBA409.2         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Tax implications. Calculations of exchange ratio                       | Lecture          | MBA409.2         | Mid Term-1, Quiz & End Sem Exam |
| 16      | How and when to apply valuation techniques                             | Lecture          | MBA409.3         | Mid Term-1, Quiz & End Sem Exam |
| 17      | How and when to apply valuation techniques                             | Lecture          | MBA409.2         | Mid Term-1, Quiz & End Sem Exam |
| 18      | Fundamental and methods                                                | Lecture          | MBA409.2         | Mid Term-1, Quiz                |

|    |                                                                                      |         |          |                                 |
|----|--------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | of valuation,                                                                        |         |          | & End Sem Exam                  |
| 19 | Calculations of financial synergy and return,                                        | Lecture | MBA409.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Calculations of financial synergy and return,                                        | Lecture | MBA409.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Financial modelling tools                                                            | Lecture | MBA409.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Different approaches of valuation - Comparable company & transaction analysis method | Lecture | MBA409.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Different approaches of valuation - Comparable company & transaction analysis method | Lecture | MBA409.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | DCF, Real Option method                                                              | Lecture | MBA409.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | DCF, Real Option method                                                              | Lecture | MBA409.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Formula approach for valuation                                                       | Lecture | MBA409.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Corporate Restructuring & Divestiture                                                | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Corporate Restructuring & Divestiture                                                | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Employee Stock Ownership                                                             | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Going Private & Leveraged Buyouts                                                    | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Pitfalls to be Avoided                                                               | Lecture | MBA409.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Due diligence for M&A                                                                | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Cross-Border Mergers & Acquisitions                                                  | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Funding Options for M&A                                                              | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Various Case Studies in Mergers & Acquisitions                                       | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Various Case Studies in Mergers & Acquisitions                                       | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |



# I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA409.1</b> | <i>Understand to acquire a critical cross-functional perspective of the mergers and acquisitions process.</i>                      | 3                                   | 2           | 3           | 1           | 3           | 1           | 1           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>MBA409.2</b> | Develop an ability to understand factors influencing the valuation of a business and different methods used in Business Valuation. | 2                                   | 2           | 2           | 1           | 1           | 2           | 2           | 2           | 2           | 2            | 3                                            | 2                | 1                |
| <b>MBA409.3</b> | Analyze investment opportunities in fixed income securities.                                                                       | 1                                   | 2           | 2           | 1           | 2           | 2           | 1           | 2           | 1           | 2            | 3                                            | 1                | 1                |
| <b>MBA409.4</b> | Assess various case studies to analyze valuation strategies, pre and <i>post-merger</i> issues and challenges.                     | 2                                   | 3           | 1           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 2                | 1                |



## Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                     |                                                                                        |                 |                  |                       |                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –4) 2019-20</b>                                                                                                                                                                                                                                                                                                                                                                                                       |                     |                                                                                        |                 |                  |                       |                 |
| <b>Class: MBA IV Semester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                |                     |                                                                                        |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>MBA 409 MERGERS,<br/> ACQUISITIONS AND CORPORATE<br/> RESTRUCTURING</b>                                                                                                                                                                                                                                                                                                                                                                           |                     | <b>Time: 01:30 Hrs</b>                                                                 |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the<br/> questions as<br/> per Blooms<br/> Taxonomy</b>                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Remembering</b>  | <b>Understanding</b>                                                                   | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question<br/> Mapping</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                                           | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <b>Student will be able to</b><br>CO1: Understand to acquire a critical cross-functional perspective of the mergers and acquisitions process.<br>CO2: Develop an ability to understand factors influencing the valuation of a business and different methods used in Business Valuation.<br>CO3: Analyse investment opportunities in fixed income securities.<br>CO4: Assess various case studies to analyse valuation strategies, preand post-merger issues and challenges. |                     |                                                                                        |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Question No.</b> | <b>Question</b>                                                                        |                 |                  |                       | <b>Marks</b>    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.1                 | Discuss Fundamental concept and, historical background of corporate restructuring.     |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.2a                | Explain motives & applications of corporate restructuring                              |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.2b                | Explain Stages of the acquisition Process.                                             |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.3                 | Discuss Commonly used takeover tactics and defenses                                    |                 |                  |                       | 6               |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.4                 | What do you understand by Mergers & acquisitions concept. Explain                      |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.5a                | What are the Integration of tools and what skills required to complete an acquisition? |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.5b                | Describe SEBI's rules & regulations for Merger & Acquisition.                          |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q 6                 | How and when to apply valuation techniques? Discuss                                    |                 |                  |                       | 6               |

|  |  |                              |  |
|--|--|------------------------------|--|
|  |  | various methods of valuation |  |
|--|--|------------------------------|--|

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

**Session** 2019-20

**Course Name** MBA

**Semester** 4<sup>th</sup> Semester

**Subject Code** MBA 409

**Subject Name** Mergers, Acquisitions and Corporate Restructuring

**Attainment Level** Level 3

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                     |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : Behavioral Finance                                                               |
| Course Code : MBA 410, Crédits : 03, Session : 2019-20 (Even Sem.), Class : MBA. 2nd Year |

**Introduction** This course will help students in developing Critical thinking, doing Business Analysis, Problem Solving and finding Innovative Solutions. Students can understand Business Environment and develop Domain Knowledge. Students will get clear understanding of the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges. Important theories, techniques, regulations and certain advancements in theory of investment will be covered with an aim of helping the participants make sound investment decisions both in the context of individual security and portfolio investment.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA410.1.** Understand the differences between a behavioural finance perspective and a traditional finance perspective.

**MBA410.2.** Understand and critically discuss the cognitive biases and errors of judgment that affect financial decisions.

**MBA410.3.** Critically evaluate behavioural influences involving individuals' investment decisions.

**MBA410.4.** Critically discuss important developments in this new area and the associated practical insights they provide.

**MBA410.5:** the will be able to Apply analytical skills for financial decision making and Conduct a relative valuation for financial investments.

**B. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### C. Program Specific Outcomes:

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

### D. Assessment Plan:

| Component of Evaluation | Description | Code | Weightage % |
|-------------------------|-------------|------|-------------|
| Continuous Internal     | Mid Term 1  | CT   | 15%         |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Evaluation               | Mid Term 2                                                                                                                                                                                                    |          |             |
|                          | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

#### E. Syllabus:

##### **Module 1 Introduction to behavioural finance**

Concept - nature- Scope – significance - Objectives - history -assumption- building blocks – use of behavioural finance - traditional view of financial market- Classical Finance - Conceptual difference between standard finance and behavioural finance.- Concept of psychology - psychology with reference to economics - psychology with reference to investors - psychology of the rational economic man-causes of behaviour differences, Real world applications to public policy

##### **Module 2 Behavior and decision making**

Financial Decision Making - expected value- utility - The Expected Utility theory- criticism of expected utility theory- Discounting - Hyperbolic Discounting Factors - foundations of behavior- behavioral models- Prospect theory application of prospect theory - loss aversion theory- regret aversion- mental accounting.

Heuristics and Biases in Human Decision making-A framework of decision making under risk-Real world applications in finance

##### **Module 3 Anomalies of financial market**

Investor Biases -Overconfidence Bias -Representativeness Bias -Anchoring and Adjustment Bias - Cognitive Dissonance Bias -Availability Bias - Illusion of Control Bias -Conservatism Bias -Ambiguity Aversion Bias -Endowment Bias - Self-Control Bias -Optimism Bias -Mental Accounting Bias -Hindsight Bias -Loss Aversion Bias -Regret Aversion Bias -Framing Bias - Status Quo Bias

##### **Module 4 Bubbles**

Meaning-characteristics of bubbles-how bubble occurs-when bubble burst-stages of a bubble -Tulip mania -classification of bubble -behavioral explanation of bubble -investor behavior during bubble-investor sentiments and bubble creation - famous bubbles in the market

##### **Module 5 Herding**

Herd behavior -Effects of herding -Herding in Investment Advice-Equity Premium Puzzle-Myopic Loss Aversion-Is Loss Aversion is Irrational.

**F. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Presentation | ESE |
|---------------|---------------|------------|--------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                   | 70  |

**G. Text & References:**

1. Finding Financial Wisdom in Unconventional Places (Columbia Business School Publishing)
2. Bisen,pandey-Learning Behavioural Finance(Excel Books)
3. A History of Financial Speculation: Edward Chancellor
4. Forbes- Behavioural Finance (Wiley India)
5. The Little Book of Behavioral Investing (Montier) 6. The Psychology of Persuasion (Collins Business Essentials)
6. Behavioural Finance, Shuchita Singh and Shilpa Bahl, Vikas Publications House Pvt Ltd
7. Behavioural Finance, M M Sulphey, PHI learning Pvt Ltd
- 8.. Behavioural Finance, William Forbes, Wiley India Pvt Ltd
9. Behavioural Finance – Insights into Irrational Minds and market, James Montier, John Wiley & Sons, Inc.
10. Behavioural Finance and Wealth Management, Michael M. Pompian, John Wiley & Sons, Inc.



## H. Lecture Plan

| Lecture | Topics                                                                                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Concept - nature- Scope - significance of behavioral finance                                               | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Objectives - history - assumption- building blocks                                                         | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | use of behavioural finance                                                                                 | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | traditional view of financial market                                                                       | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Classical Finance - Conceptual difference between standard finance and behavioural                         | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Concept of psychology - psychology with reference to economics                                             | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | psychology with reference to investors                                                                     | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | psychology of the rational economic                                                                        | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | man- causes of behaviour differences                                                                       | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Real world applications to public policy                                                                   | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Financial Decision Making                                                                                  | Lecture          | MBA410.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | expected value- utility - The Expected Utility theory                                                      | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 13      | criticism of expected utility theory- Discounting                                                          | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Hyperbolic Discounting Factors                                                                             | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 15      | foundations of behavior- behavioral models                                                                 | Lecture          | MBA410.2         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Prospect theory application of prospect theory - loss aversion theory- regret aversion- mental accounting. | Lecture          | MBA410.2         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Heuristics and Biases in Human Decision making                                                             | Lecture          | MBA410.2         | Mid Term-1, Quiz & End Sem Exam |
| 18      | A framework of decision making under risk-Real world applications in finance                               | Lecture          | MBA410.2         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                       |         |          |                                 |
|----|-------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 19 | Investor Biases - Overconfidence Bias                                                                 | Lecture | MBA410.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Representativeness Bias - Anchoring and Adjustment Bias -Cognitive Dissonance Bias -Availability Bias | Lecture | MBA410.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Illusion of Control Bias - Conservatism Bias - Ambiguity Aversion Bias                                | Lecture | MBA410.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Endowment Bias - Self-Control Bias -Optimism Bias -Mental Accounting Bias                             | Lecture | MBA410.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Hindsight Bias -Loss Aversion Bias -Regret Aversion Bias -Framing Bias - Status Quo Bias              | Lecture | MBA410.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Other tools to Forecast the market and take Entry and exit decisions; Dow Theory                      | Lecture | MBA410.2 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Meaning-characteristics of bubbles-how bubble occurs-                                                 | Lecture | MBA410.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | when bubble burst-stages of a bubble -Tulip mania                                                     | Lecture | MBA410.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | classification of bubble                                                                              | Lecture | MBA410.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | behavioral explanation of bubble                                                                      | Lecture | MBA410.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | investor behavior during bubble- investor sentiments and bubble creation                              | Lecture | MBA410.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | famous bubbles in the market                                                                          | Lecture | MBA410.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Herd behavior -Effects of herding                                                                     | Lecture | MBA410.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Herd behavior -Effects of herding                                                                     | Lecture | MBA410.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Herding in Investment Advice-Equity                                                                   | Lecture | MBA410.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Herding in Investment Advice-Equity.                                                                  | Lecture | MBA410.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Premium Puzzle-Myopic Loss Aversion-Is Loss Aversion is Irrational                                    | Lecture | MBA410.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Premium Puzzle-Myopic Loss Aversion-Is Loss Aversion is Irrational                                    | Lecture | MBA410.5 | Mid Term-2, Quiz & End Sem Exam |

# I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|----------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA410.1</b> | Understand the differences between a behavioural finance perspective and a traditional finance perspective     | 3                                   | 2           | 2           | 3           | 3           | 1           | 2           | 3           | 2           | 2            | 2                                            | 2                | 3                |
| <b>MBA410.2</b> | Understand and critically discuss the cognitive biases and errors of judgment that affect financial decisions. | 2                                   | 3           | 1           | 1           | 2           | 2           | 2           | 2           | 3           | 2            | 3                                            | 2                | 2                |
| <b>MBA410.3</b> | Critically evaluate behavioural influences involving individuals & investment decisions.                       | 1                                   | 1           | 2           | 1           | 2           | 2           | 1           | 2           | 2           | 3            | 2                                            | 1                | 1                |
| <b>MBA410.4</b> | Critically discuss important developments in this new area and the associated practical insights they provide. | 2                                   | 2           | 3           | 2           | 3           | 1           | 1           | 2           | 2           | 2            | 3                                            | 2                | 1                |

|                 |                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA410.5</b> | They will be able to Apply analytical skills for financial decision making and Conduct a relative valuation for financial investments. | 3 | 2 | 2 | 2 | 3 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 3 |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|

### Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |              |                                                                                      |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –4) 2019-20                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |              |                                                                                      |          |           |                |          |
| Class: MBA IV Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                                                      |          |           |                |          |
| Subject Name:<br>MBA 410 Behavioral Finance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              | Time: 01:30 Hrs                                                                      |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Remembering  | Understanding                                                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Q.1,4        | Q.2,3                                                                                | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Demonstrate and understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management.</p> <p>CO2: Analyzing stock returns and risk framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.</p> <p>CO3: Demonstrate and learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel.</p> <p>CO4: Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models.</p> <p>CO5: Measuring the risk and return of a portfolio position, diversify, and manage investment portfolios in accordance with a person's risk preferences.</p> |              |                                                                                      |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Question No. | Question                                                                             |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1          | Discuss Concept - nature- Scope of behavioural finance                               |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.2a         | Differentiate among behavioural finance and standard finance.                        |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.2b         | Discuss the Concept of psychology with reference to economics.                       |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.3          | Elaborate about The Expected Utility theory.                                         |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.4          | Discuss various factors of Hyperbolic Discounting.                                   |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.5a         | Explain psychology of the rational economic man and causes of behaviour differences. |          |           |                | 3        |

|     |      |                                                                                       |   |
|-----|------|---------------------------------------------------------------------------------------|---|
|     | Q.5b | Elaborate the criticism of expected utility theory                                    | 3 |
| CO2 | Q 6  | Write a note on mental accounting and Heuristics and Biases in Human Decision making. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

**Session** 2019-20  
**Course Name** MBA  
**Semester** 4<sup>th</sup> Semester  
**Subject Code** MBA 410  
**Subject Name** Behavioral Finance

**Attainment Level** Level 3

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



## AMITY BUSINESS SCHOOL

### Course Handout

Course : MANPOWER PLANNING, RECRUITMENT, AND SELECTION

Course Code : MBA 414, Crédits : 03, Session : 2019-20 (Even Sem.), Class : MBA. 2nd Year

**A. Introduction:** The objective of this course is to help the students develop an understanding of the dimensions of the of Manpower Planning, Recruitment, Selection. This will improve the critical thinking, analytical skills, and Problem -solving ability of students.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA 414.1.** Understand the process of strategic staffing and manpower planning.

**MBA 414.2** Develop the framework for competency mapping.

**MBA 414.3** understand and formulate recruitment and training strategies of manpower planning.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Program Specific Outcomes:**

PSO1: - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT          | 15%                |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                     |             | <b>100%</b>        |



## **F. Syllabus**

### **Module I: Strategic staffing**

Definition and need of Manpower Planning, HR planning process,-Job analysis, Job description , tools for Human Resource Planning- Environmental Analysis Forecasting, Managerial Judgment

### **Module II : Competency mapping**

Introduction , procedures and steps of competency mapping, methods of data collection for mapping, developing competency models from raw data, using competency based approach in HR process.

### **Module III: Recruitment**

Recruitment Process, Types of recruitment, online recruitment; employee referrals; recruitment process outsourcing, head hunting

### **Module IV: Selection**

Selection Process, testing for selection of employees, use of psychological test, selection process, Types of Interview, interviewing skills, errors in selection. Employer branding

### **G. Examination Scheme:**

| <b>Components</b> | <b>Midterm Exam</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>Attendance</b> | <b>ESE</b> |
|-------------------|---------------------|---------------------------------------------|-------------------|------------|
| Weightage (%)     | 15                  | 10                                          | 5                 | 70         |

### **H. Suggested Text/Reference Books:**

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6<sup>th</sup> Edn.), McGraw Hill, New Delhi
- Dessler G (2006). Human Resource Management, Pearson Education, India
- Mathis R L and Jackson J H (2006). Human Resource Management, (10<sup>th</sup> Edn.) Cengage Learning, Indian Print.
- Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition
- Pattanayak B, (2014), Human Resource Management, 4<sup>th</sup> Edition , PHI

## I. Lecture Plan

| Lecture | Topics                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Definition and need of Manpower Planning   | Lecture          | MBA 414.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | HR planning process                        | Lecture          | MBA 414.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Job analysis                               | Lecture          | MBA 414.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Job description                            | Lecture          | MBA 414.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Tools for Human Resource Planning          | Lecture          | MBA 414.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Environmental Analysis Forecasting         | Lecture          | MBA 414.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Managerial Judgment                        | Lecture          | MBA 414.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Introduction of competency mapping         | Lecture          | MBA 414.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Procedures of competency mapping           | Lecture          | MBA 414.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Steps of competency mapping                | Lecture          | MBA 414.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Steps of competency mapping                | Lecture          | MBA 414.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Steps of competency mapping                | Lecture          | MBA 414.2        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Methods of data collection for mapping     | Lecture          | MBA 414.2        | Mid Term-1, Quiz & End Sem Exam |
| 14      | Methods of data collection for mapping     | Lecture          | MBA 414.3        | Mid Term-1, Quiz & End Sem Exam |
| 15      | Developing competency models from raw data | Lecture          | MBA 414.3        | Mid Term-1, Quiz & End Sem Exam |
| 16      | Competency based approach in HR process.   | Lecture          | MBA 414.3        | Mid Term-1, Quiz & End Sem Exam |
| 17      | Competency based approach in HR process.   | Lecture          | MBA 414.3        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                     |         |           |                                       |
|----|-----------------------------------------------------|---------|-----------|---------------------------------------|
|    |                                                     |         |           | Exam                                  |
| 18 | Recruitment process                                 | Lecture | MBA 414.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 19 | Types of recruitment                                | Lecture | MBA 414.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 20 | Online recruitment                                  | Lecture | MBA 414.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 21 | Online recruitment                                  | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 22 | Employee referrals                                  | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 23 | Employee referrals                                  | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 24 | Recruitment process<br>outsourcing                  | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 25 | Recruitment<br>outsourcing                  process | Lecture | MBA 414.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 26 | Head hunting                                        | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 27 | Recruitment Process                                 | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 28 | Selection Process                                   | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 29 | Selection Process                                   | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 30 | Testing for selection of<br>employees               | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 31 | Use of psychological test                           | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 32 | Selection process                                   | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 33 | Selection process                                   | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 34 | Types of Interview                                  | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 35 | Interviewing skills                                 | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |

|    |                   |         |           |                                       |
|----|-------------------|---------|-----------|---------------------------------------|
| 36 | Employer branding | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
|----|-------------------|---------|-----------|---------------------------------------|

**J. Course Articulation Matrix (Mapping of COs with POs)**

| CO               |                                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 414.1</b> | Understand the process of strategic staffing and manpower planning.                | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 414.2</b> | Develop the framework for competency mapping.                                      | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 414.3</b> | understand and formulate recruitment and training strategies of manpower planning. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |

### Sample Question Paper

|                                                                                                                                                           |                     |                                                              |                 |                  |                       |                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|--------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –IV) 2019-20</b>                                                                                   |                     |                                                              |                 |                  |                       |                 |
| <b>Class: MBA IV Semester</b>                                                                                                                             |                     |                                                              |                 |                  |                       |                 |
| <b>Subject Name: MANPOWER<br/>PLANNING, RECRUITMENT, AND<br/>SELECTION</b><br><br><b>MBA 414</b>                                                          |                     | <b>Time: 01:30 Hrs</b>                                       |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the<br/>questions as<br/>per Blooms<br/>Taxonomy</b>                                                                                         | <b>Remembering</b>  | <b>Understanding</b>                                         | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question<br/>Mapping</b>                                                                                                                               | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                 | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| Student will be able to<br>CO1: Understand the process of strategic staffing and manpower planning.<br>CO2: Develop the framework for competency mapping. |                     |                                                              |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                             | <b>Question No.</b> | <b>Question</b>                                              |                 |                  |                       | <b>Marks</b>    |
| CO1                                                                                                                                                       | Q.1                 | What is manpower planning?                                   |                 |                  |                       | 3               |
| CO1                                                                                                                                                       | Q.2a                | Write a short-note on job analysis.                          |                 |                  |                       | 3               |
|                                                                                                                                                           | Q.2b                | What are the tools of manpower planning?                     |                 |                  |                       | 3               |
| CO1                                                                                                                                                       | Q.3                 | Explain the process of manpower planning.                    |                 |                  |                       | 6               |
| CO2                                                                                                                                                       | Q.4                 | Give an account on managerial judgement.                     |                 |                  |                       | 3               |
| CO2                                                                                                                                                       | Q.5a                | Define the competency and write its importance.              |                 |                  |                       | 3               |
|                                                                                                                                                           | Q.5b                | Briefly describe the methods of data collection for mapping. |                 |                  |                       | 3               |
| CO2                                                                                                                                                       | Q 6                 | Explain the procedure and steps of competency mapping.       |                 |                  |                       | 6               |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

|                  |                                               |
|------------------|-----------------------------------------------|
| Session          | 2019-20                                       |
| Course Name      | MBA                                           |
| Semester         | 4 <sup>th</sup> Semester                      |
| Subject Code     | MBA 414                                       |
| Subject Name     | Manpower Planning, Recruitment, And Selection |
| Attainment Level | Level 2                                       |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

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|                                                                                                     |
|-----------------------------------------------------------------------------------------------------|
| Amity Business School                                                                               |
| Course Handout                                                                                      |
| Course : Indian Models in Entrepreneurship                                                          |
| Course Code : MBA 402, Crédits : 03, Session :2019-20(Even Sem.), Class : MBA. 2 <sup>nd</sup> Year |

**Introduction:** This course will enable students to understand various Indian Models in Entrepreneurship, analyze the practical application of different models of Entrepreneurship in India. Develop innovations to complement the existing models. The course will help the students to understand the concept of entrepreneurship & its business environment and develop the critical thinking, innovation analysis & problem solving approach. Also the course will help to enhance the leadership and motivation of the students and will make the student more responsible socially.

## A. Course Outcomes:

At the end of the course, students will be able to:

**MBA402.1** To understand the concepts of cost, nature of Entrepreneurship and its relationship to Business.

**MBA402.2.** To apply concepts of women entrepreneurship under different market conditions.

**MBA402.3** To analyse Rural Entrepreneurship of different types in different market conditions.

**MBA402.4** To integrate the concept of Family Business & Social Entrepreneurship under various conditions.

## B. Programme Outcomes:

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### C. Assessment Plan:

| Component of Evaluation        | Description                           | Code     | Weightage % |
|--------------------------------|---------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                            | CT       | 15%         |
|                                | Mid Term 2                            |          |             |
|                                | Project/Assignment/ Quiz/Presentation | P/A/Q/PR | 10%         |



|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |

## **D. Syllabus**

### **Module I- Introduction**

Concept, Meaning and features of Entrepreneurship, Various aspects of society affected by Entrepreneurship. India's start up revolution, The entrepreneurial ecosystem

### **Module II – Women Entrepreneurship**

Concept of Women Entrepreneurship, Functions of Women Entrepreneurship, Growth of Women Entrepreneurship in India, Challenges, Opportunities & limitations for Women Entrepreneurship in India, Case study of Kiran Mazumdar Shaw.

### **Module III – Rural Entrepreneurship**

Concept and functions of Rural Entrepreneurship, Growth of Rural Entrepreneurship in India, Challenges, opportunities & limitations of Rural Entrepreneurship in India, Case study of Youth Club of Bejjipuram (YCB)

### **Module IV – Tourism Entrepreneurship**

Concept and functions of Tourism Entrepreneurship, Growth of Tourism Entrepreneurship in India, Challenges, opportunities & limitations of Tourism Entrepreneurship, Case Study Capt Gopinath.

### **Module V – Agri-Preneurship**

Concept and functions Agri-Preneurship, Need for developing Agri-Preneurship in India, Challenges, opportunities & limitations of Agri-Preneurship in India, Case study of ITC- e- Chaupal.

### **Module VI – Family Business & Social Entrepreneurship**

Family business in India, Challenges & opportunities for family business in India, Making family business more effective, Social Entrepreneurship, Business incubators.

**E. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Presentation | ESE |
|---------------|---------------|------------|--------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                   | 70  |

**F. Suggested Text/Reference Books:**

- Khanka S S, (2012), Entrepreneurial Development (4<sup>th</sup> Edition), S Chand, New Delhi
- Histrich D. Robert and Peters P. Michal Shepherd A Dean (2007); Entrepreneurship, McGraw Hill
- Timmons A. Jethrfy and Jr. Stephen Spinell (2009), New Ventures Creation; Entrepreneurship for the 21<sup>st</sup> Century, McGraw Hill.
- Gnyawali D & Fogel D, (1984), Environments for Entrepreneurship Development: Key Dimensions and Research Implications, Entrepreneurship theory and Practice, Spring.

**G. Lecture Plan**

| Lecture | Topics                                                  | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Concept, Meaning and features of Entrepreneurship       | Lecture          | MBA402.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept, Meaning and features of Entrepreneurship       | Lecture          | MBA402.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Various aspects of society affected by Entrepreneurship | Lecture          | MBA402.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Various aspects of society affected by Entrepreneurship | Lecture          | MBA402.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | India's start up revolution                             | Lecture          | MBA402.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | India's start up revolution                             | Lecture          | MBA402.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | The entrepreneurial ecosystem                           | Lecture          | MBA402.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Concept of Women Entrepreneurship                       | Lecture          | MBA402.2         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                    |         |          |                                 |
|----|--------------------------------------------------------------------|---------|----------|---------------------------------|
| 9  | Concept of Women Entrepreneurship,                                 | Lecture | MBA402.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Functions of Women Entrepreneurship                                | Lecture | MBA402.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Functions of Women Entrepreneurship                                | Lecture | MBA402.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Growth of Women Entrepreneurship in India                          | Lecture | MBA402.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Challenges, Opportunities & limitations for Women Entrepreneurship | Lecture | MBA402.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Case study of Kiran Mazumdar Shaw.                                 | Lecture | MBA402.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Concept and functions of Rural Entrepreneurship                    | Lecture | MBA402.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Growth of Rural Entrepreneurship in India                          | Lecture | MBA402.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Challenges, opportunities & limitations of Rural Entrepreneurship  | Lecture | MBA402.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Challenges, opportunities & limitations of Rural Entrepreneurship  | Lecture | MBA402.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Case study of Youth Club of Bejjipuram (YCB)                       | Lecture | MBA402.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Case study of Youth Club of Bejjipuram (YCB)                       | Lecture | MBA402.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Concept and functions of Rural Entrepreneurship                    | Lecture | MBA402.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Concept and functions of Rural Entrepreneurship                    | Lecture | MBA402.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Concept and functions of Rural Entrepreneurship                    | Lecture | MBA402.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Concept and functions of Rural Entrepreneurship                    | Lecture | MBA402.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Market testing                                                     | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Consumer-goods market testing                                      | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Consumer-goods market                                              | Lecture |          | Mid Term-2, Quiz                |

|    |                                |         |          |                                 |
|----|--------------------------------|---------|----------|---------------------------------|
|    | testing                        |         | MBA402.4 | & End Sem Exam                  |
| 28 | Business-goods market testing. | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Business-goods market testing. | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Timing                         | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Timing                         | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Geographic strategy            | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Target-market prospects.       | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Introductory market strategy   | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | The consumer adoption process. | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Stages in the adoption process | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |

#### H. Course Articulation Matrix (Mapping of COs with POs):

| CO              | STATEMENT                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |  |
|-----------------|--------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|--|
|                 |                                                                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |  |
| <b>MBA402.1</b> | To understand the concepts of cost, nature of Entrepreneurship and its relationship to Business. | -                                   | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  |  |  |

|                 |                                                                                          |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |
|-----------------|------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|
| <b>MBA402.2</b> | To apply concepts of Financial Planning under different market conditions.               | 1 | 3 | 3 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |  |  |
| <b>MBA402.3</b> | To analyse Business Plans in of different types in different market conditions.          | - | 3 | 2 | - | 1 | 3 | 3 | 2 | 3 | 3 |  |  |  |  |  |
| <b>MBA402.4</b> | To integrate the concept of Prototype Making and Test Marketing under various conditions | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |  |  |

**Sample Question Paper**

|                                                           |             |                 |          |           |                |          |
|-----------------------------------------------------------|-------------|-----------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2019-20 |             |                 |          |           |                |          |
| Class: MBA IV Semester                                    |             |                 |          |           |                |          |
| Subject Name:<br>MBA 402 Indian Entrepreneurship          |             | Time: 01:30 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy            | Remembering | Understanding   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                          | Q.1,4       | Q.2,3           | Q.4      | Q.2,5,6   |                |          |

Student will be able to

CO1 To understand the concepts of cost, nature of Entrepreneurship and its relationship to Business.

CO2. To apply concepts of Financial Planning under different market conditions.

CO3 To analyse Business Plans in of different types in different market conditions.

CO4 To integrate the concept of Prototype Making and Test Marketing under various conditions

| CO Map | Question No. | Question                                                        | Marks |
|--------|--------------|-----------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief on Entrepreneurship.                           | 3     |
| CO2    | Q.2a         | What is the nature of Financial Planning?                       | 3     |
|        | Q.2b         | How concept of Business Plans is applied in business decisions? | 3     |
| CO2    | Q.3          | Elaborate Prototype Making and determinants of Prototype        | 6     |
| CO2    | Q.4          | Explain the significance of Test Marketing                      | 3     |
| CO3    | Q.5a         | Elaborate different types of Business Strategy.                 | 3     |
|        | Q.5b         | Describe in brief Product Development.                          | 3     |
| CO4    | Q 6          | How Taxation benefits to small-scale entrepreneurs?             | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Course Name</b>      | MBA                      |
| <b>Semester</b>         | 4 <sup>th</sup> Semester |
| <b>Subject Code</b>     | MBA 402                  |
| <b>Subject Name</b>     | Indian Entrepreneurship  |
| <b>Attainment Level</b> | Level 3                  |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



|                                                                                                      |
|------------------------------------------------------------------------------------------------------|
| Amity Business School                                                                                |
| Course Handout                                                                                       |
| Course : Family Business Management                                                                  |
| Course Code : MBA 403, Crédits : 03, Session :2019-20 (Even Sem.), Class : MBA. 2 <sup>nd</sup> Year |

**Introduction:** This course addresses many of the unique situations family businesses face. These topics range from successor ship & family dynamics to continuity planning and strategic performance. The course will benefit family foundations and family investment offices, family firm successors, entrepreneurs, consultants and advisers, and investors for the following reasons: Leading consulting firms are developing family business practice areas. The class will involve case discussions, guest speakers, field and research assignments, and class presentations of new ideas in family enterprises.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA403.1** To understand the concepts of Family Business in Indian Contexts.

**MBA403.2.** To apply concepts of Behavioural Issues In Closely Held and Family Owned Business & Managed Business.

**MBA403.3** To analyse Growth Strategy for Family Owned Business.

**MBA403.4** To integrate the concept of Involving Non-Family Members of the Firm Power Struggles in the Family

**B. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.



**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### C. Assessment Plan:

| Component of Evaluation        | Description                           | Code     | Weightage % |
|--------------------------------|---------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                            | CT       | 15%         |
|                                | Mid Term 2                            |          |             |
|                                | Project/Assignment/ Quiz/Presentation | P/A/Q/PR | 10%         |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |

## **D. Syllabus**

### **Module I: Introduction**

Understanding the Family Business in Indian Contexts; Effective Governance and the Family Business, Capital Structure of Closely Held Firms, Cash, Growth, and The Family Business, Issue and challenges in Family Business.

### **Module II: Developing Effective Governance**

Understanding the Relationships between Family Business, Business and Ownership Issues in Family Owned Business, Behavioural Issues In Closely Held and Family Owned Business & Managed Business.

### **Module III: Growth Strategy**

Growth Strategy for Family Owned Business, Different Models of Family Business, Developing Team of Advisors, Boards of Directors and Corporate Governance

### **Module IV: Future Prospects**

Involving Non-Family Members of the Firm Power Struggles in the Family Firm Issues of Succession in a Family Firm Valuation of the Closely Held Firm the Changing Role of Family in the Family Business.

**E. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Presentation | ESE |
|---------------|---------------|------------|--------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                   | 70  |

**F. Suggested Text/Reference Books:**

- Randel S. Cavlock, Ward John (2001), Strategic Planning for the Family Business.
- Dr. Alan Carsrud, Family Business Management Division, University of Florida.
- John L. Ward, Perpetuating Family Business, [www. John L Ward. com](http://www.JohnLWard.com)
- Aruna Kaulgud, Entrepreneurship Management, Parallel Planning to unite the Family and Business, Amazon Sales.
- Fager Mike, Mc Kinney Dave (2007); Succession Planning for the Family Owned Business Amazon Sales.

**G. Lecture Plan**

| Lecture | Topics                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Types of business models                             | Lecture          | MBA403.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Process of choosing a business model                 | Lecture          | MBA403.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Meaning of Business Plan                             | Lecture          | MBA403.2         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Contents of Business Plan                            | Lecture          | MBA403.2         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Significance of Business Plan                        | Lecture          | MBA403.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Formulation of Business Plan                         | Lecture          | MBA403.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Understanding the Family Business in Indian Contexts | Lecture          | MBA403.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Understanding the Family Business in Indian Contexts | Lecture          | MBA403.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Understanding the Family Business in Indian Contexts | Lecture          | MBA403.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Understanding the Family Business in Indian Contexts | Lecture          | MBA403.2         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                             |         |          |                                 |
|----|-----------------------------------------------------------------------------|---------|----------|---------------------------------|
| 11 | Effective Governance and the Family Business                                | Lecture | MBA403.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Effective Governance and the Family Business                                | Lecture | MBA403.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Effective Governance and the Family Business                                | Lecture | MBA403.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Effective Governance and the Family Business                                | Lecture | MBA403.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Effective Governance and the Family Business                                | Lecture | MBA403.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Business and Ownership Issues in Family Owned Business                      | Lecture | MBA403.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Business and Ownership Issues in Family Owned Business                      | Lecture | MBA403.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Business and Ownership Issues in Family Owned Business                      | Lecture | MBA403.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Business and Ownership Issues in Family Owned Business                      | Lecture | MBA403.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Growth Strategy for Family Owned Business                                   | Lecture | MBA403.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Growth Strategy for Family Owned Business                                   | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Growth Strategy for Family Owned Business                                   | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Different Models of Family Business                                         | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Different Models of Family Business                                         | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Developing Team of Advisors                                                 | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Consumer-goods market testing                                               | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Developing Team of Advisors                                                 | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Involving Non-Family Members of the Firm Power Struggles in the Family Firm | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Involving Non-Family Members of the Firm Power Struggles in the             | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                |         |          |                                 |
|----|--------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Family Firm                                                                    |         |          |                                 |
| 30 | Involving Non-Family Members of the Firm<br>Power Struggles in the Family Firm | Lecture | MBA403.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Issues of Succession in a Family Firm                                          | Lecture | MBA403.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Issues of Succession in a Family Firm                                          | Lecture | MBA403.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Issues of Succession in a Family Firm                                          | Lecture | MBA403.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Issues of Succession in a Family Firm                                          | Lecture | MBA403.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Issues of Succession in a Family Firm                                          | Lecture | MBA403.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Changing Role of Family in the Family Business                                 | Lecture | MBA403.4 | Mid Term-2, Quiz & End Sem Exam |

#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |  |
|-----------------|-------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|--|
|                 |                                                                                                       | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |  |
| <b>MBA403.1</b> | To understand the concepts of Family Business in Indian Contexts.                                     | -                                   | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  |  |  |
| <b>MBA403.2</b> | To apply concepts of Behavioural Issues In Closely Held and Family Owned Business & Managed Business. | 1                                   | 3           | 3           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |  |
| <b>MBA403.3</b> | To analyse Growth Strategy for Family Owned Business.                                                 | -                                   | 3           | 2           | -           | 1           | 3           | 3           | 2           | 3           | 3            |  |  |  |  |

|                 |                                                                                                    |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |
|-----------------|----------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|
| <b>MBA403.4</b> | To integrate the concept of Involving Non-Family Members of the Firm Power Struggles in the Family | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |  |  |
|-----------------|----------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|

**Sample Question Paper**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              |                                                                       |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2019-20                                                                                                                                                                                                                                                                                                                                                                                                        |              |                                                                       |          |           |                |          |
| Class: MBA IV Semester                                                                                                                                                                                                                                                                                                                                                                                                                                           |              |                                                                       |          |           |                |          |
| Subject Name:<br>MBA 403: Family Business                                                                                                                                                                                                                                                                                                                                                                                                                        |              | Time: 01:30 Hrs                                                       |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                   | Remembering  | Understanding                                                         | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.1,4        | Q.2,3                                                                 | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p><b>MBA403.1</b> To understand the concepts of Family Business in Indian Contexts.</p> <p><b>MBA403.2.</b> To apply concepts of Behavioural Issues In Closely Held and Family Owned Business &amp; Managed Business.</p> <p><b>MBA403.3</b> To analyse Growth Strategy for Family Owned Business.</p> <p><b>MBA403.4</b> To integrate the concept of Involving Non-Family Members of the Firm Power Struggles in the Family</p> |              |                                                                       |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Question No. | Question                                                              |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.1          | Explain in brief Family Business in Indian Contexts.                  |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.2a         | What is Behavioural Issues In Closely Held and Family Owned Business? |          |           |                | 3        |

|     |      |                                                                     |   |
|-----|------|---------------------------------------------------------------------|---|
|     | Q.2b | How concept of Business Plans is applied in business decisions?     | 3 |
| CO2 | Q.3  | Elaborate Growth Strategy for Family Owned Business                 | 6 |
| CO2 | Q.4  | Explain the significance of Closely Held and Family Owned Business? | 3 |
| CO3 | Q.5a | Elaborate different types of Family Business in Indian Contexts.    | 3 |
|     | Q.5b | Describe in brief Non-Family Members.                               | 3 |
| CO4 | Q 6  | How Power Struggles in the Family harms small-scale entrepreneurs?  | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

|                         |                            |
|-------------------------|----------------------------|
| <b>Session</b>          | 2019-20                    |
| <b>Course Name</b>      | MBA                        |
| <b>Semester</b>         | 4 <sup>th</sup> Semester   |
| <b>Subject Code</b>     | MBA 403                    |
| <b>Subject Name</b>     | Family Business Management |
| <b>Attainment Level</b> | Level 3                    |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Amity Business School                                                                      |
|--------------------------------------------------------------------------------------------|
| Course Handout                                                                             |
| Course : Corporate Social Responsibility and Sustainability                                |
| Course Code : MBA 401, Crédits : 03, Session : 2019-20 ( Even Sem.), Class : MBA. 2nd Year |

**Introduction:** The biggest challenge facing corporate today is the lack of vision in corporate governance. From legal, economic and social to environmental degradation can be attributed to poor governance and the fall-outs are reversible but environmental degradation has brought planet earth to the brink of the sixth mass extinction event. The course begins by analyzing the corporate citizenship of an organisation in its business environment and the domain knowledge of business ethics and social responsibility and responsiveness. Further, the course will develop the concept of global exposure and cross-cultural understanding to make globally responsive managers.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA401.1.** Understand the importance of ethics and CSR in the day-to-day working of organizations.

**MBA 401.2.** Know how companies can be ascribed to moral responsibility and secure legitimacy, and different principles of corporate social responsibility, sustainability, and ethical management.

**MBA401.3.** To understand regulatory and voluntary action in corporate social responsibility, accountability, and reporting.

**MBA401.4.** Know the content of central normative ethical theories and understand their role in ethical reasoning.

**B. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### C. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## D. Syllabus

### Module I: Introduction to CSR

Objectives, definitions, evolution and need for CSR. Ethics and morals. Theoretical perspectives- Corporate citizenship. Andrew Carnegie on CSR. Archie Carroll's Corporate social performance. Four stages of CSP. Milton Friedman on CSR. John D Rockefeller on CSR. Business practices. Strategies for CSR. Challenges and implementation.

### Module II: Evolution of Corporate Governance

Governance practices and regulation. Structure and development of boards. Role of capital market and government. Governance ratings. Future of governance. Innovative practices. Case studies with lessons learnt.

### Module III: Sustainability

Meaning and scope. CSR and Corporate sustainability. Appreciation of the movie – An inconvenient truth. Sustainability terminologies and meanings. Climate change. Kyoto Protocol. Carbon credits. Annexure – I and Annexure – II nations. Climate summit. The Copenhagen rounds. Why sustainability an imperative. Sustainability case studies. 'From Green to Gold'. Triple Bottom Line – Economic, Social and Environmental triad.

### Module IV: From implementation to output.

Corporate sustainability reporting frameworks. Global reporting initiative guidelines. National voluntary guidelines on social, environmental, and economic responsibilities of business.

### Module V: International Standards

Sustainability indices. Principles of responsibility investment. Challenges in mainstreaming sustainability reporting. Sustainability reporting case studies. Appreciation of the movie 'Racing Extinction'.

### Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/Presentation | ESE |
|---------------|---------------|------------|------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                             | 70  |

### Text & References:

- S S Khanka, (2014), Business Ethics and Corporate Social Responsibility. S Chand.
- Sanjay K agarwal, (2008), Corporate Social Responsibility in India. Sage Knowledge.
- Peter Rogers, Kazi F Jalal, John a Boyd, (2007), An Introduction to Sustainable Development. Routledge.
- James h Weaver, Kenneth Kusterer, Micheal T Rock, (2003), Achieving Broad based Sustainable Development: Governance, Environment, and Growth with Equity. Kumarian Press.

## E. Lecture Plan

| Lecture | Topics                                                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Objectives, definitions, evolution and need for CSR.                                         | Lecture          | MBA401.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Ethics and morals                                                                            | Lecture          | MBA401.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Theoretical perspectives- Corporate citizenship. Andrew Carnegie on CSR                      | Lecture          | MBA401.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Archie Carroll's Corporate social performance                                                | Lecture          | MBA401.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | John D Rockefeller on CSR. Business practices.                                               | Lecture          | MBA401.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Strategies for CSR. Challenges and implementation                                            | Lecture          | MBA401.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Governance practices and regulation                                                          | Lecture          | MBA401.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Structure and development of boards                                                          | Lecture          | MBA401.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | The Role of Experts in Policy Making                                                         | Lecture          | MBA401.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Future of governance. Innovative practices                                                   | Lecture          | MBA401.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Case studies with lessons learnt.                                                            | Lecture          | MBA401.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Meaning and scope. CSR and Corporate sustainability                                          | Lecture          | MBA401.3         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Appreciation of the movie - An inconvenient truth. Sustainability terminologies and meanings | Lecture          | MBA401.3         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Climate change. Kyoto Protocol. Carbon credits. Annexure - I and Annexure - II nations       | Lecture          | MBA401.3         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Climate summit. The Copenhagen round                                                         | Lecture          | MBA401.3         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Why sustainability an imperative. Sustainability case studies.                               | Lecture          | MBA401.3         | Mid Term-1, Quiz & End Sem Exam |
| 17      | 'From Green to Gold'. Triple Bottom Line – Economic, Social and Environmental triad.         | Lecture          | MBA401.3         | Mid Term-1, Quiz & End Sem Exam |
| 18      | Corporate sustainability reporting frameworks                                                | Lecture          | MBA401.4         | Mid Term-1, Quiz & End Sem Exam |
| 19      | Global reporting initiative guidelines                                                       | Lecture          | MBA401.4         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                               |         |          |                                 |
|----|-----------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 20 | National voluntary guidelines on social                                                       | Lecture | MBA401.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | environmental and economic responsibilities of business.                                      | Lecture | MBA401.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Sustainability indices                                                                        | Lecture | MBA401.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Principles of responsibility investment. Challenges in mainstreaming sustainability reporting | Lecture | MBA401.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Sustainability reporting case studies. Appreciation of the movie 'Racing Extinction'.         | Lecture | MBA401.4 | Mid Term-2, Quiz & End Sem Exam |

#### F. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |  |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|--|
|                  |                                                                                                                                                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |  |
| <b>MBA401.1.</b> | Understand the importance of ethics and CSR in the day-to-day working of <i>organizations</i> .                                                                                                        | 1                                   | 2           | 3           | 2           | 2           | 2           | 2           | 1           | 2           | 1            |  |  |  |  |
| <b>MBA401.2.</b> | Know how companies can be ascribed to moral responsibility and secure legitimacy, and different principles of corporate social responsibility, <i>sustainability</i> , and ethical <i>management</i> . | 2                                   | 2           | 3           | 1           | 2           | 1           | 3           | 2           | 1           | 2            |  |  |  |  |
| <b>MBA401.3.</b> | To <i>understand</i> regulatory and voluntary                                                                                                                                                          | 1                                   | 2           | 3           | 1           | 2           | 2           | 2           | 2           | 2           | 2            |  |  |  |  |

|                  |                                                                                                        |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |
|------------------|--------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|--|
|                  | action in corporate social responsibility, <i>accountability</i> , and reporting.                      |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |
| <b>MBA401.4.</b> | Know the content of central normative ethical theories and understand their role in ethical reasoning. | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 3 | 2 |  |  |  |  |  |  |

**Sample Question Paper**

| Amity Business School<br>Corporate Social Responsibility and Sustainability A<br>I MID-SEMESTER (SEM –II) 2019-20                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |              |                 |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------|----------|-----------|----------------|----------|
| Class: MBA IV Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |              |                 |          |           |                |          |
| Subject Name:<br><b>MBA 401 Corporate Social Responsibility and Sustainability</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              | Time: 01:30 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Remembering  | Understanding   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.1,4        | Q.2,3           | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.<br>CO1: Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.<br>CO1: Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level.<br>CO1: Students will be able to develop their capacity to think and execute strategically.<br>CO1: Enhanced ability to identify strategic issues and design appropriate courses of action. |              |                 |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Question No. | Question        |          |           |                | Marks    |

|     |      |                                                                            |   |
|-----|------|----------------------------------------------------------------------------|---|
| CO1 | Q.1  | Explain the Concept and Classification of Corporate and Business Strategy. | 3 |
| CO1 | Q.2a | What do you understand by mission and vision?                              | 3 |
|     | Q.2b | Briefly explain the external environment. PESTLE Analysis.                 | 3 |
| CO1 | Q.3  | Write a note on McKinsey's 7S Framework                                    | 6 |
| CO2 | Q.4  | Explain Importance of stakeholders in business.                            | 3 |
| CO2 | Q.5a | Elaborate Annual Budget Regime.                                            | 3 |
|     | Q.5b | Discuss Porter's Model of competitive advantage.<br>.                      | 3 |
| CO2 | Q 6  | What do you understand by SWOT Analysis. Explain<br>Explain with example   | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                                    |
|-------------------------|----------------------------------------------------|
| <b>Session</b>          | 2019-20                                            |
| <b>Course Name</b>      | MBA                                                |
| <b>Semester</b>         | 4 <sup>th</sup> Semester                           |
| <b>Subject Code</b>     | MBA 401                                            |
| <b>Subject Name</b>     | Corporate Social Responsibility and Sustainability |
| <b>Attainment Level</b> | Level 2                                            |

**Note:**

|                    |                                                            |
|--------------------|------------------------------------------------------------|
| <b>Attainments</b> | <b>Rubric</b>                                              |
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                     |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : Taxation                                                                         |
| Course Code : MBA 406, Crédits : 03, Session : 2019-20 (Even Sem.), Class : MBA. 2nd Year |

**Introduction** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Social Responsiveness and Ethics. Students will get clear understanding of the direct tax laws and their application in tax planning of corporate entities and to develop skills of the applications of various provisions of direct tax laws in India. In addition to this the course enable students to have understanding of the basic concepts of GST Law introduced in India and to develop skills of computing GST and in filing all the returns involved under the GST.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA406.1.** Demonstrate the applicability of the concept of Taxation with techniques.

**MBA406.2.** Students will be able to identify the basic concepts, definitions and terms related to Income Tax.

**MBA406.3.** To enable the students to determine the residential status of an individual and scope of total income.

**MBA406.4.** To enable the students to compute the net total taxable income of an individual.

**B. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### C. Program Specific Outcomes:

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

### D. Assessment Plan:

| Component of Evaluation        | Description                           | Code     | Weightage % |
|--------------------------------|---------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                            | CT       | 15%         |
|                                | Mid Term 2                            |          |             |
|                                | Project/Assignment/ Quiz/Presentation | P/A/Q/PR | 10%         |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |

## E. Syllabus

### Module I: Introduction to Corporate Tax Planning

Meaning and objectives, scope of corporate tax planning, tax planning, tax avoidance and tax evasion, types of companies, residential status of a company and tax incidence.

### Module II: Taxation of companies

Computation of income under the heads of income applicable to corporate assesses, set off and carry forward of losses, deductions available in respect of gross total income, computation of taxable income, tax liability of a company.

### Module III: Tax planning and Tax Management

Concept of Tax planning, Tax planning with reference to setting up a New Business; Location; Nature of Business; Tax Holiday, etc. Tax Planning with regard to Specific Management Decisions such as Mergers and Takeovers; Employees' Remuneration; Decisions such as Borrowing or Investment Decisions; Reorganization or Restructuring of Capital. Impact of various direct and indirect taxes on financial and operational decisions.

### Module IV: Introduction to Goods and Services Tax (GST)

Meaning, scope and significance of GST; principles of subsumption and taxes subsumed; classification of goods and services and GST rates. Basic terminologies- CGST/SGST, IGST. Input Tax Credit, Transitional Provisions, Electronic Commerce, HSN Code .Levy and Collection of Tax – CGST Act, 2017 – levy and collection of central and state GST, Composition levy, taxable person, power to grant exemption from tax; Time and Value of Supply – time of supply of goods and services.

### Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/<br>Presentation | ESE |
|---------------|---------------|------------|----------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                                 | 70  |

#### Text &References:

- Vinod Singhania and Monika Singhania, Corporate Tax Planning & Business Tax Procedure, Taxmann Publications, New Delhi.
- Bimal Jain & Isha Bansal, GST Law & Analysis, Young Global Publications, New Delhi
- Girish Ahuja and Ravi Gupta, Direct Tax Law – Theory & Practice, Bharat Law House, New Delhi
- Abhishek Rastogi: Professionals guide to GST Ideation to reality (2017)
- Rakesh Garg & Sandeep Garg, HSN code wise GST Tariff, Bloomsbury India Professional (July 2017)
- Datey V.S.:GST Ready Reckoner, Taxman Publication, New Delhi
- S S Gupta, GST – Law and Practice, Taxmann's Publications, New Delhi

#### Lesson Plan:

| Lecture | Topics                                                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Meaning and objectives of Tax planning                                         | Lecture          | MBA406.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Scope of corporate tax planning                                                | Lecture          | MBA406.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | tax planning                                                                   | Lecture          | MBA406.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | tax avoidance and tax evasion                                                  | Lecture          | MBA406.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | types of companies                                                             | Lecture          | MBA406.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | residential status of a company and tax incidence                              | Lecture          | MBA406.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Computation of income under the heads of income applicable to corporate assess | Lecture          | MBA406.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | set off and carry forward of losses                                            | Lecture          | MBA406.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | electing comparable companies                                                  | Lecture          | MBA406.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | deductions available in respect of gross total income                          | Lecture          | MBA406.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | computation of taxable income                                                  | Lecture          | MBA406.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | tax liability of a company                                                     | Lecture          | MBA406.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | tax liability of a company                                                     | Lecture          | MBA406.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Concept of Tax planning                                                        | Lecture          | MBA406.3         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                         |            |          |                                 |
|----|-----------------------------------------------------------------------------------------|------------|----------|---------------------------------|
| 15 | Nature of Business                                                                      | Lecture    | MBA406.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Tax Holiday                                                                             | Lecture    | MBA406.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Tax Planning with regard to Specific Management Decisions such as Mergers and Takeovers | Lecture    | MBA406.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Decisions such as Borrowing or Investment Decisions                                     | Lecture    | MBA406.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Reorganization or Restructuring of Capital                                              | Lecture    | MBA406.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Impact of various direct and indirect taxes on financial and operational decisions.     | Lecture    | MBA406.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Impact of various direct and indirect taxes on financial and operational decisions.     | Lecture    | MBA406.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Impact of various direct and indirect taxes on financial and operational decisions.     | Lecture    | MBA406.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Meaning, scope and significance of GST                                                  | Lecture    | MBA406.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | principles of subsumation and taxes subsumed                                            | Lecture    | MBA406.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | classification of goods and services and GST rates                                      | Case study | MBA406.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Basic terminologies-CGST/SGST, IGST                                                     | Case study | MBA406.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Basic terminologies-CGST/SGST, IGST                                                     | Case study | MBA406.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Basic terminologies-CGST/SGST, IGST                                                     | Case study | MBA406.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Input Tax Credit                                                                        | Case study | MBA406.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Transitional Provisions                                                                 | Case study | MBA406.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Electronic Commerce                                                                     | Lecture    | MBA406.2 | Mid Term-1, Quiz & End Sem Exam |
| 33 | Composition levy, taxable person, power to grant exemption from tax                     | Lecture    | MBA406.2 | Mid Term-1, Quiz & End Sem Exam |
| 34 | Composition levy, taxable person, power to grant exemption from tax                     | Lecture    | MBA406.2 | Mid Term-1, Quiz & End Sem Exam |
| 35 | Time and Value of Supply                                                                | Lecture    | MBA406.3 | Mid Term-1, Quiz & End Sem Exam |
| 36 | time of supply of goods and services                                                    | Lecture    | MBA406.3 | Mid Term-1, Quiz & End Sem Exam |

#### F. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|----------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 406.1.</b> | Demonstrate the applicability of the concept of Taxation with techniques                                       | 3                                   | 2           | 1           | 1           | 3           | 1           | 1           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>MBA4 06.2.</b> | Students will be able to identify the basic concepts, definitions and terms related to Income Tax.             | 2                                   | 2           | 1           | 1           | 3           | 2           | 1           | 2           | 3           | 2            | 3                                            | 2                | 1                |
| <b>MBA4 06.3.</b> | To enable the students to determine the residential status of an individual and scope of total <i>income</i> . | 1                                   | 2           | 1           | 1           | 3           | 2           | 1           | 2           | 2           | 2            | 2                                            | 1                | 1                |
| <b>MBA4 04.4.</b> | To enable the students to compute the net total taxable income of an individual.                               | 2                                   | 2           | -           | 2           | 3           | 1           | 1           | 2           | 2           | 2            | 3                                            | 2                | 1                |

## Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                     |                                                                                                         |                 |                  |                       |                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|---------------------------------------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –4) 2019-20</b>                                                                                                                                                                                                                                                                                                                                                                              |                     |                                                                                                         |                 |                  |                       |                 |
| <b>Class: MBA 4th Semester</b>                                                                                                                                                                                                                                                                                                                                                                                                                      |                     |                                                                                                         |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>MBA 406 Taxation</b>                                                                                                                                                                                                                                                                                                                                                                                                     |                     | <b>Time: 01:30 Hrs</b>                                                                                  |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                                                                                                                               | <b>Remembering</b>  | <b>Understanding</b>                                                                                    | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                                                            | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <p>Student will be able to</p> <p>CO1: Demonstrate the applicability of the concept of Taxation with techniques.</p> <p>CO2: Students will be able to identify the basic concepts, definitions and terms related to Income Tax.</p> <p>CO3: To enable the students to determine the residential status of an individual and scope of total income.</p> <p>CO4: To enable the students to compute the net total taxable income of an individual.</p> |                     |                                                                                                         |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Question No.</b> | <b>Question</b>                                                                                         |                 |                  |                       | <b>Marks</b>    |
| <b>CO1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Q.1</b>          | <b>Explain the scope of corporate tax planning</b>                                                      |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Q.2a</b>         | <b>Explain deductions available in respect of gross total income</b>                                    |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Q.2b</b>         | <b>Elaborate Tax planning with reference to setting up a New Business</b>                               |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Q.3</b>          | <b>Explain computation of taxable income, tax liability of a company.</b>                               |                 |                  |                       | <b>6</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Q.4</b>          | <b>Explain Tax Planning with regard to Specific Management Decisions such as Mergers and Takeovers.</b> |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Q.5a</b>         | <b>Discuss the Impact of various direct and indirect taxes on financial and operational decisions.</b>  |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Q.5b</b>         | <b>Discuss the meaning, scope and significance of GST.</b>                                              |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Q 6</b>          | <b>Discuss in brief principles of subsummation and taxes subsumed</b>                                   |                 |                  |                       | <b>6</b>        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

**Session** 2019-20  
**Course Name** MBA  
**Semester** 4<sup>th</sup> Semester  
**Subject Code** MBA 406  
**Subject Name** Taxation  
  
**Attainment Level** Level 3

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |





| AMITY BUSINESS SCHOOL                                                                     |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : <b>FINANCIAL DERIVATIVES</b>                                                     |
| Course Code : MBA 407, Crédits : 03, Session : 2019-20 (Even Sem.), Class : MBA. 2nd Year |

**A. Introduction:** The objective of this course is to help the students gain understanding of the functions and responsibilities of the manager and to provide the student understand Human Behaviour in organizations so as to improve his managerial effectiveness. It provides a comprehensive analysis of individual and group behavior in organizations. This course will expose students to approaches and processes that can help in effectively leading and managing others in organizations.

**B. Course Outcomes:** At the end of the course, students will be able to:

CO1: It will enable the students to select right kind of derivatives amongst forward, futures, options, Greeks, swaps for risk hedging.

CO2: Students will be able to analyze the risks in different financial markets.

CO3: Acquire ability to selection of various options and then can apply them to specific markets

CO4: Student will be able to strategically manage the financial derivatives.

CO5 Able to distinguish among hedging, speculation, and arbitrage.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### D. Program Specific Outcomes:

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

#### E. Assessment Plan:

| Component of Evaluation        | Description                             | Code     | Weightage % |
|--------------------------------|-----------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                              | CT       | 15%         |
|                                | Mid Term 2                              |          |             |
|                                | Project/Assignment/ Quiz/Presentation   | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required | A        | 5%          |

|                          |                                                                                                                                                                       |    |             |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                                                                                                              | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                       |    | <b>100%</b> |

## F. Syllabus

### Module I: Introduction

Types of Risks, Risk Management, Tools of Risk Management, Financial derivatives in Indian Financial markets.

### Module II: Futures and Forwards

The Futures Markets, Buying and Selling Futures, Devising a Hedging Strategy Using Futures, Stock Index Futures, Value at Risk, Short Term and Long Term Interest Rate Futures, Foreign Currency Futures and Commodity Futures

### Module III: Swaps

Structure of a Swap, Interest Rate Swaps, Currency of Swaps, Commodity Swaps, Other Swaps, Credit Risk, Role of a Swap Dealer.

### Module IV: Options

Options Markets; Properties of Stock Option Prices; Option Pricing Models – Binomial Model, Black-Scholes; Model, Single Period Options – Calls and Puts, Payoff Diagrams of Simple and Complex Option Strategies, Cash Settled Options, Multi-Period Options – Caps, Floors, Collars, Captions, Swaptions and Compound options, Cross-currency Futures and Options. Option Strategies Payoff Diagram – Application using MS-Excel

### Module V: Risk Analysis & Other Innovations

Debt Market Innovations, Mortgage-Backed Securities, Credit Default Swaps; Collateralized Loan Obligations, Total Return Swap, Hybrid Securities, Asset-Liability Management Value at risk- Introduction, Types, Methods of Value at Risk- Variance-Covariance Methods, Historical Simulation Methods, Monte Carlo Simulation Methods, Risk management using derivatives

### Module VI: Recent Trends

Exotic Options, Synthetic Instruments, Direct and Cross Hedges.

### Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/Presentation | ESE |
|---------------|---------------|------------|------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                             | 70  |

### Text &References:

- Hull, J. C. (1999), Introduction to Futures and Options Markets, Prentice Hall of India.
- Edwards, F. R. and Ma, C. W. (1992), Futures and Options, McGraw-Hill International.

- Rebonato, R. (1996), Interest Rate Option Models: Understanding, Analyzing and Using Models for Exotic Interest Rate Options, John Wiley and Sons.
- Kolb, R. W. (1997), Understanding Futures Markets, Prentice Hall of India.
- Marshall, J. F. and Bansal, V. K. (2006). Financial Engineering: A Complete Guide to Financial Innovation, Prentice Hall of India.
- Articles from selected journals and magazines.

## G. Lecture Plan

| Lecture | Topics                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Types of Risks and Risk Management                | Lecture          | MBA407.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Tools of Risk Management                          | Lecture          | MBA407.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Tools of Risk Management                          | Lecture          | MBA407.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Financial derivatives in Indian Financial markets | Lecture          | MBA407.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Financial derivatives in Indian Financial markets | Lecture          | MBA407.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | The Futures Markets, ,                            | Lecture          | MBA407.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Devising a Hedging Strategy Using Futures,        | Lecture          | MBA407.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Stock Index Futures, Value                        | Lecture          | MBA407.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Value at Risk                                     | Lecture          | MBA407.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Short Term and Long Term Interest Rate Futures    | Lecture          | MBA407.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Foreign Currency Futures and Commodity Futures    | Lecture          | MBA407.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Structure of a Swap                               | Lecture          | MBA407.3         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Interest Rate Swaps                               | Lecture          | MBA407.3         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Currency of Swaps                                 | Lecture          | MBA407.3         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Commodity Swaps                                   | Lecture          | MBA407.3         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Other Swaps, Credit Risk, Role of a Swap Dealer.  | Lecture          | MBA407.3         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Options Markets                                   | Lecture          | MBA407.4         | Mid Term-1, Quiz & End Sem Exam |
| 18      | Properties of Stock Option Prices                 | Lecture          | MBA407.4         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                   |            |          |                                 |
|----|---------------------------------------------------------------------------------------------------|------------|----------|---------------------------------|
| 19 | Option Pricing Models - Binomial Model                                                            | Lecture    | MBA407.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Option Pricing Models - Binomial Model                                                            | Lecture    | MBA407.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Black-Scholes; Model                                                                              | Lecture    | MBA407.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Single Period Options - Calls and Puts                                                            | Lecture    | MBA407.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Payoff Diagrams of Simple and Complex Option Strategies                                           | Lecture    | MBA407.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Cross-currency Futures and Options                                                                | Lecture    | MBA407.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Multi-Period Options - Caps                                                                       | Lecture    | MBA407.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Floors, Collars, Captions, Swaptions and Compound options                                         | Lecture    | MBA407.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Option Strategies Payoff Diagram - Application using MS-Excel                                     | Lecture    | MBA407.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Option Strategies Payoff Diagram - Application using MS-Excel                                     | Lecture    | MBA407.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Debt Market Innovations                                                                           | Lecture    | MBA407.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Mortgage Backed Securities                                                                        | Lecture    | MBA407.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Credit Default Swaps; Collateralized Loan Obligations                                             | Case study | MBA407.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Asset-Liability Management Value at risk- Introduction, Types                                     | Case study | MBA407.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Methods of Value at Risk- Variance-Covariance Methods                                             | Case study | MBA407.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Historical Simulation Methods, Monte Carlo Simulation Methods, Risk management using derivatives. | Case study | MBA407.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Exotic Options, Synthetic Instruments                                                             | Case study | MBA407.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Direct and Cross Hedges                                                                           | Case study | MBA407.6 | Mid Term-2, Quiz & End Sem Exam |

#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |
|----|-----------|-------------------------------------|----------------------------------------------|
|----|-----------|-------------------------------------|----------------------------------------------|

|                  |                                                                                                                                     | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
| <b>MBA 407.1</b> | It will enable the students to select right kind of derivatives amongst forward, futures, options, Greeks, swaps for risk hedging.. | 3           | 2           | 2           | -           | 3           | 1           | -           | 2           | 2           | 1            | 2                | 2                | 1                |
| <b>MBA4 07.2</b> | Students will be able to analyse the risks in different financial markets                                                           | 2           | 3           | 1           | 2           | 3           | -           | 2           | 1           | 2           | 2            | 3                | 2                | 1                |
| <b>MBA4 07.3</b> | Acquire ability to selection of various options and then can apply them to specific markets.                                        | 1           | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 3            | 2                | 1                | 1                |
| <b>MBA4 07.4</b> | Student will be able to strategically manage the financial derivatives                                                              | 2           | 2           | 2           | 2           | 3           | -           | -           | 2           | 2           | 2            | 1                | 2                | 1                |
| <b>MBA4 07.5</b> | Able to distinguish among hedging, speculation and arbitrage                                                                        | 3           | 2           | 2           | -           | 3           | 1           | -           | 2           | 3           | 2            | 2                | 2                | 3                |

**sample Question Paper**

| Amity Business School<br>I MID-SEMESTER (SEM –4) 2019-20                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |              |                                                                            |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA 4 Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |              |                                                                            |          |           |                |          |
| Subject Name:<br>MBA 407 FINANCIAL DERIVATIVES                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              | Time: 01:30 Hrs                                                            |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Remembering  | Understanding                                                              | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.1,4        | Q.2,3                                                                      | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: It will enable the students to select right kind of derivatives amongst forward, futures, options, Greeks, swaps for risk hedging.</p> <p>CO2: Students will be able to analyze the risks in different financial markets.</p> <p>CO3: Acquire ability to selection of various options and then can apply them to specific markets</p> <p>CO4: Student will be able to strategically manage the financial derivatives.</p> <p>CO5: Able to distinguish among hedging, speculation, and arbitrage.</p> |              |                                                                            |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Question No. | Question                                                                   |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Q.1          | Explain various Types of Risks and Risk Management.                        |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Q.2a         | What do you financial derivatives in Indian Financial markets? Explain     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.2b         | Discuss Short Term and Long-Term Interest Rate Futures?                    |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Q.3          | Elaborate the concept of Interest Rate Swaps, Currency of Swaps.           |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Q.4          | Explain the Role of a Swap Dealer.                                         |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Q.5a         | Describe the Properties of Stock Option Prices.                            |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.5b         | Describe in brief Payoff Diagrams of Simple and Complex Option Strategies. |          |           |                | 3        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Q 6          | Explain Binomial Model in detail                                           |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

|                  |                          |
|------------------|--------------------------|
| Session          | 2019-20                  |
| Course Name      | MBA                      |
| Semester         | 4 <sup>th</sup> Semester |
| Subject Code     | MBA 407                  |
| Subject Name     | Financial Derivatives    |
| Attainment Level | Level 3                  |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |





| AMITY BUSINESS SCHOOL                                                                    |
|------------------------------------------------------------------------------------------|
| Course Handout                                                                           |
| Course : HUMAN RESOURCE METRICS AND ANALYTICS                                            |
| Course Code : MBA 412, Crédits : 03, Session :2019-20 (Even Sem.), Class : MBA. 2nd Year |

**J. Introduction:** This course introduces the student to the theory, concepts, and business application of human resources research, data, metrics, systems, analyses, and reporting. The student will develop an understanding of the role and importance of HR analytics, and the ability to track, store, retrieve, analyse and interpret HR data to support decision making. It will enhance the ability of student to communicate effectively the HR metrics.

**K. Course Outcomes:** At the end of the course, students will be able to:

**MBA 412.1.** Understand the importance of HR metrics and analytics in measuring HR's impact and drive business results.

**MBA 412.2** Identify the right HR metrics– aligning HR and business goals.

**MBA 412.3** Develop the total quality management approach and improving the HR audit system.

**MBA 412.4** Understanding human resource information system.

**L. Program Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## **M. Programme Specific Outcomes:**

PSO1: - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

## **N. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT          | 15%                |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                     |             | <b>100%</b>        |

## O. Syllabus

### Module I: Introduction and the challenges of measurement

Introduction: Meaning & Definition of HR Measurement – Importance; Development of Concept. HR measurement for HR Professionals; Investment in Human Resources. Efficient use of Human Resource, Adopting the right perspective: Understanding the role of workforce in strategy implementation.

### Module II: Developing measurement metrics

Understanding and developing the right metrics: Tools to manage the implementation of strategy, implementing the metrics. Benchmarking HR. Different types of scorecards- Balance Score Card, HR Score Card.

### Module III: Designing the metrics

Principles of good measurement. Cost-benefit analyses for HR interventions. Measuring HR alignment. Measuring hiring and staffing, Measuring the value of compensation and benefits. **Communicating recommendations**, Measurement of training and development.

### Module IV: Specific topics in measurement

Measuring the value of employee relations and retention program, Models for Assessing Return on Investment, Assessing value of outsourcing and call centers.

### Module V: TQM and HR Audit

Role of TQM in HR Measurement. **EFQM Model** HR Audit, Implementing HR Audit, Methodology and Issues, HRD Scorecard, HRD Audit – The Indian experiences and cases, People Capability Maturity Model (PCMM), Measuring Intellectual capital and web based HR systems.

### Module VI: Human Resource Information System

Understanding HR indicators, Data collection, tracking, entry, Assess IT requirements to meet HR needs, Relational databases and HR systems, Designing and Implementation of HRIS and personnel research : regression analysis, measures of central tendency) Graphs, tables, spreadsheets, data manipulation using Excel.

## P. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### Q. Suggested Text/Reference Books:

- Fitz-Enz Jac,(2001), How to Measure Human Resource Management, 3<sup>rd</sup> Edition, McGraw Hill
- Mello Jeffrey A., (2008), Strategic Human Resource Management, Thompson Press Publishing.
- Rao T.V.(1999), HRD Audit, 3rd Edition Response Books

#### R. Lecture Plan

| Lecture | Topics                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction: Meaning & Definition of HR Measurement – Importance | Lecture          | MBA 412.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Development of Concept. HR measurement for HR Professionals       | Lecture          | MBA 412.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Investment in Human Resources                                     | Lecture          | MBA 412.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Efficient use of Human Resource                                   | Lecture          | MBA 412.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Adopting the right perspective:                                   | Lecture          | MBA 412.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Understanding the role of workforce in strategy implementation.   | Lecture          | MBA 412.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Understanding and developing the right metrics                    | Lecture          | MBA 412.2        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Tools to manage the implementation of strategy                    | Lecture          | MBA 412.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | implementing the metrics                                          | Lecture          | MBA 412.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Benchmarking HR                                                   | Lecture          | MBA 412.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Different types of scorecards- Balance Score Card                 | Lecture          | MBA 412.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | HR Score Card.                                                    | Lecture          | MBA 412.2        | Mid Term-1,                     |

|    |                                                                         |         |           |                                 |
|----|-------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                         |         |           | Quiz & End Sem Exam             |
| 13 | Principles of good measurement                                          | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Cost-benefit analyses for HR interventions                              | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Measuring HR alignment.                                                 | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Measuring hiring and staffing                                           | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Measuring the value of compensation and benefits                        | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Communicating recommendations ,Measurement of training and development. | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Measuring the value of employee relations                               | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | retention program                                                       | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Models for Assessing Return on Investment                               | Lecture | MBA 412.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Assesing value of outsourcing and call centers                          | Lecture | MBA 412.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Role of TQM in HR Measurement                                           | Lecture | MBA 412.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | EFQM Model                                                              | Lecture | MBA 412.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | HR Audit, Implementing HR Audit, Methodology and Issues                 | Lecture | MBA 412.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | HRD Scorecard                                                           | Lecture | MBA 412.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | HRD Audit – The Indian experiences and cases                            | Lecture | MBA 412.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | People Capability Maturity Model (PCMM)                                 | Lecture | MBA 412.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Measuring Intellectual capital                                          | Lecture | MBA 412.3 | Mid Term-2, Quiz & End Sem      |

|    |                                                                                                  |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                                  |         |           | Exam                            |
| 30 | Web based HR systems                                                                             | Lecture | MBA 412.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Understanding HR indicators                                                                      | Lecture | MBA 412.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Data collection, tracking, entry                                                                 | Lecture | MBA 412.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Assess IT requirements to meet HR needs                                                          | Lecture | MBA 412.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Relational databases and HR systems, Designing and Implementation of HRIS and personnel research | Lecture | MBA 412.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Regression analysis, measures of central tendency) Graphs, tables, spreadsheets                  | Lecture | MBA 412.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Data manipulation using Excel                                                                    | Lecture | MBA 412.4 | Mid Term-2, Quiz & End Sem Exam |

#### S. Course Articulation Matrix (Mapping of COs with POs)

| CO               |                                                                                                            | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                            | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 412.1</b> | Understand the importance of HR metrics and analytics in measuring HR's impact and drive business results. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 412.2</b> | Identify the right HR metrics–aligning HR and business goals.                                              | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |

|                  |                                                                                  |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|----------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 412.3</b> | Develop the total quality management approach and improving the HR audit system. | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |
| <b>MBA 412.4</b> | Understanding human resource information system.                                 | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 2 |

### Sample Question Paper

|                                                                                                                                                                                                                                      |                     |                                                                         |                 |                  |                       |                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –IV) 2019-20</b>                                                                                                                                                              |                     |                                                                         |                 |                  |                       |                 |
| <b>Class: MBA IV Semester</b>                                                                                                                                                                                                        |                     |                                                                         |                 |                  |                       |                 |
| <b>Subject Name: HUMAN<br/>RESOURCE METRICS AND<br/>ANALYTICS<br/>MBA 412</b>                                                                                                                                                        |                     | <b>Time: 01:30 Hrs</b>                                                  |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the<br/>questions as<br/>per Blooms<br/>Taxonomy</b>                                                                                                                                                                    | <b>Remembering</b>  | <b>Understanding</b>                                                    | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question<br/>Mapping</b>                                                                                                                                                                                                          | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                            | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <b>Student will be able to</b><br><b>CO1: Understand the importance of HR metrics and analytics in measuring HR's impact and drive business results</b><br><b>CO2: Identify the right HR metrics– aligning HR and business goals</b> |                     |                                                                         |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                        | <b>Question No.</b> | <b>Question</b>                                                         |                 |                  |                       | <b>Marks</b>    |
| <b>CO1</b>                                                                                                                                                                                                                           | <b>Q.1</b>          | <b>Elaborate the meaning of HR Measurement with its Importance.</b>     |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                                           | <b>Q.2a</b>         | <b>Write a brief note on Investment in Human Resources</b>              |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                                                      | <b>Q.2b</b>         | <b>Describe the efficient use of Human Resource.</b>                    |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                                           | <b>Q.3</b>          | <b>Give an account on role of workforce in strategy implementation.</b> |                 |                  |                       | <b>6</b>        |
| <b>CO2</b>                                                                                                                                                                                                                           | <b>Q.4</b>          | <b>Define the term “ HR Metrics” and measurement.</b>                   |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                                                                           | <b>Q.5a</b>         | <b>What is the process on benchmarking HR.</b>                          |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                                                      | <b>Q.5b</b>         | <b>Write a short on HR score card.</b>                                  |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                                                                           | <b>Q 6</b>          | <b>Explain in detail the “ Balance Score Card” with examples.</b>       |                 |                  |                       | <b>6</b>        |



| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

**Session** 2019-20  
**Course Name** MBA  
**Semester** 4<sup>th</sup> Semester  
**Subject Code** MBA 412  
**Subject Name** Human Resource Metrics and Analytics

**Attainment Level** Level 2

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : INTERNATIONAL HRM : APPROACHES

Course Code : MBA 413, Crédits : 03, Session : 2019-20 (Even Sem.), Class : MBA. 2nd Year

**A. Introduction:** The main objective of this course is to inculcate deep understanding of International Human Resources and to explore the dynamics of global business development. It also aims at preparing students about examining significant business opportunities and maximization of returns with understanding of cross cultural management, as primary causes of failure in multinational ventures stem from lack of understanding of the essential differences in managing human Resources, at all levels in foreign environment.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA 413.1.** Understand the evolution of internationalization of business and the role of human resource management for international context.

**MBA 413.2** Develop the organization structure to manage international staffing and development

**MBA 413.3** Formulate performance management and compensation management strategies to implement in the international context.

**MBA 413.4** Critically analyse cross cultural issue and perspectives for international boundaries.

**MBA 413.5** Demonstrate the mapping of different cultures for maintain international relations.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## D. Program Specific Outcomes:

PSO1: - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

## E. Assessment Plan:

| Component of Evaluation        | Description                                                             | Code     | Weightage % |
|--------------------------------|-------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                              | CT       | 15%         |
|                                | Project/Assignment/ Quiz/Presentation                                   | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a studentto | A        | 5%          |

|                          |                                                                                                            |    |             |
|--------------------------|------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves |    |             |
| End Semester Examination | End Semester Examination                                                                                   | EE | 70%         |
| <b>Total</b>             |                                                                                                            |    | <b>100%</b> |

## F. Syllabus

### Module I: Internationalization

Evolution of International business, Stages of internationalization, Modes of entering International business Relationship between International Strategy and SIHRM- International Human Resource Management – Major Economies and their HRM practices, Models of international HRM, Legal issues in global workforce management

### Module II: Organisation Structure, International Staffing and Development

Challenges in global labour market, Organisation Structure and HRM, Global Human Resource Planning, Issues in supply of International Human Resources, Recruitment and Selection, Training and development for expatriates; Training and development for international staff; Adjusting to the New Culture

### Module III: Performance Management and Compensation Management in International Context

Multinational performance appraisal – Criteria and process, appraisal of expatriate, third and host country employees, issues in international performance management; International control mechanism;Complexities. Objectives of International Compensation Management, Component and Structure of International Compensation package, Approaches to International Compensation Management, social security systems across countries, emerging issues

### Module IV: Understanding Cross Culture: Issues & Perspectives

Understanding Culture,Context for international perfect management, framework for performance management, Determinants of Cultural Identity, Frameworks for Mapping the Culture, Geert Hofstede, cross-cultural issues, North America, South America, some key pointers, Northern Europe, Value based management in Nordic countries, China – the sleeping giant awakes, Japan – a culture of enfolding relationship, South East Asia regional diversity, Studies of National Culture

### Module V: Industrial Relations and Other Issues in IHRM

Understanding Culture, Introduction, Key Concepts, Determinants of Cultural Identity, Frameworks for Mapping the Culture, Geert Hofstede, Clyde Cluckhohn, TE Hall Studies of National Culture, A framework for international industrial relations; Employees participation – Practices in various countries; Managing Workforce diversity, HRM in cross border mergers and acquisitions Adjusting to the New Culture, Competencies for Global Manager, Molester Navigation, Joint ventures, alliances and SMEs; IHRM trends- Complexities, challenges, and choices in future.

### G. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

### H. Suggested Text/Reference Books:

- Aswathappa K, Dash Sadhna (2008), International Human Resource Management Text & Cases, Tata McGraw Hill
- Dowling P. J., International human resources management, Cengage EMEA
- Bhatia S.K. (2005), International Human Resource Management, Deep & Deep Publications
- Evans Paul, Vladimir Pucik, Jean-Louis Barsoux (2010), The Global Challenge – Frameworks for International Human Resource Management, Mc Graw Hill
- Rao PL, International Human Resource Management (2008), Excel Books

### I. Lecture Plan

| Lecture | Topics                                                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Evolution of International business                                                               | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Stages of internationalization                                                                    | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Modes of entering International business<br>Relationship between International Strategy and SIHRM | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>International Human Resource Management – Major Economies and their HRM practices</i>          | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Models of international HRM                                                                       | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Legal issues in global workforce management                                                       | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Challenges in global labour market                                                                | Lecture          | MBA 413.2        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                    |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 8  | Organisation Structure and HRM                                                                                     | Lecture | MBA 413.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Global Human Resource Planning                                                                                     | Lecture | MBA 413.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Issues in supply of International Human Resources                                                                  | Lecture | MBA 413.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Recruitment and Selection, Training and development for expatriates                                                | Lecture | MBA 413.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Training and development for international staff; Adjusting to the New Culture                                     | Lecture | MBA 413.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Multinational performance appraisal – Criteria and process, ,;Complexities., ,                                     | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | appraisal of expatriate, third and host country employees                                                          | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | issues in international performance management; International control mechanism                                    | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Objectives of International Compensation Management, Component and Structure of International Compensation package | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Approaches to International Compensation Management                                                                | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | social security systems across countries, emerging issues                                                          | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Understanding Culture,Context for international perfect management                                                 | Lecture | MBA 413.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | framework for performance management                                                                               | Lecture | MBA 413.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Determinants of Cultural Identity, Frameworks for Mapping the Culture                                              | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Geert Hofstede                                                                                                     | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | cross-cultural issues, North America, South America, some key pointers                                             | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                          |         |           |                                 |
|----|------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 24 | Northern Europe, Value based management in Nordic countries                              | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | China – the sleeping giant awakes                                                        | Lecture | MBA 413.4 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Japan – a culture of enfolding relationship                                              | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | South-East Asia regional diversity                                                       | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Studies of National Culture                                                              | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Understanding Culture, Introduction                                                      | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Key Concepts, Determinants of Cultural Identity                                          | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Frameworks for Mapping the Culture, Geert Hofstede, Clyde Cluckhohn, TE Hall             | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Studies of National Culture, A framework for international industrial relations          | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Employees participation – Practices in various countries; Managing Workforce diversity   | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | HRM in cross border mergers and acquisitions<br>Adjusting to the New Culture             | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Competencies for Global Manager, Molester Navigation, Joint ventures, alliances and SMEs | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | IHRM trends- Complexities, challenges, and choices in future.                            | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |

#### J. Course Articulation Matrix (Mapping of COs with POs)

| CO |  | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |
|----|--|-------------------------------------|----------------------------------------------|
|    |  |                                     |                                              |

|                  |                                                                                                                                   | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
| <b>MBA 413.1</b> | Understand the evolution of internationalization of business and the role of human resource management for international context. | 2           | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                | 3                | 2                |
| <b>MBA 413.2</b> | Develop the organization structure to manage international staffing and development                                               | 3           | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                | 3                | 2                |
| <b>MBA 413.3</b> | Formulate performance management and compensation management strategies to implement in the international context.                | 2           | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                | 3                | 3                |
| <b>MBA 413.4</b> | Critically analyse cross cultural issue and perspectives for international boundaries                                             | 2           | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                | 3                | 2                |
| <b>MBA 413.5</b> | Demonstrate the mapping of different cultures for maintain international relations.                                               | 2           | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                | 3                | 3                |



## Sample Question Paper

|                                                                                                                                                                                                                                                                              |                     |                                                                             |                 |                  |                       |                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –IV) 2019-20</b>                                                                                                                                                                                                      |                     |                                                                             |                 |                  |                       |                 |
| <b>Class: MBA IV Semester</b>                                                                                                                                                                                                                                                |                     |                                                                             |                 |                  |                       |                 |
| <b>Subject Name: INTERNATIONAL HRM: APPROACHES MBA 413</b>                                                                                                                                                                                                                   |                     | <b>Time: 01:30 Hrs</b>                                                      |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                        | <b>Remembering</b>  | <b>Understanding</b>                                                        | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                      | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                                | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <p>Student will be able to</p> <p>CO1: Understand the evolution of internationalization of business and the role of human resource management for international context.</p> <p>CO2: Develop the organization structure to manage international staffing and development</p> |                     |                                                                             |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                                                                | <b>Question No.</b> | <b>Question</b>                                                             |                 |                  |                       | <b>Marks</b>    |
| CO1                                                                                                                                                                                                                                                                          | Q.1                 | Elaborate the stages of internationalization                                |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                                                          | Q.2a                | Write a brief note on International strategy                                |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                              | Q.2b                | Describe the role of SIHRM.                                                 |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                                                          | Q.3                 | Explain the models of international HRM.                                    |                 |                  |                       | 6               |
| CO2                                                                                                                                                                                                                                                                          | Q.4                 | Give an account on organization structure for international business.       |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                          | Q.5a                | What is the global human resource planning.                                 |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                              | Q.5b                | Write a short on recruitment for expatriate.                                |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                          | Q.6                 | Explain in detail all the issues in supply of International Human Resources |                 |                  |                       | 6               |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

|                  |                               |
|------------------|-------------------------------|
| Session          | 2019-20                       |
| Course Name      | MBA                           |
| Semester         | 4 <sup>th</sup> Semester      |
| Subject Code     | MBA 413                       |
| Subject Name     | International HRM: Approaches |
| Attainment Level | Level 3                       |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                                |
|------------------------------------------------------------------------------------------------------|
| Course Handout                                                                                       |
| Course : INTERNATIONAL MARKETING                                                                     |
| Course Code : MBA 465, Crédits : 03, Session : 2019-20 (Even Sem.), Class : MBA 2 <sup>nd</sup> Year |

**A. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA465.1.** Will learn International trade Theories and Importance of International Marketing

**MBA465.2.** Will understand International Marketing Environment

**MBA465.3.** Will know about International Entry & Expansion Strategies

**MBA465.4.** Will gain knowledge about Developing Product for International Market

**MBA465.5.** Will be able to develop a Promotion & Pricing Strategy for International Market

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and

analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Program Specific Outcomes:**

1. An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.
2. Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.
3. An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**F. Syllabus****INTERNATIONAL MARKETING****Course Code: MBA465****Credit Units: 3****Learning Outcomes:**

The course aims at providing clear understanding of the nature and practices of international marketing and helps in distinguish international marketing mechanics from the domestic marketing models and approaches. The course would develop a general perspective about managing international business both in operational as well as strategic context and in developing international marketing strategies.

## **Course Contents:**

### **Module I: Overview**

Need, Scope, Tasks, Domestic vs. International marketing, International trade Theories, Importance of International Marketing, Management orientation (Ethnocentric, Polycentric, Regiocentric & Geocentric)

### **Module II: International Marketing Environment**

Economic Environment (World Economy, Stages of market & economic development, Income & Purchasing Power parity, Economic Risk Analysis, Balance of payments, Trade patterns, International trade alliances, WTO, World Bank, IMF, Regional Economic groups. Social & Cultural environment – Culture, Cultural impact on Industrial & Consumer products. Political, Legal & Regulatory Environment – Political Risk, IPR, Licensing & Trade Services, Dispute Settlement & Litigation, Embargoes & Sanctions.

### **Module III: International Entry & Expansion Strategies**

International Market Entry Strategies – Exporting, Sourcing, Licensing, JVs, Ownership & control, Ownership/ Investment, Merger's and Acquisitions, Stages of development models (Domestic, International, Multinational, Global, Transnational) Strategies employed by Indian companies to sustain Globally. Tariff and Non Tariff Barriers. Multi-country Data Analysis and Interpretation-Cross-cultural Consumer research.

### **Module IV: Developing Product for International Market**

The international product and its life cycle, Product positioning & Segmentation , Product design consideration, Geographic expansion, Global branding and different positioning of the same brand in different countries, New product development & testing . Dumping, Gray market, Role of Services in global economy,

### **Module V: Promotion & Pricing Strategy for International Market**

Channel development & Innovation. Role of International Advertising & Branding, PR, Trade Fairs, Personal selling, Sales promotion, Exhibitions, Sponsorship promotion, Internet Marketing.. Global pricing Objectives & methods, Pricing policies – Marginal cost, cost plus, Market oriented, Export payment methods – L/C, Advance, DA/DP, FIBC, Counter trade, Transfer price.

## **G. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

#### Text & References:

- Keegan Warren & Bhargava Naval (2011), Global Marketing Management, Pearson
- Cateora Philip, Graham John & Salwan Prashant (2010), International Marketing, Mc Graw Hill
- Paul Justin & Kapoor Ramneek (2010), International Marketing, Mc Graw Hill
- Joshi Rakesh Mohan (2009), International Business, Oxford Higher Education
- Vasudeva PK (2010), International Marketing, Excel Books

#### H. Lecture Plan:

| Lecture | Topics                                                                                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Need, Scope, Tasks, Domestic vs. International marketing                                                        | Lecture          | MBA465.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | International trade Theories, Importance of International Marketing                                             | Lecture          | MBA465.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Management orientation (Ethnocentric, Polycentric, Regiocentric & Geocentric)                                   | Lecture          | MBA465.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Management orientation (Ethnocentric, Polycentric, Regiocentric & Geocentric)                                   | Lecture          | MBA465.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Economic Environment (World Economy, Stages of market & economic development, Income & Purchasing Power parity) | Lecture          | MBA465.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Economic Risk Analysis,                                                                                         | Lecture          | MBA465.2         | Mid Term-1, Quiz                |

|    |                                                                                                                                                                                         |         |          |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Balance of payments, Trade patterns, International trade alliances, WTO, World Bank, IMF, Regional Economic groups                                                                      |         |          | & End Sem Exam                  |
| 7  | Economic Risk Analysis, Balance of payments, Trade patterns, International trade alliances, WTO, World Bank, IMF, Regional Economic groups                                              | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Economic Risk Analysis, Balance of payments, Trade patterns, International trade alliances, WTO, World Bank, IMF, Regional Economic groups                                              | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Economic Risk Analysis, Balance of payments, Trade patterns, International trade alliances, WTO, World Bank, IMF, Regional Economic groups                                              | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Social & Cultural environment – Culture, Cultural impact on Industrial & Consumer products. Political, Legal & Regulatory Environment – Political Risk, IPR, Licensing & Trade Services | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Social & Cultural environment – Culture, Cultural impact on Industrial & Consumer products. Political, Legal & Regulatory Environment – Political Risk, IPR, Licensing & Trade Services | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Dispute Settlement & Litigation, Embargoes & Sanctions.                                                                                                                                 | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Dispute Settlement & Litigation, Embargoes & Sanctions.                                                                                                                                 | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Dispute Settlement &                                                                                                                                                                    | Lecture | MBA465.2 | Mid Term-1, Quiz                |



|    |                                                                                                                         |         |          |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Litigation, Embargoes & Sanctions.                                                                                      |         |          | & End Sem Exam                  |
| 15 | Dispute Settlement & Litigation, Embargoes & Sanctions.                                                                 | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Dispute Settlement & Litigation, Embargoes & Sanctions.                                                                 | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Dispute Settlement & Litigation, Embargoes & Sanctions.                                                                 | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | International Market Entry Strategies – Exporting, Sourcing, Licensing, JVs, Ownership & control, Ownership/ Investment | Lecture | MBA465.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | International Market Entry Strategies – Exporting, Sourcing, Licensing, JVs, Ownership & control, Ownership/ Investment | Lecture | MBA465.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Merger's and Acquisitions, Stages of development models (Domestic, International, Multinational, Global, Transnational) | Lecture | MBA465.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Strategies employed by Indian companies to sustain Globally                                                             | Lecture | MBA465.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Tariff and Non Tariff Barriers. Multi-country Data Analysis and Interpretation-Cross-cultural Consumer research.        | Lecture | MBA465.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Tariff and Non Tariff Barriers. Multi-country Data Analysis and Interpretation-Cross-cultural Consumer research.        | Lecture | MBA465.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | The international product and its life cycle                                                                            | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | The international product and its life cycle                                                                            | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                                                                            |         |          |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 26 | Product positioning & Segmentation , Product design consideration, Geographic expansion                                                                                                    | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Product positioning & Segmentation , Product design consideration, Geographic expansion                                                                                                    | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Global branding and different positioning of the same brand in different countries                                                                                                         | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | New product development & testing                                                                                                                                                          | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | New product development & testing                                                                                                                                                          | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Dumping, Gray market, Role of Services in global economy                                                                                                                                   | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Dumping, Gray market, Role of Services in global economy                                                                                                                                   | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Dumping, Gray market, Role of Services in global economy                                                                                                                                   | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Channel development & Innovation. Role of International Advertising & Branding, PR, Trade Fairs, Personal selling, Sales promotion, Exhibitions, Sponsorship promotion, Internet Marketing | Lecture | MBA465.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Global pricing Objectives & methods, Pricing policies – Marginal cost, cost plus                                                                                                           | Lecture | MBA465.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Market oriented, Export payment methods – L/C, Advance, DA/DP, FIBC, Counter trade, Transfer price.                                                                                        | Lecture | MBA465.5 | Mid Term-2, Quiz & End Sem Exam |

**I. Course Articulation Matrix (Mapping of COs with POs)**

| CO |  | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAMME SPECIFIC |
|----|--|-------------------------------------|-------------------------------------|
|----|--|-------------------------------------|-------------------------------------|

|                  |                                                                               |             |             |             |             |             |             |             |             |             |              | OUTCOMES         |                  |                  |
|------------------|-------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|                  |                                                                               | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 465.1</b> | International trade Theories, Importance of International Marketing           | 2           | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                | 3                | 2                |
| <b>MBA 465.2</b> | To discuss the Critical success factors in managing outsourcing relationships | 3           | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                | 3                | 2                |
| <b>MBA 465.3</b> | How to Implementing Outsourcing: Guidelines for choosing outsourcing partners | 2           | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                | 3                | 3                |
| <b>MBA 465.4</b> | Dumping, Gray market, Role of Services in global economy                      | 2           | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                | 3                | 2                |
| <b>MBA 465.5</b> | To analyze the Concept of Domestic and International marketing                | 2           | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                | 3                | 3                |

AMITY BUSINESS SCHOOL  
I MID-SEMESTER (SEM –IV) 2019-20

Class: MBA IV Semester

Subject Name:  
MBA465 INTERNATIONAL  
MARKETING

Time: 01:30 Hrs

Max. Marks: 30

| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,3,4     | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to  
CO1: Will learn International trade Theories and Importance of International Marketing  
CO2: Will understand International Marketing Environment

| CO Map | Question No. | Question                                                                                                 | Marks |
|--------|--------------|----------------------------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief the meaning and concept of Domestic and International marketing                         | 3     |
| CO1    | Q.2a         | Explain the Importance of International Marketing                                                        | 3     |
|        | Q.2b         | What do you understand by Management orientation (Ethnocentric, Polycentric, Regiocentric & Geocentric)? | 3     |
| CO1    | Q.3          | Write short note on Stages of market & economic development                                              | 6     |
| CO2    | Q.4          | Explain the Economic Risk Analysis                                                                       | 3     |
| CO2    | Q.5a         | Discuss the Trade patterns and International trade alliances                                             | 3     |
|        | Q.5b         | Write short notes on WTO, World Bank and IMF                                                             | 3     |
| CO2    | Q.6          | Discuss the Dispute Settlement & Litigation                                                              | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

**Session** 2019-20  
**Course Name** MBA  
**Semester** 4<sup>th</sup> Semester  
**Subject Code** MBA 465  
**Subject Name** International Marketing

**Attainment Level** Level 1

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Amity Business School                                                                               |
|-----------------------------------------------------------------------------------------------------|
| Course Handout                                                                                      |
| Course : FOREIGN TRADE POLICY                                                                       |
| Course Code : MBA416, Crédits : 03, Session : 2019-20 (Even Sem.), Class : MBA 2 <sup>nd</sup> Year |

**A. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA416.1.** Come to know the World Trade, World's leading economies, Complexities & Barriers to free trade, World's Top Trading Nations, Emerging markets, Free Trade Areas, Customs Union & Economic integration

**MBA416.2.** Know about the overview of India's Foreign Trade Policy, India's Economic Indicators, Export/Import data & major trading partner countries, How to start an Export/Import business? Import Export Code (IEC), Registration cum Membership Certificate (RCMC) with appropriate Export Promotion Council (EPC)

**MBA416.3.** Come to know about the India's Export Policy, Fiscal, Financial, Special Schemes & General incentives provided to exporters, Duty Exemption Pass Book Scheme, Special Economic Zones, Export-oriented Units, Software Technology Parks and Free Trade Zones.

**MBA416.4.** Know about India's Import Policy, Tariff structure and Customs Duties, Basic Duty, Additional Customs Duty, Education Cess, Anti-Dumping duty, Safeguard duty etc.

**MBA416.5.** Know about Trade Policy of Leading Trade Economies vis-a-vis Indian Trade Policy

### C. Programme Outcomes:

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Program Specific Outcomes:**

1. An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.
2. Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.
3. An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **F. Syllabus**

##### **Module I: World Trade & Economic integration**

Why Trade, Link between Trade & Economic growth, World's leading economies, Complexities & Barriers to free trade, World's Top Trading Nations, Emerging markets. Free Trade Areas, Customs Union, Common Markets, Economic Unions;



Regional Economic Blocks- EU, NAFTA, MERCOSUR, SAARC, SAFTA, APEC, ASEAN, ECOWAS, GCC, OPEC. Global integration, WTO, IMF, World Bank. Harmonized Commodity Description & Coding System, ISO Currency codes.

### **Module II: Overview of India's Foreign Trade Policy**

The Foreign Trade (Development & Regulation) Act, Objectives of India's Trade Policy 2009-2014, Post 1991 India's Trade Liberalization, India's Economic Indicators, Export/Import data & major Trading partner countries. How to start an Export/Import business, Import Export Code (IEC), Registration cum Membership Certificate (RCMC) with appropriate Export Promotion Council (EPC). Commercial, Financial, Transport, Title, Govt., Insurance, Export Assistance Documents & Certificates used in Exports. Licenses & Customs documents for imports.

### **Module III: India's Export Policy**

Fiscal, Financial, Special Schemes & General incentives provided to exporters. Status holders, Focus Market Scheme, Free Trade Zones, Deemed Exports, Duty Drawback, Export Promotion Capital Goods Scheme, Advance License, Standard input-output norms, Duty Exemption Pass Book Scheme, Special Economic Zones, Export-oriented Units, Software Technology Parks, Free Trade Zones.

### **Module IV: India's Import Policy**

Tariff structure and Customs Duties, Basic Duty, Additional Customs Duty, Education Cess, Anti-Dumping duty, Safeguard duty etc. Bill of Entry, Bonded Warehouses, Import of Restricted goods, second-hand goods, under Lease Finance, Replacement goods, samples, goods for Exhibitions, Fire Arms, Prototypes, Office equipment, Tourism Industry, Individuals & NRI's

### **Module V: Trade Policy of Leading Trade Economies vis-a-vis Indian Trade Policy**

Indo European Union, US & China Trade Policy. Expansion of trade to Latin America, Africa & Asia.

### **G. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

**Text & References:**

- R.K. Jain (2010), Foreign Trade Policy and Handbook of Procedures (2009- 2014) (Vol 1), Jain Book Depot
- Nabhi (2011-12)(1999), How to Export, Nabhi Publications

**Web Sources:**

<https://www.huddle.com/blog/team-building-activities/>

[https://www.mindtools.com/pages/article/newTMM\\_52.htm](https://www.mindtools.com/pages/article/newTMM_52.htm)

<https://www.thebalance.com › Your Career › Human Resources › Team Building>

**H. Lecture Plan**

| Lecture | Topics                                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction- FOREIGN TRADE POLICY                                               | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction- FOREIGN TRADE POLICY                                               | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Link between Trade & Economic growth                                             | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | World's leading economies                                                        | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Complexities & Barriers to free trade                                            | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | World's Top Trading Nations                                                      | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Free Trade Areas, Customs Union, Common Markets                                  | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Economic Unions; Regional Economic Blocks- EU, NAFTA, MERCOSUR, SAARC            | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | SAFTA, APEC, ASEAN, ECOWAS, GCC, OPEC                                            | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Global integration, WTO, IMF                                                     | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | World Bank. Harmonized Commodity Description & Coding System, ISO Currency codes | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                          |         |          |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 12 | The Foreign Trade (Development & Regulation) Act, Objectives of India's Trade Policy 2009-2014                           | Lecture | MBA416.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Post 1991 India's Trade Liberalization, India's Economic Indicators                                                      | Lecture | MBA416.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Export/Import data & major Trading partner countries, How to start an Export/Import business?                            | Lecture | MBA416.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Import Export Code (IEC), Registration cum Membership Certificate (RCMC) with appropriate Export Promotion Council (EPC) | Lecture | MBA416.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Commercial, Financial, Transport, Title, Govt., Insurance, Export Assistance Documents & Certificates used in Exports    | Lecture | MBA416.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Licenses & Customs documents for imports                                                                                 | Lecture | MBA416.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Fiscal, Financial, Special Schemes & General incentives provided to exporters                                            | Lecture | MBA416.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Status holders, Focus Market Scheme, Free Trade Zones                                                                    | Lecture | MBA416.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Deemed Exports, Duty Drawback, Export Promotion Capital Goods Scheme                                                     | Lecture | MBA416.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Advance License, Standard input-output norms, Duty Exemption Pass Book Scheme                                            | Lecture | MBA416.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Special Economic Zones, Export-oriented Units                                                                            | Lecture | MBA416.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Software Technology Parks, Free Trade Zones                                                                              | Lecture | MBA416.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Introduction- India's Import Policy                                                                                      | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                |         |          |                                 |
|----|--------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 25 | Introduction- India's Import Policy                                            | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Tariff structure and Customs Duties                                            | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Basic Duty, Additional Customs Duty                                            | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Education Cess, Anti-Dumping duty                                              | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Bill of Entry, Bonded Warehouses                                               | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Import of Restricted goods                                                     | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Second-hand goods, under Lease Finance                                         | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Replacement goods, samples, goods for Exhibitions                              | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Fire Arms, Prototypes, Office equipment, Tourism Industry, Individuals & NRI's | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Trade Policy of Leading Trade Economies vis-a-vis Indian Trade Policy          | Lecture | MBA416.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Indo European Union, US & China Trade Policy                                   | Lecture | MBA416.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Expansion of trade to Latin America, Africa & Asia                             | Lecture | MBA416.5 | Mid Term-2, Quiz & End Sem Exam |

# I. Course Articulation Matrix (Mapping of COs with POs)

| CO               |                                                                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 416.1</b> | Understand the evolution of internationalization of business and the role of foreign trade.                        | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 416.2</b> | Develop the organizational requirements for global trade.                                                          | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 416.3</b> | Formulate performance management and compensation management strategies to implement in the international context. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |
| <b>MBA 416.4</b> | Critically analyse cross cultural issue and perspectives for foreign trade policies.                               | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 416.5</b> | Demonstrate the mapping of foreign trade                                                                           | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |

|  |                 |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|-----------------|--|--|--|--|--|--|--|--|--|--|--|--|--|
|  | policy factors. |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|-----------------|--|--|--|--|--|--|--|--|--|--|--|--|--|

### Sample Question Paper

| AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –IV) 2019-20                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              |                                                     |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA IV Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              |                                                     |          |           |                |          |
| Subject Name:<br>MBA416 FOREIGN TRADE POLICY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |              | Time: 01:30 Hrs                                     |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Remembering  | Understanding                                       | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Q.1,3,4      | Q.2,3                                               | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Come to know the World Trade, World’s leading economies, Complexities & Barriers to free trade, World’s Top Trading Nations, Emerging markets, Free Trade Areas, Customs Union & Economic integration<br>CO2: Know about the overview of India’s Foreign Trade Policy, India’s Economic Indicators, Export/Import data & major trading partner countries, How to start an Export/Import business? Import Export Code (IEC), Registration cum Membership Certificate (RCMC) with appropriate Export Promotion Council (EPC) |              |                                                     |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Question No. | Question                                            |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.1          | Explain in brief the India’s Foreign Trade Policy   |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.2a         | What is the Link between Trade & Economic growth?   |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.2b         | What are the Complexities & Barriers to free trade? |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.3          | Write short notes on WTO and IMF                    |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.4          | Explain the Description & Coding System             |          |           |                | 3        |

|     |      |                                                           |   |
|-----|------|-----------------------------------------------------------|---|
| CO2 | Q.5a | Discuss the Objectives of India's Trade Policy 2009-2014. | 3 |
|     | Q.5b | What is The Foreign Trade (Development & Regulation) Act? | 3 |
| CO2 | Q 6  | Discuss the Licenses & Customs documents for imports.     | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

**Session** 2019-20  
**Course Name** MBA  
**Semester** 4<sup>th</sup> Semester  
**Subject Code** MBA 416  
**Subject Name** Foreign Trade Policy

**Attainment Level** Level 3

### Note:

|                    |                                                            |
|--------------------|------------------------------------------------------------|
| <b>Attainments</b> | <b>Rubric</b>                                              |
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |

Level 3

IF 80% of students secure more than 60% marks then level 3





| Amity Business School                                                                               |
|-----------------------------------------------------------------------------------------------------|
| Course Handout                                                                                      |
| Course : INTERNATIONAL SUPPLY CHAIN MANAGEMENT                                                      |
| Course Code : MBA417, Crédits : 03, Session : 2019-20 (Even Sem.), Class : MBA 2 <sup>nd</sup> Year |

**A. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA417.1.** Able to understand the concept & importance of Supply Chain Management

**MBA417.2.** Clear understanding of Strategic Issues in Supply Chain Management

**MBA417.3.** Will be able to understand the concept and scope of International Logistic System

**MBA417.4.** Will learn the General Structure of shipping industry

**MBA417.5.** Will be able to manage the Supply Chain Performance

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning

in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### D. Programme Specific Outcomes:

PSO1: Will develop an understanding of the various components of an integrated supply chain management suited to global markets.

PSO2: Will learn the basic concept of integrated supply chain management and its practical application in global supply chain management.

PSO3: Understanding of the micro aspects of global distribution and logistics

#### E. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## **F. Syllabus**

# **INTERNATIONAL SUPPLY CHAIN MANAGEMENT**

**Course Code: MBA 417**

**Credit Units: 03**

### **Course Objective:**

Developing an understanding of the various components of an integrated supply chain management suited to global markets; Teaching criticality of an efficient supply chain with “zero defects” in the WTO border-less world ; Understanding the micro aspects of global distribution and logistics ; imparting knowledge of Multi-modal Transport operators , ocean & air transportation in world trade.

### **Course Contents**

#### **Module I: Global Supply Chain – Overview**

Introduction & Importance of Supply Chain Management, Developing Supply Chain as a Competitive Tool for Customer Satisfaction and Corporate Profitability, Channel Structure, Supplier Network Development, Outsourcing., Supply Chain Logistics Operations.

#### **Module II: Strategic Issues in Supply Chain Management**

Value chain and value delivery system, Concept of multi-modal transportation and infrastructure needs; Transportation Choices and Third Party Logistics, Fourth Party Logistics Distribution Channel Design, Strategic Alliances, Communication Flow of Supply Chain, Documentation needs and liabilities; Inter-functional coordination, Inter-corporate cooperation, Outsourcing in Supply Chain; Vendor Management & Development, Strategic Lead Time Management, Warehousing

#### **Module III: International Logistic System**

Concept, Objectives & Scope, The System Elements, International Transportation Issues, Warehousing, Inventory Management, Packaging and Unitization Issues, Communication and Control, Centralized and Decentralized Logistic Management, Third Party Logistics (3PL), Multimodal Transport Operator (M.T.O.)

#### **Module IV: Air & Ocean Transport and Chartering**

The General Structure of shipping industry, Characteristics of Shipping Industry, Liner and Tramp Operations and Significance, World Seaborne Trade and World Shipping, Composition of World Seaborne Trade, Problems of Developing Countries, Liner Freight Practice, Principles – Freight Structure, Voyage Charter, Time Charter, Barboat Charter. Indian Shipping, Growth and Perspective, Problems of Shipping Industry, Shipping Policy, International Air Transport System, Air Transport and PDM Approach to Export Distribution, International Set – up for Air Transport, Air Freight Rates, India’s Export – Import Trade by Air, Problems and Prospects, Law Relating to Carriage of Goods

#### **Module V: Managing the Supply Chain Performance**

SCM and Information Technology, IT Enabled Supply Chain Management, Inter-firm Integration: Implementation Issues, Application of ERP, JIT, Optimization of Supply Chain, Retailing Management, Waste Elimination and Lean Thinking in Supply Chain; Supply chain performance measurement systems; Supply Chain Balanced Score Card.

**G. Examination Scheme:**

| Components    | CPA | TP | Q/S | A | ME | EE |
|---------------|-----|----|-----|---|----|----|
| Weightage (%) | 5   | 5  | 5   | 5 | 10 | 70 |

**H. Text & References:**

- Bowersox, Closs and Cooper (2008), Supply Chain Logistics Management, Tata McGraw-Hill
- Chopra, Meindl and Kalra (2008), Supply Chain Management: Strategy, Planning, and Operation, Pearson Education
- Rangaraj, Raghuram and Srinivasan (2009), Supply Chain Management for Competitive Advantage: Concepts and Cases, Tata McGraw-Hill
- Ray (2010). Supply Chain Management for Retail, Tata McGraw-Hill
- Shah (2009), Supply Chain Management: Text and Cases, Pearson Education
- Simchi-Levi, et al (2008), Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies, Tata McGraw-Hill
- Wisner, Leong and Tan (2005), Principles of Supply Chain Management, Cengage

**I. Lecture Plan:**

| Lecture | Topics                                                                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction & Importance of Supply Chain Management                                                | Lecture          | MBA417.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Developing Supply Chain as a Competitive Tool for Customer Satisfaction and Corporate Profitability | Lecture          | MBA417.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Channel Structure, Supplier Network Development                                                     | Lecture          | MBA417.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Outsourcing, Supply Chain Logistics Operations.                                                     | Lecture          | MBA417.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Value chain and value delivery system                                                               | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Concept of multi-modal transportation and infrastructure needs;                                     | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Transportation Choices and Third Party Logistics                                                    | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Fourth Party Logistics Distribution Channel Design                                                  | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Strategic Alliances                                                                                 | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Communication Flow of                                                                               | Lecture          | MBA417.2         | Mid Term-1, Quiz                |

|    |                                                                                  |         |          |                                 |
|----|----------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Supply Chain, Documentation needs and liabilities;                               |         |          | & End Sem Exam                  |
| 11 | Inter-functional coordination, Inter-corporate cooperation                       | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Outsourcing in Supply Chain; Vendor Management & Development                     | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Strategic Lead Time Management, Warehousing                                      | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Strategic Lead Time Management, Warehousing                                      | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Strategic Lead Time Management, Warehousing                                      | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Strategic Lead Time Management, Warehousing                                      | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Strategic Lead Time Management, Warehousing                                      | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | International Logistic System- Concept, Objectives & Scope                       | Lecture | MBA417.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | The System Elements, International Transportation Issues                         | Lecture | MBA417.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Warehousing, Inventory Management, Packaging and Unitization Issues,             | Lecture | MBA417.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Communication and Control, Centralized and Decentralized Logistic Management     | Lecture | MBA417.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Third Party Logistics (3PL), Multimodal Transport Operator (M.T.O.)              | Lecture | MBA417.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Third Party Logistics (3PL), Multimodal Transport Operator (M.T.O.)              | Lecture | MBA417.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | The General Structure of shipping industry, Characteristics of Shipping Industry | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Characteristics of Shipping Industry, Liner and Tramp                            | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                                             |         |          |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Operations and Significance                                                                                                                                 |         |          |                                 |
| 26 | World Seaborne Trade and World Shipping, Composition of World Seaborne Trade, Problems of Developing Countries                                              | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Liner Freighting Practice, Principles – Freight Structure, Voyage Charter, Time Charter, Barboat Charter.                                                   | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Indian Shipping, Growth and Perspective, Problems of Shipping Industry                                                                                      | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Shipping Policy, International Air Transport System, Air Transport and PDM Approach to Export Distribution                                                  | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | International Set – up for Air Transport                                                                                                                    | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Air Freight Rates, India's Export – Import Trade by Air, Problems and Prospects, Law Relating to Carriage of Goods                                          | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Air Freight Rates, India's Export – Import Trade by Air, Problems and Prospects, Law Relating to Carriage of Goods                                          | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Air Freight Rates, India's Export – Import Trade by Air, Problems and Prospects, Law Relating to Carriage of Goods                                          | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | SCM and Information Technology                                                                                                                              | Lecture | MBA417.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | IT Enabled Supply Chain Management, Inter-firm Integration: Implementation Issues, Application of ERP                                                       | Lecture | MBA417.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | JIT, Optimization of Supply Chain, Retailing Management, Waste Elimination and Lean Thinking in Supply Chain; Supply chain performance measurement systems; | Lecture | MBA417.5 | Mid Term-2, Quiz & End Sem Exam |

|  |                                  |  |  |  |
|--|----------------------------------|--|--|--|
|  | Supply Chain Balanced Score Card |  |  |  |
|--|----------------------------------|--|--|--|

#### J. Course Articulation Matrix (Mapping of COs with POs)

| CO               |                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|--------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                      | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 417.1</b> | Understand the concept of International supply management                            | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 417.2</b> | Organizational logistical requirements.                                              | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 417.3</b> | Supply Chain Components.                                                             | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |
| <b>MBA 417.4</b> | Critically analyse cross cultural issue and perspectives for foreign trade policies. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 417.5</b> | Demonstrate the logistical drivers.                                                  | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |

### Sample Question Paper

| AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –IV) 2019-20                                                                                                                               |              |                                                                                                                          |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA IV Semester                                                                                                                                                                  |              |                                                                                                                          |          |           |                |          |
| Subject Name:<br>MBA417 INTERNATIONAL SUPPLY<br>CHAIN MANAGEMENT                                                                                                                        |              | Time: 01:30 Hrs                                                                                                          |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                 | Remembering  | Understanding                                                                                                            | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                     | Q.1,3,4      | Q.2,3                                                                                                                    | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Able to understand the concept & importance of Supply<br>Chain Management<br>CO2: Clear understanding of Strategic Issues in Supply Chain<br>Management |              |                                                                                                                          |          |           |                |          |
| CO Map                                                                                                                                                                                  | Question No. | Question                                                                                                                 |          |           |                | Marks    |
| CO1                                                                                                                                                                                     | Q.1          | Explain in brief the meaning and concept of Supply Chain Management                                                      |          |           |                | 3        |
| CO1                                                                                                                                                                                     | Q.2a         | Why it is important to develop Supply Chain as a Competitive Tool for Customer Satisfaction and Corporate Profitability? |          |           |                | 3        |
|                                                                                                                                                                                         | Q.2b         | What do you understand by Value chain and value delivery system?                                                         |          |           |                | 3        |
| CO1                                                                                                                                                                                     | Q.3          | Write short note on Vendor Management & Development                                                                      |          |           |                | 6        |
| CO2                                                                                                                                                                                     | Q.4          | Explain the Outsourcing in Supply Chain; Vendor Management & Development                                                 |          |           |                | 3        |
| CO2                                                                                                                                                                                     | Q.5a         | Discuss the concept of multi-modal transportation                                                                        |          |           |                | 3        |
|                                                                                                                                                                                         | Q.5b         | What is Third Party Logistics?                                                                                           |          |           |                | 3        |
| CO2                                                                                                                                                                                     | Q 6          | Discuss the Supply Chain Logistics Operations.                                                                           |          |           |                | 6        |



| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

**Session** 2019-20  
**Course Name** MBA  
**Semester** 4<sup>th</sup> Semester  
**Subject Code** MBA 417  
**Subject Name** International Supply Chain Management

**Attainment Level** Level 2

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Amity Business School                                                                               |
|-----------------------------------------------------------------------------------------------------|
| Course Handout                                                                                      |
| Course : INTERNATIONAL CROSS CULTURE AND DIVERSITY MANAGEMENT                                       |
| Course Code : MBA418, Crédits : 03, Session : 2019-20 (Even Sem.), Class : MBA 2 <sup>nd</sup> Year |

**A. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA418.1.** Will be able to understand Global Cultural Diversity

**MBA418.2.** Will have clear understanding on HR issues of Cross Cultural Teams

**MBA418.3.** Will learn Cross-Cultural Perceptions & Communication

**MBA418.4.** Able to learn Cross-cultural Business Negotiations

**MBA418.5.** Will know about the Competencies for Global Managers

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real

world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Program Specific Outcomes:**

1. An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.
2. Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.
3. An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**F. Syllabus**

**INTERNATIONAL CROSS CULTURE AND  
DIVERSITY MANAGEMENT**

**Course Code: MBA 418****Credit Units: 03****Learning Outcome:**

Examine cross-cultural and international management issues; Analyzes problems of managing in an international marketplace; Focuses on cultural and regional diversity and differences, political and economic influences, global market factors, and other contingencies with which managers of multinational enterprises must contend; Get acquainted with an array of management practices – from human resource staffing, to

motivating a multi-cultural workforce, to creating strategic alliances for both large and small international organizations.

## **Course Contents:**

### **Module I: Global Cultural Diversity**

Differences in organizational behavior and management practices across countries, Major perspectives and frameworks underlying cross-cultural dimensions, Cultural convergence versus divergence, Business strategies for effective management of cultural diversity in an international setting, Cultural values and their implications for international management

### **Module II: HR issues of Cross Cultural Teams**

Organizational culture in a global business environment, Emerging types of organizational structures in the global economy, Interdependence of nations and cultures in a global business environment. Role of human resources in an organization competing in the global economy, Corporate strategy and international human resource management, Concerns of managing expatriate employees, Relation between cultural values and team processes, Techniques to design and implement effective international teams

### **Module III: Cross-Cultural Perceptions & Communication**

Theories of intercultural communication, Major barriers to effective cross-cultural communication, Perceptions & Communication difference, Techniques to overcome barriers and develop intercultural communication competence for North America, Europe, Middle-East, Latin America, Japan & China.

### **Module IV: Cross-cultural Business Negotiations**

Negotiation process differences, Conflict handling and Negotiation techniques for North America, Europe, Middle-East, Latin America, Japan & China.

### **Module V: Competencies for Global Managers**

Tackling issues and problems in international assignments, Acclimatizing expatriate employee to local culture, Identifying, grooming and motivating global Leadership, International management issues affecting women in leadership roles across cultures.

### G. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

### Text & References:

- McFarlin, D. B., & Sweeney, P. D. (2006). International Management: Strategic opportunities and cultural challenges. Boston, MA: Houghton Mifflin
  - Daniels, J. D. and Radebaugh, L. H. (2004). International Business: Environments and Operations, Prentice-Hall, Inc., New Jersey. ISBN: 0-13-121726-7. (Referred to as D&R)
  - Hill, C. W. (2003). International Business: Competing in the Global Marketplace, McGraw-Hill. (referred to as H)
  - Griffin, R.W. and Pustay, M.W. (2002). International Business: A Managerial Perspective. FT/Prentice Hall.
  - Griffin, R. W. and Pustay, M. W. (2005). International Business. FT/Prentice Hall.
  - Hibbert, E. (1997). International Business Strategy and Operations. MacMillan Press Ltd.
  - Henry, C. M. and Springborg, R. (2001). Globalization and the Politics of Development in the Middle East. Cambridge University Press.
  - Rugman, A. M. and Hodgetts, R. M. (2003). International Business. Pearson Education Limited. ISBN: 0-273-67374-2. (referred to as R&H)
  - Smith, A. (1937). The Wealth of Nations. New York: The Modern Library.
  - Tayeb, M. (2003). International Management: Theories and Practice. Prentice Hall.
  - Todaro, M. P. (2000). Economic Development, Pearson Education Limited. ISBN: 0-201-64858-X.
- Pandey, Janak, Sinha Durganand, (2001), Asian contributions to Cross-Cultural Psychology, SAGE Publications

**H. Lecture Plan:**

| <b>Lecture</b> | <b>Topics</b>                                                                                                                          | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Differences in organizational behavior and management practices across countries                                                       | Lecture                 | MBA418.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Major perspectives and frameworks underlying cross-cultural dimensions                                                                 | Lecture                 | MBA418.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | Cultural convergence versus divergence, Business strategies for effective management of cultural diversity in an international setting | Lecture                 | MBA418.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | Cultural values and their implications for international management                                                                    | Lecture                 | MBA418.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | Organizational culture in a global business environment, Emerging types of organizational structures in the global economy             | Lecture                 | MBA418.2                | Mid Term-1, Quiz & End Sem Exam |
| 6              | Organizational culture in a global business environment, Emerging types of organizational structures in the global economy             | Lecture                 | MBA418.2                | Mid Term-1, Quiz & End Sem Exam |
| 7              | Organizational culture in a global business environment, Emerging types of organizational structures in the global economy             | Lecture                 | MBA418.2                | Mid Term-1, Quiz & End Sem Exam |
| 8              | Interdependence of nations and cultures in a                                                                                           | Lecture                 | MBA418.2                | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                                |         |          |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | global business environment. Role of human resources in an organization competing in the global economy                                                        |         |          |                                 |
| 9  | Interdependence of nations and cultures in a global business environment. Role of human resources in an organization competing in the global economy           | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Interdependence of nations and cultures in a global business environment. Role of human resources in an organization competing in the global economy           | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Interdependence of nations and cultures in a global business environment. Role of human resources in an organization competing in the global economy           | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Corporate strategy and international human resource management, Concerns of managing expatriate employees, Relation between cultural values and team processes | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Corporate strategy and international human resource management, Concerns of managing expatriate employees, Relation between cultural values and team processes | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Corporate strategy and international human resource management, Concerns of managing expatriate employees, Relation between cultural                           | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                                       |         |          |                                 |
|----|-------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | values and team processes                                                                             |         |          |                                 |
| 15 | Techniques to design and implement effective international teams                                      | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Techniques to design and implement effective international teams                                      | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Techniques to design and implement effective international teams                                      | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Theories of intercultural communication, Major barriers to effective cross-cultural communication     | Lecture | MBA418.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Perceptions & Communication difference                                                                | Lecture | MBA418.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Techniques to overcome barriers and develop intercultural communication competence for North America, | Lecture | MBA418.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Europe, Middle-East, Latin America, Japan & China                                                     | Lecture | MBA418.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Europe, Middle-East, Latin America, Japan & China                                                     | Lecture | MBA418.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Europe, Middle-East, Latin America, Japan & China                                                     | Lecture | MBA418.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Negotiation process differences, Conflict handling and Negotiation techniques for North America       | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Negotiation process differences, Conflict handling and Negotiation techniques for North America       | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Negotiation process differences, Conflict handling and Negotiation techniques for North America       | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Europe, Middle-East, Latin America, Japan & China.                                                    | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Europe, Middle-East, Latin                                                                            | Lecture | MBA418.4 | Mid Term-2, Quiz                |



|                  |                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|-------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 418.1</b> | Understand the concept of cultural global diversity.                          | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 2 |
| <b>MBA 418.2</b> | Negotiation process differences, Conflict handling and Negotiation techniques | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 |
| <b>MBA 418.3</b> | Techniques to design and implement effective international teams              | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |
| <b>MBA 418.4</b> | Perceptions & Communication difference culture.                               | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 2 |
| <b>MBA 418.5</b> | Acclimatizing expatriate employee to local culture, Identifying               | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |

### Sample Question Paper

| <b>AMITY BUSINESS SCHOOL</b><br><b>I MID-SEMESTER (SEM –IV) 2019-20</b> |              |                                                                                                             |          |           |                |          |
|-------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA IV Semester                                                  |              |                                                                                                             |          |           |                |          |
| Subject Name:<br>MBA418 INTERNATIONAL SUPPLY<br>CHAIN MANAGEMENT        |              | Time: 01:30 Hrs                                                                                             |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                 | Remembering  | Understanding                                                                                               | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                     | Q.1,3,4      | Q.2,3                                                                                                       | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1:<br>CO2:                                 |              |                                                                                                             |          |           |                |          |
| CO Map                                                                  | Question No. | Question                                                                                                    |          |           |                | Marks    |
| CO1                                                                     | Q.1          | Explain in brief the meaning and concept of international cross-cultural management                         |          |           |                | 3        |
| CO1                                                                     | Q.2a         | Explain the Business strategies for effective management of cultural diversity in an international setting. |          |           |                | 3        |
|                                                                         | Q.2b         | What do you understand by differences in organizational behavior and management practices across countries? |          |           |                | 3        |
| CO1                                                                     | Q.3          | Write short note on Cultural values and their implications for international management.                    |          |           |                | 6        |
| CO2                                                                     | Q.4          | Explain the Organizational culture in a global business environment.                                        |          |           |                | 3        |
| CO2                                                                     | Q.5a         | Discuss the emerging types of organizational structures in the global economy                               |          |           |                | 3        |
|                                                                         | Q.5b         | What is the role of human resources in an organization competing in the global economy?                     |          |           |                | 3        |
| CO2                                                                     | Q 6          | Discuss the Techniques to design and implement effective international teams                                |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

|                  |                                       |
|------------------|---------------------------------------|
| Session          | 2019-20                               |
| Course Name      | MBA                                   |
| Semester         | 4 <sup>th</sup> Semester              |
| Subject Code     | MBA 418                               |
| Subject Name     | International Supply Chain Management |
| Attainment Level | Level 2                               |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                               |
|-----------------------------------------------------------------------------------------------------|
| Course Handout                                                                                      |
| Course : GLOBAL OUTSOURCING: ISSUES AND PERSPECTIVES                                                |
| Course Code : MBA419, Crédits : 03, Session : 2019-20 (Even Sem.), Class : MBA 2 <sup>nd</sup> Year |

**A. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA419.1.** Will learn historical and economic perspectives on Global Outsourcing

**MBA419.2.** Will understand Sourcing Models

**MBA419.3.** Will know about different types of global outsourcing services

**MBA419.4.** Will gain knowledge about India's BPO's & IT Services Outsourcing

**MBA419.5.** Will be able to develop an outsourcing strategy for Future Challenges

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and

analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Program Specific Outcomes:**

1. An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.
2. Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.
3. An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**F. Syllabus****GLOBAL OUTSOURCING: ISSUES AND PERSPECTIVES****Course Code: MBA 419****Credit Units: 03****Learning Outcome:**

Knowing how to make sound decisions about global sourcing strategy; Analyse the Past, Present & Future Landscape of Global Services Outsourcing, with particular focus on BPO's & IT services outsourcing; Study how to develop Strategy & Managerial Competence in Global Sourcing using real world examples from Managerial Practice; help identify challenges of Global Sourcing as well as costs, risks, rewards, and strategies involved in making sourcing decisions.

**Course Contents:**



## **Module I: Historical and economic perspectives on Global Outsourcing**

Origin of Globalization of Service Delivery ; Outsourcing- what & why, concept & scope of outsourcing activities ; Significance & challenges/barriers in outsourcing, Sourcing terminologies;

## **Module II: Sourcing Models**

Sourcing Models; Insource vs. Outsource, Domestic vs Global; On-shore, near-shore & off-shore – why, when & how? Benefits & trade-offs. Types of outsourcing in various sectors – Manufacturing, Auto, Financial, Accounting, Insurance, Healthcare, HR, Media, Design, Retail, Entertainment, Legal etc.

## **Module III: Sourcing different services from different geographies**

Types of global outsourcing services (IT, BPO, Infrastructure), the vendor landscape (local/multinational, niche players/generalists), Legal Issues: Contracts, Taxes, IP, Privacy, Compliance, Critical success factors in managing outsourcing relationships, Managing distributed work teams: overcoming distance, time, and culture.

## **Module IV: India's BPO's & IT Services Outsourcing experience**

Outsourcing into India. India- A SWOT analysis ; India as a preferred destination ; Size, statistics & experiences of the Indian BPO & IT service providers

## **Module V: Developing an outsourcing strategy for Future Challenges**

Implementing Outsourcing: Guidelines for choosing outsourcing partners, Contracting, Change Management, and Governance, Managing Globally Distributed Teams across Time, Space, and Culture.

### **G. Examination Scheme:**

| Components | Mid Term Exam | Attendance | Project/Assignment/Quiz/ | ESE |
|------------|---------------|------------|--------------------------|-----|
|            |               |            |                          |     |

|                      |    |   |                     |    |
|----------------------|----|---|---------------------|----|
|                      |    |   | <b>Presentation</b> |    |
| <b>Weightage (%)</b> | 15 | 5 | 10                  | 70 |

#### **Text & References:**

- Alphesh Patel & Hemendra Aran (2005), Outsourcing Success: The Business Imperative, TMI-ND
- Oshri, Kotlarsky, and Willcocks, (2009), The Handbook of Global Outsourcing and Offshoring
- Sarika Kulkarni, (2006), Business Process Outsourcing, Jaico Publishing House, Mumbai

#### **H. Lecture Plan:**

| <b>Lecture</b> | <b>Topics</b>                                                             | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|---------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Origin of Globalization of Service Delivery                               | Lecture                 | MBA419.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Outsourcing- what & why, concept & scope of outsourcing activities        | Lecture                 | MBA419.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | Significance & challenges/barriers in outsourcing, Sourcing terminologies | Lecture                 | MBA419.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | Significance & challenges/barriers in outsourcing, Sourcing terminologies | Lecture                 | MBA419.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | Sourcing Models; Insource vs. Outsource                                   | Lecture                 | MBA419.2                | Mid Term-1, Quiz & End Sem Exam |
| 6              | Sourcing Models; Insource vs. Outsource                                   | Lecture                 | MBA419.2                | Mid Term-1, Quiz & End Sem Exam |
| 7              | Domestic vs Global; On-shore                                              | Lecture                 | MBA419.2                | Mid Term-1, Quiz & End Sem Exam |
| 8              | near-shore & off-shore – why, when & how?                                 | Lecture                 | MBA419.2                | Mid Term-1, Quiz & End Sem Exam |
| 9              | Benefits & trade-offs                                                     | Lecture                 | MBA419.2                | Mid Term-1, Quiz & End Sem Exam |
| 10             | Benefits & trade-offs                                                     | Lecture                 | MBA419.2                | Mid Term-1, Quiz                |

|    |                                                                                                                                                                                 |         |          |                                    |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|------------------------------------|
|    |                                                                                                                                                                                 |         |          | & End Sem Exam                     |
| 11 | Types of outsourcing in various sectors –<br>Manufacturing, Auto,<br>Financial, Accounting,<br>Insurance, Healthcare, HR,<br>Media, Design, Retail,<br>Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 12 | Types of outsourcing in various sectors –<br>Manufacturing, Auto,<br>Financial, Accounting,<br>Insurance, Healthcare, HR,<br>Media, Design, Retail,<br>Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 13 | Types of outsourcing in various sectors –<br>Manufacturing, Auto,<br>Financial, Accounting,<br>Insurance, Healthcare, HR,<br>Media, Design, Retail,<br>Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 14 | Types of outsourcing in various sectors –<br>Manufacturing, Auto,<br>Financial, Accounting,<br>Insurance, Healthcare, HR,<br>Media, Design, Retail,<br>Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 15 | Types of outsourcing in various sectors –<br>Manufacturing, Auto,<br>Financial, Accounting,<br>Insurance, Healthcare, HR,<br>Media, Design, Retail,<br>Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 16 | Types of outsourcing in various sectors –<br>Manufacturing, Auto,<br>Financial, Accounting,<br>Insurance, Healthcare, HR,<br>Media, Design, Retail,<br>Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 17 | Types of outsourcing in various sectors –<br>Manufacturing, Auto,                                                                                                               | Lecture | MBA419.2 | Mid Term-1, Quiz<br>& End Sem Exam |

|    |                                                                                                   |         |          |                                 |
|----|---------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Financial, Accounting, Insurance, Healthcare, HR, Media, Design, Retail, Entertainment, Legal etc |         |          |                                 |
| 18 | Types of global outsourcing services (IT, BPO, Infrastructure)                                    | Lecture | MBA419.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Types of global outsourcing services (IT, BPO, Infrastructure)                                    | Lecture | MBA419.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | the vendor landscape (local/multinational, niche players/generalists)                             | Lecture | MBA419.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Legal Issues: Contracts, Taxes, IP, Privacy, Compliance                                           | Lecture | MBA419.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Critical success factors in managing outsourcing relationships                                    | Lecture | MBA419.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Managing distributed work teams: overcoming distance, time, and culture                           | Lecture | MBA419.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Outsourcing into India. India- A SWOT analysis                                                    | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Outsourcing into India. India- A SWOT analysis                                                    | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Outsourcing into India. India- A SWOT analysis                                                    | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | India as a preferred destination ; Size, statistics & experiences of the Indian BPO               | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | India as a preferred destination ; Size, statistics & experiences of the Indian BPO               | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | India as a preferred destination ; Size, statistics & experiences of the Indian BPO               | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | IT service providers                                                                              | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | IT service providers                                                                              | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | IT service providers                                                                              | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                     |         |          |                                 |
|----|---------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 33 | IT service providers                                                                                                | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Implementing Outsourcing: Guidelines for choosing outsourcing partners                                              | Lecture | MBA419.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Implementing Outsourcing: Guidelines for choosing outsourcing partners                                              | Lecture | MBA419.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Contracting, Change Management, and Governance, Managing Globally Distributed Teams across Time, Space, and Culture | Lecture | MBA419.5 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               |                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-----------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                 | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 419.1</b> | Understand the evolution of Globalization of Service Delivery   | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 419.2</b> | To discuss the Critical success factors in managing outsourcing | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |



| CO Map | Question No. | Question                                                                      | Marks |
|--------|--------------|-------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief the meaning and concept of Globalization of Service Delivery | 3     |
| CO1    | Q.2a         | Explain the Significance & challenges in outsourcing                          | 3     |
|        | Q.2b         | What do you understand by Sourcing terminologies?                             | 3     |
| CO1    | Q.3          | Write short note on Sourcing Models; Insource vs. Outsource                   | 6     |
| CO2    | Q.4          | Explain the Benefits & trade-offs                                             | 3     |
| CO2    | Q.5a         | Discuss the Types of outsourcing in manufacturing sectors                     | 3     |
|        | Q.5b         | What is Domestic vs Global; On-shore                                          | 3     |
| CO2    | Q 6          | Discuss the Types of outsourcing in Insurance and Healthcare sectors          | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

Session 2019-20

Course Name MBA

|                         |                                             |
|-------------------------|---------------------------------------------|
| <b>Semester</b>         | 4 <sup>th</sup> Semester                    |
| <b>Subject Code</b>     | MBA 419                                     |
| <b>Subject Name</b>     | Global Outsourcing: Issues and Perspectives |
| <b>Attainment Level</b> | Level 3                                     |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                                       |
|-------------------------------------------------------------------------------------------------------|
| Amity Business School                                                                                 |
| Course Handout                                                                                        |
| Course : Managerial Skills For Effectiveness                                                          |
| Course Code : MBA 420, Crédits : 02, Session : 2019-20 (Even Sem.), Class : MBA. 2 <sup>nd</sup> Year |

**Introduction:** The course is designed to enhance managerial skills. Focuses on critical thinking problem solving and innovation. This course will help students to develop their leadership skills, team skills and team building skills.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA420.1** To understand the concepts of Organizational Culture and Team Management its relationship to Business.

**MBA420.2.** To apply concepts of Collaboration and presentation skills.

**MBA420.3** To analyse Mentoring and Counselling.

**MBA420.4** To integrate the concept of Leadership and Negotiation under various conditions.

**B. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **C. Program Specific Outcomes:**

1. An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.
2. Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.
3. An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------|-------------|--------------------|
| Continuous Internal            | Mid Term 1         | CT          | 15%                |

|                          |                                                                                                                                                                                                                      |          |             |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Evaluation               | Mid Term 2                                                                                                                                                                                                           |          |             |
|                          | Project/Assignment/ Quiz/Presentation                                                                                                                                                                                | P/A/Q/PR | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves<br><br>Including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                             | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                                      |          | <b>100%</b> |

## E. Syllabus

### Module I: Organizational Culture and Team Management :

Building organizational culture, team management, networking skills, The importance, and different types of networking, Communication dynamics in networking – the power of the listening networker, Business networking etiquette, interaction across business functions.

### Module II: Collaboration and presentation skills

Definition and Benefits of Collaboration, Understanding Truthfulness in Collaboration, Building Consensus Preparing in presentation, Delivery of presentation, Preparation & introduction, Presentation Evaluation ,feedback, Summarization ,Conclusion development of a project that addresses an organizational challenge, Building peer support for team's projects.

### Module III: Mentoring and Counselling

Identifying operational and strategic gaps, Introduction to Coaching and Mentoring, Benefits of coaching and mentoring, The role of a coach and mentor, The difference between mentoring, coaching, directing, supporting & delegating, and learning Managing a Coaching Session : The most important skills of a business coach, The key characteristics of a good coach, How to ask powerful coaching questions.

### Module IV: Leadership and Negotiation :

Personal leadership and leadership styles, Leadership in groups: building and leading efficient teams Understand leadership challenges and strategies, Choosing Effective

Negotiation Tactics, Negotiation & Assertiveness skills, Mapping personal leadership and learning journey, Expanding professional and personal networks.

#### F. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Presentation | ESE |
|---------------|---------------|------------|--------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                   | 70  |

#### G. Suggested Text/Reference Books:

- Organizational Behaviour, Davis, K
- Hoover, Judhith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Robbins, S.P, Judge TA, Sanghi S, Organizational Behaviour, Thirteenth Edition, Pearson.

#### H. Lecture Plan

| Lecture | Topics                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Building organizational culture                   | Lecture          | MBA420.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Team management, networking skills                | Lecture          | MBA420.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | The importance, and different types of networking | Lecture          | MBA420.2         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Communication dynamics in networking              | Lecture          | MBA420.2         | Mid Term-1, Quiz & End Sem Exam |
| 5       | The power of the listening networker              | Lecture          | MBA420.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Business networking etiquette                     | Lecture          | MBA420.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Interaction across business functions             | Lecture          | MBA420.2         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                        |         |          |                                 |
|----|----------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 8  | Definition and Benefits of Collaboration                                               | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Understanding Truthfulness in Collaboration                                            | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Building Consensus<br>Preparing in presentation                                        | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Delivery of presentation                                                               | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Preparation & introduction                                                             | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Presentation Evaluation                                                                | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Summarization                                                                          | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Conclusion development of a project                                                    | Lecture | MBA420.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Building peer support                                                                  | Lecture | MBA420.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Identifying operational and strategic gaps                                             | Lecture | MBA420.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Identifying operational and strategic gaps                                             | Lecture | MBA420.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Introduction to Coaching and Mentoring                                                 | Lecture | MBA420.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Introduction to Coaching and Mentoring                                                 | Lecture | MBA420.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Benefits of coaching and mentoring                                                     | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | The role of a coach and mentor                                                         | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | The difference between mentoring                                                       | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Coaching, directing, supporting & delegating, and learning Managing a Coaching Session | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | The most important skills of a business coach                                          | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | The most important skills of a business coach                                          | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | The key characteristics of a good coach                                                | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | The key characteristics of a                                                           | Lecture |          | Mid Term-2, Quiz                |

|    |                                           |         |          |                                 |
|----|-------------------------------------------|---------|----------|---------------------------------|
|    | good coach                                |         | MBA420.3 | & End Sem Exam                  |
| 29 | The key characteristics of a good coach   | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | How to ask powerful coaching questions    | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | How to ask powerful coaching questions    | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | How to ask powerful coaching questions    | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Personal leadership and leadership styles | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Personal leadership and leadership styles | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Leadership in groups                      | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Leadership in groups                      | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|--------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|----------------------------------------------|------------------|------------------|
|                 |                                                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA420.1</b> | To understand the concepts of Organizational Culture and Team Management its relationship to Business. | -                                   | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  | 1                                            | 1                | 1                |

|                 |                                                                                  |   |   |   |   |   |   |   |   |   |   |  |  |   |   |   |
|-----------------|----------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|---|---|---|
| <b>MBA420.2</b> | To apply concepts of Collaboration and presentation skills.                      | 1 | 3 | 3 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  | 1 | 2 | 1 |
| <b>MBA420.3</b> | To analyse Mentoring and Counselling.                                            | - | 3 | 2 | - | 1 | 3 | 3 | 2 | 3 | 3 |  |  | 2 | 2 | 3 |
| <b>MBA420.4</b> | To integrate the concept of Leadership and Negotiation under various conditions. | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  | 1 | 1 | 2 |

### Sample Question Paper

|                                                              |             |                  |          |           |                |          |
|--------------------------------------------------------------|-------------|------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2019-20    |             |                  |          |           |                |          |
| Class: MBA IV Semester                                       |             |                  |          |           |                |          |
| Subject Name:<br>MBA 420 Managerial Skills for Effectiveness |             | Time: 01: 30 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy               | Remembering | Understanding    | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                             | Q.1,4       | Q.2,3            | Q.4      | Q.2,5,6   |                |          |

Student will be able to

**MBA420.1** To understand the concepts of Organizational Culture and Team Management its relationship to Business.

**MBA420.2.** To apply concepts of Collaboration and presentation skills.

**MBA420.3** To analyse Mentoring and Counselling.

**MBA420.4** To integrate the concept of Leadership and Negotiation under various conditions.

| CO Map | Question No. | Question                                                       | Marks |
|--------|--------------|----------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief on Organizational Culture.                    | 3     |
| CO2    | Q.2a         | What is the nature of Team Management?                         | 3     |
|        | Q.2b         | How concept of Collaboration is applied in business decisions? | 3     |
| CO2    | Q.3          | Elaborate presentation skills                                  | 6     |
| CO2    | Q.4          | Explain the significance of Leadership                         | 3     |
| CO3    | Q.5a         | Elaborate different types of Negotiation.                      | 3     |
|        | Q.5b         | Describe in brief Mentoring and Counselling.                   | 3     |
| CO4    | Q 6          | How Leadership benefits to small-scale entrepreneurs?          | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment



|                         |                                     |
|-------------------------|-------------------------------------|
| <b>Course Name</b>      | MBA                                 |
| <b>Semester</b>         | 4 <sup>th</sup> Semester            |
| <b>Subject Code</b>     | MBA 420                             |
| <b>Subject Name</b>     | Managerial Skills for Effectiveness |
| <b>Attainment Level</b> | Level 1                             |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : TEAM DYNAMICS AT WORK

Course Code : MBA 415, Crédits : 03, Session : 2019-20 (Even Sem.), Class : MBA. 2nd Year

**A. Introduction:** The course aims to provide concept and essence of teams in organizational context. The course has both theoretical aspects and practical exercises to impart learning related to team issues and management.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA 415.1.** Understand the concept of team and teamwork.

**MBA 415.2** understand the dynamics of team development and management.

**MBA 415.3** Build leadership in team and empower the teamwork.

**MBA 415.4** Resolve organizational issue through teamwork.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Program Specific Outcomes:**

PSO1: - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT          | 15%                |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                     |             | <b>100%</b>        |

## F. Syllabus

### Module I Introduction to Team

Concept of team, Common types of teams, Self-managed teams - origins, benefits and challenges. Concept of virtual team, Challenges in managing virtual teams. Teamwork and rewarding the teamwork, Team building, Reasons for team building, Barriers to team building, Team dynamics, Team Identity.

### Module II Team Development & Management

Strategies for team building, Designing the team – internal external dynamics, Team development model, Team management. Stages in team management – selection, bonding, development, optimizing performance, assessment. Team member roles & behaviors, features of norms.

### Module III Team Leadership & Empowerment

Building leadership in team, characteristics of team empowerment, factors influencing team effectiveness, Common characteristics of high performing teams, approaches for fostering team creativity – nominal group technique, traditional brainstorming and electronic brainstorming, creating smart teams.

### Module IV Resolving organizational issues through team exercises

Team building exercises on – Discovering the interpersonal orientation through FIRO-B, Experiential learning methodologies-T- group sensitivity training, encounter groups, appreciative enquiry, Discovering facets of interpersonal trust through Johari Model, communication skills, problem solving, decision making, planning, change management, team morale, collaboration, adaptability and trust.

## G. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

## H. Suggested Text/Reference Books:

- Leigh L. Thompson (2009) Making the Team
- Carol A Beatty & Brenda Scott (2004) Smart Teams
- Uday Kumar Haldar (2010) Leadership and Team Building
- Kevin Pritchard & John Eliot (2012) Help the Helper: Building a Culture of Extreme Teamwork
- James Cain and Barry Jolliff (2010) Teamwork and Teamplay
- Daniel Levi (2010); Group Dynamics for Teams

## I. Lecture Plan

| Lecture | Topics                                                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Concept of team                                                                                  | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Common types of teams                                                                            | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Self-managed teams - origins, benefits and challenges.                                           | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Concept of virtual team,</i>                                                                  | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Challenges in managing virtual teams. Teamwork and rewarding the teamwork,                       | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Team building, Reasons for team building,                                                        | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Barriers to team building, Team dynamics, Team Identity                                          | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Strategies for team building                                                                     | Lecture          | MBA 415.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Designing the team – internal external dynamics                                                  | Lecture          | MBA 415.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Team development model                                                                           | Lecture          | MBA 415.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Team -management                                                                                 | Lecture          | MBA 415.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Stages in team management – selection, bonding, development, optimizing performance, assessment. | Lecture          | MBA 415.2        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Team member roles & behaviors.                                                                   | Lecture          | MBA 415.2        | Mid Term-1, Quiz & End Sem Exam |
| 14      | Features of norms                                                                                | Lecture          | MBA 415.2        | Mid Term-1, Quiz & End Sem Exam |
| 15      | Building leadership in team                                                                      | Lecture          | MBA 415.3        | Mid Term-1, Quiz & End Sem Exam |
| 16      | Characteristics of team empowerment                                                              | Lecture          | MBA 415.3        | Mid Term-1, Quiz & End Sem      |

|    |                                                                                       |         |           |                                 |
|----|---------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                       |         |           | Exam                            |
| 17 | Factors influencing team effectiveness                                                | Lecture | MBA 415.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Common characteristics of high performing teams                                       | Lecture | MBA 415.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Approaches for fostering team creativity – nominal group technique                    | Lecture | MBA 415.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Traditional brainstorming                                                             | Lecture | MBA 415.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Electronic brainstorming                                                              | Lecture | MBA 415.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Creating smart teams.                                                                 | Lecture | MBA 415.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Team building exercises on – Discovering the interpersonal orientation through FIRO-B | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Team building exercises on – Discovering the interpersonal orientation through FIRO-B | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Experiential learning methodologies                                                   | Lecture | MBA 415.4 | Mid Term-1, Quiz & End Sem Exam |
| 26 | T- group sensitivity training,                                                        | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Encounter groups                                                                      | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Appreciative enquiry                                                                  | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Discovering facets of interpersonal trust through Johari Model                        | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Communication skills                                                                  | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Problem solving                                                                       | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Decision making                                                                       | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Planning                                                                              | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Change management                                                                     | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem      |

|    |                                           |         |           |                                       |
|----|-------------------------------------------|---------|-----------|---------------------------------------|
|    |                                           |         |           | Exam                                  |
| 35 | Team -morale                              | Lecture | MBA 415.4 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 36 | Collaboration, adaptability<br>and trust. | Lecture | MBA 415.4 | Mid Term-2,<br>Quiz & End Sem<br>Exam |

#### J. Course Articulation Matrix (Mapping of COs with POs)

| CO               |                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 415.1</b> | Understand the concept of team and teamwork.                | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 415.2</b> | Understand the dynamics of team development and management. | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 415.3</b> | Build leadership in team and empower the teamwork.          | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |
| <b>MBA 415.4</b> | Resolve organizational issue through teamwork.              | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |

### Sample Question Paper

|                                                                  |              |                                                     |          |           |                |          |
|------------------------------------------------------------------|--------------|-----------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2019-20        |              |                                                     |          |           |                |          |
| Class: MBA IV Semester                                           |              |                                                     |          |           |                |          |
| Subject Name: Team Dynamics at Work                              |              | Time: 01:30 Hrs                                     |          |           | Max. Marks: 30 |          |
| MBA 415                                                          |              |                                                     |          |           |                |          |
| Levels of the questions as per Blooms Taxonomy                   | Remembering  | Understanding                                       | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                 | Q.1,4        | Q.2,3                                               | Q.4      | Q.2,5,6   |                |          |
| Student will be able to                                          |              |                                                     |          |           |                |          |
| CO1: Understand the concept of team and teamwork.                |              |                                                     |          |           |                |          |
| CO2: understand the dynamics of team development and management. |              |                                                     |          |           |                |          |
| CO Map                                                           | Question No. | Question                                            |          |           |                | Marks    |
| CO1                                                              | Q.1          | Describe the team and its importance.               |          |           |                | 3        |
| CO1                                                              | Q.2a         | Write a short note on self -managed team.           |          |           |                | 3        |
|                                                                  | Q.2b         | What are the team dynamics?                         |          |           |                | 3        |
| CO1                                                              | Q.3          | Explain in detail the types of teams with examples. |          |           |                | 6        |
| CO2                                                              | Q.4          | Give an account on team building.                   |          |           |                | 3        |
| CO2                                                              | Q.5a         | Define the external dynamics to form team.          |          |           |                | 3        |
|                                                                  | Q.5b         | Elaborate binding in team.                          |          |           |                | 3        |
| CO2                                                              | Q 6          | Explain the stages in team building.                |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |



|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2019-20                  |
| <b>Course Name</b>      | MBA                      |
| <b>Semester</b>         | 4 <sup>th</sup> Semester |
| <b>Subject Code</b>     | MBA 415                  |
| <b>Subject Name</b>     | Team Dynamics at Work    |
| <b>Attainment Level</b> | Level 3                  |

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                                      |
|------------------------------------------------------------------------------------------------------|
| Amity Business School                                                                                |
| Course Handout                                                                                       |
| Course : INTEGRATED MARKETING COMMUNICATION/PROMOTION STRATEGY                                       |
| Course Code : MBA 475, Crédits : 03, Session : 2019-20 (Even Sem.), Class : MBA 2 <sup>nd</sup> Year |

**Introduction:** This course provides students an opportunity to gain an understanding of advertising and other marketing communications practices thereby making them marketers with effective communication skills. The course emphasizes on developing students' abilities to use Advertising as a tool to Create Awareness, Position the Product, and make an impact in the Consumers' Minds with the knowledge of the business environment supported by the domain knowledge of mass and personal communication. This comprehensive course also familiarizes students' with Media Planning and creativity in advertising through critical thinking, business analysis, problem solving and innovative solution development abilities.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA475.1.** Understand the concept of advertising and evaluate the concept of integrated communication

**MBA475.2.** Identify the objectives and importance of advertising as a promotional tool.

**MBA475.3.** Remember the approaches of advertising campaign planning and develop ethics in advertising.

**MBA475.4.** Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market.

**MBA475.5.** Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.

**MBA475.6.** Create sales promotion strategies and identify the latest trends and practices in the industry.

## **B. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## **C. Program Specific Outcomes:**

1. **PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions
2. **PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.
3. **PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**E. Syllabus**

**Module I: Introduction to IMC**

Enhancing Brand Equity through IMC. Role of advertisement and promotions in segmentation, targeting and positioning. The communication process and consumer behaviour. Elements of mass communication and personal communications.

**Module II: Managing Mass Communications:**

Concept and definition of advertisement – setting advertisement objectives, Packaging, Point-of-purchase communication and signage. . Traditional vs modern media. Online and mobile advertising. Social media for advertising and promotion. Surrogate Advertising – Special case of India with banned products.

### **Module III: Advertising Planning & Strategy: Media and Effectiveness**

Advertising Department: Objectives and functions, The DAGMAR Approach to Setting Objectives, Advertising Campaign, Budgeting Methods. Advertising message: message objectives, recall, attitude, emotions and feelings Message tactics. Endorsers and message appeal in advertising. Creative aspects of advertising: copy writing, advertising artwork, copy in conventional media and cyberspace.

### **Module IV: Media Planning**

Media Planning, Scheduling, & Buying; Print, Broadcast & Interactive Online Media, Analysis and Measuring Advertising/Ad-message Effectiveness,

### **Module V: Managing Mass Communications:**

Rationale for Sale Promotion, Types of Sales Promotion - Consumer and Trade Promotions - Sales Promotion Strategies and Practices – Sampling, couponing, premiums and other promotions, Relationship between Sales promotion and advertising, Cross Promotions, Event Marketing - Sponsorship, Public Relations,

### **Module VI: Managing Personal Communications:**

**Direct and interactive marketing, Word-of-mouth, and Personal selling,** Direct Marketing, Word-of-mouth influence,

### **F. Examination Scheme:**

| <b>Components</b>    | <b>Mid Term Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/<br/>Presentation</b> | <b>ESE</b> |
|----------------------|----------------------|-------------------|--------------------------------------------------|------------|
| <b>Weightage (%)</b> | 15                   | 5                 | 10                                               | 70         |

### **G. Suggested Text/Reference Books:**

- Integrated Marketing Communications – Kenneth Blown & Donald Bach. PHI. 2002.
- Belch, George E & Belch, Michael A. (2009). Advertising and Promotion. McGraw-Hill Irwin. 9th edition.

- Wells W.D, Burnett J, & Moriarty S. (2009), Advertising Principles and Practice, Pearson Higher Education
- Batra R, Myers G.J., Aaker D (2003), Advertising Management, Pearson Education.

## H. Lecture Plan

| Lecture | Topics                                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction of organizations                                                    | Lecture          | MBA475.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Enhancing Brand Equity through IMC                                               | Lecture          | MBA475.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Role of advertisement and promotions in segmentation, targeting and positioning. | Lecture          | MBA475.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | the communication process and consumer behaviour                                 | Lecture          | MBA475.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Elements of mass communication and personal communications.                      | Lecture          | MBA475.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Managing Mass Communications:                                                    | Lecture          | MBA475.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Concept and definition of advertisement – setting advertisement objectives       | Lecture          | MBA475.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Packaging, Point-of-purchase communication and signage                           | Lecture          | MBA475.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Traditional vs modern media.                                                     | Lecture          | MBA475.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Online and mobile advertising.                                                   | Lecture          | MBA475.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Social media for advertising and promotion                                       | Lecture          | MBA475.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Surrogate Advertising – Special case of India with banned products.              | Lecture          | MBA475.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Advertising Planning & Strategy: Media and Effectiveness                         | Lecture          | MBA475.3         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                            |         |          |                                    |
|----|------------------------------------------------------------------------------------------------------------|---------|----------|------------------------------------|
| 14 | Advertising Department:<br>Objectives and functions                                                        | Lecture | MBA475.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 15 | The DAGMAR Approach to<br>Setting Objectives,<br>Advertising Campaign,<br>Budgeting Methods.               | Lecture | MBA475.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 16 | Advertising message:<br>message objectives, recall,<br>attitude, emotions and<br>feelings Message tactics. | Lecture | MBA475.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 17 | Media Planning                                                                                             | Lecture | MBA475.4 | Mid Term-1, Quiz<br>& End Sem Exam |
| 18 | Scheduling, & Buying; Print,                                                                               | Lecture | MBA475.4 | Mid Term-1, Quiz<br>& End Sem Exam |
| 19 | Broadcast & Interactive<br>Online Media                                                                    | Lecture | MBA475.4 | Mid Term-1, Quiz<br>& End Sem Exam |
| 20 | Analysis and Measuring<br>Advertising/Ad-message<br>Effectiveness,                                         | Lecture | MBA475.4 | Mid Term-1, Quiz<br>& End Sem Exam |
| 21 | Managing Mass<br>Communications:                                                                           | Lecture | MBA475.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 22 | Rationale for Sale Promotion,                                                                              | Lecture | MBA475.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 23 | Types of Sales Promotion -<br>Consumer and Trade<br>Promotions                                             | Lecture | MBA475.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 24 | Sales Promotion Strategies<br>and Practices                                                                | Lecture | MBA475.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 25 | Sampling, couponing,<br>premiums and other<br>promotions                                                   | Lecture | MBA475.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 26 | Relationship between Sales<br>promotion and advertising,                                                   | Lecture | MBA475.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 27 | Cross Promotions, Event<br>Marketing                                                                       | Lecture | MBA475.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 28 | Sponsorship, Public Relations                                                                              | Lecture | MBA475.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 29 | Managing Personal<br>Communications:                                                                       | Lecture | MBA475.6 | Mid Term-2, Quiz<br>& End Sem Exam |
| 30 | Direct and interactive<br>marketing                                                                        | Lecture | MBA475.6 | Mid Term-2, Quiz<br>& End Sem Exam |
| 31 | Direct and interactive<br>marketing                                                                        | Lecture | MBA475.6 | Mid Term-2, Quiz<br>& End Sem Exam |
| 32 | Word-of-mouth                                                                                              | Lecture | MBA475.6 | Mid Term-2, Quiz<br>& End Sem Exam |
| 33 | Personal selling,                                                                                          | Lecture | MBA475.6 | Mid Term-2, Quiz<br>& End Sem Exam |

|    |                          |         |          |                                 |
|----|--------------------------|---------|----------|---------------------------------|
| 34 | Direct Marketing,        | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Word-of-mouth influence, | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Personal selling,        | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|--------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|----------------------------------------------|------------------|------------------|
|                 |                                                                                            | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA475.1</b> | Understand the concept of advertising and evaluate the concept of integrated communication | -                                   | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  | 2                                            | 3                | 1                |
| <b>MBA475.2</b> | Identify the objectives and importance of advertising as a promotional tool.               | 1                                   | 3           | 3           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  | 1                                            | 2                | 1                |
| <b>MBA475.3</b> | Remember the approaches of advertising campaign planning and develop                       | -                                   | 3           | 2           | -           | 1           | 3           | 3           | 2           | 3           | 3            |  |  | 1                                            | 1                | 2                |



|                 |                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |  |  |   |   |   |  |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|---|---|---|--|
|                 | ethics in advertising.                                                                                                                |   |   |   |   |   |   |   |   |   |   |  |  |   |   |   |  |
| <b>MBA475.4</b> | Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market. | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  | 3 | 2 | 3 |  |
| <b>MBA475.5</b> | Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.                                | 1 | 2 | 2 | 2 | 3 | 3 | 1 | 1 | 3 | 2 |  |  | 1 | 2 | 2 |  |
| <b>MBA475.6</b> | Create sales promotion strategies and identify the latest trends and practices in the industry.                                       | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  | 1 | 1 | 2 |  |

### Sample Question Paper

|                                                                                         |                 |                   |                 |               |                |                |
|-----------------------------------------------------------------------------------------|-----------------|-------------------|-----------------|---------------|----------------|----------------|
| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2019-20                               |                 |                   |                 |               |                |                |
| Class: MBA IV Semester                                                                  |                 |                   |                 |               |                |                |
| Subject Name:<br>MBA 475 INTEGRATED<br>MARKETING<br>COMMUNICATION/PROMOTION<br>STRATEGY |                 |                   | Time: 01:30 Hrs |               |                | Max. Marks: 30 |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                 | Rememberin<br>g | Understandin<br>g | Applyin<br>g    | Analyzi<br>ng | Evaluati<br>ng | Creatin<br>g   |

| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q. 2, Q. 4   | Q. 6                                                              | Q. 1 - | - | Q. 5  | Q. 3 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------|--------|---|-------|------|
| <p>Student will be able to</p> <p><b>MBA475.1.</b> Understand the concept of advertising and evaluate the concept of integrated communication</p> <p><b>MBA475.2.</b> Identify the objectives and importance of advertising as a promotional tool.</p> <p><b>MBA475.3.</b> Remember the approaches of advertising campaign planning and develop ethics in advertising.</p> <p><b>MBA475.4.</b> Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market.</p> <p><b>MBA475.5.</b> Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.</p> <p><b>MBA475.6.</b> Create sales promotion strategies and identify the latest trends and practices in the industry.</p> |              |                                                                   |        |   |       |      |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Question No. | Question                                                          |        |   | Marks |      |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.1          | Elaborate the role of marketing mix in advertising.               |        |   | 5     |      |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.2a         | Differentiate between Publicity, Personal Selling and advertising |        |   | 5     |      |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.3          | Define integrated marketing communications.                       |        |   | 5     |      |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.4          | Give the SWOT analysis of advertising as a promotional tool.      |        |   | 5     |      |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.5a         | How does the prevailing market influence advertising? Elaborate.  |        |   | 5     |      |
| CO4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q 6          | Describe the types of advertisements.                             |        |   | 5     |      |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

|                  |                                                       |
|------------------|-------------------------------------------------------|
| Session          | 2019-20                                               |
| Course Name      | MBA                                                   |
| Semester         | 4 <sup>th</sup> Semester                              |
| Subject Code     | MBA 475                                               |
| Subject Name     | Integrated Marketing Communication/Promotion Strategy |
| Attainment Level | Level 3                                               |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



|                                                                                                      |
|------------------------------------------------------------------------------------------------------|
| Amity Business School                                                                                |
| Course Handout                                                                                       |
| Course : DIGITAL AND SOCIAL MEDIA MARKETING                                                          |
| Course Code : MBA 476, Crédits : 03, Session :2019-20 (Even Sem.), Class : MBA. 2 <sup>nd</sup> Year |

**Introduction:** The death of a salesman in the B2B channels is as real as the day itself. E-commerce has radically changed how people identified their needs, searched for products, analysed their options, made the purchase and then provided their feedback based on their experience of the service of the product provider or the satisfaction they have gained from the product itself. This course is designed to facilitate this generation of netizens to graduate from a level of only buying and availing online services to a level where they are sensitized with what it takes for an online marketer to recruit customers online and provide them services and products that are sold online, but are not necessarily availed online. The course will explicate the role of business environment and domain knowledge and impress upon skills like critical thinking, business analysis, and problem solving and creating innovative solutions.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA476.1.** On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital marketing.

**MBA476.2.** On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer behaviour and imagine its utility in online/offline marketing strategies.

**MBA476.3.** Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area. They will also comprehend optimization and the keyword search methodology.

**MBA476.4.** On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.

**MBA476.5.** On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve. Students will also be able

to form opinion on current trends in digital marketing area and estimate future trends therein.

#### **B. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **C. Program Specific Outcomes:**

- 1. PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions

2. **PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.
3. **PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**E. Syllabus**

**Module I: Go online**

Evolution of digital marketing. E-marketing and the changing landscape. The implications of the digital change. Web and the new corporations. E-marketing – Challenges, strengths and applications. The digital consumer and communities online. Digital marketing landscape. The online marketing mix. Types of digital marketing: Email, internet marketing, mobile marketing and social media marketing.

**Module II: Social Media**

Social media marketing. The social media model by McKinsey and marketing with networks. Social media strategy and customer engagement. Affiliate marketing & strategic partnerships. Social media tools – Blogs, micro-blogs, Social networks, media sharing sites, social news sites, review sites, virtual worlds and online gaming. Social listening. Web analytics. Social media analytics. Viral marketing and Facebook Adverts. Online Guerilla marketing.

### **Module III: Rush-hour traffic**

Dynamics of an online search. Internet traffic plan. Search engine marketing, PPC and online advertising. Search engine optimisation and search engine marketing. Content strategies. The Google case study. Where the service is free, the customer is the product.

### **Module IV: E-commerce**

Online procurement and distribution. Traditional distribution management issues. Overcoming distribution challenges. Fundamental advantages offered by the internet. The spiral of prosperity model. Measuring E-commerce success. CRM and CX in digital marketing. Data and analytics.

### **Module V: Emerging Digital Revolution**

Online campaign management. Integrating digital and social media strategies. Campaign management using Facebook, Twitter and Blogs. The future of marketing. Gamification and Apps. Changes in the marketing landscape – the rise in technology. What has changed in the last two years in the mobile phone app technology? Gamification and game-based marketing. The World of Apps. Apps and India.

### **F. Examination Scheme:**

| <b>Components</b>    | <b>Mid Term Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>ESE</b> |
|----------------------|----------------------|-------------------|---------------------------------------------|------------|
| <b>Weightage (%)</b> | 15                   | 5                 | 10                                          | 70         |

### **G. Suggested Text/Reference Books:**

- Vanadana Ahuja. Digital Marketing. Oxford.
- Lamb, Hair, and Sharma. MKTG – Principles of Marketing. Cengage Learning.
- Puneet Singh Bhatia; Fundamentals of Digital Marketing, Pearson Education.

- David Whiteley; E-Commerce: Strategy, Technologies and Applications, Mcgraw Hill Education Menon, Arpita; Media Planning and Buying; McGraw Hill.
- Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014)
- Arnold, George; Media Writer's Handbook: A Guide to Common Writing and Editing Problems; McGraw-Hill Education.

## H. Lecture Plan

| Lecture | Topics                                                                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Evolution of digital marketing. E-marketing and the changing landscape                              | Lecture          | MBA476.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | The implications of the digital change                                                              | Lecture          | MBA476.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Web and the new corporations. E-marketing – Challenges, strengths and applications                  | Lecture          | MBA476.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | The digital consumer and communities online                                                         | Lecture          | MBA476.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Digital marketing landscape                                                                         | Lecture          | MBA476.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | The online marketing mix.                                                                           | Lecture          | MBA476.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Types of digital marketing: Email, internet marketing, mobile marketing and social media marketing. | Lecture          | MBA476.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Social media marketing.                                                                             | Lecture          | MBA476.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | The social media model by McKinsey and marketing with networks                                      | Lecture          | MBA476.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Social media strategy and customer engagement.                                                      | Lecture          | MBA476.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Affiliate marketing & strategic partnerships                                                        | Lecture          | MBA476.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Social listening. Web analytics. Social media analytics.                                            | Lecture          | MBA476.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Viral marketing and Facebook Adverts. Online Guerilla marketing.                                    | Lecture          | MBA476.2         | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                      |         |          |                                    |
|----|--------------------------------------------------------------------------------------|---------|----------|------------------------------------|
|    |                                                                                      |         |          |                                    |
| 14 | Dynamics of an online search.<br>Internet traffic plan.                              | Lecture | MBA476.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 15 | Internet traffic plan. Search<br>engine marketing, PPC and<br>online advertising.    | Lecture | MBA476.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 16 | Search engine optimisation<br>and search engine marketing                            | Lecture | MBA476.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 17 | Content strategies.                                                                  | Lecture | MBA476.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 18 | The Google case study.<br>Where the service is free, the<br>customer is the product. | Lecture | MBA476.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 19 | Online procurement and<br>distribution                                               | Lecture | MBA476.4 | Mid Term-1, Quiz<br>& End Sem Exam |
| 20 | Traditional distribution<br>management issues.                                       | Lecture | MBA476.4 | Mid Term-1, Quiz<br>& End Sem Exam |
| 21 | Overcoming distribution<br>challenges.                                               | Lecture | MBA476.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 22 | Fundamental advantages<br>offered by the internet                                    | Lecture | MBA476.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 23 | The spiral of prosperity<br>model.                                                   | Lecture | MBA476.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 24 | Measuring E-commerce success.                                                        | Lecture | MBA476.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 25 | CRM and CX in digital<br>marketing. Data and analytics.                              | Lecture | MBA476.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 26 | Online campaign<br>management.                                                       | Lecture | MBA476.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 27 | Campaign management using<br>Facebook, Twitter and Blogs                             | Lecture | MBA476.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 28 | The future of marketing.<br>Gamification and Apps.                                   | Lecture | MBA476.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 29 | Changes in the marketing<br>landscape – the rise in<br>technology.                   | Lecture | MBA476.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 30 | What has changed in the last<br>two years in the mobile<br>phone app technology?     | Lecture | MBA476.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 31 | Gamification and game-<br>based marketing.                                           | Lecture | MBA476.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 32 | The World of Apps.                                                                   | Lecture | MBA476.5 | Mid Term-2, Quiz<br>& End Sem Exam |

|    |                                                 |         |          |                                 |
|----|-------------------------------------------------|---------|----------|---------------------------------|
|    |                                                 |         |          |                                 |
| 33 | Integrating digital and social media strategies | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Apps and India                                  | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | game-based marketing.                           | Lecture | MBA476.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Integrating digital and social media strategies | Lecture | MBA476.6 | Mid Term-2, Quiz & End Sem Exam |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                                                                                                                                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  | CORRELATION WITH PR |                  |                  |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|---------------------|------------------|------------------|
|                 |                                                                                                                                                                                                                                                                                           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  | P<br>S<br>O<br>1    | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA476.1</b> | On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital marketing. | -                                   | 3           | 2           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  | P<br>S<br>O<br>1    | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 |
| <b>MBA476.2</b> | On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer                                                                                                                                         | 1                                   | 3           | 3           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  | P<br>S<br>O<br>3    | P<br>S<br>O<br>2 | P<br>S<br>O<br>1 |

|                 |                                                                                                                                                                                                                          |   |   |   |   |   |   |   |   |   |   |  |  |                  |                  |                  |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|------------------|------------------|------------------|
|                 | behaviour and imagine its utility in online/offline marketing strategies.                                                                                                                                                |   |   |   |   |   |   |   |   |   |   |  |  |                  |                  |                  |
| <b>MBA476.3</b> | Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area. They will also comprehend optimization and the keyword search methodology. | - | 3 | 2 | - | 1 | 3 | 3 | 2 | 3 | 3 |  |  | P<br>S<br>O<br>1 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 |
| <b>MBA476.4</b> | On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.              | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  | P<br>S<br>O<br>2 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 |
| <b>MBA476.5</b> | On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve. Students will also be able to form opinion on current trends in       | 1 | 2 | 2 | 2 | 3 | 3 | 1 | 1 | 3 | 2 |  |  | P<br>S<br>O<br>1 | P<br>S<br>O<br>3 | P<br>S<br>O<br>3 |

|  |                                                            |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
|  | digital marketing area and estimate future trends therein. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|

**Sample Question Paper**

|                                                                |                 |                   |              |               |                |              |
|----------------------------------------------------------------|-----------------|-------------------|--------------|---------------|----------------|--------------|
| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2019-20      |                 |                   |              |               |                |              |
| Class: MBA IV Semester                                         |                 |                   |              |               |                |              |
| Subject Name:<br>MBA 476 DIGITAL AND SOCIAL<br>MEDIA MARKETING |                 | Time: 01:30 Hrs   |              |               | Max. Marks: 30 |              |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy        | Rememberin<br>g | Understandin<br>g | Applyin<br>g | Analyzi<br>ng | Evaluati<br>ng | Creatin<br>g |
| Question<br>Mapping                                            | Q. 2, Q. 4      | Q. 6              | Q. 1 -       | -             | Q. 5           | Q. 3         |

Student will be able to

**MBA476.1.** On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital marketing.

**MBA476.2.** On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer behaviour and imagine its utility in online/offline marketing strategies.

**MBA476.3.** Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area. They will also comprehend optimization and the keyword search methodology.

**MBA476.4.** On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.

**MBA476.5.** On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve. Students will also be able to form opinion on current trends in digital marketing area and estimate future trends therein.

| CO Map | Question No. | Question                                                           | Marks |
|--------|--------------|--------------------------------------------------------------------|-------|
| CO1    | Q.1          | Elaborate the role of digital marketing in marketing.              | 5     |
| CO2    | Q.2a         | Differentiate between digital marketing: Email, internet marketing | 5     |
| CO2    | Q.3          | Define Social media marketing                                      | 5     |
| CO2    | Q.4          | Explain Social media analytics                                     | 5     |
| CO3    | Q.5a         | Elaborate Search engine optimisation and search engine marketing.  | 5     |
| CO4    | Q 6          | Describe Traditional distribution management issues                | 5     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

|                  |                                    |
|------------------|------------------------------------|
| Session          | 2019-20                            |
| Course Name      | MBA                                |
| Semester         | 4 <sup>th</sup> Semester           |
| Subject Code     | MBA 476                            |
| Subject Name     | Digital and Social Media Marketing |
| Attainment Level | Level 3                            |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Amity Business School                                                                               |
|-----------------------------------------------------------------------------------------------------|
| Course Handout                                                                                      |
| Course : MARKETING TO BASE OF PYRAMID CONSUMERS                                                     |
| Course Code : MBA 477, Crédits: 03, Session :2019-20 (Even Sem.), Class : MBA. 2 <sup>nd</sup> Year |

**Introduction:** This course will enable the students to identify the opportunities of BOP market and also to appreciate the differences and similarities between urban and BOP markets. By the end of this course the students will be able to apply the concepts of BOP marketing into practice and design strategies suitable for BOP markets.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA477.1.** Understand the concept of BOP market and business opportunities.

**MBA477.2.** Identify the objectives and , Principles of Innovation.

**MBA477.3.** Remember the approaches of BOP solutions for developed markets

**MBA477.4.** Analyse unique methods of data collection, sampling

**MBA477.5.** Identify the need and scope of Development as social transformation

**B. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**C. Program Specific Outcomes:**

1. **PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions
2. **PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.
3. **PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

**D. Assessment Plan:**

| Component of Evaluation | Description | Code | Weightage % |
|-------------------------|-------------|------|-------------|
|                         |             |      |             |



|                                |                                                                                                                                                                                                               |          |             |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## E. Syllabus

### Module I: Introduction to Base of Pyramid market

Nature, Characteristics of BOP markets, need for segmentation of BOP markets, Market Development imperative, Business opportunities- National & Global, Business and the New Social Compact. Informal Economy-Alternative Market initiatives at BoP

### Module II: Products and services for Base of Pyramid market

A philosophy for developing products & services, Principles of Innovation, Mass market – Niche market differentiation & product positioning, principles of innovation for BOP markets.

### Module III: BOP: A Global Opportunity

Engaging the BOP, Local growth opportunity, BOP solutions for developed markets, Lessons from MBC's from BOP markets, the Cost of Managing, Learning to Live in a Network of relationships.

### Module III: The Eco system for Wealth Creation

Market oriented ecosystem, ecosystem for developing country, learning the sanctity of contracts, reducing inequities in contracts, Building governance capabilities among the poor.

### Module IV: BOP Market Research

Planning the BOP research, unique methods of data collection, sampling, Field procedures & locations of conducting research, Limitation of rural research.

### Module V: Social Transformation :

Development as social transformation, Breaking down Barriers to communication, BOP consumer upgrade, Gaining access to knowledge ,identity for the individuals & Women, Evolving checks & Balances, Ethical Issues.

### F. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

### G. Suggested Text/Reference Books:

- The Fortune at the Bottom of the Pyramid – Dr. C K Prahalad, 2005 Edition, Wharton School.
- The Rural Marketing Book, Text and Practices- Pradeep Kashyap & Siddhartha Raut,

### H. Lecture Plan

| Lecture | Topics                                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction to Base of Pyramid market                                       | Lecture          | MBA477.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Nature, Characteristics of BOP markets, need for segmentation of BOP markets | Lecture          | MBA477.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Market Development                                                           | Lecture          | MBA477.1         | Mid Term-1, Quiz                |

|    |                                                                       |         |          |                                 |
|----|-----------------------------------------------------------------------|---------|----------|---------------------------------|
|    | imperative,                                                           |         |          | & End Sem Exam                  |
| 4  | Business opportunities-National & Global,                             | Lecture | MBA477.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Business and the New Social Compact                                   | Lecture | MBA477.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Informal Economy-Alternative Market initiatives at BoP                | Lecture | MBA477.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Products and services for Base of Pyramid market                      | Lecture | MBA477.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | A philosophy for developing products & services                       | Lecture | MBA477.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Principles of Innovation, Mass market                                 | Lecture | MBA477.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Niche market differentiation & product positioning                    | Lecture | MBA477.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | principles of innovation for BOP markets.                             | Lecture | MBA477.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | A Global Opportunity                                                  | Lecture | MBA477.3 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Engaging the BOP, Local growth opportunity                            | Lecture | MBA477.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | BOP solutions for developed markets                                   | Lecture | MBA477.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Lessons from MBC's from BOP markets                                   | Lecture | MBA477.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | the Cost of Managing, Learning to Live in a Network of relationships. | Lecture | MBA477.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Market oriented ecosystem                                             | Lecture | MBA477.4 | Mid Term-1, Quiz & End Sem Exam |
| 18 | ecosystem for developing country                                      | Lecture | MBA477.4 | Mid Term-1, Quiz & End Sem Exam |
| 19 | learning the sanctity of contracts,                                   | Lecture | MBA477.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Reducing inequities in contracts                                      | Lecture | MBA477.4 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                  |         |          |                                 |
|----|--------------------------------------------------|---------|----------|---------------------------------|
| 21 | Building governance capabilities among the poor. | Lecture | MBA477.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | BOP Market Research,                             | Lecture | MBA477.5 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Planning the BOP research                        | Lecture | MBA477.5 | Mid Term-2, Quiz & End Sem Exam |
| 24 | unique methods of data collection                | Lecture | MBA477.5 | Mid Term-2, Quiz & End Sem Exam |
| 25 | sampling, Field procedures                       | Lecture | MBA477.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | locations of conducting research                 | Lecture | MBA477.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Limitation of rural research.                    | Lecture | MBA477.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Social Transformation                            | Lecture | MBA477.6 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Development as social transformation             | Lecture | MBA477.6 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Breaking down Barriers to communication          | Lecture | MBA477.6 | Mid Term-2, Quiz & End Sem Exam |
| 31 | BOP consumer upgrade                             | Lecture | MBA477.6 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Gaining access to knowledge                      | Lecture | MBA477.6 | Mid Term-2, Quiz & End Sem Exam |
| 33 | identity for the individuals                     | Lecture | MBA477.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | identity for the individuals & Women             | Lecture | MBA477.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Evolving checks & Balances                       | Lecture | MBA477.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Ethical Issues.                                  | Lecture | MBA477.6 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |
|----|-----------|-------------------------------------|----------------------------------------------|
|----|-----------|-------------------------------------|----------------------------------------------|

|                 |                                                                     | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  | P<br>s<br>o<br>1 | P<br>s<br>o<br>2 | P<br>s<br>o<br>3 |
|-----------------|---------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|------------------|------------------|------------------|
| <b>MBA477.1</b> | Understand the concept of BOP market and business opportunities.    | -           | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  | 1                | 1                | 2                |
| <b>MBA477.2</b> | Identify the objectives and , Principles of Innovation.             | 1           | 3           | 3           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  | 3                | 3                | 2                |
| <b>MBA477.3</b> | Remember the approaches of BOP solutions for developed markets      | -           | 3           | 2           | -           | 1           | 3           | 3           | 2           | 3           | 3            |  |  | 1                | 2                | 2                |
| <b>MBA477.4</b> | Analyse unique methods of data collection, sampling.                | 1           | 3           | 2           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  | 3                | 3                | 2                |
| <b>MBA477.5</b> | Identify the need and scope of Development as social transformation | 1           | 2           | 2           | 2           | 3           | 3           | 1           | 1           | 3           | 2            |  |  | 2                | 1                | 1                |

## Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                         |                           |                      |                       |                        |                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|---------------------------|----------------------|-----------------------|------------------------|----------------------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –IV) 2019-20</p>                                                                                                                                                                                                                                                                                                                                                                          |                         |                           |                      |                       |                        |                      |
| <p style="text-align: center;">Class: MBA IV Semester</p>                                                                                                                                                                                                                                                                                                                                                                                                              |                         |                           |                      |                       |                        |                      |
| <p>Subject Name:<br/>MBA 477 MARKETING TO BASE<br/>OF PYRAMID CONSUMERS</p>                                                                                                                                                                                                                                                                                                                                                                                            |                         | <p>Time: 01:30 Hrs</p>    |                      |                       | <p>Max. Marks: 30</p>  |                      |
| <p>Levels of the<br/>questions as<br/>per Blooms<br/>Taxonomy</p>                                                                                                                                                                                                                                                                                                                                                                                                      | <p>Rememberin<br/>g</p> | <p>Understandin<br/>g</p> | <p>Applyin<br/>g</p> | <p>Analyzi<br/>ng</p> | <p>Evaluati<br/>ng</p> | <p>Creatin<br/>g</p> |
| <p>Question<br/>Mapping</p>                                                                                                                                                                                                                                                                                                                                                                                                                                            | <p>Q. 2, Q. 4</p>       | <p>Q. 6</p>               | <p>Q. 1 -</p>        | <p>-</p>              | <p>Q. 5</p>            | <p>Q. 3</p>          |
| <p>Student will be able to</p> <p><b>MBA477.1.</b> Understand the concept of BOP market and business opportunities.</p> <p><b>MBA477.2.</b> Identify the objectives and , Principles of Innovation.</p> <p><b>MBA477.3.</b> Remember the approaches of BOP solutions for developed markets</p> <p><b>MBA477.4.</b> Analyse unique methods of data collection, sampling</p> <p><b>MBA477.5.</b> Identify the need and scope of Development as social transformation</p> |                         |                           |                      |                       |                        |                      |

| CO Map | Question No. | Question                                             | Marks |
|--------|--------------|------------------------------------------------------|-------|
| CO1    | Q.1          | Elaborate the role of Base of Pyramid market         | 5     |
| CO2    | Q.2          | Explain Business opportunities- National & Global    | 5     |
| CO2    | Q.3          | Define Alternative Market initiatives at BoP.        | 5     |
| CO2    | Q.4          | Give BOP solutions for developed markets             | 5     |
| CO3    | Q.5          | Elaborate Planning the BOP research                  | 5     |
| CO4    | Q 6          | Describe Evolving checks & Balances, Ethical issues. | 5     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

**Session** 2019-20

**Course Name** MBA

**Semester** 4<sup>th</sup> Semester

**Subject Code** MBA 477

**Subject Name** Marketing to Base of Pyramid Consumers

**Attainment Level** Level 3

**Note:**

**Attainments**

**Rubric**

|         |                                                            |
|---------|------------------------------------------------------------|
| Level 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level 3 | IF 80% of students secure more than 60% marks then level 3 |





## Course Handout

Course : INTERNATIONAL MARKETING

Course Code : MBA 478, Crédits : 03, Session :2019-20 (Even Sem.), Class : MBA. 2<sup>nd</sup> Year

**Introduction:** In today's dynamic global scenario people who succeed will have to learn the art of managing functions across domestic borders and will delve into global exposure and cross-cultural sensitivity. Thus the course aims at exposing the students to the international business activities and taking a keen look at business environment along with the domain knowledge to manage an MNC. The course would develop a general perspective about managing international business both in operational as well as strategic context through critical thinking, business analysis, problem solving and seeking innovative solutions at an international level. The course will further enhance the effective communication skills of the participant and will also sensitise them to international considerations of social responsibility and ethics.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA478.1.** Building awareness for the concept of international marketing.

**MBA478.2.** Identifying the emerging markets and marketing challenges in the international marketing environment

**MBA478.3.** . Identifying the emerging markets and marketing challenges in the international marketing environment

**MBA478.4.** Use appropriate research approaches and information systems in planning for international marketing situations

**MBA478.5.** Evaluate different methods of marketing decisions in international environment.

**MBA478.6.** Understanding the policies and procedures prevalent in India for export and import.

**B. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **C. Program Specific Outcomes:**

1. **PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions
2. **PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.
3. **PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                    | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                            | CT          | 15%                |
|                                | Mid Term 2                            |             |                    |
|                                | Project/Assignment/ Quiz/Presentation | P/A/Q/PR    | 10%                |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |

## E. Syllabus

### Module I: Overview

Definition of International Marketing, Need, Scope, Tasks, Domestic vs. International marketing, International trade Theories, Importance of International Marketing, Global services, Management orientation (Ethnocentric, Polycentric, Regiocentric & Geocentric)

### Module II: International Marketing Environment

Economic Environment: World Economy, Stages of market & economic development, Income & Purchasing Power parity, Economic Risk Analysis, Balance of payments, Trade patterns, International trade alliances, WTO, World Bank, IMF, Regional Economic groups. Social & Cultural environment – Culture, Cultural impact on Industrial & Consumer products. Political, Legal & Regulatory Environment – Political Risk, IPR, Licensing & Trade Services, Dispute Settlement & Litigation, Embargoes & Sanctions. Competition in International Business.

### Module III: International Entry & Expansion Strategies

International Market Entry Strategies – Exporting, Sourcing, Licensing, JVs, Ownership & control, Ownership/ Investment, Mergers and Acquisitions, Stages of development models (Domestic, International, Multinational, Global, Transnational) Strategies employed by Indian companies to sustain Globally. Tariff and Non Tariff Barriers.

### Module IV: Developing Product for International Market

The international product and its life cycle, Product positioning & Segmentation, Product design consideration, Geographic expansion, Global branding and different positioning of the same brand in different countries, International product adaptation & branding strategies. New product development & testing. Dumping, Gray market, Role of Services in global economy, Emerging markets.

### Module V: Distribution, Promotion & Pricing Strategy for International Market

Channel development & Innovation. IMC in the International context, Role of International Advertising & Branding, PR, Trade Fairs, Personal selling, Sales promotion, Exhibitions, Sponsorship promotion, Internet Marketing. International pricing strategies, Global pricing Objectives & methods, Pricing policies – Marginal cost, cost plus, Market oriented, Export payment methods – L/C, Advance, DA/DP, FIBC, Counter trade, Transfer price. International trade channels and distribution strategies for International marketing. Future of International Marketing.

#### F. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

#### G. Suggested Text/Reference Books:

- Keegan Warren & Bhargava Naval (2011), Global Marketing Management, Pearson.
- Cateora Philip, Graham John & Salwan Prashant (2010), International Marketing, Mc Graw Hill.
- Paul Justin & Kapoor Ramneek (2010), International Marketing, Mc Graw Hill.
- Joshi Rakesh Mohan (2009), International Business, Oxford Higher Education.
- Vasudeva PK (2010), International Marketing, Excel Books.
- Harvard Business Review, Global Business Review (Sage Publications), Global Forum – ITC Geneva

#### H. Lecture Plan

| Lecture | Topics                                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Definition of International Marketing                                         | Lecture          | MBA478.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Need, Scope, Tasks, Domestic vs. International marketing,                     | Lecture          | MBA478.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | International trade Theories                                                  | Lecture          | MBA478.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Importance of International Marketing                                         | Lecture          | MBA478.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Global services                                                               | Lecture          | MBA478.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Management orientation (Ethnocentric, Polycentric, Regiocentric & Geocentric) | Lecture          | MBA478.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Economic Environment: World Economy, Stages of market                         | Lecture          | MBA478.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | economic development                                                          | Lecture          | MBA478.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Income & Purchasing Power parity                                              | Lecture          | MBA478.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Economic Risk Analysis                                                        | Lecture          | MBA478.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Balance of payments                                                           | Lecture          | MBA478.2         | Mid Term-1, Quiz                |

|    |                                                                                                                                                                                                                                                |         |          |                                 |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    |                                                                                                                                                                                                                                                |         |          | & End Sem Exam                  |
| 12 | Trade patterns                                                                                                                                                                                                                                 | Lecture | MBA478.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | International trade alliances                                                                                                                                                                                                                  | Lecture | MBA478.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | WTO, World Bank                                                                                                                                                                                                                                | Lecture | MBA478.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | IMF, Regional Economic groups.                                                                                                                                                                                                                 | Lecture | MBA478.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Social & Cultural environment – Culture                                                                                                                                                                                                        | Lecture | MBA478.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Cultural impact on Industrial & Consumer products. Political, Legal & Regulatory Environment – Political Risk, IPR, Licensing & Trade Services, Dispute Settlement & Litigation, Embargoes & Sanctions. Competition in International Business. | Lecture | MBA478.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | International Entry & Expansion Strategies                                                                                                                                                                                                     | Lecture | MBA478.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | International Market Entry Strategies                                                                                                                                                                                                          | Lecture | MBA478.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | –Exporting, Sourcing, Licensing, JVs, Ownership & control, Ownership/ Investment, Mergers and Acquisitions,                                                                                                                                    | Lecture | MBA478.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Stages of development models (Domestic, International, Multinational, Global, Transnational)                                                                                                                                                   | Lecture | MBA478.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Strategies employed by Indian companies to sustain Globally.                                                                                                                                                                                   | Lecture | MBA478.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Tariff and Non Tariff Barriers.                                                                                                                                                                                                                | Lecture | MBA478.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | The international product and its life cycle, Product positioning & Segmentation,                                                                                                                                                              | Lecture | MBA478.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Product design consideration, Geographic expansion, Global branding and different positioning of the same brand in different countries                                                                                                         | Lecture | MBA478.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | International product adaptation & branding strategies                                                                                                                                                                                         | Lecture | MBA478.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | New product development & testing. Dumping, Gray market, Role of Services in global economy, Emerging markets.                                                                                                                                 | Lecture | MBA478.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Distribution, Promotion & Pricing Strategy for                                                                                                                                                                                                 | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                 |         |          |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | International Market                                                                                                            |         |          |                                 |
| 29 | Channel development & Innovation. IMC in the International context                                                              | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Role of International Advertising & Branding, PR, Trade Fairs, Personal selling                                                 | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Sales promotion, Exhibitions, Sponsorship promotion, Internet Marketing                                                         | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | International pricing strategies                                                                                                | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Global pricing Objectives & methods                                                                                             | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Pricing policies – Marginal cost, cost plus, Market oriented, Export payment methods – L/C, Advance, DA/DP, FIBC, Counter trade | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Transfer price. International trade channels and distribution strategies for International marketing                            | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Future of International Marketing.                                                                                              | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                            | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|----------------------------------------------|------------------|------------------|
|                 |                                                                                                      | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA478.1</b> | Building awareness for the concept of international marketing.                                       | -                                   | 3           | 2           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  | 2                                            | 2                | 1                |
| <b>MBA478.2</b> | Identifying the emerging markets and marketing challenges in the international marketing environment | 1                                   | 3           | 3           | 2           | 1           | 3           | 1           | 2           | 3           | 3            |  |  | 1                                            | 1                | 2                |
| <b>MBA478.3</b> | Identifying the emerging markets and marketing                                                       | -                                   | 3           | 2           | -           | 1           | 3           | 3           | 2           | 3           | 3            |  |  | 3                                            | 3                | 2                |

|                 |                                                                                                                 |   |   |   |   |   |   |   |   |   |   |  |  |   |   |   |  |
|-----------------|-----------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|---|---|---|--|
|                 | challenges in the international marketing environment                                                           |   |   |   |   |   |   |   |   |   |   |  |  |   |   |   |  |
| <b>MBA478.4</b> | Use appropriate research approaches and information systems in planning for international marketing situations. | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  | 2 | 3 | 2 |  |
| <b>MBA478.5</b> | Evaluate different methods of marketing decisions in international environment.                                 | 1 | 2 | 2 | 2 | 3 | 3 | 1 | 1 | 3 | 2 |  |  | 1 | 3 | 2 |  |
| <b>MBA478.6</b> | Understanding the policies and procedures prevalent in India for export and import.                             | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  | 1 | 2 | 2 |  |

### **Sample Question Paper**

| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2019-20 |                 |                   |              |               |                |              |
|-----------------------------------------------------------|-----------------|-------------------|--------------|---------------|----------------|--------------|
| Class: MBA IV Semester                                    |                 |                   |              |               |                |              |
| Subject Name:<br>MBA 478 INTERNATIONAL<br>MARKETING       |                 | Time: 01:30 Hrs   |              |               | Max. Marks: 30 |              |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy   | Rememberin<br>g | Understandin<br>g | Applyin<br>g | Analyzi<br>ng | Evaluati<br>ng | Creatin<br>g |
| Question<br>Mapping                                       | Q. 2, Q. 4      | Q. 6              | Q. 1 -       | -             | Q. 5           | Q. 3         |

Student will be able to

**MBA478.1.** Building awareness for the concept of international marketing.

**MBA478.2.** Identifying the emerging markets and marketing challenges in the international marketing environment

**MBA478.3.** Identifying the emerging markets and marketing challenges in the international marketing environment

**MBA478.4.** Use appropriate research approaches and information systems in planning for international marketing situations

**MBA478.5.** Evaluate different methods of marketing decisions in international environment.

**MBA478.6.** Understanding the policies and procedures prevalent in India for export and import.

| CO Map | Question No. | Question                                                                                | Marks |
|--------|--------------|-----------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | State the challenges of International Marketing.                                        | 5     |
| CO2    | Q.2          | What are the dimensions of international marketing?                                     | 5     |
| CO2    | Q.3          | What benefits can be attained if marketed in international territories?                 | 5     |
| CO2    | Q.4          | Give the difference between tariff and non- tariff barriers of international marketing. | 5     |
| CO3    | Q.5          | What factors influence regional economic groupings?                                     | 5     |
| CO4    | Q 6          | Write a note on WTO.                                                                    | 5     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2019-20                  |
| <b>Course Name</b>      | MBA                      |
| <b>Semester</b>         | 4 <sup>th</sup> Semester |
| <b>Subject Code</b>     | MBA 478                  |
| <b>Subject Name</b>     | International Marketing  |
| <b>Attainment Level</b> | Level 3                  |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## AMITY BUSINESS SCHOOL

### Course Handout

Course : Elementary Business Mathematics

Course Code : BBM 101, Crédits : 03, Session :2020- 21(Odd Sem.), Class : B Com (Hons) 1st Year

### PROGRAMME OUTCOMES

#### Bachelor of Commerce

2020-2023

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| I SEM                            | BBM<br>101 | 1   | " " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " "   |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                        |
|----------------------------------------------------------------------------------------|
|                                                                                        |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                               |
| AMITY BUSINESS SCHOOL                                                                  |
|                                                                                        |
| Course Handout                                                                         |
| Course : Elementary Business Mathematics                                               |
| Course Code : BBM 101, Credits : 03, Session :2020-21(Odd Sem.), Class : BCOM 1st Year |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBM 101.1** Understand set theory and functions in Business and Economics Limits.

**BBM 101.2** Analyse Basic Counting Principle, Permutation and Combinations

**BBM 101.3** Apply Simple, Compound Interest and Annuities

**BBM 101.4** Evaluate Matrices, Determinants and Numerical Problems

**A. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**A. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |
|                                |                                                                                                                                                                                                               |             |                    |

## B. Syllabus

### Module I: Set Theory & Functions

Theory of Sets: Meaning; Elements; Types of sets, Subsets; Super sets & Power sets;

Operation on sets, Venn diagrams, Cardinal no of a set and Applications of set theory; Concept of inclusion-exclusion principle with simple example, Finite, Countable or Infinite sets; Cartesian product of sets. Real number systems, Constant and variable, functions, types of functions, Some useful functions in Business and Economics limits and continuity of a function of one variable.

### Module II: Techniques of counting and Number System

Basic counting principle, Factorial Notation; Binomial coefficient; Permutations and Combination; Permutation with restriction; Circular Permutation and Combination with restriction. Series and Sequence- A.P. and G.P.

### Module III: Simple, Compound Interest and Annuities

Simple Interest, Compound interest (Nominal and effective rate of interest), Concept of present value and amount of sum, Concept of discount, Types of annuities, present value and amount of an annuity, including the case of continuous compounding.

### Module IV: Matrices & Determinants

Matrices; concepts and types; properties; Addition; Multiplication; Transpose and inverse of matrix; Algebra of matrices; Ad joint of a matrix; Determinants; Properties of determinants; Solution of simultaneous Linear Equations; Business applications of matrices; Solution using inverse of the coefficient matrix; Numerical Problems.

#### A. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### Text & References:

*Text:*

- Singh J K & Singh Y P (2010), Business Mathematics, Second Edition, Brijwasi Book Distributors and Publishers

*References:*

- Gupta S P, Statistical Methods, S. Chand & Co.
- Raghavachari M, Mathematics for Management, Tata Mc. Graw Hill
- Piskunov N, Differential & Integral Calculus, Moscow MIR Publishers
- Sancheti & Kapoor, Business Mathematics, Sultan Chand & Sons

- J. K. Sharma Business mathematics- Theory and Applications, Ane Books India.

## Lecture Plan

| Lecture | Topics                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|--------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Theory of sets                                               | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Types of Sets                                                | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Subsets; Super sets & Power sets                             | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Operation on sets                                            | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Venn diagrams                                                | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | Cardinal no of a set and Applications of set theory          | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Concept of inclusion-exclusion principle with simple example | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 10      | Finite, Countable or Infinite sets                           | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 11      | Cartesian product of sets                                    | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 12      | Real number                                                  | Lecture          | BBM 101.1        | Mid Term-                        |

|    |                                                                                                      |         |           |                                  |
|----|------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | systems                                                                                              |         |           | 1, Quiz & End Sem. Exam          |
| 13 | Constant and variable                                                                                | Lecture | BBM 101.1 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Functions, types of functions                                                                        | Lecture | BBM 101.1 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Some useful functions in Business and Economics limits and continuity of a function of one variable. | Lecture | BBM 101.1 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Basic counting principle                                                                             | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Factorial notation                                                                                   | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Binomial coefficient                                                                                 | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Permutations and Combination                                                                         | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 20 | Permutation with restriction                                                                         | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 21 | Circular permutation and Combination with restriction                                                | Lecture | BBM 101.2 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Series and sequence-A.P.                                                                             | Lecture | BBM 101.2 | Mid Term-2, Quiz &               |



|    |                                                            |         |           |                                  |
|----|------------------------------------------------------------|---------|-----------|----------------------------------|
|    | and G.P                                                    |         |           | End Sem.<br>Exam                 |
| 23 | Simple Interest                                            | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Compound interest (Nominal and effective rate of interest  | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Concept of present value and amount of sum                 | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Concept of discount                                        | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Types of annuities, present value and amount of an annuity | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | case of continuous compounding                             | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Matrices; concepts ,types and properties                   | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Addition; Multiplication; Transpose and inverse of matrix  | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Algebra of matrices; Adjoint of a matrix                   | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Determinants; Properties of determinants                   | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Solution of                                                | Lecture | BBM 101.4 | Mid Term-                        |

|    |                                                  |         |           |                                  |
|----|--------------------------------------------------|---------|-----------|----------------------------------|
|    | simultaneous Linear Equations                    |         |           | 2, Quiz & End Sem. Exam          |
| 34 | Business applications of matrices                | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Solution using inverse of the coefficient matrix | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Numerical Problems                               | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                                            | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|-----------|----------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|           |                                                                      | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BBM 101.1 | Understand set theory and functions in Business and Economics Limits | "<br>-<br>"                         | "<br>-<br>" | "<br>-<br>" | "<br>-<br>" | "<br>-<br>" | 2           | "<br>-<br>" | "<br>-<br>" | 2           | "<br>-<br>"  |  |  |
| BBM 101.2 | Analyse Basic Counting Principle, Permutation and Combinations       | 3                                   | 3           | 3           | 3           | 3           | 2           | "<br>-<br>" | "<br>-<br>" | 1           | "<br>-<br>"  |  |  |
| BBM 101.3 | Apply Simple, Compound Interest and Annuities                        | 3                                   | 3           | 3           | 3           | 3           | 2           | "<br>-<br>" | "<br>-<br>" | 1           | "<br>-<br>"  |  |  |
| BBM 101.4 | Evaluate Matrices, Determinants and Numerical Problems               | "<br>-<br>"                         | "<br>-<br>" | 2           | "<br>-<br>" | "<br>-<br>" | 2           | "<br>-<br>" | "<br>-<br>" | 1           | "<br>-<br>"  |  |  |

| Amity Business School<br>I MID-SEMESTER (SEM –I) 2020-21                                                                                                                     |              |                                                                             |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) I Semester                                                                                                                                            |              |                                                                             |          |           |                |          |
| Subject Name:<br>BBM 101 ELEMENTARY BUSINESS<br>MATHEMATICS                                                                                                                  |              | Time: 1.5 Hours                                                             |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                      | Remembering  | Understanding                                                               | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                          | Q.1,4        | Q.2,3                                                                       | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand set theory and functions in Business and Economics Limits.<br>CO2: Analyze Basic Counting Principle, Permutation and Combinations |              |                                                                             |          |           |                |          |
| CO Map                                                                                                                                                                       | Question No. | Question                                                                    |          |           |                | Marks    |
| CO1                                                                                                                                                                          | Q.1          | Explain in brief the rational for studying elementary business mathematics. |          |           |                | 3        |
| CO1                                                                                                                                                                          | Q.2a         | Explain types of Set                                                        |          |           |                | 3        |
|                                                                                                                                                                              | Q.2b         | Explain real number system                                                  |          |           |                | 3        |
| CO2                                                                                                                                                                          | Q.3          | Discuss finite set                                                          |          |           |                | 6        |
| CO2                                                                                                                                                                          | Q.4          | What is binomial coefficient                                                |          |           |                | 3        |
| CO2                                                                                                                                                                          | Q.5a         | Explain factorial notation                                                  |          |           |                | 3        |
|                                                                                                                                                                              | Q.5b         | Differentiate between permutation and combination                           |          |           |                | 3        |
| CO2                                                                                                                                                                          | Q 6          | Explain series and sequence                                                 |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course : Business Organization & Management**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2020-20223**

### **Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| I SEM                               | BCH<br>101 | 3   | 1   | 3   | 1   | 3   | 1   | 3   | 2   | 3   | 2    |



**AMITY UNIVERSITY**

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                         |
|-----------------------------------------------------------------------------------------|
|                                                                                         |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                         |
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>Course Handout</b>                                                                   |
| Course: Business Organization & Management                                              |
| Course Code : BCH101, Crédits : 04, Session :2020-21 (Odd Sem.), Class : BCOM. 1st Year |

#### **A. Introduction:**

This course aims to provide students with an understanding of the principles and practices of organization and management. This course enables students to understand the fundamental management theories and their evolution, identify the elements of the organizational environments, manage resources and develop the ability to make sound decision within an organization.

**B. Course Outcomes:** At the end of the course, students will be able to:

- 1.**BCH101.1.** Able to understand the concept of organization - sole proprietors, Partnership, Joint-Hindu family, Joint stock Company and Co-operative organizations.
- 2.**BCH101.2.** Know the basic functions of Organisation and functional areas of management and understand the social responsibility of management and Ethics.
- 3.**BCH101.3.** Able to recognize the essential features of planning, process and types of plans
- 4.**BCH101.4.** Describe the role of organizing and staffing in India, departmentation, Committees and Span of Control - MBO and MBE
- 5.**BCH101.5.** Demonstrate the leadership styles Motivation theories (Maslow's, Herzberg, mcgregors X & Y theory), Ouchi's Theory etc.
- 6.**BCH101.6.** Able to understand the concept of controlling, Balance score card, Economic value added, Market value added.
- 7.**BCH101.7.** Evaluating the concept of Change Management, Knowledge Management and Learning organization.

### C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### D. Assessment Plan:



| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **E. Syllabus**

### **Module I**

Introduction to business, Business firms - Forms of organization - sole proprietors, Partnership, Joint-Hindu family, Joint stock Company, Co-operative organizations - Public Enterprises, BPO, E-commerce and M-commerce. Entrepreneurship – Concept & Nature

### **Module II: Management**

Introduction - Meaning, nature and characteristics of Management - Scope and functional areas of management - Social responsibility of management and Ethics.  
Organizational Structure & Functions (Production, Marketing, Human resource development and finance functions)

### **Module III: Planning**

Nature importance and purpose of planning - Planning process, Objectives - Types of plans

(Meaning only) - Decision-making – importance & steps.

#### **Module IV: Organizing & Staffing**

Nature and purpose of organization, Principles of organization - Types of organization - Departmentation, Committees - Centralization Vs decentralization of authority and responsibility - Span of Control - MBO and MBE( Meaning only) - Nature and importance of staffing - Process of selection & recruitment(in brief) – retaining (training and compensation).

#### **Module V: Directing**

Meaning and nature of directing - Leadership styles - Motivation theories (Maslow's, Herzberg, mcgregors X & Y theory), Ouchi's Theory- Communication meaning and importance, barriers to communication, types of communication - Coordination meaning and importance.

Case Discussion (GE)

#### **Module VI: Controlling**

Meaning and steps in controlling - Essentials of a sound control system - Methods of establishing control(in brief) – Balance score card, Economic value added, Market value added.

#### **Module VII: Management in perspective**

Change Management, Knowledge Management, Learning organization, Managing Diversity, Corporate Governance.

#### **F. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **G. Suggested Text/Reference Books:**

- Koontz & O'Donnell, Management.
- Drucker, Peter: Management Tasks, Responsibilities and Practices
- Basu, "Business Organisation and management", Tata Mcgraw Hill, New Delhi
- M.C. Shukla: Business Organisation & Management, S. Chand
- Rustum & Davan, Principles and practice of Management.
- Jagadish Prakash: Business Organisation & Management
- Newman, H. William Summer, Etc.: The process of Management

#### **H. Lecture Plan**

| Lecture | Topics | Mode of | Corresponding CO | Mode of Assessing |
|---------|--------|---------|------------------|-------------------|
|---------|--------|---------|------------------|-------------------|

|   |                                                                                                           | <b>Delivery</b> |                   | <b>CO</b>                       |
|---|-----------------------------------------------------------------------------------------------------------|-----------------|-------------------|---------------------------------|
| 1 | Introduction to business                                                                                  | Lecture         | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2 | Business firms - Forms of organization                                                                    | Lecture         | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3 | sole proprietors, Partnership, Joint-Hindu family, Joint stock Company, Co-operative organizations        | Lecture         | <b>BCH101.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4 | <i>sole proprietors, Partnership, Joint-Hindu family, Joint stock Company, Co-operative organizations</i> | Lecture         | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5 | Public Enterprises, BPO, E-commerce and M-commerce.                                                       | Lecture         | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6 | Public Enterprises, BPO, E-commerce and M-commerce.                                                       | Lecture         | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 7 | Entrepreneurship – Concept & Nature                                                                       | Lecture         | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 8 | Introduction - Meaning, nature and characteristics of Management                                          | Lecture         | <b>BCH101.2.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 9 | Introduction -                                                                                            | Lecture         | <b>BCH101.2.</b>  | Mid                             |

|    |                                                   |         |                  |                                 |
|----|---------------------------------------------------|---------|------------------|---------------------------------|
|    | Meaning, nature and characteristics of Management |         |                  | Term-1, Quiz & End Sem Exam     |
| 10 | Scope and functional areas of management          | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | - Social responsibility of management and Ethics. | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Organizational Structure & Functions              | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | (Production, Marketing,                           | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Human resource development and finance functions) | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Nature importance and purpose of planning         | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Nature importance and purpose of planning         | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | - Planning process, Objectives -                  | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | Types of plans (Meaning only) -                   | Lecture | <b>BCH101.3.</b> | Mid Term-1,                     |

|    |                                                                                                     |         |                  |                                 |
|----|-----------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                                     |         |                  | Quiz & End Sem Exam             |
| 19 | Decision-making – importance & steps.                                                               | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Decision-making – importance & steps.                                                               | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Nature and purpose of organization,                                                                 | Lecture | <b>BCH101.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Principles of organization -<br>Types of organization -                                             | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Departmentation, Committees -<br>Centralization Vs decentralization of authority and responsibility | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | - Span of Control<br>- MBO and MBE( Meaning only) -<br>Nature and importance of staffing            | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Process of selection & recruitment(in brief)                                                        | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | retaining (training and compensation).                                                              | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | retaining (training                                                                                 | Lecture | <b>BCH101.4.</b> | Mid                             |

|    |                                                                  |         |                  |                                 |
|----|------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | and compensation).                                               |         |                  | Term-2, Quiz & End Sem Exam     |
| 28 | retaining (training and compensation).                           | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Meaning and nature of directing                                  | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Leadership styles                                                | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Motivation theories (Maslow's, Herzberg, mcgregors X & Y theory) | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Ouchi's Theory-Communication meaning and importance              | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | barriers to communication                                        | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | types of communication                                           | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | Coordination meaning and importance                              | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | Meaning and steps in                                             | Lecture | <b>BCH101.6.</b> | Mid                             |

|    |                                           |         |                  |                                      |
|----|-------------------------------------------|---------|------------------|--------------------------------------|
|    | controlling                               |         |                  | Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 37 | Essentials of a sound control system      | Lecture | <b>BCH101.6.</b> | Quiz &<br>End Sem<br>Exam            |
| 38 | Methods of establishing control(in brief) | Lecture | <b>BCH101.6.</b> | Quiz &<br>End Sem<br>Exam            |
| 39 | Balance score card,                       | Lecture | <b>BCH101.6.</b> | Quiz &<br>End Sem<br>Exam            |
| 40 | Balance score card                        | Lecture | <b>BCH101.6.</b> | Quiz &<br>End Sem<br>Exam            |
| 41 | Economic value added,                     | Lecture | <b>BCH101.6.</b> | Quiz &<br>End Sem<br>Exam            |
| 42 | Market value added.                       | Lecture | <b>BCH101.6.</b> | Quiz &<br>End Sem<br>Exam            |
| 43 | Change Management                         | Lecture | <b>BCH101.7.</b> | Quiz &<br>End Sem<br>Exam            |
| 44 | Knowledge Management,                     | Lecture | <b>BCH101.7.</b> | Quiz &<br>End Sem<br>Exam            |
| 45 | Learning organization                     | Lecture | <b>BCH101.7.</b> | Quiz &<br>End Sem<br>Exam            |
| 46 | Managing Diversity                        | Lecture | <b>BCH101.7.</b> | Quiz &<br>End Sem<br>Exam            |
| 47 | Corporate Governance.                     | Lecture | <b>BCH101.7.</b> | Quiz &<br>End Sem<br>Exam            |
| 48 | Corporate Governance.                     | Lecture | <b>BCH101.7.</b> | Quiz &<br>End Sem<br>Exam            |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                              | STATE<br>MENT                                                                                                                                            | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                                 |                                                                                                                                                          | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BC<br/>H1<br/>01.<br/>1.</b> | Able to understand the concept of organization - sole proprietors, Partnership, Joint-Hindu family, Joint stock Company and Co-operative organizations . | <b>3</b>                            | <b>2</b>    | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>     |



|                                 |                                                                                                                                                  |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>H1<br/>01.<br/>2.</b> | Know the basic functioning of Organisation and functional areas of management and understand the social responsibility of management and Ethics. | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>H1<br/>01.<br/>3.</b> | Able to recognize the essential features of planning, processes and types of plans                                                               | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |
| <b>BC<br/>H1<br/>01.<br/>4.</b> | Describe the role of organizing                                                                                                                  | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |

|                     |                                                                                                                          |          |          |          |          |          |          |          |          |          |          |
|---------------------|--------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                     | and staffing in India, departmentation, Committees and Span of Control - MBO and MBE                                     |          |          |          |          |          |          |          |          |          |          |
| <b>BC H1 01. 5.</b> | Demonstrate the leadership styles Motivation theories (Maslow's, Herzberg, McGregor's X & Y theory), Ouchi's Theory etc. | <b>3</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |
| <b>BC H1 01. 6.</b> | Able to understand the concept of                                                                                        | <b>2</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> |

|                                 |                                                                                                                                                  |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                                 | control<br>ling,<br>Balanc<br>e score<br>card,<br>Econo<br>mic<br>value<br>added,<br>Marke<br>t value<br>added.                                  |          |          |          |          |          |          |          |          |          |          |
| <b>BC<br/>H1<br/>01.<br/>7.</b> | Evalua<br>ting<br>the<br>concep<br>t of<br>Chang<br>e<br>Manag<br>ement,<br>Knowl<br>edge<br>Manag<br>ement,<br>Learni<br>ng<br>organi<br>zation | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> |

### Sample question Paper

|                                                                                                                                                          |              |                                                      |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –I) 2020-221                                                            |              |                                                      |          |           |                |          |
| Class: B.Com.(H) I Semester                                                                                                                              |              |                                                      |          |           |                |          |
| Subject Name:<br>BCH 101                                                                                                                                 |              | Time: 1.5 Hrs                                        |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                           | Remembering  | Understanding                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                         | Q.1,4        | Q.2,3                                                | Q.4      | Q.2,5,6   | Q 6            |          |
| Student will be able to<br>CO1: List the broad perceptive of cloud architecture and model.<br>CO2: Apply different cloud programming models as per need. |              |                                                      |          |           |                |          |
| CO Map                                                                                                                                                   | Question No. | Question                                             |          |           |                | Marks    |
| CO1                                                                                                                                                      | Q.1          | Explain in brief the functions of business firms.    |          |           |                | 3        |
| CO1                                                                                                                                                      | Q.2a         | What are the essential features of span of control?  |          |           |                | 3        |
|                                                                                                                                                          | Q.2b         | Write a short note on Entrepreneurship.              |          |           |                | 3        |
| CO1                                                                                                                                                      | Q.3          | State the significance of communication in business  |          |           |                | 6        |
| CO2                                                                                                                                                      | Q.4          | Explain organizing and staffing in an organization.  |          |           |                | 3        |
| CO2                                                                                                                                                      | Q.5a         | Elaborate different theories of motivation.          |          |           |                | 3        |
|                                                                                                                                                          | Q.5b         | Write short note on barriers of communication.       |          |           |                | 3        |
| CO2                                                                                                                                                      | Q 6          | Evaluating the concept of Change Management in India |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course : Basic Concepts of Financial Accounting**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |         |          |
|-------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|---------|----------|
|                                     |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO<br>9 | PO<br>10 |
| I SEM                               | BCH<br>102 | 2   | 1   | 2   | 1   | 1   | 1   | 1   | 1   | 2       | 1        |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |
|-----------------------------------------------------------------------------------------|
|                                                                                         |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                         |
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>Course Handout</b>                                                                   |
| Course: Basic Concepts of Financial Accounting                                          |
| Course Code : BCH102, Crédits : 04, Session: 2020-21 (Odd Sem.), Class : BCOM. 1st Year |

## A. Introduction:

To develop a conceptual understanding of the fundamentals of a financial accounting system that processes transactions and other events through a book-keeping mechanism to prepare financial statements, and also to impart skills in accounting for recording various kinds of business transactions.

**B. Course Outcomes:** At the end of the course, students will be able to:

- 1.BCH102.1.** Able to understand the concept of financial accounting which includes Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book.
- 2.BCH102.2.** Know the basics about Final accounts, Balance Sheet, Trading and Profit & Loss Account, Financial Adjustments.
- 3.BCH102.3.** Able to recognize the essential of Depreciation & Inventory Valuation methods
- 4.BCH102.4.** Describe the role of Bank Reconciliation Statement & Bills of Exchange.
- 5.BCH102.5.** Demonstrate the role of branch accounting and ascertainment of profit by debtors method and stock and debtors method.



### **C. Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**E. Syllabus****Module I: Introduction**

Financial Accounting Concepts, importance and scope, Financial Accounting Standards: Transition from IAS to IFRS, Branches of Accounting, Accounting Equation, Single entry vs Double entry system of accounting. Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book.

**Module II: Final Accounts**

Concept of capital, Revenue and deferred revenue expenditure, Opening entries, Closing entries, Adjustment entries, Final accounts, Balance Sheet, Trading and Profit & Loss Account, Financial Adjustments

**Module III: Depreciation & Inventory Valuation**

Depreciation accounting and its methods, Inventory valuation and its methods.

**Module IV: Bank Reconciliation Statement & Bills of Exchange**

Bank reconciliation statement, Accounting for bills of exchange - bills receivable and payable,

acceptance, endorsement, discounting, dishonour and renewal of bills, accommodation bills.

### Module V: Branch Accounting

Inland Branches: Dependent branches only and ascertainment of profit by debtors method and stock and debtors method.

**Assignment for the students:** Students will Prepare Vouchers, Recording Transactions, Preparing Reports, Cash Book, Bank Book, Ledger Accounts, Trail Balance, Profit And Loss Account And Balance Sheet withheld of any popular Accounting Software.

#### Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### F. Suggested Text/Reference Books:

- Dr. S.N. Maheswari, Financial Accounting
- BS Raman, Financial Accounting
- Grewal and Gupta, Advanced Accounting
- Radhaswamy and R.L. Gupta, Advanced Accounting
- S.Kr. Paul, Advanced Accounting
- P.C. Tulasian, Pearson Editions, Introduction to Accounting
- Jain & Narang, Financial Accounting
- Sehgal, A and Sehgal, D “Advanced Accounting”, Part – 1, Taxmann Applied services, New Delhi

#### G. Lecture Plan

| Lecture | Topics                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------|------------------|------------------|---------------------------------|
| 1       | Financial Accounting Concepts | Lecture          | BCH102.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Financial Accounting Concepts | Lecture          | BCH102.1.        | Mid Term-1, Quiz & End Sem      |

|   |                                                                                                        |         |                  |                                 |
|---|--------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|   |                                                                                                        |         |                  | Exam                            |
| 3 | <b>Financial Accounting Concepts</b>                                                                   | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 4 | <i>Importance and scope, Financial Accounting Standards: Transition from IAS to IFRS</i>               | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 5 | <b>Importance and scope, Financial Accounting Standards: Transition from IAS to IFRS</b>               | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6 | <b>importance and scope, Financial Accounting Standards: Transition from IAS to IFRS.</b>              | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7 | <b>Branches of Accounting, Accounting Equation, Single entry vs Double entry system of accounting.</b> | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8 | <b>Branches of Accounting, Accounting Equation, Single entry vs Double entry system of accounting.</b> | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9 | <b>Branches of Accounting, Accounting Equation, Single entry vs Double entry system of accounting.</b> | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                           |         |                  |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 10 | <b>Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book &amp; Bank Book.</b> | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | <b>Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book &amp; Bank Book.</b> | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Concept of capital                                                                                                                        | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Concept of capital                                                                                                                        | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Revenue and deferred revenue expenditure                                                                                                  | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Revenue and deferred revenue expenditure                                                                                                  | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Opening entries, Closing entries                                                                                                          | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Opening entries, Closing entries                                                                                                          | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz &              |

|    |                                         |         |                  |                                 |
|----|-----------------------------------------|---------|------------------|---------------------------------|
|    |                                         |         |                  | End Sem Exam                    |
| 18 | Adjustment entries                      | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Adjustment entries, balance sheet       | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Financial Adjustments, Final accounts   | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Depreciation                            | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Depreciation                            | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Inventory Valuation                     | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Inventory Valuation                     | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Depreciation accounting and its methods | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Depreciation accounting and its methods | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem      |

|    |                                      |         |                  |                                 |
|----|--------------------------------------|---------|------------------|---------------------------------|
|    |                                      |         |                  | Exam                            |
| 27 | Inventory valuation and its methods. | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Bank reconciliation statement        | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Bank reconciliation statement        | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Accounting for bills of exchange     | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Accounting for bills of exchange     | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | bills receivable and payable         | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | bills receivable and payable         | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | endorsement, discounting             | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | endorsement, discounting             | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                           |         |                  |                                 |
|----|-------------------------------------------|---------|------------------|---------------------------------|
| 36 | dishonour and renewal of bills            | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | accommodation bills                       | Lecture | <b>BCH102.4.</b> | Quiz & End Sem Exam             |
| 38 | Inland Branches: Dependent branches only  | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 39 | Inland Branches: Dependent branches only  | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 40 | ascertainment of profit by debtors        | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 41 | ascertainment of profit by debtors method | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 42 | method and stock and debtors method       | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 43 | method and stock and debtors method       | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 44 | Stock method                              | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 45 | Stock method                              | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 46 | debtors method                            | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 47 | debtors method                            | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 48 | debtors method                            | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |



#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO                  | STATEMENT                                                                                                                                                | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                     |                                                                                                                                                          | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BC H1 02. 1.</b> | Able to understand the concept of financial accounting which includes Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and | <b>3</b>                            | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> |

|                                 |                                                                                                                                                        |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                                 | their<br>rectif<br>icatio<br>n,<br>Cash<br>Book<br>&<br>Bank<br>Book.                                                                                  |          |          |          |          |          |          |          |          |          |          |
| <b>BC<br/>H1<br/>02.<br/>2.</b> | Know the<br>basics<br>about<br>Final<br>accounts,<br>Balance<br>Sheet,<br>Trading<br>and Profit<br>& Loss<br>Account,<br>Financial<br>Adjustme<br>nts. | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>H1<br/>02.<br/>3.</b> | Able<br>to<br>recog<br>nize<br>the<br>essen<br>tial of<br>Depr<br>eciati<br>on &                                                                       | <b>2</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> |

|                                 |                                                                                                                                                                                    |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                                 | Inven<br>tory<br>Valua<br>tion<br>meth<br>ods                                                                                                                                      |          |          |          |          |          |          |          |          |          |          |
| <b>BC<br/>H1<br/>02.<br/>4.</b> | Descr<br>ibe<br>the<br>role<br>of<br>Bank<br>Reco<br>ncilia<br>tion<br>State<br>ment<br>&<br>Bills<br>of<br>Exch<br>ange.                                                          | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |
| <b>BC<br/>H1<br/>02.<br/>5.</b> | Dem<br>onstr<br>ate<br>the<br>role<br>of<br>branc<br>h<br>acco<br>untin<br>g and<br>ascr<br>tain<br>ment<br>of<br>profit<br>by<br>debt<br>ors<br>meth<br>od<br>and<br>stock<br>and | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> |

|  |                            |  |  |  |  |  |  |  |  |  |  |
|--|----------------------------|--|--|--|--|--|--|--|--|--|--|
|  | debt<br>ors<br>meth<br>od. |  |  |  |  |  |  |  |  |  |  |
|--|----------------------------|--|--|--|--|--|--|--|--|--|--|

### Sample question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                    |              |                                                               |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>Department of Management studies<br/>I MID-SEMESTER (SEM –I) 2020-21</p>                                                                                                                                                                                                                                                                                  |              |                                                               |          |           |                |          |
| Class: B.Com.(H) I Semester                                                                                                                                                                                                                                                                                                                                                                                        |              |                                                               |          |           |                |          |
| Subject Name:<br>BCH 102 Basic Concepts of<br>Financial Accounting                                                                                                                                                                                                                                                                                                                                                 |              | Time: 1.5 Hrs                                                 |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                            | Remembering  | Understanding                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                | Q.1,4        | Q.2,3                                                         | Q.4      | Q.2,5     | Q.6            |          |
| <p>Student will be able to</p> <p>1.<b>BCH102.1.</b> Able to understand the concept of financial accounting which includes Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book &amp; Bank Book.</p> <p>2.<b>BCH102.2.</b> Know the basics about Final accounts, Balance Sheet, Trading and Profit &amp; Loss Account, and Financial Adjustments.</p> |              |                                                               |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                             | Question No. | Question                                                      |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                | Q.1          | Explain single entry and double entry system of accounting.   |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                | Q.2a         | What are the essential features of trial balance?             |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.2b         | Write a short note on final accounts.                         |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                | Q.3          | State the significance of inventory valuation and its methods |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                | Q.4          | Explain accommodation bills in accounting.                    |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.5a         | Elaborate bills receivable and bills payable in financial     |          |           |                | 3        |

|     |      |                                                    |   |
|-----|------|----------------------------------------------------|---|
| CO2 |      | accounting.                                        |   |
|     | Q.5b | Write short note on bank reconciliation statement. | 3 |
| CO2 | Q 6  | Evaluating the concept of cash book and bank book  | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                 |
|-------------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR        |
| AMITY BUSINESS SCHOOL                           |
| Course: Microeconomic Theory & Applications – I |

## PROGRAMME OUTCOMES

Bachelor of Commerce

2020-2023

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| I<br>SEM                            | BCH103 | 2   | 2   | 2   | -   | 1   | -   | 3   | -   | 2   | -    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| DEPARTMENT OF BUSINESS MANAGEMENT                                                       |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : Microeconomic Theory & Applications – I                                        |
| Course Code : BCH103, Crédits : 03, Session :2020-21(Odd Sem.), Class : B.Com. 1st Year |

- A. Introduction:** The objective of this paper is to make the student to understand how the business organizations work by applying economic principles in their business management. The course will attempt to relate theory to practice and try to instill in students the ability to apply basic microeconomic concepts to the understanding of everyday phenomena.
- B. Course Outcomes:** At the end of the course, students will be able to:
- BCH109.1.** Develop an understanding of Economic principles and theories. Further the student will have a understanding of consumer behaviour regarding choice of products and prices etc.
- BCH109.2.** To identify key phases and concepts of policy making framework in India. Students will understand the scope and objective of economics and practical use of various economic principles
- BCH109.3.** The students will be able understand how the business organizations work by applying economic principles in their business management.
- C. Programme Outcomes:**
- [PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.
- [PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry
- [PO.3]. Problem-solving and decision making:** Developing the ability to identify,



formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End                            | End Semester                                                                                                                                                                                                  | EE       | 70%         |

|                         |             |  |             |
|-------------------------|-------------|--|-------------|
| Semester<br>Examination | Examination |  |             |
| <b>Total</b>            |             |  | <b>100%</b> |

## E. Syllabus

### Module I: Consumer Behaviour

Consumer sovereignty-limitations. Approaches to the study of consumer behaviour-cardinal approach-the law of equi-marginal utility, ordinal approach – indifference curve analysis and its properties. Consumer equilibrium, Price effect, income effect and substitution effects. Engel curve. Consumer surplus – meaning-analysis limitations.

### Module II: Microeconomics and Demand Analysis

Nature and scope of economics; Difference between micro and macroeconomics, Nature of economic problem. Basic postulates, Role of price mechanism. Theory of Demand and Analysis: Demand- demand determinants – law of demand-characteristics exceptions - Elasticity of demand – price elasticity – types – determining factors- change in demand and elasticity of demand-business applications of price elasticity- concepts of income and cross elasticity of demand. Measurement of price elasticity of demand by total outlay method.

### Module III: Theory of Production and Cost

Concept of Production Function- Law of variable proportions and stages of production. Isoquants, marginal rate of technical substitution, Return to scale. Revenue curves- Average revenue and marginal revenue curve, and elasticity of demand. Cost curve in short and long run, average and marginal cost curve and its relationship.

### Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- I.C. Dhingra, Principles of Microeconomics- Sultan Chand & Sons
- H.L. Ahuja- Microeconomics
- Baumol, W.J. Economic Theory and Operations Analysis, Prentice Hall of India, New Delhi.
- Bach, G.L, Economics, Prentice Hall of India, New Delhi.
- Gould, J.P. and Edward P.L, Microeconomic Theory, Richard, Irwin. Homewood.
- Koutsoyiannis, A, Modern Microeconomics, Macmillan.
- Lipsey, R.G. and K.A. Chrystal, Principles of Economics, Oxford University Press, Oxford.

**F. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                     | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|-------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Consumer sovereignty- limitations.                                | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Approaches to the study of consumer behaviour                     | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | cardinal approach                                                 | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | the law of equi-marginal utility                                  | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | ordinal approach – indifference curve analysis and its properties | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 6              | ordinal approach – indifference curve analysis and its properties | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 7              | Consumer equilibrium                                              | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 8              | Price effect, income effect and substitution effects              | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 9              | Engel curve                                                       | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 10             | Consumer surplus – meaning-analysis limitations                   | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 11             | Nature and scope of economics                                     | Lecture                 | BCH103.2                | Mid Term-1, Quiz & End Sem Exam |
| 12             | Difference between micro and macroeconomics                       | Lecture                 | BCH103.2                | Mid Term-1, Quiz & End Sem Exam |
| 13             | Nature of economic problem                                        | Lecture                 | BCH103.2                | Mid Term-1, Quiz & End Sem Exam |
| 14             | Basic postulates, Role of price mechanism                         | Lecture                 | BCH103.2                | Mid Term-1, Quiz & End Sem Exam |
| 15             | Theory of Demand and Analysis                                     | Lecture                 | BCH103.2                | Mid Term-1, Quiz & End Sem Exam |
| 16             | Demand- demand determinants – law of                              | Lecture                 | BCH103.2                | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                  |         |          |                                 |
|----|------------------------------------------------------------------|---------|----------|---------------------------------|
|    | demand-characteristics, exceptions                               |         |          |                                 |
| 17 | Elasticity of demand – price elasticity                          | Lecture | BCH103.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | types – determining factors- change in demand                    | Lecture | BCH103.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | elasticity of demand- business applications of price elasticity  | Lecture | BCH103.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | concepts of income and cross elasticity of demand                | Lecture | BCH103.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | concepts of income and cross elasticity of demand                | Lecture | BCH103.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Measurement of price elasticity of demand by total outlay method | Lecture | BCH103.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Measurement of price elasticity of demand by total outlay method | Lecture | BCH103.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Concept of Production Function                                   | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Law of variable proportions and stages of production             | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Law of variable proportions and stages of production             | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Isoquants                                                        | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | marginal rate of technical substitution                          | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Return to scale.                                                 | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Revenue curves- Average revenue and marginal revenue curve       | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Revenue curves- Average revenue and marginal revenue curve       | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | elasticity of demand                                             | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Cost curve in short and long run                                 | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Cost curve in short and long run                                 | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | average and marginal cost curve and its relationship             | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 36 | average and marginal cost                                        | Lecture | BCH103.3 | Mid Term-2, Quiz                |

|  |                            |  |  |                |
|--|----------------------------|--|--|----------------|
|  | curve and its relationship |  |  | & End Sem Exam |
|--|----------------------------|--|--|----------------|

### G. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                                                               | CORRELATION WITH<br>PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                  |                                                                                                                                                                                         | P<br>O<br>1                            | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BCH103.1.</b> | Develop an understanding of Economic principles and theories. Further the student will have a understanding of consumer behaviour regarding choice of products and prices etc.          | <b>2</b>                               | <b>2</b>    | 2           | -           | <b>1</b>    | -           | 3           | -           | 2           | 1            |
| <b>BCH103.2.</b> | To identify key phases and concepts of policy making framework in India. Students will understand the scope and objective of economics and practical use of various economic principles | <b>2</b>                               | <b>3</b>    | 2           | -           | <b>1</b>    | -           | 3           | -           | 2           | <b>2</b>     |
| <b>BCH103.3.</b> | The students will be able understand how the                                                                                                                                            | <b>2</b>                               | <b>2</b>    | 2           | -           | <b>1</b>    | -           | 3           | -           | 2           | <b>2</b>     |

|  |                                                                                           |  |  |  |  |  |  |  |  |  |  |
|--|-------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|
|  | business organizations work by applying economic principles in their business management. |  |  |  |  |  |  |  |  |  |  |
|--|-------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|

### Sample Question Paper

| Amity Business School<br>DEMOCRACY AND GOVERNANCE IN INDIA<br>I MID-SEMESTER (SEM –I) 2020-21                                                                                                                                                                                                                                                                                     |              |                                                 |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.Com (H) Semester                                                                                                                                                                                                                                                                                                                                                         |              |                                                 |          |           |                |          |
| Subject Name:<br>BCH 103 MICROECONOMIC<br>THEORY AND APPLICATIONS - I                                                                                                                                                                                                                                                                                                             |              | Time: 1.5 Hrs                                   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                    | Remembering  | Understanding                                   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                  | Q.1,4        | Q.2,3                                           | Q.4      | Q.2,5,6   |                |          |
| CO1: Develop an understanding of Economic principles and theories. Further the student will have a understanding of consumer behavior regarding choice of products and prices etc.<br>Co2 To identify key phases and concepts of policy making framework in India. Students will understand the scope and objective of economics and practical use of various economic principles |              |                                                 |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                            | Question No. | Question                                        |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                               | Q.1          | Explain the law of equi-marginal utility        |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                               | Q.2a         | Explain indifference curve analysis             |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                   | Q.2b         | What do you understand by Consumer equilibrium? |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                               | Q.3          | Explain Engel curve with example                |          |           |                | 6        |



|     |      |                                                                                 |   |
|-----|------|---------------------------------------------------------------------------------|---|
| CO2 | Q.4  | What is law of demand? Discuss various determinants of demand.                  | 3 |
| CO2 | Q.5a | Discuss the difference between micro and macroeconomics                         | 3 |
|     | Q.5b | Discuss various exceptions of law of demands.                                   | 3 |
| CO2 | Q 6  | How will you measure price elasticity of demand by total outlay method? Explain | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course: DEMOCRACY AND GOVERNANCE IN INDIA**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce**

**2020-2023**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| I SEM                         | BCH109 | -   | -   | 3   | -   | 1   | -   | 2   | -   | -   | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## DEPARTMENT OF BUSINESS MANAGEMENT

### Course Handout

Course : DEMOCRACY AND GOVERNANCE IN INDIA

Course Code : BCH109, Crédits : 03, Session :2020-21(Odd Sem.), Class : B.Com. 1st Year

- A. Introduction:** The objective of this course is to impart basic and fundamental knowledge of Indian Democracy and Governance systems to students in order to educate them about the political and regulatory environment of business.
- B. Course Outcomes:** At the end of the course, students will be able to:
- BCH109.1.** Develop an understanding of Constitution of India and the political system that exists in India. Further the student will have a general understanding about the relation of Constitution as a guiding document with the functioning of various governance institutions at central, state and local level.
- BCH109.2.** To identify key phases and concepts of policy making framework in India. Students will understand the development of budget regime trajectory and various regulatory institutions.
- BCH109.3.** To aware regarding women empowerment activities of rural and urban organizations. Students will understand various trajectory of policy making over models of development in India
- BCH109.4.** Demonstrate awareness of NGOs and monitor grievance redressal mechanism to mainstream development ideas
- C. Programme Outcomes:**
- [PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.
- [PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry
- [PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.
- [PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.
- [PO.5]. Understanding business processes and work teams:** Will enable students understand

business processes and work teams for better business outcomes.

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=

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## E. Syllabus

### Module I: Structure and Process of Governance

Features of Indian Constitution, Parliament, Party Politics and Electoral behavior, Federalism, The Supreme Court and Judicial Activism, Preamble of the Constitution, Fundamental Rights, Directive Principles of State Policy, Fundamental Rights: Problem of Under Privileged Section, Panchayat Raj & Municipal Governance – 73<sup>rd</sup> and 74<sup>th</sup> amendment of the constitution.

### Module II: Ideas, Interests and Institutions in Public Policy

a. Studying Ideas and Institutions of Policy Making – The Role of Experts in Policy Making, Ministry of Finance, Planning Commission, Finance Commission, Annual Budget Regime, Reserve Bank of India, Commission for Agricultural Costs and Prices etc.

b. Regulatory Institutions

c. Lobbying Institutions: Chambers of Commerce and Industries, Trade Unions, Farmers Associations, Public, Private Partnership, BOT

### Module III: Contemporary Political Economy of Development in India

Policy Debates over Models of Development in India, Recent trends of Liberalisation of Indian Economy in different sectors, including e-governance, Development of SCs, STs, OBCs and minorities, Reservation Policy, Constitutional safeguards/welfare measures, Women's Empowerment

### Module IV: Dynamics of Civil Society

New Social Movements and Various interests, Role of NGO's, Understanding the political significance of Media and Popular Culture, Department of Personal & Grievance, Grievance Redressal Mechanism, Central Vigilance Commission (CVC), Lokayukt Ombudsman, Modern Thinkers (Swami Vivekanad, Tagore, Mahatma Gandhi, Dr. Zakir Hussain, PT. Jawahar Lal Nehru, Amritya Sen, Dr. Ambedkar

### Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Atul Kohli (ed.), The Success of India's Democracy, Cambridge University Press.
- Corbridge, Stuart and John Harris, Reinventing India: Liberalisation, Hindu Nationalism and Popular Democracy OUP.

- Dreze, J. and Sen, A, India: Economic Development and Social Opportunity, Clarendon paperbacks.
- Jagdish Bhagwati, India in Transition: Freeing the Economy.
- Patel, I.G., Glimpses of Indian Economic Policy: An Insider View, OUP.

**F. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                      | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Features of Indian Constitution                                                    | Lecture                 | BCH109.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Parliament, Party Politics and Electoral behavior                                  | Lecture                 | BCH109.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | Federalism, The Supreme Court and Judicial Activism                                | Lecture                 | BCH109.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | Preamble of the Constitution, Fundamental Rights                                   | Lecture                 | BCH109.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | Fundamental Rights, Directive Principles of State Policy                           | Lecture                 | BCH109.1                | Mid Term-1, Quiz & End Sem Exam |
| 6              | Fundamental Rights: Problem of Under Privileged Section                            | Lecture                 | BCH109.1                | Mid Term-1, Quiz & End Sem Exam |
| 7              | Panchayat Raj & Municipal Governance – 73rd and 74th amendment of the constitution | Lecture                 | BCH109.1                | Mid Term-1, Quiz & End Sem Exam |
| 8              | Studying Ideas and Institutions of Policy Making                                   | Lecture                 | BCH109.2.               | Mid Term-1, Quiz & End Sem Exam |
| 9              | The Role of Experts in Policy Making                                               | Lecture                 | BCH109.2.               | Mid Term-1, Quiz & End Sem Exam |
| 10             | Ministry of Finance                                                                | Lecture                 | BCH109.2.               | Mid Term-1, Quiz & End Sem Exam |
| 11             | Planning Commission, Finance Commission                                            | Lecture                 | BCH109.2.               | Mid Term-1, Quiz & End Sem Exam |
| 12             | Annual Budget Regime, Reserve Bank of India                                        | Lecture                 | BCH109.2.               | Mid Term-1, Quiz & End Sem Exam |
| 13             | Commission for Agricultural Costs and Prices etc.                                  | Lecture                 | BCH109.2.               | Mid Term-1, Quiz & End Sem Exam |
| 14             | Regulatory Institutions                                                            | Lecture                 | BCH109.2.               | Mid Term-1, Quiz & End Sem Exam |
| 15             | Lobbying Institutions                                                              | Lecture                 | BCH109.2.               | Mid Term-1, Quiz & End Sem Exam |
| 16             | Chambers of Commerce and Industries                                                | Lecture                 | BCH109.2.               | Mid Term-1, Quiz & End Sem Exam |
| 17             | Trade Unions, Farmers Associations                                                 | Lecture                 | BCH109.2.               | Mid Term-1, Quiz & End Sem Exam |
| 18             | Public, Private Partnership, BOT                                                   | Lecture                 | BCH109.2.               | Mid Term-1, Quiz & End Sem Exam |
| 19             | Policy Debates over Models                                                         | Lecture                 | BCH109.3.               | Mid Term-1, Quiz                |



|    |                                                                                                |         |           |                                 |
|----|------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | of Development in India                                                                        |         |           | & End Sem Exam                  |
| 20 | Recent trends of Liberalisation of Indian Economy in different sectors, including e-governance | Lecture | BCH109.3. | Mid Term-1, Quiz & End Sem Exam |
| 21 | Recent trends of Liberalisation of Indian Economy in different sectors, including e-governance | Lecture | BCH109.3. | Mid Term-2, Quiz & End Sem Exam |
| 22 | Development of SCs, STs, OBCs and minorities                                                   | Lecture | BCH109.3. | Mid Term-2, Quiz & End Sem Exam |
| 23 | Development of SCs, STs, OBCs and minorities                                                   | Lecture | BCH109.3. | Mid Term-2, Quiz & End Sem Exam |
| 24 | Reservation Policy                                                                             | Lecture | BCH109.3. | Mid Term-2, Quiz & End Sem Exam |
| 25 | Constitutional safeguards/welfare measures                                                     | Lecture | BCH109.3. | Mid Term-2, Quiz & End Sem Exam |
| 26 | Women's Empowerment                                                                            | Lecture | BCH109.3. | Mid Term-2, Quiz & End Sem Exam |
| 27 | New Social Movements and Various interests                                                     | Lecture | BCH109.4. | Mid Term-2, Quiz & End Sem Exam |
| 28 | Role of NGO's, Understanding the political significance of Media and Popular Culture           | Lecture | BCH109.4. | Mid Term-2, Quiz & End Sem Exam |
| 29 | Department of Personal & Grievance                                                             | Lecture | BCH109.4. | Mid Term-2, Quiz & End Sem Exam |
| 30 | Grievance Redressal Mechanism, Central Vigilance Commission (CVC)                              | Lecture | BCH109.4. | Mid Term-2, Quiz & End Sem Exam |
| 31 | Lokayukt Ombudsman                                                                             | Lecture | BCH109.4. | Mid Term-2, Quiz & End Sem Exam |
| 32 | Modern Thinkers - Swami Vivekanad, Tagore                                                      | Lecture | BCH109.4. | Mid Term-2, Quiz & End Sem Exam |
| 33 | Dr. Zakir Hussain                                                                              | Lecture | BCH109.4. | Mid Term-2, Quiz & End Sem Exam |
| 34 | PT. Jawahar Lal Nehru                                                                          | Lecture | BCH109.4. | Mid Term-2, Quiz & End Sem Exam |
| 35 | Amritya Sen                                                                                    | Lecture | BCH109.4. | Mid Term-2, Quiz & End Sem Exam |
| 36 | Dr. Ambedkar, Mahatma Gandhi                                                                   | Lecture | BCH109.4. | Mid Term-2, Quiz & End Sem Exam |

### G. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                                                                                                                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|                  |                                                                                                                                                                                                                                                                                                            | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| <b>BCH109.1.</b> | Develop an understanding of Constitution of India and the political system that exists in India. Further the student will have a general understanding about the relation of Constitution as a guiding document with the functioning of various governance institutions at central, state and local level. |                                     |             | 3           |             |             |             | 2           |             |             | 1            |  |  |
| <b>BCH109.2.</b> | To identify key phases and concepts of policy making framework in India. Students will understand the development of budget regime trajectory and various regulatory institutions.                                                                                                                         |                                     |             |             |             | 2           |             | 3           |             |             | 2            |  |  |

|                  |                                                                                                                                                                                     |  |  |          |  |  |  |          |  |  |          |  |  |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|----------|--|--|--|----------|--|--|----------|--|--|
| <b>BCH109.3.</b> | To aware regarding women empowerment activities of rural and urban organizations. Students will understand various trajectory of policy making over models of development in India. |  |  | <b>3</b> |  |  |  | <b>2</b> |  |  | <b>2</b> |  |  |
| <b>BCH109.4.</b> | Demonstrate awareness of NGOs and monitor grievance redressal mechanism to mainstream development ideas.                                                                            |  |  | <b>2</b> |  |  |  | <b>1</b> |  |  | <b>3</b> |  |  |

### Sample Question Paper

| Amity Business School<br>DEMOCRACY AND GOVERNANCE IN INDIA<br>I MID-SEMESTER (SEM –I) 2020-21                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              |                                                                        |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.Com (H) Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |              |                                                                        |          |           |                |          |
| Subject Name:<br>BCH 109 DEMOCRACY AND<br>GOVERNANCE IN INDIA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              | Time: 1.5 Hrs                                                          |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Remembering  | Understanding                                                          | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.1,4        | Q.2,3                                                                  | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Develop an understanding of Constitution of India and the political system that exists in India. Further the student will have a general understanding about the relation of Constitution as a guiding document with the functioning of various governance institutions at central, state and local level.</p> <p>CO2: To identify key phases and concepts of policy making framework in India. Students will understand the development of budget regime trajectory and various regulatory institutions.</p> |              |                                                                        |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Question No. | Question                                                               |          |           | Marks          |          |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.1          | Explain latest amendments in Indian constitutions                      |          |           | 3              |          |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.2a         | What are the essential characteristics of Indian Constitution?         |          |           | 3              |          |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.2b         | What is Preamble of the Constitution and Fundamental Rights of Indian? |          |           | 3              |          |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.3          | What are the problems of under Privileged Section?                     |          |           | 6              |          |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.4          | Explain the significance of. Role of Experts in Policy Making          |          |           | 3              |          |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.5a         | Elaborate Annual Budget Regime.                                        |          |           | 3              |          |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.5b         | Write characteristics of financial commission.                         |          |           | 3              |          |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q 6          | Explain role of major institutions in public policy making.            |          |           | 6              |          |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                          |
|------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |
| AMITY BUSINESS SCHOOL                    |
| Course : Financial Accounting II         |

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2020-2023**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| II SEM                           | BCH 201 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



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|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
| Course Handout                                                                          |  |
| Course : FINANCIAL ACCOUNTING II                                                        |  |
| Course Code : BCH 201, Credits : 04, Session :2020-21(EVEN Sem.), Class : BCOM 1st Year |  |

**Introduction:** To develop conceptual understanding of the fundamentals of financial accounting system which processes transactions and other events through a book-keeping mechanism to prepare financial statements, and also to impart skills in accounting for recording various kinds of business transactions.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH 201.1** Student will be able to make joint -venture and consignor account.

**BCH 201.2** Student will be able to manage negotiable instruments i.e., bill of exchange.

**BCH 201.3** Students will be able to prepare partnership accounts.

**A. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative



problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**A. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                       | Code     | Weightage % |
|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                        | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                            | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. | A        | 5%          |

|                          |                                                                             |    |             |
|--------------------------|-----------------------------------------------------------------------------|----|-------------|
|                          | The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                    | EE | 70%         |
| <b>Total</b>             |                                                                             |    | <b>100%</b> |
|                          |                                                                             |    |             |

## B. Syllabus

### Module I

#### Consignment and Joint Venture Accounts:

- (i) **Consignments:** Features, Accounting treatment in the books of the consignor and consignee.
- (ii) **Joint Ventures:** Accounting procedures: Joint Bank Account, Records Maintained by Co-venturer of (a) all transactions (b) only his own transactions. (Memorandum joint venture account).

### Module II

Accounting for bills of exchange - bills receivable and payable, acceptance, endorsement, discounting, dishonour and renewal of bills, accommodation bills.

### Module III

#### Partnership

Admission of a partner: partnership deed, goodwill valuation and treatment. Sacrificing ratio.

Retirement and death of a partner: gaining ratio, goodwill treatment

Dissolution of partnership: revaluation of assets and liabilities. Legal Position, Accounting for simple dissolution,

Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company).

#### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

#### Text & References:

- Dr. S.N. Maheswari, Financial Accounting
- BS Raman, Financial Accounting

- Grewal and Gupta, Advanced Accounting
- Radhaswamy and R.L. Gupta, Advanced Accounting
- S.Kr. Paul, Advanced Accounting
- P.C. Tulasian, Pearson Editions, Introduction to Accounting
- Jain & Narang, Financial Accounting
- Sehgal, A and Sehgal, D “Advanced Accounting”, Part – 1, Taxmann Applied services, New Delhi

## Lecture Plan

| Lecture | Topics                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|--------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Consignments: Features                                 | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Consignments: Features                                 | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Consignments: Features                                 | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Consignments: Features                                 | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Consignments: Features                                 | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Accounting treatment in the books of the consignor and | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                                   |         |           |                                  |
|----|-------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | consignee.                                                        |         |           |                                  |
| 7  | Accounting treatment in the books of the consignor and consignee. | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Accounting treatment in the books of the consignor and consignee. | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Accounting treatment in the books of the consignor and consignee. | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Joint Ventures: Accounting procedures                             | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Joint Ventures: Accounting procedures                             | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Joint Ventures: Accounting procedures                             | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Joint Ventures: Accounting procedures                             | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Joint Bank Account                                                | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Joint Bank Account                                                | Lecture | BCH.201.1 | Mid Term-1,                      |

|    |                                                                                                |         |           |                                  |
|----|------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                                                                |         |           | Quiz & End Sem. Exam             |
| 15 | Joint Bank Account                                                                             | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Records Maintained by Co-venturer of<br>(a) all transactions<br>(b) only his own transactions. | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Records Maintained by Co-venturer of<br>(a) all transactions<br>(b) only his own transactions. | Lecture | BCH.201.1 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Records Maintained by Co-venturer of<br>(a) all transactions<br>(b) only his own transactions. | Lecture | BCH.201.1 | Mid Term-2, Quiz & End Sem. Exam |
| 19 | Records Maintained by Co-venturer of<br>(a) all transactions<br>(b) only his own transactions. | Lecture | BCH.201.1 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | (Memorandum joint venture account).                                                            | Lecture | BCH.201.1 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | (Memorandum                                                                                    | Lecture | BCH.201.1 | Mid                              |

|    |                                                                 |         |           |                                  |
|----|-----------------------------------------------------------------|---------|-----------|----------------------------------|
|    | joint venture account).                                         |         |           | Term-2, Quiz & End Sem. Exam     |
| 22 | (Memorandum joint venture account).                             | Lecture | BCH.201.1 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Accounting for bills of exchange - bills receivable and payable | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Accounting for bills of exchange - bills receivable and payable | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Accounting for bills of exchange - bills receivable and payable | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | acceptance, endorsement, discounting                            | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | acceptance, endorsement, discounting                            | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | dishonour and renewal of bills, accommodation bills.            | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | dishonour and renewal of bills, accommodation bills.            | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | dishonour and renewal of bills,                                 | Lecture | BCH.201.2 | Mid Term-2,                      |

|    |                                                                      |         |           |                                  |
|----|----------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | accommodation bills.                                                 |         |           | Quiz & End Sem. Exam             |
| 31 | Partnership Admission of a partner: partnership deed                 | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Partnership Admission of a partner: partnership deed                 | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Partnership Admission of a partner: partnership deed                 | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | goodwill valuation and treatment.                                    | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | goodwill valuation and treatment.                                    | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Sacrificing ratio                                                    | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 37 | Sacrificing ratio                                                    | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 38 | Retirement and death of a partner: gaining ratio, goodwill treatment | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 39 | Retirement and death of a                                            | Lecture | BCH.201.3 | Mid Term-2,                      |

|    |                                                                                                                                                 |         |           |                                              |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------------------|
|    | partner:<br>gaining ratio,<br>goodwill<br>treatment                                                                                             |         |           | Quiz &<br>End Sem.<br>Exam                   |
| 40 | Retirement<br>and death of a<br>partner:<br>gaining ratio,<br>goodwill<br>treatment                                                             | Lecture | BCH.201.3 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 41 | Dissolution of<br>partnership:<br>revaluation of<br>assets and<br>liabilities. Legal<br>Position,<br>Accounting for<br>simple<br>dissolution    | Lecture | BCH.201.3 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 42 | Dissolution of<br>partnership:<br>revaluation of<br>assets and<br>liabilities. Legal<br>Position,<br>Accounting for<br>simple<br>dissolution    | Lecture | BCH.201.3 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 43 | Dissolution of<br>partnership:<br>revaluation of<br>assets and<br>liabilities. Legal<br>Position,<br>Accounting for<br>simple<br>dissolution    | Lecture | BCH.201.3 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 44 | Applications of<br>rule in case of<br>Garner Vs.<br>Murray in case<br>of insolvency<br>of partner(s)<br>(excluding<br>piecemeal<br>distribution | Lecture | BCH.201.3 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |



|    |                                                                                                                                                           |         |           |                                  |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | and sale of a firm to a company).                                                                                                                         |         |           |                                  |
| 45 | Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company). | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 46 | Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company). | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 47 | Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company). | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 48 | Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s) (excluding                                                          | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |

|  |                                                          |  |  |  |
|--|----------------------------------------------------------|--|--|--|
|  | piecemeal distribution and sale of a firm to a company). |  |  |  |
|--|----------------------------------------------------------|--|--|--|

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|-----------|----------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|           |                                                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BCH 201.1 | Understand the accounting procedure and will be able to do accounting treatment.                               | 1                                   | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |  |  |
| BCH 201.2 | Understand the usage of bill of exchange and learn about bills payable and receivables.                        | 3                                   | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 1           | 1            |  |  |
| BCH 201.3 | Prepare partnership deed, will be able to maintain all entries and learn till dissolution of partnership deed. | 3                                   | 3           | 3           | 3           | 3           | 2           | 2           | 1           | 1           | 1            |  |  |

Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –III) 2020-21                                                                                                                                                        |              |                                                                 |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) III Semester                                                                                                                                                                               |              |                                                                 |          |           |                |          |
| Subject Name:                                                                                                                                                                                                     |              | Time: 1.5 Hours                                                 |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                    | Remembering  | Understanding                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                  | Q.1,4        | Q.2,3                                                           | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>BCH 201.1 Student will be able to make joint -venture and consignor account.</p> <p>BCH 201.2 Student will be able to manage negotiable instruments i.e., bill of exchange.</p> |              |                                                                 |          |           |                |          |
| CO Map                                                                                                                                                                                                            | Question No. | Question                                                        |          |           |                | Marks    |
| CO1                                                                                                                                                                                                               | Q.1          | Who is consignor? Define its role.                              |          |           |                | 3        |
| CO1                                                                                                                                                                                                               | Q.2a         | Who is consignee?                                               |          |           |                | 3        |
|                                                                                                                                                                                                                   | Q.2b         | Explain the accounting treatment in the books of the consignor. |          |           |                | 3        |
| CO2                                                                                                                                                                                                               | Q.3          | What is Joint Venture? Define its accounting procedure.         |          |           |                | 6        |
| CO2                                                                                                                                                                                                               | Q.4          | Explain accounting procedures of Joint Ventures                 |          |           |                | 3        |
| CO2                                                                                                                                                                                                               | Q.5a         | Differentiate between bills receivable and payable.             |          |           |                | 3        |
|                                                                                                                                                                                                                   | Q.5b         | Explain renewal of bills                                        |          |           |                | 3        |
| CO2                                                                                                                                                                                                               | Q 6          | Describe accommodation bills.                                   |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                           |
|-------------------------|---------------------------|
| <b>Session</b>          | 2020-21                   |
| <b>Course Name</b>      | B.Com (Hons)              |
| <b>Semester</b>         | 2nd Semester              |
| <b>Subject Code</b>     | BCH201                    |
| <b>Subject Name</b>     | FINANCIAL ACCOUNTING - II |
| <b>Attainment Level</b> | Level 2                   |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course : MICROECONOMIC THEORY AND APPLICATIONS - II**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce**

**2020-2023**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| II SEM                           | BCH 201 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                      |  |
|--------------------------------------------------------------------------------------|--|
|                                                                                      |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                             |  |
| AMITY BUSINESS SCHOOL                                                                |  |
| Course Handout                                                                       |  |
| Course: MICROECONOMIC THEORY AND APPLICATIONS - II                                   |  |
| Course Code: BCH 202, Credits: 03, Session :2020-21(EVEN Sem.), Class: BCOM 1st Year |  |

**Introduction:** To develop conceptual understanding of the fundamentals of microeconomic theory and applications - system which processes transactions and other events through a book-keeping mechanism to prepare financial statements, and also to impart skills in accounting for recording various kinds of business transactions.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH 202.1** Students will be able to understand the foundation for applied studies in economics, business, or public policy.

**BCH 202.2** Investigate the economic behaviour of individuals, firms and institutions and communicate this in oral and written forms.

**BCH 202.3** Describe economic concepts and their application to contemporary microeconomic issues.

**A. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the



SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**A. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |

|                          |                          |    |             |
|--------------------------|--------------------------|----|-------------|
| End Semester Examination | End Semester Examination | EE | 70%         |
| <b>Total</b>             |                          |    | <b>100%</b> |
|                          |                          |    |             |

## B. Syllabus

### Course Objective:

The objective of this paper is to make the student to understand how the business organizations work by applying economic principles in their business management. The course will attempt to relate theory to practice and try to instill in students the ability to apply basic microeconomic concepts to the understanding of everyday phenomena.

### Module I: Market Structures

Market Structures and business decisions; Objectives of Business firm. A) Perfect Competition: Profit Maximization and equilibrium of firm and industry; Short - run and long - run supply curves; Price and output determination. Practical Applications. B) Monopoly: Determination of price under monopoly; Equilibrium of a firm; Comparison between perfect competition and monopoly; Multi Plant monopoly, Price Discrimination; Practical applications. C) Monopolistic Competition: Meaning and characteristics; Price and output Determination under monopolistic competition; Excess capacity under monopolistic competition. D) Oligopoly: Characteristic, indeterminate pricing and output; Classical models of Oligopoly; price leadership; Collusive oligopoly; kinked demand curve.

### Module II: Factor Pricing - I

Marginal productivity theory and demand for factors; Nature of supply of factor inputs; Determination of wage rates under perfect Competition and monopoly; Exploitation of labor, Rent - concept; Ricardian and Modern theories of rent; Quasi-rent, Functional Distribution of Income.

### Module III: Factor Pricing - II

Interests - concept and theories of interest - Loanable Fund Theory, Liquidity Preference Theory, Profit - natural, concepts, and theories of Profit - Innovation Theory, Dynamic Theory, Risk Theory and Uncertainty Bearing Theory.

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

**Text & References:**

- I.C. Dhingra, Principles of Microeconomics- Sultan Chand & Sons
- H.L. Ahuja- Microeconomics
- Baumol, W.J. Economic Theory and Operations Analysis, Prentice Hall of India, New Delhi.
- Bach, G.L, Economics, Prentice Hall of India, New Delhi.
- Gould, J.P. and Edward P.L, Microeconomic Theory, Richard, Irwin. Homewood.
- Koutsoyiannis, A, Modern Microeconomics, Macmillan.
- Lipsey, R.G. and K.A. Chrystal, Principles of Economics, Oxford University Press, Oxford.

**Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                 | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>       |
|----------------|-------------------------------------------------------------------------------|-------------------------|-------------------------|-----------------------------------|
| 1              | Market Structures and business decisions                                      | Lecture                 | BCH.202.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 2              | Objectives of Business firm                                                   | Lecture                 | BCH.202.1               | Mid Term-1, Quiz & End Sem. .Exam |
| 3              | Perfect Competition: Profit Maximization and equilibrium of firm and industry | Lecture                 | BCH.202.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 4              | Perfect Competition: Profit Maximization and equilibrium of firm and industry | Lecture                 | BCH.202.1               | Mid Term-1, Quiz & End Sem. Exam  |

|    |                                                        |         |           |                                  |
|----|--------------------------------------------------------|---------|-----------|----------------------------------|
| 5  | Short - run and long - run supply curves               | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 6  | Price and output determination. Practical Applications | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 7  | Price and output determination. Practical Applications | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Monopoly: Determination of price under monopoly        | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Equilibrium of a firm                                  | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Comparison between perfect competition and monopoly    | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Multi Plant monopoly                                   | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Price Discrimination; Practical applications           | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Price Discrimination; Practical applications           | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Monopolistic                                           | Lecture | BCH.202.1 | Mid                              |

|    |                                                                              |         |           |                                              |
|----|------------------------------------------------------------------------------|---------|-----------|----------------------------------------------|
|    | Competition:<br>Meaning and<br>characteristics                               |         |           | Term-1,<br>Quiz &<br>End Sem.<br>Exam        |
| 14 | Price and<br>output<br>Determination<br>under<br>monopolistic<br>competition | Lecture | BCH.202.1 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 15 | Excess capacity<br>under<br>monopolistic<br>competition                      | Lecture | BCH.202.1 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 16 | Oligopoly:<br>Characteristic                                                 | Lecture | BCH.202.1 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 17 | indeterminate<br>pricing and<br>output                                       | Lecture | BCH.202.1 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 18 | Classical<br>models of<br>Oligopoly                                          | Lecture | BCH.202.1 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 19 | price<br>leadership                                                          | Lecture | BCH.202.1 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 20 | Collusive<br>oligopoly                                                       | Lecture | BCH.202.1 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 21 | kinked demand<br>curve.                                                      | Lecture | BCH.202.1 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 22 | Marginal                                                                     | Lecture | BCH.202.2 | Mid                                          |

|    |                                                                     |         |           |                                  |
|----|---------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | productivity theory and demand for factors;                         |         |           | Term-2, Quiz & End Sem. Exam     |
| 23 | Nature of supply of factor inputs;                                  | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Determination of wage rates under perfect Competition and monopoly; | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Exploitation of labor, Rent - concept;                              | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Ricardian and Modern theories of rent; Quasi-rent                   | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Functional Distribution of Income.                                  | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | Interests - concept and theories of interest -                      | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Loanable Fund Theory,                                               | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Liquidity Preference Theory,                                        | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Profit - natural, concepts, and                                     | Lecture | BCH.202.3 | Mid Term-2,                      |

|    |                                                                        |         |           |                                  |
|----|------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | theories of Profit - Innovation Theory,                                |         |           | Quiz & End Sem. Exam             |
| 32 | Profit - natural, concepts, and theories of Profit - Innovation Theory | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Profit - natural, concepts, and theories of Profit - Innovation Theory | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Dynamic Theory, Risk Theory and Uncertainty Bearing Theory             | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Dynamic Theory, Risk Theory and Uncertainty Bearing Theory             | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Dynamic Theory, Risk Theory and Uncertainty Bearing Theory             | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|-----------|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|           |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BCH 202.1 |           | 1                                   | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |  |  |

|           |  |   |   |   |   |   |   |   |   |   |   |  |  |
|-----------|--|---|---|---|---|---|---|---|---|---|---|--|--|
| BCH 202.2 |  | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 1 |  |  |
| BCH 202.3 |  | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 1 | 1 | 1 |  |  |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –II) 2020-21                                                                                                                                                                                                                                          |              |                                                                           |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) II Semester                                                                                                                                                                                                                                                                 |              |                                                                           |          |           |                |          |
| Subject Name:                                                                                                                                                                                                                                                                                      |              | Time: 1.5 Hours                                                           |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                     | Remembering  | Understanding                                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                                     | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO.1: Students will be able to understand the foundation for applied studies in economics, business, or public policy.</p> <p>CO.2: Investigate the economic behaviour of individuals, firms and institutions and communicate this in oral and written forms</p> |              |                                                                           |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                             | Question No. | Question                                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                | Q.1          | Explain various Market Structures.                                        |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                | Q.2a         | How objectives of Business firm affect the business decisions?            |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                    | Q.2b         | Which market structure suits to the real market conditions in e-business? |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                | Q.3          | Explain Monopolistic Competition. Define Meaning and characteristics      |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                | Q.4          | What is perfect competition? Explain its meaning and characteristics?     |          |           |                | 3        |



|     |      |                                                                               |   |
|-----|------|-------------------------------------------------------------------------------|---|
| CO2 | Q.5a | How to measure Marginal productivity. Explain marginal productivity theory. ? | 3 |
|     | Q.5b | What are the determination of wage rates under perfect Competition?           | 3 |
| CO2 | Q 6  | Which factors determine the demand of FMCG products explain with example?     | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                            |
|-------------------------|--------------------------------------------|
| <b>Session</b>          | 2020-21                                    |
| <b>Course Name</b>      | B.Com (Hons)                               |
| <b>Semester</b>         | 2nd Semester                               |
| <b>Subject Code</b>     | BCH202                                     |
| <b>Subject Name</b>     | MICROECONOMIC THEORY AND APPLICATIONS - II |
| <b>Attainment Level</b> | Level 1                                    |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## AMITY BUSINESS SCHOOL

### Course Handout

Course : PSYCHOLOGY AND ETHICS

Course Code : BCH 207, Crédits : 03, Session :2021- 22(Even Sem.), Class : B Com (Hons) 1st Year

### PROGRAMME OUTCOMES

#### Bachelor of Commerce

2020-2023

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| II SEM                           | BCH 207 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                        |  |
|----------------------------------------------------------------------------------------|--|
|                                                                                        |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                               |  |
| AMITY BUSINESS SCHOOL                                                                  |  |
| Course Handout                                                                         |  |
| Course: PSYCHOLOGY AND ETHICS                                                          |  |
| Course Code : BCH 207, Credits : 03, Session:2020-21(EVEN Sem.), Class : BCOM 1st Year |  |

**Introduction:** The objective of the course is to impart basic knowledge that a common person comes across in these various business dealings and, make him aware of the relevant case laws

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH 207.1** To enable students to understand the nature and characteristics of psychology.

**BCH 207.2** To enable the student identify the variables involved in human process so as to infer their role in running business organization

**BCH 207.3** To understand the needs of humans as an individual and a member of an organization.

**BCH 207.4** To sensitize them to proper ideals and norms within which they should perform their roles.

**BCH 207.5** To empower them to cultivate professional norms and ethics.

**A. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world

complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **A. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                     | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                             | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                 | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a studentto be qualified for taking up the | A           | 5%                 |

|                          |                                                                                                          |    |             |
|--------------------------|----------------------------------------------------------------------------------------------------------|----|-------------|
|                          | End Semester examination.<br>The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                                                 | EE | 70%         |
| <b>Total</b>             |                                                                                                          |    | <b>100%</b> |
|                          |                                                                                                          |    |             |

## **B. Syllabus**

### **Course Objective:**

To enable students to understand the nature and characteristics of psychology.

To enable the student identify the variables involved in human process so as to infer their role in running business organization

To understand the needs of humans as an individual and a member of an organization.

To sensitize them to proper ideals and norms within which they should perform their roles.

To empower them to cultivate professional norms and ethics.

### **Course Contents:**

#### **Module I: Concept of Psychology**

Meaning and definition of Psychology, Branches of Psychology with special references to Industrial Psychology, Psychological Principles of Learning.

#### **Module II: Motivation**

Concept of Motivation- Types of Motivation: (i) Intrinsic & (ii) Extrinsic. Techniques of Motivation.

#### **Module III: Personality**

Meaning and Definition, Determinants of Personality, Types of Personality

#### **Module IV: Group Dynamics**

Meaning and types of Group, Characteristics of Human Groups, Sociometry and Grouping

#### **Module V: Ethics**

Ethics in business; Corporate Code of Ethics a) Environment b) Accountability c) Responsibility. Corporate Social Responsibility-Arguments for and against.

Strategic Planning & Corporate Social Responsibility.

Cases of corruption, Corporate Scandals, Whistle Blowing, Insider Trading, Discrimination, Advertising, Consumer Rights etc.

**Examination Scheme:**

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

**Text & References:**

- Peters, R.S: Authority, Responsibility and Education, London, Allen and Unwin.
- UNESCO: Economics & Social aspects of Educational Planning, Paris.
- Aggarwal, J.C.: Essentials of Educational Psychology, Vikas Publishing House Pvt. Ltd., New Delhi.
- Mathur S.S.: Educational Psychology, Agra, Vinod Pustak Mandir.
- Hillgard Eranest R, Atkinson Richard C & Atinksion Rita L: Introduction to Psychology, Oxford & IBH Publishing Co. Pvt. Ltd.
- Best Internet Source for Ethics, <http://www.josephsoninstitute.org/jilinks.htm>
- Desjarding, Joseph, An Introduction to Business Ethics, McGraw-Hill.



## Lecture Plan

| Lecture | Topics                                                                   | Mode of Delivery | Corresponding CO | Mode of Assessing CO              |
|---------|--------------------------------------------------------------------------|------------------|------------------|-----------------------------------|
| 1       | Meaning and definition of Psychology                                     | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 2       | Branches of Psychology with special references to Industrial Psychology, | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. .Exam |
| 3       | Branches of Psychology with special references to Industrial Psychology, | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 4       | Psychological Principles of Learning.                                    | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 5       | Psychological Principles of Learning.                                    | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 6       | Concept of Motivation                                                    | Lecture          | BCH 207.2        | Mid Term-1, Quiz & End Sem. Exam  |
| 7       | Types of Motivation: (i) Intrinsic & (ii) Extrinsic.                     | Lecture          | BCH 207.2        | Mid Term-1, Quiz & End Sem. Exam  |
| 8       | Types of Motivation: (i) Intrinsic & (ii) Extrinsic.                     | Lecture          | BCH 207.2        | Mid Term-1, Quiz & End Sem.       |

|    |                                                      |         |           |                                  |
|----|------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                      |         |           | Exam                             |
| 9  | Types of Motivation: (i) Intrinsic & (ii) Extrinsic. | Lecture | BCH 207.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Techniques of Motivation.                            | Lecture | BCH 207.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Techniques of Motivation.                            | Lecture | BCH 207.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Meaning and Definition of Personality                | Lecture | BCH 207.3 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Meaning and Definition of Personality                | Lecture | BCH 207.3 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Determinants of Personality,                         | Lecture | BCH 207.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Determinants of Personality,                         | Lecture | BCH 207.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Types of Personality                                 | Lecture | BCH 207.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Types of Personality                                 | Lecture | BCH 207.3 | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                                                                           |         |           |                                  |
|----|-----------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
| 17 | Meaning and types of Group,                                                                               | Lecture | BCH 207.4 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Meaning and types of Group,                                                                               | Lecture | BCH 207.4 | Mid Term-2, Quiz & End Sem. Exam |
| 19 | Characteristics of Human Groups,                                                                          | Lecture | BCH 207.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Characteristics of Human Groups,                                                                          | Lecture | BCH 207.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Sociometry and Grouping                                                                                   | Lecture | BCH 207.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Sociometry and Grouping                                                                                   | Lecture | BCH 207.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Ethics in business; Corporate Code of Ethics<br>a) Environment<br>b) Accountability<br>c) Responsibility. | Lecture | BCH 207.5 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Ethics in business; Corporate Code of Ethics<br>a) Environment<br>b) Accountability<br>c) Responsibility. | Lecture | BCH 207.2 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Ethics in business; Corporate Code of                                                                     | Lecture | BCH 207.2 | Mid Term-2,                      |

|    |                                                                      |         |           |                                              |
|----|----------------------------------------------------------------------|---------|-----------|----------------------------------------------|
|    | Ethics a)<br>Environment b)<br>Accountability c)<br>Responsibility.  |         |           | Quiz &<br>End Sem.<br>Exam                   |
| 26 | Corporate Social<br>Responsibility-<br>Arguments for and<br>against. | Lecture | BCH 207.3 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 27 | Corporate Social<br>Responsibility-<br>Arguments for<br>and against. | Lecture | BCH 207.3 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 28 | Corporate Social<br>Responsibility-<br>Arguments for and<br>against. | Lecture | BCH 207.3 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 29 | Strategic Planning &<br>Corporate Social<br>Responsibility.          | Lecture | BCH 207.3 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 30 | Strategic<br>Planning &<br>Corporate<br>Social<br>Responsibility.    | Lecture | BCH 207.3 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 31 | Strategic<br>Planning &<br>Corporate<br>Social<br>Responsibility.    | Lecture | BCH 207.3 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 32 | Cases of<br>corruption,<br>Corporate<br>Scandals,                    | Lecture | BCH 207.3 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 33 | Cases of<br>corruption,<br>Corporate<br>Scandals,                    | Lecture | BCH 207.3 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |

|    |                                                                                    |         |           |                                  |
|----|------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
| 34 | Whistle Blowing, Insider Trading, Discrimination, Advertising, Consumer Rights etc | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Whistle Blowing, Insider Trading, Discrimination, Advertising, Consumer Rights etc | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Whistle Blowing, Insider Trading, Discrimination, Advertising, Consumer Rights etc | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|-----------|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|           |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BCH 207.1 |           | 1                                   | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |  |  |

|           |  |   |   |   |   |   |   |   |   |   |   |  |  |
|-----------|--|---|---|---|---|---|---|---|---|---|---|--|--|
| BCH 207.2 |  | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 1 |  |  |
| BCH 207.3 |  | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 1 | 1 | 1 |  |  |

### Sample Question Paper

|                                                            |             |                 |          |           |                |          |
|------------------------------------------------------------|-------------|-----------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –III) 2020-21 |             |                 |          |           |                |          |
| Class: B Com (Honours) II Semester                         |             |                 |          |           |                |          |
| Subject Name:<br>BCH 207 Psychology and Ethics             |             | Time: 1.5 Hours |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy             | Remembering | Understanding   | Applying | Analyzing | Evaluating     | Creating |

| Question Mapping                                                                                                                                                                                                                                                            | Q.1,4        | Q.2,3                                                                                | Q.4 | Q.2,5,6 |       |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------------|-----|---------|-------|--|
| <p>Student will be able to</p> <p>CO1: 1 To enable students to understand the nature and characteristics of psychology.</p> <p>CO2:.2 To enable the student identify the variables involved in human process so as to infer their role in running business organization</p> |              |                                                                                      |     |         |       |  |
| CO Map                                                                                                                                                                                                                                                                      | Question No. | Question                                                                             |     |         | Marks |  |
| CO1                                                                                                                                                                                                                                                                         | Q.1          | Explain meaning and definition of Psychology                                         |     |         | 3     |  |
| CO1                                                                                                                                                                                                                                                                         | Q.2a         | What are the Branches of Psychology explain in detail?                               |     |         | 3     |  |
|                                                                                                                                                                                                                                                                             | Q.2b         | Explain the Branches of Psychology with special references to Industrial Psychology. |     |         | 3     |  |
| CO2                                                                                                                                                                                                                                                                         | Q.3          | Explain types of Motivation.                                                         |     |         | 6     |  |
| CO2                                                                                                                                                                                                                                                                         | Q.4          | Explain the importance of motivation in organizational structure.                    |     |         | 3     |  |
| CO2                                                                                                                                                                                                                                                                         | Q.5a         | Explain the role of extrinsic technique of motivation.                               |     |         | 3     |  |
|                                                                                                                                                                                                                                                                             | Q.5b         | Explain various techniques of motivation                                             |     |         | 3     |  |
| CO2                                                                                                                                                                                                                                                                         | Q 6          | Why motivation is important? Explain it with example                                 |     |         | 6     |  |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                       |
|-------------------------|-----------------------|
| <b>Session</b>          | 2020-21               |
| <b>Course Name</b>      | B.Com (Hons)          |
| <b>Semester</b>         | 2nd Semester          |
| <b>Subject Code</b>     | BCH207                |
| <b>Subject Name</b>     | PSYCHOLOGY AND ETHICS |
| <b>Attainment Level</b> | Level 1               |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BCH III<br>SEM                | BCH30<br>1 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
|                                                                                         |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
| Course Handout                                                                          |  |
| Course : Corporate Accounting                                                           |  |
| Course Code : BCH301, Crédits : 04, Session :2020-21(Odd Sem.), Class : BCOM. IInd Year |  |

## A. Introduction:

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH301.1.** Able to understand the concept of Accounting standards and its relevance and significance.

**BCH301.2.** Know the basic functions of Accounting for share capital transactions and understand the statutory requirements, disclosure in balance sheet; rights issue.

**BCH301.3.** Able to recognize the essential features of debentures and conversion of debentures into shares.

**BCH301.4.** Describe the role of underwriter and SEBI guidelines for Underwriting.

**BCH301.5.** Evaluating the concept of Accounting treatment for amalgamation; absorption and reconstruction of companies.

## C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will

provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes: NA**

#### **E. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## F. Syllabus

### Module I

Statutory records to be maintained by a company, Accounting standards - relevance and significance; national and international accounting standards.

### Module II

Accounting for share capital transactions - issue of shares at par, at premium and at discount; forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares - statutory requirements, disclosure in balance sheet; rights issue.

### Module III

Issue of debentures - accounting treatment and procedures; redemption of debentures; conversion of debentures into shares.

### Module IV

Underwriting of shares -Meaning – Terms used in underwriting – underwriter – marked application – unmarked application – partial underwriting, profits prior to incorporation; treatment of preliminary expenses.– calculation of underwriting commission – Preparation of statement showing allocation of gross liability and net liability. SEBI guidelines for Underwriting.

## Module V

Accounting treatment for amalgamation, absorption and reconstruction of companies; internal and external reconstruction.

**Assignment for the students:** Students will Prepare Vouchers, Recording Transactions, Preparing Reports withheld of any popular Accounting Software.

### G. Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### H. Suggested Text/Reference Books:

- S.N. Maheswari, Financial Accounting
- Narayanaswamy, Financial Accounting
- SP Iyengar, Advanced Accountancy
- RL Gupta, Advanced Accountancy
- Jain and Narang, Corporate Accounting
- Tulsian, Advanced Accounting

### I. Lecture Plan

| Lecture | Topics                                          | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|-------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Statutory records to be maintained by a company | Lecture          | <b>BCH301.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Statutory records to be maintained by a company | Lecture          | <b>BCH301.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | Statutory records to be maintained by a company | Lecture          | <b>BCH301.1..</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                          |         |                  |                                 |
|----|----------------------------------------------------------|---------|------------------|---------------------------------|
| 4  | <i>Accounting standards - relevance and significance</i> | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 5  | Accounting standards - relevance and significance        | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6  | Accounting standards - relevance and significance        | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7  | national and international accounting standards.         | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | national and international accounting standards.         | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | national and international accounting standards.         | Lecture | <b>BCH301.1</b>  | Mid Term-1, Quiz & End Sem Exam |
| 10 | national and international accounting standards.         | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Accounting for share capital transactions                | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Accounting for share capital transactions                | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | issue of shares at                                       | Lecture | <b>BCH301.2.</b> | Mid                             |

|    |                                                                                                      |         |                  |                                 |
|----|------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | par, at premium and at discount                                                                      |         |                  | Term-1, Quiz & End Sem Exam     |
| 14 | issue of shares at par, at premium and at discount                                                   | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | issue of shares at par, at premium and at discount                                                   | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | forfeiture and re-issue of shares; buy-back of shares                                                | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | forfeiture and re-issue of shares; buy-back of shares                                                | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | forfeiture and re-issue of shares; buy-back of shares                                                | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | redemption of preference shares - statutory requirements, disclosure in balance sheet; rights issue. | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | redemption of preference shares - statutory requirements, disclosure in balance sheet; rights issue. | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Issue of debentures                                                                                  | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz &              |



|    |                                       |         |                  |                                 |
|----|---------------------------------------|---------|------------------|---------------------------------|
|    |                                       |         |                  | End Sem Exam                    |
| 22 | Issue of debentures                   | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Issue of debentures                   | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | accounting treatment and procedures;  | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | accounting treatment and procedures;  | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | accounting treatment and procedures;  | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | conversion of debentures into shares. | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | conversion of debentures into shares. | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | redemption of debentures              | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | redemption of debentures              | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem      |

|    |                                                                                                   |         |                  |                                 |
|----|---------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                                   |         |                  | Exam                            |
| 31 | Underwriting of shares -Meaning – Terms used in underwriting – underwriter                        | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Underwriting of shares -Meaning – Terms used in underwriting – underwriter                        | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | Underwriting of shares -Meaning – Terms used in underwriting – underwriter                        | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | Underwriting of shares -Meaning – Terms used in underwriting – underwriter                        | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | Underwriting of shares -Meaning – Terms used in underwriting – underwriter                        | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | marked application – unmarked application – partial underwriting, profits prior to incorporation; | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | marked application – unmarked application – partial underwriting, profits prior to incorporation; | Lecture | <b>BCH301.4.</b> | Quiz & End Sem Exam             |
| 38 | treatment of preliminary expenses.– calculation of                                                | Lecture | <b>BCH301.4.</b> | Quiz & End Sem Exam             |

|    |                                                                                   |         |                  |                     |
|----|-----------------------------------------------------------------------------------|---------|------------------|---------------------|
|    | underwriting commission                                                           |         |                  |                     |
| 39 | treatment of preliminary expenses.– calculation of underwriting commission        | Lecture | <b>BCH301.4.</b> | Quiz & End Sem Exam |
| 40 | Preparation of statement showing allocation of gross liability and net liability. | Lecture | <b>BCH301.4.</b> | Quiz & End Sem Exam |
| 41 | SEBI guidelines for Underwriting.                                                 | Lecture | <b>BCH301.4.</b> | Quiz & End Sem Exam |
| 42 | SEBI guidelines for Underwriting.                                                 | Lecture | <b>BCH301.4.</b> | Quiz & End Sem Exam |
| 43 | Accounting treatment for amalgamation                                             | Lecture | <b>BCH301.5.</b> | Quiz & End Sem Exam |
| 44 | Accounting treatment for amalgamation                                             | Lecture | <b>BCH301.5.</b> | Quiz & End Sem Exam |
| 45 | absorption and reconstruction of companies                                        | Lecture | <b>BCH301.5.</b> | Quiz & End Sem Exam |
| 46 | absorption and reconstruction of companies                                        | Lecture | <b>BCH301.5.</b> | Quiz & End Sem Exam |
| 47 | internal and external reconstruction.                                             | Lecture | <b>BCH301.5.</b> | Quiz & End Sem Exam |
| 48 | internal and external reconstruction.                                             | Lecture | <b>BCH301.5.</b> | Quiz & End Sem Exam |

#### J. Course Articulation Matrix (Mapping of COs with POs)

| CO           | STATEMENT                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |     |     |     |     |     |     |     |     |      |
|--------------|--------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|              |                                                                                            | PO1                                 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BC H3 01. 1. | Able to understand the concept of Accounting standards and its relevance and significance. | 3                                   | 2   | 1   | 1   | 1   | 1   | 1   | 1   | 1   | 1    |

[illegible]

[illegible]

### Sample question Paper

|                                                                                                                                                |               |                                                              |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------|---------------|--------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –III) 2020-21                                                 |               |                                                              |          |           |                |          |
| Class: B.Com.(H) III Semester                                                                                                                  |               |                                                              |          |           |                |          |
| Subject Name: Corporate Accounting 1 BCH 301                                                                                                   | Time: 1.5 Hrs |                                                              |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                 | Remembering   | Understanding                                                | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                               | Q.1,4         | Q.2,3                                                        | Q.4      | Q.2,5,6   | Q 6            |          |
| Student will be able to<br>CO1: List the broad perceptive of corporate accounting.<br>CO2: Apply buyback and balance sheet models as per need. |               |                                                              |          |           |                |          |
| CO Map                                                                                                                                         | Question No.  | Question                                                     |          |           |                | Marks    |
| CO1                                                                                                                                            | Q.1           | Explain in brief the functions of accounting.                |          |           |                | 3        |
| CO1                                                                                                                                            | Q.2a          | What are the essential features of shares?                   |          |           |                | 3        |
|                                                                                                                                                | Q.2b          | Write a short note on debentures.                            |          |           |                | 3        |
| CO1                                                                                                                                            | Q.3           | State the significance of international accounting standards |          |           |                | 6        |
| CO2                                                                                                                                            | Q.4           | Explain disclosure in balance sheet.                         |          |           |                | 3        |
| CO2                                                                                                                                            | Q.5a          | Elaborate accounting for share capital transactions.         |          |           |                | 3        |
|                                                                                                                                                | Q.5b          | Write short note on buyback of shares.                       |          |           |                | 3        |
| CO2                                                                                                                                            | Q 6           | Evaluating the concept of forfeiture and reissue in India    |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2020-21                  |
| <b>Course Name</b>      | B.Com (Hons)             |
| <b>Semester</b>         | 3rd Semester             |
| <b>Subject Code</b>     | BCH301                   |
| <b>Subject Name</b>     | CORPORATE ACCOUNTING - I |
| <b>Attainment Level</b> | Level 2                  |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                          |
|------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |
| AMITY BUSINESS SCHOOL                    |
| Course : BUSINESS AND ECONOMIC LAWS - II |

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2020-2023**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

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| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| II SEM                           | BCH 225 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



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|                                                                                          |  |
|------------------------------------------------------------------------------------------|--|
|                                                                                          |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                 |  |
| AMITY BUSINESS SCHOOL                                                                    |  |
| Course Handout                                                                           |  |
| Course : BUSINESS AND ECONOMIC LAWS - II                                                 |  |
| Course Code : BCL 225, Credits : 03, Session :2020-21 (EVEN Sem.), Class : BCOM 1st Year |  |

**Introduction:** The objective of the course is to impart basic knowledge that a common person comes across in this various business dealings and, make him aware of the relevant case laws

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCL 225.1** Students will be able to understand the general legal framework, and of specific legal areas relating to business.

**BCL 225.2** Describe and explain how companies are managed, administered and regulated and identify the essential elements of the legal system including the main sources of law.

**BCL 225.3** Students will be able to Recognize the legal implications relating to companies in difficulty or in crisis.

**A. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

## B. Syllabus

### Course Objective:

The objective of the course is to impart basic knowledge that a common person comes across in this various business dealings and, make him aware of the relevant case laws

### Course Contents:

#### Module I: Indian Partnership Act

Definition and nature of partnership - Rights and duties of partner - Types of partners - Incoming and outgoing and minor as a partner - Dissolution of partnership - Registration of firm, Limited Liability Partnership Act'2008- Meaning & definitions, Meaning of designated partners, Registration of LLP, Types of partners, Dissolution.

#### Module II: Consumer Protection Act. [COPRA] 1986

Back ground – definitions of 1) Consumer 2) Consumer Dispute 3) Complaint 4) Deficiency 5) Service Consumer Protection Council – Consumer Redressal Agencies – District Forum, State Commission and National Commission.

#### Module III: Foreign Exchange Management Act 1999

Objectives, Scope and salient features – offences under the Act.

### Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Tulsian - Business Law, Tata mcgraw Hill, New Delhi.
- Aswathappa. K & Ramachandra – Business Law, HPH, Mumbai.
- Kapoor N.D. - Business Law, Sultan Chand & Co.
- Bare Acts.
- Nabhi - Business Law, Indian Law House, Mumbai.
- Garg, Sareen, Sharma & Chawla - Business Law.
- M.C. Kuchhal, Business Law.

## Lecture Plan

| Lecture | Topics                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO              |
|---------|----------------------------------------------|------------------|------------------|-----------------------------------|
| 1       | Indian Partnership Act                       | Lecture          | BCL 225.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 2       | Definition and nature of partnership         | Lecture          | BCL 225.1        | Mid Term-1, Quiz & End Sem. .Exam |
| 3       | Rights and duties of partner                 | Lecture          | BCL 225.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 4       | Types of Partner                             | Lecture          | BCL 225.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 5       | Short - run and long - run supply curves     | Lecture          | BCL 225.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 6       | Incoming and outgoing and minor as a partner | Lecture          | BCL 225.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 7       | Dissolution of partnership                   | Lecture          | BCL 225.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 8       | Registration of firm,                        | Lecture          | BCL 225.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 9       | Limited Liability Partnership                | Lecture          | BCL 225.1        | Mid Term-1, Quiz &                |

|    |                                                                     |         |           |                                  |
|----|---------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Act'2008                                                            |         |           | End Sem.<br>Exam                 |
| 10 | Comparison between perfect competition and monopoly                 | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Meaning & definitions, Meaning of designated partners, Dissolution. | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Meaning of designated partners, Dissolution.                        | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Meaning of designated partners, Dissolution                         | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Types of partners,                                                  | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | <b>Consumer Protection Act. [COPRA] 1986</b>                        | Lecture | BCL 225.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Back ground – definitions of 1) Consumer                            | Lecture | BCL 225.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Oligopoly: Characteristic                                           | Lecture | BCL 225.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | 2) Consumer Dispute                                                 | Lecture | BCL 225.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | 3) Complaint                                                        | Lecture | BCL 225.2 | Mid                              |

|    |                                                                                                                         |         |           |                                              |
|----|-------------------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------------------|
|    |                                                                                                                         |         |           | Term-2,<br>Quiz &<br>End Sem.<br>Exam        |
| 19 | 4) Deficiency                                                                                                           | Lecture | BCL 225.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 20 | 5) Service                                                                                                              | Lecture | BCL 225.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 21 | Consumer<br>Protection<br>Council                                                                                       | Lecture | BCL 225.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 22 | Consumer<br>Redressal Agencies                                                                                          | Lecture | BCL 225.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 23 | District Forum                                                                                                          | Lecture | BCL 225.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 24 | State Commission<br>and National<br>Commission.                                                                         | Lecture | BCL 225.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 25 | State Commission<br>and National<br>Commission                                                                          | Lecture | BCL 225.2 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 26 | Foreign Exchange<br>Management Act<br>1999<br>Objectives, Scope<br>and salient features<br>– offences under<br>the Act. | Lecture | BCL 225.3 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 27 | Foreign<br>Exchange                                                                                                     | Lecture | BCL 225.3 | Mid<br>Term-2,                               |



|    |                                                                  |         |           |                                  |
|----|------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Management Act 1999                                              |         |           | Quiz & End Sem. Exam             |
| 28 | Objectives, Scope and salient features – offences under the Act. | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Foreign Exchange Management Act 1999                             | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Objectives, Scope and salient features – offences under the Act. | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Foreign Exchange Management Act 1999                             | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Foreign Exchange Management Act 1999                             | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Objectives, Scope and salient features – offences under the Act. | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Foreign Exchange Management Act 1999                             | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Objectives, Scope and salient features – offences under the Act. | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Foreign Exchange Management Act 1999                             | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO           | STATEMENT | CORRELATION WITH<br>PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|--------------|-----------|----------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|              |           | P<br>O<br>1                            | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BCH<br>202.1 |           | 1                                      | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |  |  |
| BCL<br>225.2 |           | 3                                      | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 1           | 1            |  |  |
| BCL<br>225.3 |           | 3                                      | 3           | 3           | 3           | 3           | 2           | 2           | 1           | 1           | 1            |  |  |

# Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –III) 2020-21                                                                                                                                                                                                                                                                                      |              |                                                                |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) III Semester                                                                                                                                                                                                                                                                                                             |              |                                                                |          |           |                |          |
| Subject Name:<br>BCH 326 INCOMETAX LAW<br>AND PRACTICE I                                                                                                                                                                                                                                                                                        |              | Time: 1.5 Hours                                                |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as per<br>Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                         | Remembering  | Understanding                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                             | Q.1,4        | Q.2,3                                                          | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Students will be able to understand the general legal framework, and of specific legal areas relating to business.</p> <p>CO2: Describe and explain how companies are managed, administered and regulated and identify the essential elements of the legal system including the main sources of law.</p> |              |                                                                |          |           |                |          |
| CO<br>Map                                                                                                                                                                                                                                                                                                                                       | Question No. | Question                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                             | Q.1          | Write definition and nature of partnership                     |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                             | Q.2a         | What are the rights and duties of partner?                     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                 | Q.2b         | Explain types of partners and their role in managing business. |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                             | Q.3          | Explain Incoming and outgoing and minor as a partner           |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                             | Q.4          | Define Consumer and Consumer Dispute                           |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                             | Q.5a         | Explain structure of Service Consumer Protection Council       |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                 | Q.5b         | Explain the role of Service Consumer Protection Council        |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                             | Q 6          | Explain Consumer Redressal Agencies                            |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                 |
|-------------------------|---------------------------------|
| <b>Session</b>          | 2020-21                         |
| <b>Course Name</b>      | B.Com (Hons)                    |
| <b>Semester</b>         | 2nd Semester                    |
| <b>Subject Code</b>     | BCL225                          |
| <b>Subject Name</b>     | BUSINESS AND ECONOMIC LAWS - II |
| <b>Attainment Level</b> | Level 2                         |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BCH III<br>SEM                | BCH30<br>2 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                          |  |
|------------------------------------------------------------------------------------------|--|
|                                                                                          |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                 |  |
| AMITY BUSINESS SCHOOL                                                                    |  |
| Course Handout                                                                           |  |
| Course : Cost Accounting -1                                                              |  |
| Course Code : BCH302, Crédits : 04, Session: 2020-21 (Odd Sem.), Class : BCOM. IInd Year |  |

## A. Introduction:

To get an expert knowledge in the area of cost management and cost control to enable effective management decisions.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH302.1.** Able to understand the concept of cost accounting and Cost Module – Cost Center – Elements of Cost – Preparation of cost sheet

**BCH302.2.** Know the basics about material costing techniques of Inventory control – Setting of stock levels – EOQ- ABC Analysis– Methods of pricing materials issues – LIFO – FIFO.

**BCH302.3.** Able to recognize the essential of labour costing and causes and effect of labour turnover.

## C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry



**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well-developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                     | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                             | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                 |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% | S/V/Q/HA    | 10%                |

|                          |                                                        |    |             |
|--------------------------|--------------------------------------------------------|----|-------------|
|                          | includes all types of leaves including medical leaves. |    |             |
| Attendance               | End Semester Examination                               | A  | 5%          |
| End Semester Examination |                                                        | EE | 70%         |
| <b>Total</b>             |                                                        |    | <b>100%</b> |

## E. Syllabus

### Module I: Cost Accounting

Introduction – Meaning of Cost, costing and Cost Accounting – Comparison between Financial Accounts and Cost Accounts – Application of Cost Accounting – Designing and installing a Cost Accounting system – Cost concepts and Classification of Costs – Cost Module – Cost Center – Elements of Cost – Preparation of cost sheet – Tenders and Quotations – Problems.

### Module II: Material Costing

Classification of materials – Material Control – Purchasing procedure – store keeping – techniques of Inventory control – Setting of stock levels – EOQ- ABC Analysis– Methods of pricing materials issues – LIFO – FIFO – Weighted Average Method – Simple Average Method – Problems.

### Module III: Labour Costing

Control of labour cost – Labour Turn Turnover – Causes and effects of labour turnover – Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking – Idle time, causes and treatment – Overtime – Methods of Wage Payment, Time rate and Piece Rate – Incentive Schemes – Halsey Premium Plan – Rowan Bonus Plan – Taylor’s and Merrick’s differential piece rate systems – Problems.

**Assignment for the students:** Students will Prepare LIFO- FIFO- EQO through any popular Software.

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## F. Suggested Text/Reference Books:

- N.K. Prasad: Cost Accounting
- Nigam & Sharma: Cost Accounting
- Khanna Pandey & Ahuja: Practical Costing
- M.L. Agarwal: Cost Accounting
- Jain & Narang: Cost Accounting

- S.P. Iyengar: Cost Accounting
- S.N. Maheshwari: Cost Accounting
- Horngren: Cost Accounting: A Managerial Emphasis
- M. N. Arora: Cost Accounting
- Dutta: Cost Accounting

#### G. Lecture Plan

| Lecture | Topics                                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction - Meaning of Cost, costing and Cost Accounting | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction - Meaning of Cost, costing and Cost Accounting | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 3       | Introduction - Meaning of Cost, costing and Cost Accounting | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | Comparison between Financial Accounts                       | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 5       | Comparison between Financial Accounts                       | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6       | Cost Accounts - Application of Cost Accounting              | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7       | Cost Accounts - Application of Cost Accounting              | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 8  | Designing and installing a Cost Accounting system<br>- Cost concepts and Classification of Costs                               | Lecture | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Designing and installing a Cost Accounting system<br>- Cost concepts and Classification of Costs                               | Lecture | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | Designing and installing a Cost Accounting system - Cost concepts and Classification of Costs                                  | Lecture | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book. | Lecture | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Cost Center - Elements of Cost - Preparation of cost sheet - Tenders and Quotations - Problems.                                | Lecture | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Classification of materials - Material Control - Purchasing procedure                                                          | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Classification of materials - Material Control - Purchasing procedure                                                          | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Classification of materials - Material Control - Purchasing procedure                                                          | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | store keeping - techniques of Inventory control - Setting of stock levels - EOQ- ABC                                           | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                              |         |                  |                                             |
|----|--------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
|    | Analysis                                                                                                     |         |                  |                                             |
| 17 | store keeping -<br>techniques of<br>Inventory control -<br>Setting of stock<br>levels - EOQ- ABC<br>Analysis | Lecture | <b>BCH302.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 18 | store keeping -<br>techniques of<br>Inventory control -<br>Setting of stock<br>levels - EOQ- ABC<br>Analysis | Lecture | <b>BCH302.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 19 | Methods of pricing<br>materials issues -<br>LIFO - FIFO                                                      | Lecture | <b>BCH302.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 20 | Methods of pricing<br>materials issues -<br>LIFO - FIFO                                                      | Lecture | <b>BCH302.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 21 | Methods of pricing<br>materials issues - LIFO -<br>FIFO                                                      | Lecture | <b>BCH302.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 22 | Weighted Average<br>Method - Simple<br>Average Method -<br>Problems                                          | Lecture | <b>BCH102.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 23 | Weighted Average<br>Method - Simple<br>Average Method -<br>Problems                                          | Lecture | <b>BCH302.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 24 | Weighted Average<br>Method - Simple<br>Average Method -<br>Problems                                          | Lecture | <b>BCH302.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 25 | Control of labour<br>cost - Labour Turn<br>Turnover - Causes<br>and effects of<br>labour turnover            | Lecture | <b>BCH302.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |

|    |                                                                                                |         |                  |                                 |
|----|------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 26 | Control of labour cost - Labour Turn Turnover - Causes and effects of labour turnover          | Lecture | <b>BCH302.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Control of labour cost - Labour Turn Turnover - Causes and effects of labour turnover          | Lecture | <b>BCH302.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking    | Lecture | <b>BCH302.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking    | Lecture | <b>BCH302.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking    | Lecture | <b>BCH302.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Idle time, causes and treatment - Overtime - Methods of Wage Payment, Time rate and Piece Rate | Lecture | <b>BCH302.3.</b> | Quiz & End Sem Exam             |
| 32 | Idle time, causes and treatment - Overtime - Methods of Wage Payment, Time rate and Piece Rate | Lecture | <b>BCH302.3.</b> | Quiz & End Sem Exam             |
| 33 | Incentive Schemes - Halsey Premium Plan - Rowan Bonus Plan                                     | Lecture | <b>BCH302.3.</b> | Quiz & End Sem Exam             |
| 34 | Incentive Schemes - Halsey Premium Plan - Rowan Bonus Plan                                     | Lecture | <b>BCH302.3.</b> | Quiz & End Sem Exam             |
| 35 | Taylor's and Merrick's differential piece rate systems - Problems.                             | Lecture | <b>BCH302.3.</b> | Quiz & End Sem Exam             |

|    |                                                                    |         |                  |                     |
|----|--------------------------------------------------------------------|---------|------------------|---------------------|
| 36 | Taylor's and Merrick's differential piece rate systems - Problems. | Lecture | <b>BCH302.3.</b> | Quiz & End Sem Exam |
|----|--------------------------------------------------------------------|---------|------------------|---------------------|

#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO                  | STATEMENT                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|---------------------|----------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                     |                                                                                                    | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BC H3 02. 1.</b> | Able to understand the concept of cost accounting and Cost Module – Cost Center – Elements of Cost | <b>1</b>                            | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> |

|                     |                                                                                                                                                                          |          |          |          |          |          |          |          |          |          |          |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                     | –<br>Preparation of cost sheet                                                                                                                                           |          |          |          |          |          |          |          |          |          |          |
| <b>BC H3 02. 2.</b> | Know the basics about material costing techniques of Inventory control – Setting of stock levels – EOQ-ABC Analysis – Methods of pricing materials issues – LIFO – FIFO. | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC H3 02. 3.</b> | Able to recognize the                                                                                                                                                    | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> |



|  |                                                                       |  |  |  |  |  |  |  |  |  |  |
|--|-----------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|
|  | essential of labour costing and causes and effect of labour turnover. |  |  |  |  |  |  |  |  |  |  |
|--|-----------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|

### Sample question Paper

| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –III) 2020-21                                                         |              |                                                            |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.Com.(H) III Semester                                                                                                                          |              |                                                            |          |           |                |          |
| Subject Name:<br>BCH 302 Cost Accounting -1                                                                                                            |              | Time: 1.5 Hrs                                              |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                         | Remembering  | Understanding                                              | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                       | Q.1,4        | Q.2,3                                                      | Q.4      | Q.2,5     | Q.6            |          |
| Student will be able to<br>CO1: Understand costing and cost accounting and its application.<br>CO2: Apply techniques of inventory control in business. |              |                                                            |          |           |                |          |
| CO Map                                                                                                                                                 | Question No. | Question                                                   |          |           |                | Marks    |
| CO1                                                                                                                                                    | Q.1          | Explain cost concepts and classification of costs.         |          |           |                | 3        |
| CO1                                                                                                                                                    | Q.2a         | What are the essential features of tenders and quotations? |          |           |                | 3        |

|     |      |                                                 |   |
|-----|------|-------------------------------------------------|---|
|     | Q.2b | Write a short note on financial accounts.       | 3 |
| CO1 | Q.3  | State the problems of quotations in business.   | 6 |
| CO2 | Q.4  | Explain LIFO and FIFO methods.                  | 3 |
| CO2 | Q.5a | Elaborate Economic Order Quantity.              | 3 |
|     | Q.5b | Write short note on ABC analysis                | 3 |
| CO2 | Q 6  | Evaluating the techniques of inventory control. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                     |
|-------------------------|---------------------|
| <b>Session</b>          | 2020-21             |
| <b>Course Name</b>      | B.Com (Hons)        |
| <b>Semester</b>         | 3rd Semester        |
| <b>Subject Code</b>     | BCH302              |
| <b>Subject Name</b>     | COST ACCOUNTING - I |
| <b>Attainment Level</b> | Level 2             |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BCH III<br>SEM                | BCH303 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



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MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                          |  |
|------------------------------------------------------------------------------------------|--|
|                                                                                          |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                 |  |
| AMITY BUSINESS SCHOOL                                                                    |  |
| Course Handout                                                                           |  |
| Course: <b>MICROECONOMIC THEORY AND APPLICATIONS – III</b>                               |  |
| Course Code : BCH303, Crédits : 03, Session :2020-21(Odd Sem.), Class : BCOM. IIInd Year |  |

## A. Introduction:

The objective of the course is to acquaint the student with various market structures within which a firm operates. The Course also deals with long –term decision-making and market efficiency.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH303.1.** Develop an understanding of the applications of managerial economics

**BCH303.2.** Interpret regression analysis and discuss why it's employed in decision-making

**BCH303.3.** Able to understand perfect competition situations of the real market.

## C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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social problems by applying quantitative and qualitative problem-solving tools and techniques.

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#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                            | Code     | Weightage % |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                             | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                 |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% | S/V/Q/HA | 10%         |

|                          |                                                        |    |             |
|--------------------------|--------------------------------------------------------|----|-------------|
|                          | includes all types of leaves including medical leaves. |    |             |
| Attendance               | End Semester Examination                               | A  | 5%          |
| End Semester Examination |                                                        | EE | 70%         |
| <b>Total</b>             |                                                        |    | <b>100%</b> |

## E. Syllabus

### Module I: Monopoly Market Structure

Kinds of monopoly, Monopolist's decision and equilibrium. Shifts in demand curve and the absence of the supply curve. Measurement of monopoly power and the rule of thumb for pricing. Horizontal and vertical integration of firms. Comparison of pure competition and monopoly. The social costs of monopoly power. Price discrimination, Peak-load pricing.

### Module II: Monopolistic Competition and Oligopoly

Monopolistic competition price and output decision-equilibrium. Monopolistic Competition and economic efficiency, Oligopoly and Interdependence – Cournot's duopoly model, Kinked demand model. Prisoner's dilemma, collusive oligopoly – price-leadership model – dominant firm, cartels, sales maximization, Pricing Public Utilities.

### Module III: Perfect Competition

Assumptions, Price and Output decision. Equilibrium of the firm and the industry in the short run and long runs, including industry's long run supply, Producer Surplus. Demand-supply analysis. Stability Analysis- Walrasian and Marshallian.

### F. Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### G. Suggested Text/Reference Books:

- Baunol, William J., "Economic Theory and Operations Analysis", Prentice-Hall of India Pvt. Ltd., New Delhi.
- H.L. Ahuja, Microeconomics



- Browning E.K., & J.M. Browning, "Microeconomic Theory and Applications", Kalyani Publishers, New Delhi.
- Gould, J.,P., & E.P Lazer, "Microeconomics Theory", All India Traveller Bookseller, New Delhi
- Lipsey, R.G., and K.A Chrystal, "Principles of Economics", Oxford University Press.
- Maddala G.S., and E.Miller, "Microeconomics: Theory and Applications" McGraw-Hall International.
- Salvatore, D., "Schaum's Outline of Theory and Problems of Microeconomics Theory", McGraw-Hill, International Edition.

#### H. Lecture Plan

| Lecture | Topics                                                      | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|-------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Kinds of monopoly                                           | Lecture          | <b>BCH303.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Monopolist's decision and equilibrium.                      | Lecture          | <b>BCH303.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | Monopolist's decision and equilibrium.                      | Lecture          | <b>BCH303.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | Shifts in demand curve and the absence of the supply curve. | Lecture          | <b>BCH303.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | Shifts in demand curve and the absence of the supply curve. | Lecture          | <b>BCH303.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | Measurement of monopoly power and                           | Lecture          | <b>BCH303.1.</b>  | Mid Term-1,                     |

|    |                                                                 |         |                  |                                 |
|----|-----------------------------------------------------------------|---------|------------------|---------------------------------|
|    | the rule of thumb for pricing.                                  |         |                  | Quiz & End Sem Exam             |
| 7  | Horizontal and vertical integration of firms.                   | Lecture | <b>BCH303.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | Comparison of pure competition and monopoly.                    | Lecture | <b>BCH303.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | The social costs of monopoly power.                             | Lecture | <b>BCH303.1</b>  | Mid Term-1, Quiz & End Sem Exam |
| 10 | Price discrimination, Peak-load pricing.                        | Lecture | <b>BCH303.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Monopolistic competition price and output decision-equilibrium. | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Monopolistic Competition and economic efficiency                | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Monopolistic Competition and economic efficiency                | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Oligopoly and Interdependence – Cournot's duopoly model         | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Oligopoly and Interdependence – Cournot's                       | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz &              |

|    |                                              |         |                  |                                 |
|----|----------------------------------------------|---------|------------------|---------------------------------|
|    | duopoly model                                |         |                  | End Sem Exam                    |
| 16 | Kinked demand model. Prisoner's dilemma      | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Kinked demand model. Prisoner's dilemma      | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | collusive oligopoly – price-leadership model | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | collusive oligopoly – price-leadership model | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | dominant firm, cartels, sales maximization   | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | dominant firm, cartels, sales maximization.  | Lecture | <b>BCH303.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Pricing Public Utilities                     | Lecture | <b>BCH303.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Assumptions, Price and Output decision.      | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Assumptions, Price and Output decision.      | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem      |

|    |                                                                                          |         |                  |                                 |
|----|------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                          |         |                  | Exam                            |
| 25 | Equilibrium of the firm                                                                  | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Equilibrium of the firm;                                                                 | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | <b>the industry in the short run and long runs, including industry's long run supply</b> | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | the industry in the short run and long runs, including industry's long run supply        | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | the industry in the short run and long runs, including industry's long run supply        | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Producer Surplus. Demand-supply analysis.                                                | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | <b>Producer Surplus. Demand-supply analysis.</b>                                         | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Producer Surplus. Demand-supply analysis.                                                | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | Stability Analysis- Walrasian and Marshallian.                                           | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz &              |

|    |                                               |         |                  |                                 |
|----|-----------------------------------------------|---------|------------------|---------------------------------|
|    |                                               |         |                  | End Sem Exam                    |
| 34 | Stability Analysis-Walrasian and Marshallian. | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | Stability Analysis-Walrasian and Marshallian. | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | Stability Analysis-Walrasian and Marshallian. | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                            | CORRELATION WITH PROGRAMME OUTCOMES |          |      |          |      |          |          |          |          |          |
|------------------|----------------------------------------------------------------------|-------------------------------------|----------|------|----------|------|----------|----------|----------|----------|----------|
|                  |                                                                      | PO 1                                | PO 2     | PO 3 | PO 4     | PO 5 | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BCH303.1.</b> | Develop an understanding of the applications of managerial economics | <b>3</b>                            | <b>2</b> |      | <b>1</b> |      | <b>1</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|              |                                                                                |   |   |   |   |   |   |   |   |   |   |
|--------------|--------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| BC H3 03. 2. | Interpret regression analysis and discuss why it's employed in decision-making | 3 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| BC H3 03. 3. | Able to understand perfect competition situations of the real market.          | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |

### Sample question Paper

| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –III) 2020-21                                                  |              |                                                                   |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.Com.(H) III Semester                                                                                                                   |              |                                                                   |          |           |                |          |
| Subject Name: MICROECONOMIC THEORY AND APPLICATIONS – III BCH303                                                                                |              | Time: 2 Hrs                                                       |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                  | Remembering  | Understanding                                                     | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                | Q.1,4        | Q.2,3                                                             | Q.4      | Q.2,5,6   | Q 6            |          |
| Student will be able to<br>CO1: List the broad perspective of corporate accounting.<br>CO2: Apply buyback and balance sheet models as per need. |              |                                                                   |          |           |                |          |
| CO Map                                                                                                                                          | Question No. | Question                                                          |          |           |                | Marks    |
| CO1                                                                                                                                             | Q.1          | Explain in brief the functions of economics in decision making.   |          |           |                | 3        |
| CO1                                                                                                                                             | Q.2a         | Write the essential features of price determination               |          |           |                | 3        |
|                                                                                                                                                 | Q.2b         | Write a short note on monopoly and oligopoly                      |          |           |                | 3        |
| CO1                                                                                                                                             | Q.3          | State the significance of managerial economics in decision making |          |           |                | 6        |
| CO2                                                                                                                                             | Q.4          | Explain kinked demand curve                                       |          |           |                | 3        |
| CO2                                                                                                                                             | Q.5a         | Elaborate price leadership                                        |          |           |                | 3        |
|                                                                                                                                                 | Q.5b         | Write short note on monopolistic competition                      |          |           |                | 3        |
| CO2                                                                                                                                             | Q 6          | Evaluate Stability Analysis- Walrasian and Marshallian.           |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# Attainment

|                         |                                         |
|-------------------------|-----------------------------------------|
| <b>Session</b>          | 2020-21                                 |
| <b>Course Name</b>      | B.Com (Hons)                            |
| <b>Semester</b>         | 3rd Semester                            |
| <b>Subject Code</b>     | BCH303                                  |
| <b>Subject Name</b>     | MICROECONOMIC THEORY & APPLICATIONS-III |
| <b>Attainment Level</b> | Level 2                                 |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
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AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P010 |
| BCH III<br>SEM                | BCH30<br>7 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



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|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
|                                                                                         |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
| Course Handout                                                                          |  |
| Course : E - Commerce                                                                   |  |
| Course Code : BCH307, Crédits : 04, Session :2020-21(Odd Sem.), Class : BCOM. IInd Year |  |

**A. Introduction:** In the changed business environment of today, it has become imperative for businesses to understand, appreciate and learn to create their presence in cyber space. This course focuses on exposing the students to the world of e-commerce, the opportunities, and the threats and teaches them the strategies of making businesses viable and successful.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH307.1.** To focus on the three major driving forces that permeate all aspects of e-commerce: business development and strategy, technological innovations, and social and legal issues and impacts

**BCH307.2.** Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences.

**BCH307.3.** To know the concept of e-commerce and its (r)evolution. Understand current Internet business models and strategies

**BCH307.4.** Able to Explain and develop solutions for implementing an e-commerce web presence. Discuss major ethical and legal issues surrounding e-commerce

**BCH307.5.** To understand implement, in simulation or authentically, an e-commerce presence. Create a marketing and promotional plan for an e-commerce presence.

**C. Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will

provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**E. Syllabus****Module I: E-Commerce Concept**

Meaning, definition, concept, features, function of E-Commerce, E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce, limitations of E-Commerce, precaution for secure E-Commerce, proxy services. Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI, Application areas for EDI, Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control. Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce

**Module II: Types of E-Commerce Applications of B2C**

Consumers' shopping procedure on the internet; Online travel tourism services; Benefits and Impact of e-commerce on travel industry; Online stock trading and its benefits; Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards

E-Auction Applications in B2C- E-Banking, E-Trading. - Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement,

Just in time delivery. Consumer to consumer and peer to peer business model Introduction and basic concepts.

### **Module III: E-Marketing Applications in B2B**

Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets Architectural models of b2b; Characteristics of the supplier-oriented marketplace, Buyer-oriented marketplace, and Intermediary-oriented marketplace; Benefits of b2b on procurement reengineering; Marketing issue in E-Marketing, Promoting your E-Business. Direct marketing, one to one marketing.

### **Module IV: E-Finance Applications in Governance,**

E-government; E-governance – applications of the internet; Concept of government-to-business, business-to-government and citizen-to-government; E-governance models;

Areas of E-Financing, E-Banking, traditional v/s E-Banking, operations in E-Banking. E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading.

### **Module V: E-Payment Emerging Business Models**

Retail model; Media model; advisory model, Made-to-order manufacturing model; Do-it-yourself model; Information service model; Emerging hybrid models; Emerging models in India.

Transactions through Internet, Requirements of E-Payment system, Post paid payment system- Credit card solutions, cyber cash Internet cheques. Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards.

#### ***F. Examination Scheme:***

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **G. Suggested Text/Reference Books:**

- Computer Today, S. Bansundara

- E-Commerce: The Cutting Edge of Business, Kamblesh Bajaj and Debjani Nag, McGraw Hill
- E-Commerce, S. Jaiswal

#### H. Lecture Plan

| Lecture | Topics                                                                                                                            | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Meaning, definition, concept, features, function of E-Commerce,                                                                   | Lecture          | <b>BCH307.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce,                                             | Lecture          | <b>BCH307.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | limitations of E-Commerce, precaution for secure E-Commerce, proxy services.                                                      | Lecture          | <b>BCH307.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI,</i>                         | Lecture          | <b>BCH307.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control | Lecture          | <b>BCH307.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | Action plan for Implementing EDI, Factors influencing the choice of EDI,                                                          | Lecture          | <b>BCH307.1.</b>  | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                                                                     |         |                  |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | Software Concept of Electronic Signature,                                                                                           |         |                  |                                 |
| 7  | Access Control. Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce               | Lecture | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce                               | Lecture | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce                               | Lecture | <b>BCH307.1</b>  | Mid Term-1, Quiz & End Sem Exam |
| 10 | Consumers' shopping procedure on the internet; Online travel tourism services;                                                      | Lecture | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Benefits and Impact of e-commerce on travel industry; Online stock trading and its benefits;                                        | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit. | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Online banking                                                                                                                      | Lecture | <b>BCH307.2.</b> | Mid                             |

|    |                                                                                                                                                    |         |                  |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | and its benefits;<br>Online financial services and their future; Instant Paid payment system- Debit card, direct debit.                            |         |                  | Term-1, Quiz & End Sem Exam     |
| 14 | Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit.                | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit.                | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit.                | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards<br>E-Auction<br>Applications in B2C- E-Banking,                 | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | E-Trading. - Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement, | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                                                                                                                                      |         |                  |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 19 | E-Trading. -<br>Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement, Just in time delivery. Consumer to consumer and peer to peer business model<br>Introduction and basic concepts | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Just in time delivery. Consumer to consumer and peer to peer business model<br>Introduction and basic concepts<br>demption of preference shares - statutory requirements, disclosure in balance sheet; rights issue.                                                 | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets<br>Architectural models of b2b;                                                                                                                                                                | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Characteristics of the supplier-oriented marketplace,                                                                                                                                                                                                                | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Buyer-oriented marketplace, and Intermediary-oriented marketplace;                                                                                                                                                                                                   | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Benefits of b2b on procurement                                                                                                                                                                                                                                       | Lecture | <b>BCH307.3.</b> | Mid Term-2,                     |

|    |                                                                                                                                               |         |                  |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | reengineering;                                                                                                                                |         |                  | Quiz & End Sem Exam             |
| 25 | Marketing issue in E-Marketing, Promoting your E-Business.Direct marketing, one to one marketing.                                             | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Marketing issue in E-Marketing, Promoting your E-Business.Direct marketing, one to one marketing.                                             | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Marketing issue in E-Marketing, Promoting your E-Business.Direct marketing, one to one marketing.                                             | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | E-government;E-governance – applications of the internet;Concept of government-to-business, business-to-government and citizen-to-government; | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | E-governance models; Areas of E-Financing, E-Banking, traditional v/s E-Banking, operations in E-Banking.                                     | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading,                                          | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                        |         |                  |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | operational aspects of E-Trading.                                                                                                      |         |                  |                                 |
| 31 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading. | Lecture | <b>BCH307.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading. | Lecture | <b>BCH307.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading. | Lecture | <b>BCH307.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading. | Lecture | <b>BCH307.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-                                           | Lecture | <b>BCH307.4.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                                                                                 |         |                  |                                             |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
|    | trading,<br>operational<br>aspects of E-<br>Trading.                                                                                                                                            |         |                  |                                             |
| 36 | Do-it-yourself model;<br>Information service<br>model; Emerging<br>hybrid models;<br>Emerging models in<br>India.<br>Transactions through<br>Internet,<br>Requirements of E-<br>Payment system, | Lecture | <b>BCH307.4.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 37 | Do-it-yourself<br>model;<br>Information<br>service model;<br>Emerging hybrid<br>models; Emerging<br>models in India.                                                                            | Lecture | <b>BCH307.4.</b> | Quiz &<br>End Sem<br>Exam                   |
| 38 | Transactions<br>through Internet,<br>Requirements of<br>E-Payment<br>system,                                                                                                                    | Lecture | <b>BCH307.4.</b> | Quiz &<br>End Sem<br>Exam                   |
| 39 | Post paid<br>payment system-<br>Credit card<br>solutions, cyber<br>cash Internet<br>cheques.                                                                                                    | Lecture | <b>BCH307.4.</b> | Quiz &<br>End Sem<br>Exam                   |
| 40 | Preparation of<br>statement<br>showing<br>allocation of<br>gross liability and<br>net liability.                                                                                                | Lecture | <b>BCH307.4.</b> | Quiz &<br>End Sem<br>Exam                   |
| 41 | Preparation of<br>statement<br>showing<br>allocation of<br>gross liability and<br>net liability.                                                                                                | Lecture | <b>BCH307.4.</b> | Quiz &<br>End Sem<br>Exam                   |
| 42 | Preparation of                                                                                                                                                                                  | Lecture | <b>BCH307.4.</b> | Quiz &                                      |

|    |                                                                                                                                            |         |                  |                     |
|----|--------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------|
|    | statement showing allocation of gross liability and net liability.                                                                         |         |                  | End Sem Exam        |
| 43 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |
| 44 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |
| 45 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |
| 46 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |
| 47 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |





[illegible]

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|  |                                                    |  |  |  |  |  |  |  |  |  |  |
|--|----------------------------------------------------|--|--|--|--|--|--|--|--|--|--|
|  | g and promotional plan for an e-commerce presence. |  |  |  |  |  |  |  |  |  |  |
|--|----------------------------------------------------|--|--|--|--|--|--|--|--|--|--|

### Sample question Paper

|                                                                                                                                                |              |                                                                  |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------|----------|-----------|----------------|----------|
| <b>Amity Business School</b><br><b>Department of Management studies</b><br><b>I MID-SEMESTER (SEM –III) 2020-21</b>                            |              |                                                                  |          |           |                |          |
| Class: B.Com.(H) III Semester                                                                                                                  |              |                                                                  |          |           |                |          |
| Subject Name: E Commerce BCH 307                                                                                                               |              | Time: 2 Hrs                                                      |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                 | Remembering  | Understanding                                                    | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                               | Q.1,4        | Q.2,3                                                            | Q.4      | Q.2,5,6   | Q 6            |          |
| Student will be able to<br>CO1: List the broad perceptive of corporate accounting.<br>CO2: Apply buyback and balance sheet models as per need. |              |                                                                  |          |           |                |          |
| CO Map                                                                                                                                         | Question No. | Question                                                         |          |           |                | Marks    |
| CO1                                                                                                                                            | Q.1          | Explain in brief the functions of ecommerce.                     |          |           |                | 3        |
| CO1                                                                                                                                            | Q.2a         | What are the essential features of digital marketing?            |          |           |                | 3        |
|                                                                                                                                                | Q.2b         | Write a short note on SEO.                                       |          |           |                | 3        |
| CO1                                                                                                                                            | Q.3          | State the significance of digital marketing in present scenario. |          |           |                | 6        |
| CO2                                                                                                                                            | Q.4          | Explain functions of W.W.W.                                      |          |           |                | 3        |
| CO2                                                                                                                                            | Q.5a         | Elaborate B to B, B to C and C to C.                             |          |           |                | 3        |
|                                                                                                                                                | Q.5b         | Write short note on development of e-commerce in India.          |          |           |                | 3        |
| CO2                                                                                                                                            | Q 6          | Evaluating the role of digital marketing in development          |          |           |                | 6        |

|  |  |                 |  |
|--|--|-----------------|--|
|  |  | of the economy. |  |
|--|--|-----------------|--|

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |              |
|-------------------------|--------------|
| <b>Session</b>          | 2020-21      |
| <b>Course Name</b>      | B.Com (Hons) |
| <b>Semester</b>         | 3rd Semester |
| <b>Subject Code</b>     | BCH307       |
| <b>Subject Name</b>     | E-COMMERCE   |
| <b>Attainment Level</b> | Level 2      |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

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**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BCL III<br>SEM                | BCL<br>325 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                           |
|-------------------------------------------------------------------------------------------------|
| Course Handout                                                                                  |
| Course : Corporate Laws-I                                                                       |
| Course Code : BCL 325, Crédits : 03, Session :2021- 22(Odd Sem.), Class : B Com (Hons) 2nd Year |
|                                                                                                 |

## PROGRAMME OUTCOMES

### Bachelor of Commerce

2021-2022

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| III SEM                          | BCL 325 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
|                                                                                         |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
| Course Handout                                                                          |  |
| Course : Corporate Laws I                                                               |  |
| Course Code : BCL 325 , Credits : 03, Session :2020-21(Odd Sem.), Class : BCOM 2nd Year |  |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCL 325.1** Understand Corporate Laws and its importance.

**BCL 325.2** Analyse Promotion and incorporation of Companies

**BCL 325.3** Apply Memorandum of Association, Articles of Association and Prospectus

**BCL 325.4** Evaluate functions, duties and rights of Directors of a Company .

**A. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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understand business processes and work teams for better business outcomes.

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**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**A. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |

|              |  |  |             |
|--------------|--|--|-------------|
| <b>Total</b> |  |  | <b>100%</b> |
|              |  |  |             |

## **B. Syllabus**

### **Module I: Introduction**

Administration of Company Law [including National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT), Brief history of company law, Definition and characteristics & Types of companies, Lifting of Corporate Veil, Exemption and privileges to private companies.

### **Module II: Promotion and Incorporation**

Promotion & incorporation of companies, duties and liabilities of promoters, on-line registration of a company

### **Module III: MoA, AoA and Prospectus**

Memorandum of Association and its alteration, articles of association and its alteration, Prospectus, Shelf prospectus, Red herring prospectus, Borrowing Power, Mortgages & charges

### **Module IV: Directors of Company**

Directors- Classification of directors, additional, alternate and adhoc director; women directors, independent director, small shareholders' director; director identity number (DIN); appointment, powers & legal position, removal, duties and rights

### **Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

**Text & References:**

- M.C. Shukla & Gulshan: Principles of Company Law.
- N.D. Kapoor: Company Law and Secretarial Practice.
- M.C. Bhandari: Guide to Company Law Procedures.
- Tuteja: Company Administration and Meetings.
- S.C. Kuchahal: Company Law and Secretarial Practice.
- Dr. P.N. Reddy and H.R. Appanaiah: Essentials of Company Law and Secretarial Practice, Himalaya Publishers.

**Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                       | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>       |
|----------------|-------------------------------------|-------------------------|-------------------------|-----------------------------------|
| 1              | Administration of Company laws      | Lecture                 | BCL.325.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 2              | National Company Law Tribunal       | Lecture                 | BCL.325.1               | Mid Term-1, Quiz & End Sem. .Exam |
| 3              | Appellate Tribunal                  | Lecture                 | BCL.325.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 4              | Brief History of Company Laws       | Lecture                 | BCL.325.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 5              | Definition of Companies             | Lecture                 | BCL.325.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 6              | Characteristics of Companies        | Lecture                 | BCL.325.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 7              | Types of companies                  | Lecture                 | BCL.325.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 8              | Lifting of Corporate Veil           | Lecture                 | BCL.325.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 9              | Exemption and Privileges to Private | Lecture                 | BCL.325.1               | Mid Term-1, Quiz & End Sem.       |

|    |                                         |         |           |                                  |
|----|-----------------------------------------|---------|-----------|----------------------------------|
|    | Companies                               |         |           | Exam                             |
| 10 | Promotion of Companies                  | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Incorporation of Companies              | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Duties of Promoters                     | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Liabilities of Promoters                | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | On Line Registration of a Company       | Lecture | BCL.325.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | On Line Registration of a Company       | Lecture | BCL.325.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Memorandum of Association               | Lecture | BCL.325.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Alteration of Memorandum of Association | Lecture | BCL.325.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Articles of Association                 | Lecture | BCL.325.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Alteration of Articles of Association   | Lecture | BCL.325.2 | Mid Term-2, Quiz & End Sem. Exam |
| 19 | Prospectus                              | Lecture | BCL.325.2 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Self Prospectus                         | Lecture | BCL.325.3 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Red Herring Prospectus                  | Lecture | BCL.325.3 | Mid Term-2, Quiz & End Sem. Exam |

|    |                              |         |           |                                  |
|----|------------------------------|---------|-----------|----------------------------------|
| 22 | Borrowing Power              | Lecture | BCL.325.3 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Mortgages and Charges        | Lecture | BCL.325.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Mortgages and Charges        | Lecture | BCL.325.3 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Directors                    | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Classification of Directors  | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Classification of Directors  | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | <i>Additional Director</i>   | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Alternate Director           | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Ad hoc director              | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Women Director               | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Independent Director         | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | small shareholders' director | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Director Identity Number     | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Appointment,                 | Lecture | BCL 325.4 | Mid Term-                        |

|    |                            |         |           |                                  |
|----|----------------------------|---------|-----------|----------------------------------|
|    | powers & legal position    |         |           | 2, Quiz & End Sem. Exam          |
| 36 | Removal, duties and rights | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                                               |             |             |             |             |             |             |             |             |             |              |
|-----------|-------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|           |                                                                         | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| BCL 325.1 | Understand Corporate Laws and its importance                            | 1           | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |
| BCL 325.2 | Analyse Promotion and incorporation of Companies                        | 3           | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 1           | 1            |
| BCL 325.3 | Apply Memorandum of Association, Articles of Association and Prospectus | 3           | 3           | 3           | 3           | 3           | 2           | 2           | 1           | 1           | 1            |
| BCL 325.4 | Evaluate functions ,duties and rights of Directors of a Company         | 2           | 2           | 2           | 1           | 1           | 2           | 1           | 2           | 1           | 1            |



### Sample Question Paper

|                                                                                                                                                             |                     |                                                                |                 |                  |                       |                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –I) 2020-21</b>                                                                                      |                     |                                                                |                 |                  |                       |                 |
| <b>Class: B Com (Honours) III Semester</b>                                                                                                                  |                     |                                                                |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>BCL 325CORPORATE LAWS I</b>                                                                                                      |                     | <b>Time: 2 Hours</b>                                           |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                       | <b>Remembering</b>  | <b>Understanding</b>                                           | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                     | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                   | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <b>Student will be able to</b><br><b>CO1: Understand Corporate Laws and its importance.</b><br><b>CO2: Analyse Promotion and incorporation of Companies</b> |                     |                                                                |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                               | <b>Question No.</b> | <b>Question</b>                                                |                 |                  |                       | <b>Marks</b>    |
| CO1                                                                                                                                                         | Q.1                 | Explain in brief the rational for studying Corporate Laws.     |                 |                  |                       | 3               |
| CO1                                                                                                                                                         | Q.2a                | Explain types of Corporate Laws                                |                 |                  |                       | 3               |
|                                                                                                                                                             | Q.2b                | Explain features of Corporate Laws                             |                 |                  |                       | 3               |
| CO2                                                                                                                                                         | Q.3                 | Discuss Promotion of a Company                                 |                 |                  |                       | 6               |
| CO2                                                                                                                                                         | Q.4                 | What is incorporation of a Company                             |                 |                  |                       | 3               |
| CO2                                                                                                                                                         | Q.5a                | Explain on line registration of a company                      |                 |                  |                       | 3               |
|                                                                                                                                                             | Q.5b                | Differentiate between promotion and incorporation of a company |                 |                  |                       | 3               |
| CO2                                                                                                                                                         | Q 6                 | Explain duties and liabilities of promoters                    |                 |                  |                       | 6               |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                    |
|-------------------------|--------------------|
| <b>Session</b>          | 2020-21            |
| <b>Course Name</b>      | B.Com (Hons)       |
| <b>Semester</b>         | 3rd Semester       |
| <b>Subject Code</b>     | BCL325             |
| <b>Subject Name</b>     | CORPORATE LAWS - I |
| <b>Attainment Level</b> | Level 2            |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce**

**2020-2023**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in

social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| III SEM                          | BCL 326 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
|                                                                                         |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
| Course Handout                                                                          |  |
| Course : Income Tax Law and Practice I                                                  |  |
| Course Code : BCL 326 , Credits : 03, Session :2020-21(Odd Sem.), Class : BCOM 2nd Year |  |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCL 326.1** Understand Income Tax Laws and its importance.
- BCL 326.2** Analyse exemptions on different categories and sources of income
- BCL 326.3** Apply Income on Salaries and other components associated with salaries.
- BCL 326.4** Evaluate income from house properties and exempted income from house properties .

**A. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**A. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

## B. Syllabus

### Module I

Brief History of Income Tax, Legal Frame work, Cannons of Taxation – Finance Bill – Scheme of Income Tax. Definition: Assessee, Person, assessment year, previous year, income, Gross Total Income, Total Income, Agricultural Income (including integration of Agricultural Income with Non- Agriculture Income).

Revenue and Capital (a) Receipts (b) Expenditure (c) Loss.

### Module II

Residential Status and Incidence of Tax.

Exempted Incomes U/S 10 (Restricted to Individual Assesseees) : fully exempted and partly exempted incomes - including problems on House Rent Allowance, Leave Encashment, Commutation of Pension, Death-cum-Retirement benefits, Gratuity, compensation received on termination of the service.

### Module III

Income from Salary – Features of Salary Income – Basic Salary – Allowance, Perquisites section 89(1) – Tax Rebate U/S 89(1) & Deductions under 80(c) – Problems.

### Module IV

Income From House Property - Basis of Charge – Deemed Owners – Exempted Incomes from House Property –Composite Rent - Annual Value – Determination of Annual Value – Treatment of Unrealized Rent – Loss due to Vacancy – Deductions from Annual Value – Problems on Income from House Property.

### SKILL DEVELOPMENT

1. Form No.26 AS, 49A (PAN) and 49B.
2. Filling of Income Tax Returns.
3. List of enclosures to be made along with IT returns (with reference to salary & H.P).
4. Preparation of Form 16.
5. Computation of Income Tax and the Slab Rates.
6. Computation of Gratuity

### Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
- B.B. Lal: Direct Taxes, Konark Publisher (P) Ltd.
- Bhagwathi Prasad: Direct Taxes – Law and Practice, Wishwa Prakashana.
- Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
- Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.

- Gaur & Narang: Income Tax.

### Lecture Plan

| Lecture | Topics                                                                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|------------------------------------------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Brief History of Income Tax                                                                    | Lecture          | BCL.326.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Legal Frame work                                                                               | Lecture          | BCL.326.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Cannons of Taxation                                                                            | Lecture          | BCL.326.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Finance Bill                                                                                   | Lecture          | BCL.326.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Scheme of Income Tax                                                                           | Lecture          | BCL.326.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Definition: Assessee, Person                                                                   | Lecture          | BCL.326.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Assessment year, previous year                                                                 | Lecture          | BCL.326.1        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | Gross Total Income, Total Income                                                               | Lecture          | BCL.326.1        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Agricultural Income (including integration of Agricultural Income with Non- Agriculture Income | Lecture          | BCL.326.1        | Mid Term-1, Quiz & End Sem. Exam |
| 10      | Revenue and Capital<br>(a) Receipts (b)                                                        | Lecture          | BCL.326.1        | Mid Term-1, Quiz & End Sem.      |



|    |                                                               |         |           |                                  |
|----|---------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Expenditure Loss. (c)                                         |         |           | Exam                             |
| 11 | Residential Status and Incidence of Tax                       | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Exempted Incomes U/S 10 (Restricted to Individual Assesseees) | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Fully exempted and partly exempted incomes                    | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Problems on House Rent Allowance                              | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Leave Encashment                                              | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Commutation of Pension                                        | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Death-cum-Retirement benefits                                 | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Gratuity,                                                     | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Compensation received on termination of the service           | Lecture | BCL.326.2 | Mid Term-2, Quiz & End Sem. Exam |
| 19 | Income from Salary                                            | Lecture | BCL.326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Income from Salary                                            | Lecture | BCL.326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Features of Salary Income                                     | Lecture | BCL.326.3 | Mid Term-2, Quiz & End Sem. Exam |

|    |                            |         |           |                                  |
|----|----------------------------|---------|-----------|----------------------------------|
|    |                            |         |           | Exam                             |
| 22 | Features of Salary Income  | Lecture | BCL.326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Basic Salary               | Lecture | BCL.326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Allowances                 | Lecture | BCL.326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Allowances                 | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Perquisites Section 89(1)  | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Perquisites Section 89(1)  | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | Tax Rebate U/S 89(1)       | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Tax Rebate U/S 89(1)       | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Deductions under 80(c)     | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Deductions under 80(c)     | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Problems                   | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Problems                   | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Income From House Property | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                      |         |           |                                  |
|----|--------------------------------------|---------|-----------|----------------------------------|
| 35 | Income From House Property           | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Basis of Charge                      | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 37 | Deemed Owners                        | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 38 | Deemed Owners                        | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 39 | Exempted Incomes from House Property | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 40 | Exempted Incomes from House Property | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 41 | Composite Rent                       | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 42 | Annual Value                         | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 43 | Determination of Annual Value        | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 44 | Determination of Annual Value        | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 45 | Treatment of Unrealized Rent         | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 46 | Loss due to Vacancy                  | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 47 | Deductions from Annual Value         | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 48 | Problems on                          | Lecture | BCL 326.4 | Mid Term-                        |

|  |                            |  |  |                         |
|--|----------------------------|--|--|-------------------------|
|  | Income from House Property |  |  | 2, Quiz & End Sem. Exam |
|--|----------------------------|--|--|-------------------------|

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                                                         | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
|-----------|-----------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|           |                                                                                   |             |             |             |             |             |             |             |             |             |              |
| BCL 326.1 | Understand Income Tax Laws and its importance                                     | 1           | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |
| BCL 326.2 | Analyse exemptions on different categories and sources of income                  | 3           | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 1           | 1            |
| BCL 326.3 | Apply Income on Salaries and other components associated with salaries.           | 3           | 3           | 3           | 3           | 3           | 2           | 2           | 1           | 1           | 1            |
| BCL 326.4 | Evaluate income from house properties and exempted income from house properties . | 2           | 2           | 2           | 1           | 1           | 2           | 1           | 2           | 1           | 1            |

**Sample Question Paper**

|                                                                                                |                    |                      |                 |                  |                       |                 |
|------------------------------------------------------------------------------------------------|--------------------|----------------------|-----------------|------------------|-----------------------|-----------------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –III) 2020-21</p> |                    |                      |                 |                  |                       |                 |
| <p style="text-align: center;">Class: B Com (Honours) III Semester</p>                         |                    |                      |                 |                  |                       |                 |
| <p>Subject Name:<br/>BCL 326 INCOMETAX LAW<br/>AND PRACTICE I</p>                              |                    | <p>Time: 2 Hours</p> |                 |                  | <p>Max. Marks: 30</p> |                 |
| <p>Levels of the questions as per Blooms Taxonomy</p>                                          | <p>Remembering</p> | <p>Understanding</p> | <p>Applying</p> | <p>Analyzing</p> | <p>Evaluating</p>     | <p>Creating</p> |

| Question Mapping                                                                                                                                        | Q.1,4        | Q.2,3                                                  | Q.4 | Q.2,5,6 |       |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------|-----|---------|-------|--|
| Student will be able to<br>CO1: Understand Income Tax Laws and its importance.<br>CO2: Analyse exemptions on different categories and sources of income |              |                                                        |     |         |       |  |
| CO Map                                                                                                                                                  | Question No. | Question                                               |     |         | Marks |  |
| CO1                                                                                                                                                     | Q.1          | Explain in brief the rational for studying income tax. |     |         | 3     |  |
| CO1                                                                                                                                                     | Q.2a         | Explain types of income                                |     |         | 3     |  |
|                                                                                                                                                         | Q.2b         | Explain income                                         |     |         | 3     |  |
| CO2                                                                                                                                                     | Q.3          | Discuss exemptions from income tax                     |     |         | 6     |  |
| CO2                                                                                                                                                     | Q.4          | What is house rent allowance ?                         |     |         | 3     |  |
| CO2                                                                                                                                                     | Q.5a         | Explain Leave Encashment                               |     |         | 3     |  |
|                                                                                                                                                         | Q.5b         | Differentiate between pension and gratuity .           |     |         | 3     |  |
| CO2                                                                                                                                                     | Q 6          | Explain commutation of pension                         |     |         | 6     |  |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                               |
|-------------------------|-------------------------------|
| <b>Session</b>          | 2020-21                       |
| <b>Course Name</b>      | B.Com (Hons)                  |
| <b>Semester</b>         | 3rd Semester                  |
| <b>Subject Code</b>     | BCL326                        |
| <b>Subject Name</b>     | INCOME TAX LAW & PRACTICE - I |
| <b>Attainment Level</b> | Level 2                       |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**  
**Bachelor of Commerce (H)**  
**20201-2023**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|----------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                  |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                           | BCH<br>401 | 3   | 1   | 2   | 1   | 2   | 2   | 2   | 2   | 2   | 1    |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
|                                                                                         |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
| Course Handout                                                                          |  |
| Course : CORPORATE ACCOUNTING - II                                                      |  |
| Course Code : BCH401, Crédits : 04, Session :2022-23(Even Sem.), Class : BCOM. 2nd Year |  |

## A. Introduction:

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

**B. Course Outcomes:** At the end of the course, students will be able to:

- 1.BCH401.1.** Able to understand the concept of Companies as per Company law requirements, payment of dividend and and payment of interest out of capital.
- 2.BCH401.2.** Know the basic functions of Holding and subsidiary companies, accounting treatment and disclosures; consolidation of accounts
- 3.BCH401.3.** Able to recognize the essential features of goodwill, shares and Dividend
- 4.BCH401.4.** Describe about the Final accounts of banking companies, insurance companies and electricity companies.
- 5.BCH401.5.** Evaluating the concept of Liquidation, treatment of uncalled Capital – liability of contributors.

## C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics; prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                      | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                              | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                  |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the | S/V/Q/HA    | 10%                |

|                                |                                                                                                                |    |             |
|--------------------------------|----------------------------------------------------------------------------------------------------------------|----|-------------|
|                                | End Semester examination.<br>The allowance of 25%<br>includes all types of leaves<br>including medical leaves. |    |             |
| Attendance                     | End Semester<br>Examination                                                                                    | A  | 5%          |
| End<br>Semester<br>Examination |                                                                                                                | EE | 70%         |
| <b>Total</b>                   |                                                                                                                |    | <b>100%</b> |

## E. Syllabus

### Module I

Preparation and presentation of final accounts of joint stock companies as per company law requirements; provisions and reserves; determination of managerial remuneration; appropriation out of profits; transfer of profits to reserves; payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund; bonus shares and payment of interest out of capital.

### Module II:

Holding and subsidiary companies -accounting treatment and disclosures; consolidation of accounts.

### Module III: Valuation of goodwill and shares

Good will - Meaning – Definition – Elements of goodwill – Types of Goodwill – Purchased Goodwill – Nonpurchased or inherent Goodwill – Valuation of Non-purchased Goodwill – Average Profit Method – Super Profit Method – Capitalization of Average Profit Method – Capitalization of Super Profit Method – annuity method Shares - Meaning – need for valuation – factors affecting valuation – methods of valuation – Asset Backing or Intrinsic Value Method –Yield Valuation Method – Dividend Yield –Fair Value method – value of right shares – valuation of preference shares.

### Module IV:

Final accounts of banking companies, insurance companies and electricity companies.

## Module V: Liquidation

Voluntary Liquidation – Preparation of Liquidator's Statement of affairs – order of payment - Calculation of commission on Assets Realized – payment to unsecured creditors – payment to Unsecured creditors other than preferential creditors – calculation of pro rata- treatment of uncalled Capital – liability of contributors.

### F. Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### G. Suggested Text/Reference Books:

- S.N. Maheswari, Financial Accounting
- Narayanaswamy, Financial Accounting
- SP Iyengar, Advanced Accountancy
- RL Gupta, Advanced Accountancy
- Jain and Narang, Corporate Accounting
- Tulsian, Advanced Accounting

### H. Lecture Plan

| Lecture | Topics                                                                                                   | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Preparation and presentation of final accounts of joint stock companies as per company law requirements; | Lecture          | BCH401.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | provisions and reserves; appropriation out of profits;                                                   | Lecture          | BCH401.1.        | Mid Term-1, Quiz & End Sem Exam |
| 3       | determination of managerial remuneration; transfer of profits to reserves                                | Lecture          | BCH401.1..       | Mid Term-1, Quiz & End Sem      |

|    |                                                                                                   |         |                  |                                 |
|----|---------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                                   |         |                  | Exam                            |
| 4  | <i>payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund</i> | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 5  | payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund        | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6  | payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund        | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7  | payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund        | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | bonus shares and payment of interest out of capital                                               | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | bonus shares and payment of interest out of capital                                               | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | bonus shares and payment of interest out of capital.                                              | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Bonus shares and payment of interest out of capital.                                              | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | bonus shares and payment of interest out of capital.                                              | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                      |         |                  |                                 |
|----|------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 13 | Holding and subsidiary companies                                                                     | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Holding and subsidiary companies                                                                     | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Holding and subsidiary companies<br>Holding and subsidiary companies                                 | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Holding and subsidiary companies                                                                     | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | accounting treatment and disclosures;                                                                | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | accounting treatment and disclosures;                                                                | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Consolidation accounts. of                                                                           | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Consolidation accounts. of                                                                           | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Valuation of goodwill and shares<br>Good will -<br>Meaning -<br>Definition -<br>Elements of goodwill | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                         |         |                  |                                 |
|----|---------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 22 | Valuation of goodwill and shares<br>Good will - Meaning - Definition - Elements of goodwill             | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Valuation of goodwill and shares<br>Good will - Meaning - Definition - Elements of goodwill             | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Types of Goodwill - Purchased Goodwill - Nonpurchased or inherent Goodwill                              | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Types of Goodwill - Purchased Goodwill - Nonpurchased or inherent Goodwill                              | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Valuation of Non-purchased Goodwill - Average Profit Method - Super Profit Method                       | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Capitalization of Average Profit Method - Capitalization of Super Profit Method - annuity method Shares | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Capitalization of Average Profit Method - Capitalization of Super Profit Method - annuity method Shares | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Capitalization of Average Profit Method - Capitalization of Super Profit Method - annuity method Shares | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Meaning - need for valuation - factors affecting valuation                                              | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem      |

|    |                                                                                        |         |                  |                                 |
|----|----------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                        |         |                  | Exam                            |
| 31 | Meaning - need for valuation - factors affecting valuation                             | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Meaning - need for valuation - factors affecting valuation                             | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | methods of valuation – Asset Backing or Intrinsic Value Method –Yield Valuation Method | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | methods of valuation – Asset Backing or Intrinsic Value Method –Yield Valuation Method | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | Dividend Yield –Fair Value method                                                      | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | value of right shares – valuation of preference shares.                                | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | value of right shares – valuation of preference shares.                                | Lecture | <b>BCH401.3.</b> | Quiz & End Sem Exam             |
| 38 | value of right shares – valuation of preference shares.                                | Lecture | <b>BCH401.3.</b> | Quiz & End Sem Exam             |
| 39 | Final accounts of banking companies, insurance companies and electricity companies.    | Lecture | <b>BCH401.4.</b> | Quiz & End Sem Exam             |
| 40 | Final accounts of banking companies, insurance companies and electricity companies.    | Lecture | <b>BCH401.4.</b> | Quiz & End Sem Exam             |
| 41 | Final accounts of banking companies,                                                   | Lecture | <b>BCH401.4.</b> | Quiz &                          |



|    |                                                                                                                                                       |         |                  |                     |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------|
|    | insurance companies and electricity companies.                                                                                                        |         |                  | End Sem Exam        |
| 42 | Final accounts of banking companies, insurance companies and electricity companies.                                                                   | Lecture | <b>BCH401.4.</b> | Quiz & End Sem Exam |
| 43 | Final accounts of banking companies, insurance companies and electricity companies.                                                                   | Lecture | <b>BCH401.4.</b> | Quiz & End Sem Exam |
| 44 | Voluntary Liquidation - Preparation of Liquidator's Statement of affairs - order of payment                                                           | Lecture | <b>BCH401.5.</b> | Quiz & End Sem Exam |
| 45 | Calculation of commission on Assets Realized - payment to unsecured creditors                                                                         | Lecture | <b>BCH101.5.</b> | Quiz & End Sem Exam |
| 46 | payment to Unsecured creditors other than preferential creditors - calculation of pro rata-treatment of uncalled Capital - liability of contributors. | Lecture | <b>BCH401.5.</b> | Quiz & End Sem Exam |
| 47 | payment to Unsecured creditors other than preferential creditors - calculation of pro rata-treatment of uncalled Capital - liability of contributors. | Lecture | <b>BCH401.5.</b> | Quiz & End Sem Exam |
| 48 | payment to Unsecured creditors other than preferential creditors - calculation of pro rata-treatment of uncalled Capital - liability of contributors. | Lecture | <b>BCH401.5.</b> | Quiz & End Sem Exam |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |

|                                 |                                                                                                                               |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>H4<br/>01.<br/>1.</b> | Able to understand the concept of Companies as per Company law                                                                | <b>3</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>H4<br/>01.<br/>2.</b> | Know the basic functions of Holding and subsidiary companies, accounting treatment and disclosures; consolidation of accounts | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>H4<br/>01.<br/>3.</b> | Able to recognize the                                                                                                         | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |

|                     |                                                                                                        |          |          |          |          |          |          |          |          |          |          |
|---------------------|--------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                     | essential features of goodwill, shares and Dividend                                                    |          |          |          |          |          |          |          |          |          |          |
| <b>BC H4 01. 4.</b> | Describe about the Final accounts of banking companies, insurance companies and electricity companies. | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |
| <b>BC H4 01. 5.</b> | Evaluating the concept of Liquidation, treat                                                           | <b>3</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |

|  |                                                       |  |  |  |  |  |  |  |  |  |  |
|--|-------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|
|  | ment of uncalled Capital – liability of contributors. |  |  |  |  |  |  |  |  |  |  |
|  |                                                       |  |  |  |  |  |  |  |  |  |  |
|  |                                                       |  |  |  |  |  |  |  |  |  |  |

### **Sample question Paper**

|                                                                                                                                                        |              |                                                        |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –IV) 2020-21                                                          |              |                                                        |          |           |                |          |
| Class: B.Com.(H) IV Semester                                                                                                                           |              |                                                        |          |           |                |          |
| Subject Name:<br>BCH 401                                                                                                                               |              | Time: 1.5 Hrs                                          |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                         | Remembering  | Understanding                                          | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                       | Q.1,4        | Q.2,3                                                  | Q.4      | Q.2,5,6   | Q 6            |          |
| Student will be able to<br>CO1: List the broad perceptive of Corporate Accounting.<br>CO2: Apply different concepts of final accounts and Liquidation. |              |                                                        |          |           |                |          |
| CO Map                                                                                                                                                 | Question No. | Question                                               |          |           |                | Marks    |
| CO1                                                                                                                                                    | Q.1          | Understand the concept of Companies                    |          |           |                | 3        |
|                                                                                                                                                        | Q.2a         | What are the basic functions of Holding and subsidiary |          |           |                | 3        |

|     |      |                                                         |   |
|-----|------|---------------------------------------------------------|---|
| CO1 |      | companies                                               |   |
|     | Q.2b | Write a short note on consolidation of accounts.        | 3 |
| CO1 | Q.3  | State the significance of goodwill                      | 6 |
| CO2 | Q.4  | Explain the features of Dividend.                       | 3 |
| CO2 | Q.5a | Elaborate different accounting.                         | 3 |
|     | Q.5b | Write short note on final accounts in banking.          | 3 |
| CO2 | Q 6  | Evaluating the concept of corporate accounting in India | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                           |
|-------------------------|---------------------------|
| <b>Session</b>          | 2020-21                   |
| <b>Course Name</b>      | B.Com (Hons)              |
| <b>Semester</b>         | 4th Semester              |
| <b>Subject Code</b>     | BCH401                    |
| <b>Subject Name</b>     | CORPORATE ACCOUNTING - II |
| <b>Attainment Level</b> | Level 2                   |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
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# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2020-2023**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

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1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                              | BCH<br>402 | 3   | 1   | 3   | 1   | 1   | 1   | 2   | 2   | 3   | 1    |





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MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
|                                                                                         |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
| Course Handout                                                                          |  |
| Course : COST ACCOUNTING – II                                                           |  |
| Course Code : BCH402, Crédits : 03, Session :2020-21(Even Sem.), Class : BCOM. 2nd Year |  |

## A. Introduction:

To get an expert knowledge in the area of cost management and cost control to enable effective management decisions.

**B. Course Outcomes:** At the end of the course, students will be able to:

**1.BCH402.1.** Able to understand the concept of overhead costing, Procedure for accounting and control of overheads

**2.BCH402.2.** Know the basic functions of Job Costing – Batch Costing – Contract Costing and Service costing.

**3.BCH402.3.** Able to recognize the essential features of Marginal costing and Break-Even Analysis

## C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                              |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | S/V/Q/HA    | 10%                |

|                          |                           |    |             |
|--------------------------|---------------------------|----|-------------|
|                          | including medical leaves. |    |             |
| Attendance               | End Semester Examination  | A  | 5%          |
| End Semester Examination |                           | EE | 70%         |
| <b>Total</b>             |                           |    | <b>100%</b> |

## E. Syllabus

### Module I: Overhead Costing

Definition – Classification of overheads – Procedure for accounting and control of overheads – Allocation of overheads – Apportionment of Service department costs to production departments – Repeated Distribution method – Simultaneous equation method – absorption of OH's – Methods of Absorption – Percentage of direct material cost – Direct Labour Cost – Prime Cost, Direct Labour hour rate and Machine Hour Rate – Problems.

### Module II: Costing Methods

Costing Methods Introduction - Job Costing – Batch Costing – Contract Costing- Process Costing – principles – distinction between Process and Job – Preparation of process accounts – treatment of normal loss – abnormal loss – abnormal gain – Joint and By-products. Service costing.

### Module III: Marginal costing and Break-Even Analysis

Concept of Marginal Costs and Marginal Costing: Assumptions of Marginal Costing; Marginal Costing vs Absorption Costing; Advantages and Limitations of Marginal Costing; Break Even Analysis: Break-Even Point, Margin of safety, Angle of Incidence.

## F. Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## G. Suggested Text/Reference Books:

- N.K. Prasad: Cost Accounting
- Nigam & Sharma: Cost Accounting
- Khanna Pandey & Ahuja: Practical Costing
- M.L. Agarwal: Cost Accounting

- Jain & Narang: Cost Accounting
- S.P. Iyengar: Cost Accounting
- S.N. Maheshwari: Cost Accounting
- Horngren: Cost Accounting: A Managerial Emphasis
- M. N. Arora: Cost Accounting
- Dutta: Cost Accounting

#### H. Lecture Plan

| Lecture | Topics                                                                                                                             | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Definition -<br>Classification of overheads -<br>Procedure for accounting and control of overheads                                 | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Definition -<br>Classification of overheads -<br>Procedure for accounting and control of overheads                                 | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Definition -<br>Classification of overheads -<br>Procedure for accounting and control of overheads                                 | Lecture          | BCH402.1..       | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Definition – Classification of overheads – Procedure for accounting and control of overheads</i>                                | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Allocation of overheads -<br>Apportionment of Service department costs to production departments -<br>Repeated Distribution method | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Allocation of overheads –<br>Apportionment of Service department costs to production departments –<br>Repeated Distribution method | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                              |         |                  |                                 |
|----|------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 7  | Allocation of overheads – Apportionment of Service department costs to production departments – Repeated Distribution method | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | Allocation of overheads – Apportionment of Service department costs to production departments – Repeated Distribution method | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Simultaneous equation method – absorption of OH's – Methods of Absorption – Percentage of direct material cost               | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | Simultaneous equation method – absorption of OH's – Methods of Absorption – Percentage of direct material cost               | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Direct Labour Cost – Prime Cost, Direct Labour hour rate and Machine Hour Rate – Problems.                                   | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Direct Labour Cost – Prime Cost, Direct Labour hour rate and Machine Hour Rate – Problems.                                   | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Costing Methods Introduction - Job Costing - Batch Costing - Contract Costing- Process Costing                               | Lecture | <b>BCH402.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Costing Methods Introduction - Job Costing – Batch Costing – Contract Costing- Process Costing                               | Lecture | <b>BCH402.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Costing Methods Introduction - Job Costing - Batch Costing                                                                   | Lecture | <b>BCH402.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Contract Costing-                                                                                                            | Lecture | <b>BCH402.2.</b> | Mid                             |

|    |                                                                                                              |         |                  |                                             |
|----|--------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
|    | Process Costing                                                                                              |         |                  | Term-1,<br>Quiz &<br>End Sem<br>Exam        |
| 17 | Contract Costing-<br>Process Costing                                                                         | Lecture | <b>BCH402.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 18 | - Job Costing -<br>Batch                                                                                     | Lecture | <b>BCH402.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 19 | - Job Costing -<br>Batch Costing -                                                                           | Lecture | <b>BCH402.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 20 | Costing Methods<br>Introduction - Contract<br>Costing- Process Costing                                       | Lecture | <b>BCH402.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 21 | principles -<br>distinction<br>between Process<br>and Job -<br>Preparation of<br>process accounts            | Lecture | <b>BCH402.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 22 | principles -<br>distinction<br>between Process<br>and Job -<br>Preparation of<br>process accounts            | Lecture | <b>BCH402.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 23 | treatment of normal loss –<br>abnormal loss – abnormal<br>gain – Joint and By-<br>products. Service costing. | Lecture | <b>BCH402.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 24 | treatment of normal loss –<br>abnormal loss – abnormal<br>gain – Joint and By-<br>products. Service costing. | Lecture | <b>BCH402.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 25 | Concept of<br>Marginal Costs and<br>Marginal Costing:                                                        | Lecture | <b>BCH402.3.</b> | Mid<br>Term-2,                              |

|    |                                                                                                                         |         |                  |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | Assumptions of Marginal Costing; Marginal Costing vs Absorption Costing                                                 |         |                  | Quiz & End Sem Exam             |
| 26 | Concept of Marginal Costs and Marginal Costing; Assumptions of Marginal Costing; Marginal Costing vs Absorption Costing | Lecture | <b>BCH402.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Concept of Marginal Costs and Marginal Costing; Assumptions of Marginal Costing; Marginal Costing vs Absorption Costing | Lecture | <b>BCH402.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Concept of Marginal Costs and Marginal Costing; Assumptions of Marginal Costing; Marginal Costing vs Absorption Costing | Lecture | <b>BCH402.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Advantages and Limitations of Marginal Costing; Break Even Analysis                                                     | Lecture | <b>BCH402.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Advantages and Limitations of Marginal Costing; Break Even Analysis                                                     | Lecture | <b>BCH402.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Advantages and Limitations of Marginal Costing; Break Even Analysis                                                     | Lecture | <b>BCH402.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Break-Even Point, Margin of safety, Angle of Incidence.                                                                 | Lecture | <b>BCH402.3.</b> | Quiz & End Sem Exam             |
| 33 | Break-Even Point, Margin of safety, Angle of Incidence.                                                                 | Lecture | <b>BCH402.3.</b> | Quiz & End Sem Exam             |
| 34 | Break-Even Point, Margin of safety, Angle of Incidence.                                                                 | Lecture | <b>BCH402.3.</b> | Quiz & End Sem Exam             |
| 35 | Break-Even Point, Margin of safety, Angle of Incidence.                                                                 | Lecture | <b>BCH402.3.</b> | Quiz & End Sem                  |

|    |                                                         |         |                  |                     |
|----|---------------------------------------------------------|---------|------------------|---------------------|
|    |                                                         |         |                  | Exam                |
| 36 | Break-Even Point, Margin of safety, Angle of Incidence. | Lecture | <b>BCH402.3.</b> | Quiz & End Sem Exam |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                  | STATEMENT                                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|---------------------|------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                     |                                                                                                            | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BC H4 02. 1.</b> | Able to understand and the concept of overhead costing, Procedure for accounting and control of overheads. | <b>3</b>                            | <b>2</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |



|                                 |                                                                                                      |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>H4<br/>02.<br/>2.</b> | Know the basic functions of Job Costing – Batch Costing – Contract Costing and Service costing.      | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>H4<br/>02.<br/>3.</b> | Able to recognize the essential features of Marginal costing and Break-Even Analysis - Even Analysis | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |

### Sample question Paper

| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –IV) 2022-23                                   |              |                                                                  |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.Com.(H) IV Semester                                                                                                    |              |                                                                  |          |           |                |          |
| Subject Name:<br>BCH 402                                                                                                        |              | Time: 2 Hrs                                                      |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                  | Remembering  | Understanding                                                    | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                | Q.1,4        | Q.2,3                                                            | Q.4      | Q.2,6     | Q 5, 6         |          |
| Student will be able to<br>CO1: List the broad perceptive of Overhead costing.<br>CO2: Apply different types of costing method. |              |                                                                  |          |           |                |          |
| CO Map                                                                                                                          | Question No. | Question                                                         |          |           |                | Marks    |
| CO1                                                                                                                             | Q.1          | Explain in brief about allocation of overheads.                  |          |           |                | 3        |
| CO1                                                                                                                             | Q.2a         | What are the essential features of repeated distribution method? |          |           |                | 3        |
|                                                                                                                                 | Q.2b         | Write a short note on direct labour cost.                        |          |           |                | 3        |
| CO1                                                                                                                             | Q.3          | State the significance of preparation of process accounts.       |          |           |                | 6        |
| CO2                                                                                                                             | Q.4          | Explain Batch costing.                                           |          |           |                | 3        |
| CO2                                                                                                                             | Q.5a         | Elaborate different types of losses in costing.                  |          |           |                | 3        |
|                                                                                                                                 | Q.5b         | Write short note on treatment of normal loss.                    |          |           |                | 3        |
| CO2                                                                                                                             | Q 6          | Evaluating the concept of service costing in India               |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
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# Attainment

|                         |                      |
|-------------------------|----------------------|
| <b>Session</b>          | 2020-21              |
| <b>Course Name</b>      | B.Com (Hons)         |
| <b>Semester</b>         | 4th Semester         |
| <b>Subject Code</b>     | BCH402               |
| <b>Subject Name</b>     | COST ACCOUNTING - II |
| <b>Attainment Level</b> | Level 2              |

**Note:**

| Attainments |   | Rubric                                                     |
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**2020-2023**

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If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                        | BCH 403 | 3   | 1   | 3   | 1   | 3   | 1   | 3   | 2   | 3   | 2    |



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|                                                                                          |  |
|------------------------------------------------------------------------------------------|--|
|                                                                                          |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                 |  |
| AMITY BUSINESS SCHOOL                                                                    |  |
| Course Handout                                                                           |  |
| Course: MICROECONOMIC THEORY AND APPLICATIONS – IV                                       |  |
| Course Code : BCH403, Crédits : 03, Session: 2020-21 (Even Sem.), Class : BCOM. 2nd Year |  |

## A. Introduction:

The objective of the course is to acquaint the student with various market structures within which a firm operates. The Course also deals with long –term decision-making and market efficiency.

**B. Course Outcomes:** At the end of the course, students will be able to:

- 1.**BCH403.1.** Able to understand Market for factor inputs.
- 2.**BCH403.2.** Know the basic functions of Inter-temporal Analysis and Choice under Uncertainty.
- 3.**BCH403.3.** Able to recognize the essential features of General Equilibrium and Welfare Economics

## C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                            | Code     | Weightage % |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                             | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                 |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% | S/V/Q/HA | 10%         |

|                          |                                                        |    |             |
|--------------------------|--------------------------------------------------------|----|-------------|
|                          | includes all types of leaves including medical leaves. |    |             |
| Attendance               | End Semester Examination                               | A  | 5%          |
| End Semester Examination |                                                        | EE | 70%         |
| <b>Total</b>             |                                                        |    | <b>100%</b> |

## E. Syllabus

### Module I: Market for factor Inputs

Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets. Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions. Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency.

### Module II: Inter-temporal Analysis and Choice under Uncertainty

Intertemporal choice – stocks versus flows, present discounted values, capital investment decisions, investment decisions by consumers, determination of interest rates. Risk, preferences towards risk, reducing risk.

### Module- III General Equilibrium and Welfare Economics

Partial and general equilibrium -2x2x2 model of general equilibrium- New Welfare Economics- Compensation criteria of Hicks, Kaldor. -Arrow's impossibility theorem -Sen's theory of welfare -Rawls' welfare concept -Easterlin Paradox

### F. Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### G. Suggested Text/Reference Books:

- Baunol, William J., "Economic Theory and Operations Analysis", Prentice-Hall of India Pvt. Ltd., New Delhi.
- H.L. Ahuja, Microeconomics
- Browning E.K., & J.M. Browning, "Microeconomic Theory and Applications", Kalyani Publishers, New Delhi.
- Gould, J.,P., & E.P Lazer, "Microeconomics Theory", All India Traveller Bookseller, New Delhi



- Lipsey, R.G., and K.A Chrystal, "Principles of Economics", Oxford University Press.
- Maddala G.S., and E.Miller, "Microeconomics: Theory and Applications" McGraw-Hall International.
- Salvatore, D., "Schaum's Outline of Theory and Problems of Microeconomics Theory", McGraw-Hill, International Edition.

## H. Lecture Plan

| Lecture | Topics                                                                                                                                         | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets | Lecture          | <b>BCH403.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets | Lecture          | <b>BCH403.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets | Lecture          | <b>BCH403.1..</b> | Mid Term-1, Quiz & End Sem Exam |

|   |                                                                                                                                                |         |                  |                                 |
|---|------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 4 | Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 5 | Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions.                | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6 | Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions..               | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7 | Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions.                | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8 | Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions..               | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9 | Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency.                          | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                       |         |                  |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 10 | Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency. | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency. | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency. | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Intertemporal choice – stocks versus flows, present discounted values, capital investment decisions                   | Lecture | <b>BCH403.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Intertemporal choice – stocks versus flows, present discounted values, capital investment decisions                   | Lecture | <b>BCH403.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Intertemporal choice – stocks versus flows, present discounted values, capital investment decisions                   | Lecture | <b>BCH403.2.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                      |         |                  |                                 |
|----|----------------------------------------------------------------------|---------|------------------|---------------------------------|
| 16 | Risk, preferences towards risk, reducing risk.                       | Lecture | <b>BCH403.2.</b> |                                 |
| 17 | Risk, preferences towards risk, reducing risk.                       | Lecture | <b>BCH403.2.</b> |                                 |
| 18 | Risk, preferences towards risk, reducing risk.                       |         | <b>BCH403.2.</b> |                                 |
| 19 | Risk, preferences towards risk, reducing risk.                       |         | <b>BCH403.2.</b> |                                 |
| 20 | Intertemporal choice – stocks versus flows,                          | Lecture | <b>BCH403.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | present discounted values, capital investment decisions              | Lecture | <b>BCH403.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | present discounted values, capital investment decisions              | Lecture | <b>BCH403.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | present discounted values, capital investment decisions              | Lecture | <b>BCH403.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | present discounted values, capital investment decisions              | Lecture | <b>BCH403.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Partial and general equilibrium - 2x2x2 model of general equilibrium | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Partial and general equilibrium -                                    | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz &              |

|    |                                                                                                      |         |                  |                                 |
|----|------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | 2x2x2 model of general equilibrium                                                                   |         |                  | End Sem Exam                    |
| 27 | Partial and general equilibrium - 2x2x2 model of general equilibrium                                 | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Partial and general equilibrium - 2x2x2 model of general equilibrium                                 | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | New Welfare Economics- Compensation criteria of Hicks, Kaldor                                        | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | New Welfare Economics- Compensation criteria of Hicks, Kaldor                                        | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | New Welfare Economics- Compensation criteria of Hicks, Kaldor                                        | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | New Welfare Economics- Compensation criteria of Hicks, Kaldor                                        | Lecture | <b>BCH403.3.</b> | Quiz & End Sem Exam             |
| 33 | Arrow's impossibility theorem -Sen's theory of welfare<br>-Rawls' welfare concept -Easterlin Paradox | Lecture | <b>BCH403.3.</b> | Quiz & End Sem Exam             |
| 34 | Arrow's impossibility theorem -Sen's theory of welfare                                               | Lecture | <b>BCH403.3.</b> | Quiz & End Sem Exam             |

|    |                                                                                                      |         |                  |                     |
|----|------------------------------------------------------------------------------------------------------|---------|------------------|---------------------|
|    | -Rawls' welfare concept -Easterlin Paradox                                                           |         |                  |                     |
| 35 | Arrow's impossibility theorem -Sen's theory of welfare<br>-Rawls' welfare concept -Easterlin Paradox | Lecture | <b>BCH403.3.</b> | Quiz & End Sem Exam |
| 36 | Arrow's impossibility theorem -Sen's theory of welfare<br>-Rawls' welfare concept -Easterlin Paradox | Lecture | <b>BCH403.3.</b> | Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                   | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|------------------|---------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  |                                             | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BCH403.1.</b> | Able to understand Market for factor inputs | <b>3</b>                            | <b>2</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                                 |                                                                                           |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|-------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>H4<br/>03.<br/>2.</b> | Know the basic functions of Inter-temporal Analysis and Choice under Uncertainty .        | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>H4<br/>03.<br/>3.</b> | Able to recognize the essential features of General Equilibrium and Welfare are Economics | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |

**Sample question Paper**

| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –IV) 2020-21 |             |               |          |           |                |          |
|-----------------------------------------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Class: B.Com.(H) IV Semester                                                                  |             |               |          |           |                |          |
| Subject Name:<br>BCH 403                                                                      |             | Time: 1.5 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                              | Q.1,4       | Q.2,3         | Q.4      | Q.5,6     | Q 6            |          |

| Student will be able to<br>CO1: List the broad perspective of Government intervention in factor market.<br>CO2: Apply different Inter-temporal Analysis and Choice under Uncertainty. |              |                                                      |       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------|-------|
| CO Map                                                                                                                                                                                | Question No. | Question                                             | Marks |
| CO1                                                                                                                                                                                   | Q.1          | Explain in brief the functions of monopolistic.      | 3     |
| CO1                                                                                                                                                                                   | Q.2a         | What are the essential features of trade unions?     | 3     |
|                                                                                                                                                                                       | Q.2b         | Write a short note on role of trade unions.          | 3     |
| CO1                                                                                                                                                                                   | Q.3          | State the significance of risk in business           | 6     |
| CO2                                                                                                                                                                                   | Q.4          | Explain capital investment decisions.                | 3     |
| CO2                                                                                                                                                                                   | Q.5a         | Elaborate determinants of interest rates.            | 3     |
|                                                                                                                                                                                       | Q.5b         | Write short note on reducing risk.                   | 3     |
| CO2                                                                                                                                                                                   | Q 6          | Evaluating the concept of present discounted values. | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# Attainment

|                         |                                          |
|-------------------------|------------------------------------------|
| <b>Session</b>          | 2020-21                                  |
| <b>Course Name</b>      | B.Com (Hons)                             |
| <b>Semester</b>         | 4th Semester                             |
| <b>Subject Code</b>     | BCH403                                   |
| <b>Subject Name</b>     | MICROECONOMIC THEORY & APPLICATIONS - IV |
| <b>Attainment Level</b> | Level 1                                  |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## PROGRAMME OUTCOMES

**Bachelor of Commerce (H)**

**2020-2023**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                              | BCM<br>401 | 3   | 1   | 3   | 1   | 3   | 1   | 3   | 2   | 3   | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
|                                                                                         |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
| Course Handout                                                                          |  |
| Course: <b>STATISTICAL METHODS IN RESEARCH</b>                                          |  |
| Course Code : BCM401, Crédits : 03, Session :2020-21(Even Sem.), Class : BCOM. 2nd Year |  |

## A. Introduction:

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

**B. Course Outcomes:** At the end of the course, students will be able to:

- 1.**BCM401.1.** Able to understand the concept of Time series and index numbers.
- 2.**BCM401.2.** Know the basic functions of Organisation and functional areas of management and understand the social responsibility of management and Ethics.
- 3.**BCM401.3.** Evaluate the features of planning, process and types of plans

## C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |

|                          |  |    |             |
|--------------------------|--|----|-------------|
| End Semester Examination |  | EE | 70%         |
| <b>Total</b>             |  |    | <b>100%</b> |

## E. Syllabus

### Module I: Time Series and index Numbers

Time series analysis-concept and components Determination of regular, trend and seasonal indices; index number's - concept, price relative, quantity relative, value relative; Lapeer's Paasche's and Fisher, Family budget method; problems in the construction and limitations of index numbers Tests for ideal index number.

### Module II: Probability Theory

Independent, Dependent, Mutually Exclusive, Favourable, Exhaustive & Complementary events, Addition theorem, Conditional Probability, multiplication Theorem, Bayes' Theorem.

### Module III: Decision Tree

Decision Theory: Decision making, under certainty, uncertainty & risk, Bayesian Analysis, Decision tree.

## F. Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>10</b> | <b>15</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## G. Suggested Text/Reference Books:

- Fundamentals of Business Statistics by J.K. Sharma
- Business Statistics by S.P. Gupta & M.P. Gupta
- Theory and Problems of Statistics by M.R. Spiegel
- Fundamentals of Applied Statistics by S.C. Gupta and V.K. Kapoor
- Introduction to Probability by J.L. Snell

#### H. Lecture Plan

| Lecture | Topics                                                                                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Time series analysis-concept and components                                                                                       | Lecture          | <b>BCM401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 2       | Time series analysis-concept and components                                                                                       | Lecture          | <b>BCM401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 3       | Time series analysis-concept and components                                                                                       | Lecture          | <b>BCM401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | Determination of regular, trend and seasonal indices; index number's - concept, price relative, quantity relative, value relative | Lecture          | <b>BCM401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 5       | Determination of regular, trend and seasonal indices; index number's - concept, price relative, quantity relative, value relative | Lecture          | <b>BCM401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6       | Determination of regular, trend and seasonal indices; index number's - concept, price relative, quantity relative, value relative | Lecture          | <b>BCM401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7       | Determination of regular, trend and seasonal indices; index number's - concept, price                                             | Lecture          | <b>BCM401.1.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                           |         |                  |                                             |
|----|-----------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
|    | relative, quantity<br>relative, value<br>relative                                                         |         |                  |                                             |
| 8  | Lapeer's<br>Paasche's and<br>Fisher, Family<br>budget method                                              | Lecture | <b>BCM401.1.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 9  | Lapeer's<br>Paasche's and<br>Fisher, Family<br>budget method                                              | Lecture | <b>BCM401.1.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 10 | Lapeer's Paasche's and<br>Fisher, Family budget<br>method                                                 | Lecture | <b>BCM401.1.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 11 | problems in the<br>construction and<br>limitations of<br>index numbers<br>Tests for ideal<br>index number | Lecture | <b>BCM401.1.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 12 | problems in the<br>construction and<br>limitations of<br>index numbers<br>Tests for ideal<br>index number | Lecture | <b>BCM401.1.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 13 | problems in the<br>construction and<br>limitations of<br>index numbers<br>Tests for ideal<br>index number | Lecture | <b>BCM401.1.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 14 | problems in the<br>construction and<br>limitations of index<br>numbers Tests for ideal<br>index number    | Lecture | <b>BCM401.1.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 15 | Independent,<br>Dependent,<br>Mutually<br>Exclusive                                                       | Lecture | <b>BCM401.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 16 | Independent,<br>Dependent, Mutually<br>Exclusive                                                          | Lecture | <b>BCM401.2.</b> | Mid<br>Term-1,<br>Quiz &                    |



|    |                                                                                    |         |                  |                                 |
|----|------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                    |         |                  | End Sem Exam                    |
| 17 | Independent, Dependent, Mutually Exclusive                                         | Lecture | <b>BCM401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | Independent, Dependent, Mutually Exclusive                                         | Lecture | <b>BCM401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Independent, Dependent, Mutually Exclusive                                         | Lecture | <b>BCM401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Favourable, Exhaustive & Complementary events,                                     | Lecture | <b>BCM401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Favourable, Exhaustive & Complementary events,                                     | Lecture | <b>BCM401.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Favourable, Exhaustive & Complementary events,                                     | Lecture | <b>BCM401.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Favourable, Exhaustive & Complementary events,                                     | Lecture | <b>BCM401.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Addition theorem, Conditional Probability, multiplication Theorem, Bayes' Theorem. | Lecture | <b>BCM401.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Addition theorem, Conditional                                                      | Lecture | <b>BCM401.2.</b> | Mid Term-2, Quiz &              |

|    |                                                                                    |         |                  |                                 |
|----|------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | Probability, multiplication Theorem, Bayes' Theorem.                               |         |                  | End Sem Exam                    |
| 26 | Addition theorem, Conditional Probability, multiplication Theorem, Bayes' Theorem. | Lecture | <b>BCM401.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Addition theorem, Conditional Probability, multiplication Theorem, Bayes' Theorem. | Lecture | <b>BCM401.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Addition theorem, Conditional Probability, multiplication Theorem, Bayes' Theorem. | Lecture | <b>BCM401.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Decision Theory: Decision making, under certainty                                  | Lecture | <b>BCM401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Decision Theory: Decision making, under certainty                                  | Lecture | <b>BCM401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Decision Theory: Decision making, under certainty                                  | Lecture | <b>BCM401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Decision Theory: Decision making, under certainty                                  | Lecture | <b>BCM401.3.</b> | Quiz & End Sem Exam             |
| 33 | uncertainty & risk, Bayesian Analysis                                              | Lecture | <b>BCM401.3.</b> | Quiz & End Sem Exam             |
| 34 | uncertainty & risk, Bayesian Analysis                                              | Lecture | <b>BCM401.3.</b> | Quiz & End Sem Exam             |

|    |                |         |                  |                     |
|----|----------------|---------|------------------|---------------------|
| 35 | Decision tree. | Lecture | <b>BCM401.3.</b> | Quiz & End Sem Exam |
| 36 | Decision tree. | Lecture | <b>BCM401.3.</b> | Quiz & End Sem Exam |

# **I. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                        | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|------------------|------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  |                                                                  | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BCM401.1.</b> | Able to understand the concept of Time series and index numbers. | <b>3</b>                            | <b>2</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                                 |                                                                                                                                                |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>M4<br/>01.<br/>2.</b> | Know the basic functions of Organisation and functional areas of management and understand the social responsibility of management and Ethics. | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>M4<br/>01.<br/>3.</b> | Evaluate the features of planning , process and types of plans                                                                                 | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |

### Sample question Paper

|                                                                                                                                                                                                          |                     |                                                                         |                 |                  |                       |                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>Department of Management studies</b><br><b>I MID-SEMESTER (SEM –IV) 2020-21</b>                                                                                       |                     |                                                                         |                 |                  |                       |                 |
| <b>Class: B.Com.(H) I Semester</b>                                                                                                                                                                       |                     |                                                                         |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>BCM 401</b>                                                                                                                                                                   |                     | <b>Time: 1.5 Hrs</b>                                                    |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                    | <b>Remembering</b>  | <b>Understanding</b>                                                    | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                  | <b>Q.1,4</b>        | <b>Q.1,2</b>                                                            | <b>Q.4</b>      | <b>Q.5</b>       | <b>Q 6</b>            |                 |
| <b>Student will be able to</b><br><b>CO1: List the broad concepts of Times Series and index numbers.</b><br><b>CO2: Apply different Conditional Probability, multiplication Theorem, Bayes' Theorem.</b> |                     |                                                                         |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                            | <b>Question No.</b> | <b>Question</b>                                                         |                 |                  |                       | <b>Marks</b>    |
| <b>CO1</b>                                                                                                                                                                                               | <b>Q.1</b>          | <b>Understand the concept of time series.</b>                           |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                               | <b>Q.2a</b>         | <b>What are the essential features of index numbers?</b>                |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                          | <b>Q.2b</b>         | <b>Write a short note on budget method.</b>                             |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                               | <b>Q.3</b>          | <b>State the significance of family budget method</b>                   |                 |                  |                       | <b>6</b>        |
| <b>CO2</b>                                                                                                                                                                                               | <b>Q.4</b>          | <b>Explain probability theory.</b>                                      |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                                               | <b>Q.5a</b>         | <b>Elaborate conditional probability.</b>                               |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                          | <b>Q.5b</b>         | <b>Write short note on Bayes' Theorem.</b>                              |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                                               | <b>Q 6</b>          | <b>Evaluating the concept of Exhaustive &amp; Complementary events.</b> |                 |                  |                       | <b>6</b>        |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                 |
|-------------------------|---------------------------------|
| <b>Session</b>          | 2020-21                         |
| <b>Course Name</b>      | B.Com (Hons)                    |
| <b>Semester</b>         | 4th Semester                    |
| <b>Subject Code</b>     | BCM401                          |
| <b>Subject Name</b>     | STATISTICAL METHODS IN RESEARCH |
| <b>Attainment Level</b> | Level 1                         |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2020-2023**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well-developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                              | BCL 425 | 3   | 1   | 3   | 1   | 3   | 1   | 3   | 2   | 3   | 2    |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
|                                                                                         |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
| Course Handout                                                                          |  |
| Course: CORPORATE LAWS – II                                                             |  |
| Course Code : BCL425, Crédits : 03, Session :2020-21(Even Sem.), Class : BCOM. 2nd Year |  |

## A. Introduction:

To develop an understanding of the regulation of registered companies and to provide thorough understanding of the various provisions of the Indian Company Law

**B. Course Outcomes:** At the end of the course, students will be able to:

- 1.**BCL425.1.** Able to understand the concept of Company Meetings-kinds, Conduction of a valid meeting.
- 2.**BCL425.2.** Know about the Dividends and Rules regarding unpaid or unclaimed dividend.
- 3.**BCL425.3.** Able to recognize the essential features of auditing, Auditors' power planning, process and types of plans
- 4.**BCH425.4.** Evaluate the role of official Liquidator and implementation of Corporate Governance.

## C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

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**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                     | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                             | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                 |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% | S/V/Q/HA    | 10%                |

|                          |                                                        |    |             |
|--------------------------|--------------------------------------------------------|----|-------------|
|                          | includes all types of leaves including medical leaves. |    |             |
| Attendance               | End Semester Examination                               | A  | 5%          |
| End Semester Examination |                                                        | EE | 70%         |
| <b>Total</b>             |                                                        |    | <b>100%</b> |

## E. Syllabus

### Module I: Company Meetings

Company Meetings-kinds, Conduction of a valid meeting, quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting.

### Module II: Dividends

Dividends - Dividend to Equity & Preference shareholders, Rules regarding dividends, Declaration of Dividend out of Reserves, Rules regarding unpaid or unclaimed dividend

### Module III: Auditing

Audit of Limited Companies-Company Auditor-appointment, powers, duties & liabilities, auditor's report.

### Module IV: Winding up of Company & Corporate Governance

Types of winding up, Grounds for winding up by court, Appointment, Duties & Powers of official Liquidator, Manner of voluntary winding up, Consequences & types of voluntary winding up, role and importance of corporate governance.

## F. Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## G. Suggested Text/Reference Books:

- M.C. Shukla & Gulshan: Principles of Company Law.
- N.D. Kapoor: Company Law and Secretarial Practice.
- M.C. Bhandari: Guide to Company Law Procedures.
- Tuteja: Company Administration and Meetings.
- S.C. Kuchehal: Company Law and Secretarial Practice.
- Dr. P.N. Reddy and H.R. Appanaiah: Essentials of Company Law and Secretarial Practice, Himalaya Publishers.

## H. Lecture Plan

| Lecture | Topics                                                                                                 | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Company Meetings-kinds, Conduction of a valid meeting                                                  | Lecture          | <b>BCL425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Company Meetings-kinds, Conduction of a valid meeting                                                  | Lecture          | <b>BCL425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | Company Meetings-kinds, Conduction of a valid meeting                                                  | Lecture          | <b>BCH425.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Company Meetings-kinds, Conduction of a valid meeting</i>                                           | Lecture          | <b>BCL425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | Company Meetings-kinds, Conduction of a valid meeting                                                  | Lecture          | <b>BCL425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting. | Lecture          | <b>BCH425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 7       | quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting. | Lecture          | <b>BCH425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 8       | quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting. | Lecture          | <b>BCH425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                        |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 9  | quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting. | Lecture | <b>BCH425.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | Dividends - Dividend to Equity & Preference shareholders                                               | Lecture | <b>BCH425.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Dividends - Dividend to Equity & Preference shareholders                                               | Lecture | <b>BCH425.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Dividends - Dividend to Equity & Preference shareholders                                               | Lecture | <b>BCH425.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Dividends - Dividend to Equity & Preference shareholders                                               | Lecture | <b>BCH425.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Rules regarding dividends, Declaration of Dividend out of Reserves                                     | Lecture | <b>BCH425.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Rules regarding dividends, Declaration of Dividend out of Reserves                                     |         | <b>BCH425.2.</b> |                                 |
| 16 | Rules regarding dividends, Declaration of Dividend out of Reserves                                     |         | <b>BCH425.2.</b> |                                 |
| 17 | Rules regarding unpaid or unclaimed dividend                                                           |         | <b>BCH425.2.</b> |                                 |
| 18 | Rules regarding unpaid or unclaimed dividend                                                           |         | <b>BCH425.2.</b> |                                 |
| 19 | Audit of Limited Companies                                                                             | Lecture | <b>BCH425.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Audit of Limited Companies                                                                             | Lecture | <b>BCH425.3.</b> | Mid Term-1,                     |

|    |                                                                               |         |                  |                                             |
|----|-------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
|    |                                                                               |         |                  | Quiz &<br>End Sem<br>Exam                   |
| 21 | Audit of Limited<br>Companies                                                 | Lecture | <b>BCH425.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 22 | Company Auditor-<br>appointment,<br>powers                                    | Lecture | <b>BCH425.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 23 | Company Auditor-<br>appointment, powers                                       | Lecture | <b>BCH425.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 24 | Company Auditor-<br>appointment,<br>powers                                    | Lecture | <b>BCH425.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 25 | duties & liabilities,<br>auditor's report                                     | Lecture | <b>BCH425.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 26 | duties & liabilities,<br>auditor's report                                     | Lecture | <b>BCH425.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 27 | duties & liabilities,<br>auditor's report                                     | Lecture | <b>BCH425.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 28 | Types of winding<br>up, Grounds for<br>winding up by<br>court,<br>Appointment | Lecture | <b>BCH425.4.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 29 | Types of winding<br>up, Grounds for<br>winding up by<br>court,                | Lecture | <b>BCH425.4.</b> | Mid<br>Term-2,<br>Quiz &                    |

|    |                                                                         |         |                  |                                 |
|----|-------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | Appointment                                                             |         |                  | End Sem Exam                    |
| 30 | Types of winding up, Grounds for winding up by court, Appointment       | Lecture | <b>BCH425.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Duties & Powers of official Liquidator , Manner of voluntary winding up | Lecture | <b>BCH425.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Duties & Powers of official Liquidator , Manner of voluntary winding up | Lecture | <b>BCH425.4.</b> | Quiz & End Sem Exam             |
| 33 | Duties & Powers of official Liquidator , Manner of voluntary winding up | Lecture | <b>BCH425.4.</b> | Quiz & End Sem Exam             |
| 34 | Consequences & types of voluntary winding up                            | Lecture | <b>BCH425.4.</b> | Quiz & End Sem Exam             |
| 35 | role and importance of corporate governance.                            | Lecture | <b>BCH425.4.</b> | Quiz & End Sem Exam             |
| 36 | role and importance of corporate governance.                            | Lecture | <b>BCH425.4.</b> | Quiz & End Sem Exam             |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                  | STATEMENT                             | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|---------------------|---------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                     |                                       | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BC L4 25. 1.</b> | Able to understand the concept of Com | <b>3</b>                            | <b>2</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                                 |                                                                                                                                                                                      |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                                 | pany<br>Meeti<br>ngs-<br>kinds<br>,<br>Cond<br>uctio<br>n of a<br>valid<br>meeti<br>ng.                                                                                              |          |          |          |          |          |          |          |          |          |          |
| <b>BC<br/>L4<br/>25.<br/>2.</b> | Know<br>about the<br>Dividends<br>and Rules<br>regarding<br>unpaid or<br>unclaimed<br>dividend.                                                                                      | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>L4<br/>25.<br/>3.</b> | Able<br>to<br>recog<br>nize<br>the<br>essen<br>tial<br>featur<br>es of<br>auditi<br>ng,<br>Audit<br>ors'<br>powe<br>r<br>plann<br>ing,<br>proce<br>ss<br>and<br>types<br>of<br>plans | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |



|                                 |                                                                                       |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|---------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>L4<br/>25.<br/>4.</b> | Evaluate the role of official Liquidator and implementation of Corporate Governance . | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |
|---------------------------------|---------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|

**Sample question Paper**

|                                                                                                                                                                 |                     |                                                           |                 |                  |                       |                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>Department of Management studies</b><br><b>I MID-SEMESTER (SEM –IV) 2020-21</b>                                              |                     |                                                           |                 |                  |                       |                 |
| <b>Class: B.Com.(H) I Semester</b>                                                                                                                              |                     |                                                           |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>BCL 425</b>                                                                                                                          |                     | <b>Time: 1.5 Hrs</b>                                      |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                           | <b>Remembering</b>  | <b>Understanding</b>                                      | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                         | <b>Q.1,4</b>        | <b>Q.2,3</b>                                              | <b>Q.4</b>      | <b>Q.5</b>       | <b>Q 6</b>            |                 |
| Student will be able to<br>CO1: List the broad perceptive of Corporate Laws.<br>CO2: Apply different Rules regarding dividends on equity and preference shares. |                     |                                                           |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                   | <b>Question No.</b> | <b>Question</b>                                           |                 |                  |                       | <b>Marks</b>    |
| <b>CO1</b>                                                                                                                                                      | <b>Q.1</b>          | <b>Explain in brief the functions of Company meetings</b> |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                      | <b>Q.2a</b>         | <b>What are the essential features of e-voting?</b>       |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                 | <b>Q.2b</b>         | <b>Write a short note on Postal ballots.</b>              |                 |                  |                       | <b>3</b>        |

|     |      |                                                                             |   |
|-----|------|-----------------------------------------------------------------------------|---|
| CO1 | Q.3  | State the significance of postal ballot, meeting through video conferencing | 6 |
| CO2 | Q.4  | Explain quorum voting.                                                      | 3 |
| CO2 | Q.5a | Elaborate different theories of minutes.                                    | 3 |
|     | Q.5b | Write a short note on Dividends.                                            | 3 |
| CO2 | Q 6  | Evaluating the concept of Dividend to Equity & Preference shareholders.     | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                     |
|-------------------------|---------------------|
| <b>Session</b>          | 2020-21             |
| <b>Course Name</b>      | B.Com (Hons)        |
| <b>Semester</b>         | 4th Semester        |
| <b>Subject Code</b>     | BCL425              |
| <b>Subject Name</b>     | CORPORATE LAWS - II |
| <b>Attainment Level</b> | Level 2             |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2020-2023**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                              | BCL 426 | 3   | 1   | 1   | 1   | 2   | 2   | 1   | 2   | 2   | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
|                                                                                         |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
| Course Handout                                                                          |  |
| Course : INCOME TAX LAW AND PRACTICE – II                                               |  |
| Course Code : BCL426, Crédits : 04, Session :2020-21(Even Sem.), Class : BCOM. 2nd Year |  |

## A. Introduction:

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

**B. Course Outcomes:** At the end of the course, students will be able to:

- 1.**BCL426.1.** Able to understand the concept of Profits & Gains of Business & Profession.
- 2.**BCL426.2.** Know the basic functions of Income from Capital Gains
- 3.**BCL426.3.** Able to recognize the essential sources and features of Income from other sources
- 4.**BCL426.4.** Able to understand the concept of advance payment of Tax.
- 5.**BCL426.5.** Evaluating the concept of Goods and Services Tax (GST)

## C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                     | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                             | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                 |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% | S/V/Q/HA    | 10%                |

|                          |                                                        |    |             |
|--------------------------|--------------------------------------------------------|----|-------------|
|                          | includes all types of leaves including medical leaves. |    |             |
| Attendance               | End Semester Examination                               | A  | 5%          |
| End Semester Examination |                                                        | EE | 70%         |
| <b>Total</b>             |                                                        |    | <b>100%</b> |

## E. Syllabus

### Module I: Profits & Gains of Business & Profession

Profits & Gains of Business & Profession - Introduction, Basic Principles, Basic Principles, Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems.

### Module II: Income from Capital Gains

Income from Capital Gains- Introduction, Meaning & types of capital assets, Computation of Capital Gains, Exemptions, Problems.

### Module III: Income from other sources

Income from other sources including receipt without consideration, winnings from lotteries, cross word puzzles ,horse races and card games etc, computation of interest on securities and dividend and permissible deductions from income from other sources .  
Permissible deductions from gross total income,(Under section 80C to 80U)

### Module IV Set-Off & Carry Forward of Losses and Assessment of Individuals

Set off carry forward losses, assessment of individuals- Advance payment of tax. Income tax authorities. Appeal, revision and penalties

### Module V: Introduction to Goods and Services Tax (GST)

Meaning, scope and significance of GST; principles of subsumption and taxes subsumed; classification of goods and services and GST rates. Basic terminologies- CGST/SGST, IGST. Input Tax Credit, Transitional Provisions, Electronic Commerce, HSN Code

## F. Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## G. Suggested Text/Reference Books:

- Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
- B.B. Lal: Direct Taxes, Konark Publisher (P) Ltd.
- Bhagwathi Prasad: Direct Taxes – Law and Practice, Wishwa Prakashana.
- Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.



- Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.
- Gaur & Narang: Income Tax.
- Girish Ahuja and Ravi Gupta, Direct Tax Law – Theory & Practice, Bharat Law House, New Delhi
- Abhishek Rastogi: Professionals guide to GST Ideation to reality (2017)
- Rakesh Garg & Sandeep Garg, HSN code wise GST Tariff, Bloomsbury India Professional (July 2017)

#### H. Lecture Plan

| Lecture | Topics                                            | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|---------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Profits & Gains of Business & Profession          | Lecture          | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Profits & Gains of Business & Profession          | Lecture          | <b>BCL426.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 3       | Profits & Gains of Business & Profession          | Lecture          | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 4       | Profits & Gains of Business & Profession          | Lecture          | <b>BCL426.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 5       | Introduction, Basic Principles, Basic Principles, | Lecture          | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | Introduction, Basic Principles, Basic Principles, | Lecture          | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 7       | Introduction, Basic Principles, Basic Principles, | Lecture          | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                 |         |                   |                                 |
|----|-----------------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
| 8  | Introduction, Basic Principles, Basic Principles,                                                               | Lecture | <b>BCL426.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems. | Lecture | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 10 | Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems. | Lecture | <b>BCL426.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems. | Lecture | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 12 | Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems. | Lecture | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 13 | Income from Capital Gains- Introduction                                                                         | Lecture | <b>BCL426.2.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 14 | Income from Capital Gains- Introduction                                                                         | Lecture | <b>BCL426.2.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 15 | Income from Capital Gains- Introduction                                                                         | Lecture | <b>BCL426.2.</b>  | Mid Term-1, Quiz & End Sem      |

|    |                                                     |         |                  |                                 |
|----|-----------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                     |         |                  | Exam                            |
| 16 | Meaning & types of capital assets                   | Lecture | <b>BCL426.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Meaning & types of capital assets                   | Lecture | <b>BCL426.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | Meaning & types of capital assets                   | Lecture | <b>BCL426.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Meaning & types of capital assets                   | Lecture | <b>BCL426.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Computation of Capital Gains, Exemptions, Problems. | Lecture | <b>BCL426.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Computation of Capital Gains, Exemptions, Problems. | Lecture | <b>BCL426.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Computation of Capital Gains, Exemptions, Problems. | Lecture | <b>BCL426.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Computation of Capital Gains, Exemptions, Problems. | Lecture | <b>BCL426.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Computation of Capital Gains, Exemptions, Problems. | Lecture | <b>BCL426.2.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                              |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 25 | Income from other sources including receipt without consideration                                            | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Income from other sources including receipt without consideration                                            | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Income from other sources including receipt without consideration                                            | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | winnings from lotteries, cross word puzzles ,horse races and card games etc                                  | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | winnings from lotteries, cross word puzzles ,horse races and card games etc                                  | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | winnings from lotteries, cross word puzzles ,horse races and card games etc                                  | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | winnings from lotteries, cross word puzzles ,horse races and card games etc                                  | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | computation of interest on securities and dividend and permissible deductions from income from other sources | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | computation of interest on securities and dividend and permissible deductions from                           | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                      |         |                  |                                 |
|----|--------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | income from other sources                                                            |         |                  |                                 |
| 34 | Permissible deductions from gross total income,(Under section 80C to 80U)            | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | Permissible deductions from gross total income,(Under section 80C to 80U)            | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | Set off carry forward losses, assessment of individuals- Advance payment of tax.     | Lecture | <b>BCL426.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | Set off carry forward losses, assessment of individuals- Advance payment of tax.     | Lecture | <b>BCL426.4.</b> | Quiz & End Sem Exam             |
| 38 | Set off carry forward losses, assessment of individuals- Advance payment of tax.     | Lecture | <b>BCL426.4.</b> | Quiz & End Sem Exam             |
| 39 | Income tax authorities. Appeal, revision and penalties                               | Lecture | <b>BCL426.4.</b> | Quiz & End Sem Exam             |
| 40 | Income tax authorities. Appeal, revision and penalties                               | Lecture | <b>BCL426.4.</b> | Quiz & End Sem Exam             |
| 41 | Meaning, scope and significance of GST; principles of subsumation and taxes subsumed | Lecture | <b>BCL426.4.</b> | Quiz & End Sem Exam             |
| 42 | Meaning, scope and significance of GST; principles of subsumation and taxes subsumed | Lecture | <b>BCL426.4.</b> | Quiz & End Sem Exam             |
| 43 | classification of goods and services and GST rates                                   | Lecture | <b>BCL426.5.</b> | Quiz & End Sem Exam             |
| 44 | classification of goods and services and GST rates                                   | Lecture | <b>BCL426.5.</b> | Quiz & End Sem Exam             |

|    |                                                                                                                |         |                  |                     |
|----|----------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------|
| 45 | classification of goods and services and GST rates                                                             | Lecture | <b>BCL426.5.</b> | Quiz & End Sem Exam |
| 46 | Basic terminologies- CGST/SGST, IGST. Input Tax Credit, Transitional Provisions, Electronic Commerce, HSN Code | Lecture | <b>BCL426.5.</b> | Quiz & End Sem Exam |
| 47 | Basic terminologies- CGST/SGST, IGST. Input Tax Credit, Transitional Provisions, Electronic Commerce, HSN Code | Lecture | <b>BCL426.5.</b> | Quiz & End Sem Exam |
| 48 | Basic terminologies- CGST/SGST, IGST. Input Tax Credit, Transitional Provisions, Electronic Commerce, HSN Code | Lecture | <b>BCL426.5.</b> | Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                  | STATEMENT                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|---------------------|-----------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                     |                                                                             | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BC L4 26. 1.</b> | Able to understand the concept of Profits & Gains of Business & Profession. | <b>3</b>                            | <b>2</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                                 |                                                                                                                                                  |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>L4<br/>26.<br/>2.</b> | Know<br>the basic<br>functions<br>of<br>Income<br>from<br>Capital<br>Gains                                                                       | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>L4<br/>26.<br/>3.</b> | Abl<br>e to<br>reco<br>gniz<br>e the<br>esse<br>ntial<br>sour<br>ces<br>and<br>feat<br>ures<br>of<br>Inco<br>me<br>fro<br>m<br>othe<br>r<br>sour | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |

|                                 |                                                           |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|-----------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                                 | ces                                                       |          |          |          |          |          |          |          |          |          |          |
| <b>BC<br/>L4<br/>26.<br/>4.</b> | Able to understand the concept of advance payment of Tax. | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> |
| <b>BC<br/>L4<br/>26.<br/>5.</b> | Evaluating the concept of Goods and Services Tax (GST).   | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> |

**Sample question Paper**

|                                                                                               |             |               |               |           |            |                |
|-----------------------------------------------------------------------------------------------|-------------|---------------|---------------|-----------|------------|----------------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –IV) 2020-21 |             |               |               |           |            |                |
| Class: B.Com.(H) 4 Semester                                                                   |             |               |               |           |            |                |
| Subject Name:<br>BCL 426                                                                      |             |               | Time: 1.5 Hrs |           |            | Max. Marks: 30 |
| Levels of the questions as per Blooms                                                         | Remembering | Understanding | Applying      | Analyzing | Evaluating | Creating       |



| Taxonomy                                                                                                                                      |              |                                                                 |     |     |     |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|-----|-----|-----|-------|
| Question Mapping                                                                                                                              | Q.1,4        | Q.2,3                                                           | Q.4 | Q.5 | Q 6 |       |
| Student will be able to<br>CO1: Understand profit and gains of Business & Profession.<br>CO2: Apply the concept of income from capital gains. |              |                                                                 |     |     |     |       |
| CO Map                                                                                                                                        | Question No. | Question                                                        |     |     |     | Marks |
| CO1                                                                                                                                           | Q.1          | Explain in brief about the profit and loss of a business firms. |     |     |     | 3     |
| CO1                                                                                                                                           | Q.2a         | What do you mean by Computation of Taxable profits of Business? |     |     |     | 3     |
|                                                                                                                                               | Q.2b         | Write a short note on income from other sources.                |     |     |     | 3     |
| CO1                                                                                                                                           | Q.3          | State the significance of income from capital gains.            |     |     |     | 6     |
| CO2                                                                                                                                           | Q.4          | Explain types of capital assets.                                |     |     |     | 3     |
| CO2                                                                                                                                           | Q.5a         | Elaborate different theories of capital gains.                  |     |     |     | 3     |
|                                                                                                                                               | Q.5b         | Write short note on computation of capital gains.               |     |     |     | 3     |
| CO2                                                                                                                                           | Q 6          | Evaluating the concept of capital gains problems.               |     |     |     | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
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# Attainment

|                         |                                |
|-------------------------|--------------------------------|
| <b>Session</b>          | 2020-21                        |
| <b>Course Name</b>      | B.Com (Hons)                   |
| <b>Semester</b>         | 4th Semester                   |
| <b>Subject Code</b>     | BCL426                         |
| <b>Subject Name</b>     | INCOME TAX LAW & PRACTICE - II |
| <b>Attainment Level</b> | Level 1                        |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
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**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2020-2023**

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**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                        | BCH 407 | 3   | 1   | 2   | 1   | 1   | 2   | 1   | 1   | 2   | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
|                                                                                         |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
| Course Handout                                                                          |  |
| Course : <b>AUDITING</b>                                                                |  |
| Course Code : BCH407, Crédits : 03, Session :2020-21(Even Sem.), Class : BCOM. 2nd Year |  |

## A. Introduction:

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

**B. Course Outcomes:** At the end of the course, students will be able to:

- 1.**BCH407.1.** Able to understand the concept of auditing.
- 2.**BCH407.2.** Know the basic functions of internal check and control.
- 3.**BCH407.3.** Describe the role of auditors.
- 4.**BCH407.4.** Evaluating the concept of audit report.

## C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

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**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

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**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End                            |                                                                                                                                                                                                               | EE          | 70%                |

|                      |  |  |             |
|----------------------|--|--|-------------|
| Semester Examination |  |  |             |
| <b>Total</b>         |  |  | <b>100%</b> |

## E. Syllabus

### Module I: Introduction to Auditing

Introduction to auditing Introduction – meaning - definition – difference between accountancy and auditing – types of audit –statutory audit, Internal audit, Cost audit, Tax audit and Management audit, advantages of auditing – preparation before commencement of new audit Special areas in Audit/ other thrust areas in audit- Social audit, Environment audit. Efficiency audit

### Module II: Internal Check and Control

Internal check Meaning and objects of internal check – internal control-meaning definition-fundamental Principles-internal check as regards wages, cash sales, cash purchases - Internal control in Computerized Environment, ICQ- Concept and Preparation, Internal check in a departmental stores-internal audit – meaning-importance – advantage and disadvantages.

### Module III: Verification and Valuation

Verification and valuation of assets and liabilities: Meaning and objectives – position of an auditor as regards to the valuation of assets – verification and valuation of different items – assets –fixed assets -goodwill – stock in trade – investments – liabilities – capital – debentures – bills payable sundry creditors – contingent liabilities –

### Module IV: Audit Report

Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form. Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975.

## F. Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## G. Suggested Text/Reference Books:

- TR Sharma, Auditing.
- BN Tandon, Practical Auditing.
- MS Ramaswamy, Principles and Practice of Auditing.
- Dinakar Pagare, Practice of Auditing.

- Kamal Gupta, Practical Auditing.
- P N Reddy & Appannaiah, Auditing.
- Shekar, Auditing.
- Pradeep Kumar, Auditing.

#### H. Lecture Plan

| Lecture | Topics                                                                                                        | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Introduction to auditing Introduction<br>– meaning - definition – difference between accountancy and auditing | Lecture          | <b>BCH407.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction to auditing Introduction<br>– meaning - definition – difference between accountancy and auditing | Lecture          | <b>BCH407.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | types of audit –statutory audit, Internal audit, Cost audit,                                                  | Lecture          | <b>BCH407.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | types of audit – statutory audit, Internal audit, Cost audit,                                                 | Lecture          | <b>BCH407.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | Tax audit and Management audit, advantages of auditing – preparation before commencement of new audit         | Lecture          | <b>BCH407.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | Special areas in Audit/ other thrust areas in audit- Social audit, Environment audit. Efficiency audit        | Lecture          | <b>BCH407.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 7       | Internal check<br>Meaning and objects of internal check – internal control- meaning definition-               | Lecture          | <b>BCH407.2.</b>  | Mid Term-1, Quiz & End Sem      |



|    |                                                                                                                      |         |                  |                                 |
|----|----------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | fundamental Principles                                                                                               |         |                  | Exam                            |
| 8  | Internal check<br>Meaning and objects of internal check – internal control-meaning definition-fundamental Principles | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Internal check Meaning and objects of internal check – internal control-meaning definition-fundamental Principles    | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | internal check as regards wages, cash sales, cash purchases - Internal control in Computerized Environment           | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | internal check as regards wages, cash sales, cash purchases - Internal control in Computerized Environment           | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | ICQ- Concept and Preparation, Internal check in a departmental stores.                                               | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | ICQ- Concept and Preparation, Internal check in a departmental stores.                                               | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | ICQ- Concept and Preparation, Internal check in a departmental stores.                                               | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | internal audit – meaning-importance – advantage and disadvantages                                                    | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | internal audit – meaning-importance – advantage and disadvantages                                                    | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem      |

|    |                                                                                                                                             |         |                  |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                                                                             |         |                  | Exam                            |
| 17 | internal audit – meaning-importance – advantage and disadvantages                                                                           | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | internal audit – meaning-importance – advantage and disadvantages                                                                           | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Verification and valuation of assets and liabilities: Meaning and objectives - position of an auditor as regards to the valuation of assets | Lecture | <b>BCH407.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Verification and valuation of assets and liabilities: Meaning and objectives - position of an auditor as regards to the valuation of assets | Lecture | <b>BCH407.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | verification and valuation of different items - assets -fixed assets -goodwill                                                              | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | verification and valuation of different items - assets -fixed assets -goodwill                                                              | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | stock in trade – investments – liabilities – capital – debentures                                                                           | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | stock in trade – investments – liabilities – capital – debentures                                                                           | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 25 | bills payable sundry creditors – contingent liabilities                                                                        | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | bills payable sundry creditors – contingent liabilities                                                                        | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975. | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam             |
| 33 | Preparation of clean and qualified audit report with special reference to manufacturing and other                              | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam             |

|    |                                                                                                                                |         |                  |                     |
|----|--------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------|
|    | Companies Audit Report 1975.                                                                                                   |         |                  |                     |
| 34 | Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975. | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam |
| 35 | Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975. | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam |
| 36 | Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975. | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                   | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|------------------|---------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  |                                             | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BCH407.1.</b> | Able to understand the concept of auditing. | <b>2</b>                            | <b>2</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                                 |                                                                              |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>H4<br/>07.<br/>2.</b> | Know<br>the basic<br>functions<br>of<br>internal<br>check<br>and<br>control. | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>H4<br/>07.<br/>3.</b> | Des<br>crib<br>e the<br>role<br>of<br>audi<br>tors.                          | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |
| <b>BC<br/>H4<br/>07.<br/>4.</b> | Eval<br>uati<br>ng the<br>conc<br>ept<br>of<br>audi<br>t<br>repo<br>rt.      | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> |

### Sample question Paper

| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –IV) 2022-23               |              |                                                              |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.Com.(H) IV Semester                                                                                |              |                                                              |          |           |                |          |
| Subject Name:<br>BCH 407                                                                                    |              | Time: 1.5 Hrs                                                |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                              | Remembering  | Understanding                                                | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                            | Q.1,4        | Q.2,3                                                        | Q.4      | Q.5       | Q. 6           |          |
| Student will be able to<br>CO1: List the broad perceptive of auditing.<br>CO2: Apply usage of audit report. |              |                                                              |          |           |                |          |
| CO Map                                                                                                      | Question No. | Question                                                     |          |           |                | Marks    |
| CO1                                                                                                         | Q.1          | Explain in brief the functions of auditing.                  |          |           |                | 3        |
| CO1                                                                                                         | Q.2a         | What are the essential features of internal check & control? |          |           |                | 3        |
|                                                                                                             | Q.2b         | Write a short note on environment auditing.                  |          |           |                | 3        |
| CO1                                                                                                         | Q.3          | State the significance of cost auditing in business          |          |           |                | 6        |
| CO2                                                                                                         | Q.4          | Explain difference between accountancy and auditing.         |          |           |                | 3        |
| CO2                                                                                                         | Q.5a         | Elaborate special areas in audit.                            |          |           |                | 3        |
|                                                                                                             | Q.5b         | Write short note on internal control.                        |          |           |                | 3        |
| CO2                                                                                                         | Q 6          | Evaluating the concept of auditing.                          |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21  
**Course Name** B.Com (Hons)  
**Semester** 4th Semester  
**Subject Code** BCH407  
**Subject Name** AUDITING

**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : Operations Research

Course Code : BBM 501, Crédits : 04 Session :2020- 21(Odd Sem.), Class : B Com (Hons) 3rd Year

### PROGRAMME OUTCOMES

#### Bachelor of Commerce

2020-2023

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and



business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |            |     |       |     |     |     |     |     |     |     |       |
|----------------------------------|------------|-----|-------|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |            | PO1 | PO2   | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| V SEM                            | BBM<br>501 | 1   | " _ " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " _ " |



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MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
|                                                                                         |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
|                                                                                         |  |
| Course Handout                                                                          |  |
| Course : Operations Research                                                            |  |
| Course Code : BBM 101, Credits : 03, Session :2020- 21(Odd Sem.), Class : BCOM 3rd Year |  |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBM 501.1** Understand basic concepts of Operations Research

**BBM 501.2** Analyse Linear Programming

**BBM 501.3** Apply Transportation Problem

**BBM 501.4** Apply Assignment Problem

**BBM 501.5** Examine Game Theory

**BBM 501.6** Interpret Queuing & Simulation.

**Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |



## A. Syllabus

### Module I: Introduction

Introduction to Operations Research, Definition, scope and limitations of Operations Research

### Module II: Linear Programming

Linear Programming – Basic Concepts, Model formulation; Solution methods – Graphical Solution method, Simplex method (problems involving only upto 3 constraints and of inequality <), Application of LPP in business decision making.

### Module III: Transportation Problem

Transportation problem- Initial Basic feasible solution (North West corner rule, Vogel's approximation method), Test for optimality (The Modified Distribution (MODI) method)

### Module IV: Assignment Problem

Assignment Problem – Introduction, Approach of the Assignment model, Solution Methods (Hungarian method)

### Module V: Game Theory

Game Theory- Concept and definition; Solution methods of Pure Strategy games (with saddle point), Significance of Game Theory.

### Module VI: Queuing & Simulation

Introduction, Elementary queuing system, Introduction to Single – channel queuing model (with Poisson arrivals and Exponential service times), (no numerical); Introduction to Simulation, applications, advantages and drawbacks of simulation, Introduction to Monte – Carlo Simulation, Role of computers in Simulation

### Examination Scheme:

| Components    | A | C<br>T | C/HS/Q | E<br>E |
|---------------|---|--------|--------|--------|
| Weightage (%) | 5 | 15     | 5      | 70     |

### Text & References:

#### Text:

- Kapoor V K, Operations Research (Techniques for Management), Seventh edition, Sultan Chand & Sons.

#### References:

- Sharma J K, Operations Research (Theory & Practices), Second edition, Macmillan India Ltd.
- Hamdy A Taha, Operations Research, Seventh edition, Prentice Hall India
- Kothari C R, An introduction to Operations Research, Third edition, Vikas Publishing House

## Lecture Plan

| Lecture | Topics                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|-------------------------------------|------------------|------------------|----------------------------------|
| 1       | Introduction to Operations Research | Lecture          | BBM 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Definition of operation research    | Lecture          | BBM 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Scope of operation research         | Lecture          | BBM 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Limitations of Operations Research  | Lecture          | BBM 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Limitations of Operations Research  | Lecture          | BBM 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Linear Programming – Basic Concepts | Lecture          | BBM 501.2.       | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Model formulation                   | Lecture          | BBM 501.2        | Mid Term-1, Quiz & End Sem. Exam |
| 10      | Solution methods                    | Lecture          | BBM 501.2        | Mid Term-1, Quiz & End Sem. Exam |
| 11      | Graphical Solution method           | Lecture          | BBM 501.2        | Mid Term-1, Quiz & End Sem. Exam |
| 12      | Graphical Solution method           | Lecture          | BBM 501.2        | Mid Term-1, Quiz & End Sem. Exam |
| 13      | Simplex method                      | Lecture          | BBM 501.2        | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                               |         |           |                                  |
|----|---------------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                               |         |           | Exam                             |
| 14 | Simplex method                                                | Lecture | BBM 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Application of LPP in business decision making.               | Lecture | BBM 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Application of LPP in business decision making.               | Lecture | BBM 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Application of LPP in business decision making.               | Lecture | BBM 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Application of LPP in business decision making.               | Lecture | BBM 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Transportation problem                                        | Lecture | BBM 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 20 | Initial Basic feasible solution                               | Lecture | BBM 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 21 | North West corner rule                                        | Lecture | BBM 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | North West corner rule                                        | Lecture | BBM 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Vogel's approximation method                                  | Lecture | BBM 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Test for optimality (The Modified Distribution (MODI) method) | Lecture | BBM 501.3 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                                             |         |           |                                  |
|----|-------------------------------------------------------------|---------|-----------|----------------------------------|
|    | t                                                           |         |           |                                  |
| 25 | Assignment Problem – Introduction                           | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Assignment Problem – Introduction                           | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Approach of the Assignment model                            | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | Approach of the Assignment model                            | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Solution Methods (Hungarian method)                         | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Solution Methods (Hungarian method)                         | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Solution Methods (Hungarian method)                         | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Solution Methods (Hungarian method)                         | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Game Theory- Concept and definition                         | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Game Theory- Concept and definition                         | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Solution methods of Pure Strategy games (with saddle point) | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Solution methods of Pure Strategy                           | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |



|    |                                                                                                       |         |           |                                  |
|----|-------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | games (with saddle point)                                                                             |         |           |                                  |
| 37 | Solution methods of Pure Strategy games (with saddle point)                                           | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 38 | Significance of Game Theory.                                                                          | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 39 | Significance of Game Theory.                                                                          | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 40 | Significance of Game Theory.                                                                          | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 41 | Introduction                                                                                          | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 42 | Elementary queuing system                                                                             | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 43 | Introduction to Single – channel queuing model (with Poisson arrivals and Exponential service times), | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 44 | Introduction to Single – channel queuing model - (no numerical)                                       | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 45 | Introduction to Single – channel queuing model - (no numerical)                                       | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 46 | Introduction to Simulation                                                                            | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 47 | Introduction to Simulation, applications, advantages and drawbacks of                                 | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                                                           |         |           |                                  |
|----|---------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | simulation                                                                |         |           |                                  |
| 48 | Introduction to Monte – Carlo Simulation, Role of computers in Simulation | Lecture | BBM 501.6 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|-----------|--------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|           |                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BBM 501.1 | Understand basic concepts of Operations Research | “<br>-<br>“                         | “<br>-<br>” | “<br>-<br>” | ”<br>-<br>” | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 2           | “<br>-<br>”  |  |  |
| BBM 501.2 | Analyse Linear Programming                       | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>-<br>” | “<br>-<br>” | 1           | “<br>-<br>”  |  |  |
| BBM 501.3 | Apply Transportation Problem                     | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>-<br>” | “<br>-<br>” | 1           | “<br>-<br>”  |  |  |
| BBM 501.4 | Apply Assignment Problem                         | “<br>-<br>”                         | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 1           | “<br>-<br>”  |  |  |
| BBM 501.5 | Examine Game Theory                              | “<br>-<br>”                         | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 1           | “<br>-<br>”  |  |  |
| BBM 501.6 | Interpret Queuing & Simulation                   | “<br>-<br>”                         | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 1           | “<br>-<br>”  |  |  |

## Sample Question Paper

| Amity Business School<br>MID-SEMESTER (SEM –V) 2020-21                                                                                                                       |              |                                                                |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                                                                            |              |                                                                |          |           |                |          |
| <b>Subject Name:</b><br><b>BBM 501 OPERATIONS RESEARCH</b>                                                                                                                   |              | Time: 1.5 Hours                                                |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                               | Remembering  | Understanding                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                             | Q.1,4        | Q.2,3                                                          | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand set theory and functions in Business and Economics Limits.<br>CO2: Analyze Basic Counting Principle, Permutation and Combinations |              |                                                                |          |           |                |          |
| CO Map                                                                                                                                                                       | Question No. | Question                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                                          | Q.1          | Explain in brief the rational for studying Operations Research |          |           |                | 3        |
| CO1                                                                                                                                                                          | Q.2a         | Explain Linear Programming                                     |          |           |                | 3        |
|                                                                                                                                                                              | Q.2b         | Explain Simplex Methods                                        |          |           |                | 3        |
| CO2                                                                                                                                                                          | Q.3          | Discuss Transportation Problem                                 |          |           |                | 6        |
| CO2                                                                                                                                                                          | Q.4          | What is binomial coefficient                                   |          |           |                | 3        |
| CO2                                                                                                                                                                          | Q.5a         | Explain factorial notation                                     |          |           |                | 3        |
|                                                                                                                                                                              | Q.5b         | Differentiate between permutation and combination              |          |           |                | 3        |
| CO2                                                                                                                                                                          | Q 6          | Explain series and sequence                                    |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                     |
|-------------------------|---------------------|
| <b>Session</b>          | 2020-21             |
| <b>Course Name</b>      | B.Com (Hons)        |
| <b>Semester</b>         | 5th Semester        |
| <b>Subject Code</b>     | BBM501              |
| <b>Subject Name</b>     | OPERATIONS RESEARCH |
| <b>Attainment Level</b> | Level 1             |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## AMITY BUSINESS SCHOOL

### Course Handout

Course : Management Accounting-I

Course Code : BCH 501, Crédits : 03 Session :2020- 21(Odd Sem.), Class : B Com (Hons) 3rd Year

### PROGRAMME OUTCOMES

#### Bachelor of Commerce

2020-2023

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage

entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |         |     |       |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-------|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2   | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| V SEM                            | BCH 501 | 1   | " _ " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " _ " |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
|                                                                                         |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
|                                                                                         |  |
| Course Handout                                                                          |  |
| Course : Management Accounting-I                                                        |  |
| Course Code : BCH 501, Credits : 03, Session :2021- 22(Odd Sem.), Class : BCOM 3rd Year |  |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of Management Accounting and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH 501.1** Understand basic concepts of Management Accounting

**BCH 501.2** Analyse and Interpret Financial Statements

**BCH 501.3** Apply Ratio Analysis

**BCH 501.4** Examine Funds Flow Analysis

## Program Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the

SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**A. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester                   | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |



|              |  |  |             |
|--------------|--|--|-------------|
| Examination  |  |  |             |
| <b>Total</b> |  |  | <b>100%</b> |
|              |  |  |             |

## A. Syllabus

### Course Contents:

#### Module I: Management Accounting

Nature & Scope: Meaning and Definition - Objectives of Management Accounting - Management Accounting and Financial Accounting - Management Accounting and Cost Accounting - Utility of Management Accounting - Limitations of Management Accounting - Position of Management Accountant in the Organisation.

#### Module II: Analysis and Interpretation of Financial Statements - I

Concept of Financial Statements and their Nature - Limitations of Financial Statements - Analysis and Interpretation - Tools - Comparative Financial Statements - Common size Statements - Trend Percentages

#### Module III: Analysis and Interpretation of Financial Statements - II

Ratio Analysis - Nature and Interpretation - Utility and Limitations of Ratios - Short-term Financial Ratios - Long-term Financial Ratios - Profitability Ratios - Proprietary and Yield Ratios - Turnover Ratios - DUPONT Control Chart

#### Module IV: Funds Flow Analysis

Concept of Funds - Sources and Uses of Funds - Concept of Flow - Funds Flow Statement - Managerial Uses of Funds Flow Analysis - Construction of Funds Flow Statements

### Practical:

Use of various software packages to obtain different Management Accounting outputs like:  
(i) Fund Flow Statement, (ii) Ratio Analysis

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Dr. S.N. Maheswari , Management Accounting
- Sexana, Management Accounting
- Made Gowda, Management Accounting

- Dr. S.N. Goyal and Manmohan, Management Accounting
- B.S. Raman, Management Accounting
- R.S.N. Pillai and Bagavathi, Management Accounting
- Sharma and Gupta, Management Accounting
- J. Batty, Management Accounting
- Foster, Financial Statement Analysis, Pearson.
- PN Reddy & Appanaiah, Essentials of Management Accounting.

## Lecture Plan

| Lecture | Topics                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO              |
|---------|-------------------------------------------------|------------------|------------------|-----------------------------------|
| 1       | Nature & Scope of Management Accounting         | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 2       | Meaning and Definition of Management Accounting | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. .Exam |
| 3       | Objectives of Management Accounting             | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 4       | Management Accounting and Financial Accounting  | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 5       | Management Accounting and Financial Accounting  | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 6       | Management Accounting and Cost Accounting       | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 7       | Management Accounting and Cost Accounting       | Lecture          | BCH 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 8       | Utility of Management                           | Lecture          | BCH 501.1        | Mid Term-1, Quiz &                |

|    |                                                                                              |         |           |                                  |
|----|----------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Accounting                                                                                   |         |           | End Sem.<br>Exam                 |
| 9  | Limitations of Management Accounting - Position of Management Accountant in the Organisation | Lecture | BCH 501.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Concept of Financial Statements and their Nature                                             | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Concept of Financial Statements and their Nature                                             | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Limitations of Financial Statements                                                          | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Limitations of Financial Statements                                                          | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Analysis and Interpretation - Tools                                                          | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Comparative Financial Statements                                                             | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Common size Statements, Trend Percentages                                                    | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Ratio Analysis                                                                               | Lecture | BCH 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 20 | Nature and Interpretation                                                                    | Lecture | BCH 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 21 | Utility and Limitations of                                                                   | Lecture | BCH 501.3 | Mid Term-2, Quiz &               |

|    |                                        |         |           |                                  |
|----|----------------------------------------|---------|-----------|----------------------------------|
|    | Ratios                                 |         |           | End Sem.<br>Exam                 |
| 22 | Utility and Limitations of Ratios      | Lecture | BCH 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Short-term Financial Ratios            | Lecture | BCH 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | - Long-term Financial Ratios           | Lecture | BCH 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Profitability Ratios                   | Lecture | BCH 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Proprietary and Yield Ratios -         | Lecture | BCH 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Turnover Ratios - DUPONT Control Chart | Lecture | BCH 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | Concept of funds                       | Lecture | BCH 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Sources and Uses of Funds              | Lecture | BCH 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Sources and Uses of Funds              | Lecture | BCH 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Concept of Flow                        | Lecture | BCH 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | - Funds Flow Statement -               | Lecture | BCH 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | - Funds Flow Statement -               | Lecture | BCH 501.5 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                        |         |           |                                  |
|----|----------------------------------------|---------|-----------|----------------------------------|
| 34 | Managerial Uses of Funds Flow Analysis | Lecture | BCH 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Managerial Uses of Funds Flow Analysis | Lecture | BCH 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Construction of Funds Flow Statements  | Lecture | BCH 501.5 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                          | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|-----------|----------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|           |                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BCH 501.1 | Understand basic concepts of Management Accounting | 1                                   | "<br>"      | "<br>"      | "<br>"      | "<br>"      | 2           | "<br>"      | "<br>"      | 2           | "<br>"       |  |  |
| BCH 501.2 | Analyse and Interpret Financial Statements         | 3                                   | 3           | 3           | 3           | 3           | 2           | "<br>"      | "<br>"      | 1           | "<br>"       |  |  |
| BCH 501.3 | Apply Ratio Analysis                               | 3                                   | 3           | 3           | 3           | 3           | 2           | "<br>"      | "<br>"      | 1           | "<br>"       |  |  |
| BCH 501.4 | Examine Funds Flow Analysis                        | "<br>"                              | "<br>"      | 2           | "<br>"      | "<br>"      | 2           | "<br>"      | "<br>"      | 1           | "<br>"       |  |  |

## Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –V) 2020-21</b>                                                                 |              |                                                                    |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                                      |              |                                                                    |          |           |                |          |
| Subject Name:<br>BCH 501 Management<br>Accounting -I                                                                                   |              | Time: 1.5 Hours                                                    |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                | Remembering  | Understanding                                                      | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                    | Q.1,4        | Q.2,3                                                              | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1:. Understand basic concepts of Management Accounting<br>CO2: Analyse and Interpret Financial Statements |              |                                                                    |          |           |                |          |
| CO Map                                                                                                                                 | Question No. | Question                                                           |          |           |                | Marks    |
| CO1                                                                                                                                    | Q.1          | Explain in brief the rational for studying Management Accounting   |          |           |                | 3        |
| CO2                                                                                                                                    | Q.2a         | Explain Financial Statements                                       |          |           |                | 3        |
|                                                                                                                                        | Q.2b         | Explain Comparative Financial Statements                           |          |           |                | 3        |
| CO1                                                                                                                                    | Q.3          | Discuss Cost Accounting                                            |          |           |                | 6        |
| CO2                                                                                                                                    | Q.4          | What is Analysis Tool ?                                            |          |           |                | 3        |
| CO1                                                                                                                                    | Q.5a         | Explain Limitations of Management Accounting                       |          |           |                | 3        |
|                                                                                                                                        | Q.5b         | Differentiate between Management Accounting & Financial Accounting |          |           |                | 3        |
| CO2                                                                                                                                    | Q 6          | Explain Limitation of Financial Statements                         |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                         |
|-------------------------|-------------------------|
| <b>Session</b>          | 2020-21                 |
| <b>Course Name</b>      | B.Com (Hons)            |
| <b>Semester</b>         | 5th Semester            |
| <b>Subject Code</b>     | BCH501                  |
| <b>Subject Name</b>     | MANAGEMENT ACCOUNTING-I |
| <b>Attainment Level</b> | Level 3                 |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : Macro Economics

Course Code : BCH 502, Crédits : 04 Session :2020- 21(Odd Sem.), Class : B Com (Hons) 3rd Year

### PROGRAMME OUTCOMES

Bachelor of Commerce

2020-2023

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry.

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system.

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.



**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| V SEM                            | BCH 502 | 1   | " " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " "   |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
|                                                                                         |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
| Course Handout                                                                          |  |
| Course : Operations Research                                                            |  |
| Course Code : BCH 502, Credits : 04, Session :2020- 21(Odd Sem.), Class : BCOM 3rd Year |  |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCH 502.1** Understand basic concepts of Macro Economics
- BCH 502.2** Understand the concepts of National Income Accounting
- BCH 502.3** Analyse Schools of Macro Economic Thought
- BCH 502.4** Analyse Keynesian Model of Macro economics
- BCH 502.5** Apply Quantity Theory of Money
- BCH 502.6** Examine implications of Inflation

**Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**A. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |

|                          |                          |    |             |
|--------------------------|--------------------------|----|-------------|
| End Semester Examination | End Semester Examination | EE | 70%         |
| <b>Total</b>             |                          |    | <b>100%</b> |
|                          |                          |    |             |

## **A. Syllabus**

### **Course Contents:**

#### **Module I: Introduction to Macroeconomics**

The roots of macroeconomics, macroeconomic concerns, the role of government in the macro economy, the components of the macro economy, the methodology of macroeconomics

#### **Module II: Introduction to National Income Accounting**

Concepts of GDP and national income, approaches to calculating GDP, GDP and personal income, Nominal and real GDP, Limitations of the GDP concept, GDP and the black economy.

#### **Module III: Schools of Macroeconomic Thoughts**

Classical, Neo Classical and Keynesian Models.; Say's Law of Markets and Classical Theory of Employment

#### **Module IV: Keynesian Model**

Aggregate expenditure and equilibrium output; Consumption function; theory of investment-marginal efficiency of capital; saving and investment; The Investment Multiplier and its application to LDC's

#### **Module V: Money in the Modern Economy**

Theories of Demand for Money: Quantity Theory and Keynes approach. Baumol and Tobin Contributions and Friedman's restatement of quantity theory Characteristics of a monetary economy; the supply of money and overall liquidity position; credit creation

## Module VI: Inflation

The causes of inflation, level of prices and the value of money, The Fisher effect, the cost of inflation.

### Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- D.N. Devedi, Macroeconomics
- I.C. Dhingra, Macroeconomics, Sultan Chand & Sons.
- E. Shapiro, Macro Economic Analysis, Harcourt Barce, New York.
- G. Ackley, Macro Economic Theory, Mc. Graw Hill, New York.
- R.L. Miller and R.W. Pullinelli, Modern Money and Banking, Mc. Graw Hill.
- A.K. Basu, Fundamentals of Banking: Theory and Practice.
- Reserve Bank of India, Functions and working of R.B.I.

### Lecture Plan

| Lecture | Topics                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO                     |
|---------|-----------------------------|------------------|------------------|------------------------------------------|
| 1       | The roots of macroeconomics | Lecture          | BCH501.1         | Mid Term-1, Quiz & End Sem. Exam         |
| 2       | The roots of macroeconomics | Lecture          | BCH501.1         | Mid Term-1, Quiz & End Sem. .Exam        |
| 3       | Macroeconomic concerns      | Lecture          | BCH501.1         | Mid Term-1, Quiz & End Sem. Exam         |
| 4       | Macroeconomic concerns      | Lecture          | BCH501.1         | Mid Term-1, Quiz & End Sem. BCH501.1Exam |
| 5       | the role of                 | Lecture          | BCH501.1         | Mid Term-1,                              |

|    |                                             |         |          |                                  |
|----|---------------------------------------------|---------|----------|----------------------------------|
|    | government in the macro economy             |         |          | Quiz & End Sem. Exam             |
| 6  | the role of government in the macro economy | Lecture | BCH501.1 | Mid Term-1, Quiz & End Sem. Exam |
| 7  | the components of the macro economy         | Lecture | BCH501.1 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | the methodology of macroeconomics           | Lecture | BCH501.1 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Concepts of GDP and national income         | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Concepts of GDP and national income         | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | approaches to calculating GDP               | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | approaches to calculating GDP               | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | GDP and personal income                     | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Nominal and real GDP                        | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Limitations of the GDP concept              | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | GDP and the black economy.                  | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Classical Schools                           | Lecture | BCH501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 20 | Classical Schools                           | Lecture | BCH501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 21 | Neo Classical and Keynesian Models          | Lecture | BCH501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Neo Classical and Keynesian                 | Lecture | BCH501.3 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                                         |         |          |                                  |
|----|---------------------------------------------------------|---------|----------|----------------------------------|
|    | Models                                                  |         |          |                                  |
| 23 | Neo Classical and Keynesian Models                      | Lecture | BCH501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Say's Law of Markets and Classical Theory of Employment | Lecture | BCH501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Aggregate expenditure and equilibrium output            | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Aggregate expenditure and equilibrium output            | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Consumption function                                    | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | Consumption function                                    | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | theory of investment-marginal efficiency of capital     | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | theory of investment-marginal efficiency of capital     | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | saving and investment                                   | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | The Investment Multiplier and its application to LDC's  | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Theories of Demand for Money:                           | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Quantity Theory and Keynes approach                     | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |



|    |                                                     |         |          |                                  |
|----|-----------------------------------------------------|---------|----------|----------------------------------|
| 35 | Quantity Theory and Keynes approach                 | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Baumol and Tobin Contributions                      | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 37 | Friedman's restatement of quantity theory           | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 38 | Characteristics of a monetary economy               | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 39 | the supply of money and overall liquidity position; | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 40 | Credit creation                                     | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 41 | The causes of inflation                             | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 42 | The causes of inflation                             | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 43 | Level of prices and the value of money              | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 44 | Level of prices and the value of money              | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 45 | The Fisher effect                                   | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 46 | The Fisher effect                                   | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 47 | The cost of inflation.                              | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 48 | The cost of inflation.                              | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|-----------|--------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|           |                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BCH 501.1 | Understand basic concepts of Operations Research | “<br>-<br>“                         | “<br>-<br>” | “<br>-<br>” | ”<br>-<br>” | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 2           | “<br>-<br>”  |  |  |
| BCH 501.2 | Analyse Linear Programming                       | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>-<br>” | “<br>-<br>” | 1           | “<br>-<br>”  |  |  |
| BCH 501.3 | Apply Transportation Problem                     | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>-<br>” | “<br>-<br>” | 1           | “<br>-<br>”  |  |  |
| BCH 501.4 | Apply Assignment Problem                         | “<br>-<br>”                         | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 1           | “<br>-<br>”  |  |  |
| BCH 501.5 | Examine Game Theory                              | “<br>-<br>”                         | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 1           | “<br>-<br>”  |  |  |
| BCH 501.6 | Interpret Queuing & Simulation                   | “<br>-<br>”                         | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 1           | “<br>-<br>”  |  |  |

## Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –V) 2020-21</b>                                                                                                                        |              |                                                            |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                                                                                             |              |                                                            |          |           |                |          |
| Subject Name:<br><b>BCH 502 MACRO ECONOMICS</b>                                                                                                                                               |              | Time: 1.5 Hours                                            |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                | Remembering  | Understanding                                              | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                              | Q.1,4        | Q.2,3                                                      | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand basic concepts of Macro Economics.<br>CO2: Understand the concepts of National Income Accounting<br>CO3: Analyse Schools of Macro Economic Thought |              |                                                            |          |           |                |          |
| CO Map                                                                                                                                                                                        | Question No. | Question                                                   |          |           |                | Marks    |
| CO1                                                                                                                                                                                           | Q.1          | Explain in brief the rational for studying Macro Economics |          |           |                | 3        |
| CO1                                                                                                                                                                                           | Q.2a         | Discuss scope of Macro Economics                           |          |           |                | 3        |
|                                                                                                                                                                                               | Q.2b         | Explain methodology of Macro Economics                     |          |           |                | 3        |
| CO1                                                                                                                                                                                           | Q.3          | Discuss role of Government in Macro Economics              |          |           |                | 6        |
| CO2                                                                                                                                                                                           | Q.4          | What is GDP ?                                              |          |           |                | 3        |
| CO2                                                                                                                                                                                           | Q.5a         | Explain National Income Accounting                         |          |           |                | 3        |
|                                                                                                                                                                                               | Q.5b         | Differentiate between GDP and National Income              |          |           |                | 3        |
| CO3                                                                                                                                                                                           | Q 6          | Discuss classical theory of economics ?                    |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                 |
|-------------------------|-----------------|
| <b>Session</b>          | 2020-21         |
| <b>Course Name</b>      | B.Com (Hons)    |
| <b>Semester</b>         | 5th Semester    |
| <b>Subject Code</b>     | BCH502          |
| <b>Subject Name</b>     | MACRO ECONOMICS |
| <b>Attainment Level</b> | Level 2         |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## AMITY BUSINESS SCHOOL

### Course Handout

Course : Financial Management

Course Code : BCH 504, Crédits : 02 Session :2020- 21 (Odd Sem.), Class : B Com (Hons) 3rd Year

### PROGRAMME OUTCOMES

#### Bachelor of Commerce

2020-2023

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system.

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and

business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **Program Specific Outcomes :**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

| PROGRAMME ARTICULATION MATRIX |         |     |          |     |     |     |     |     |     |     |      | FM   |      |      |
|-------------------------------|---------|-----|----------|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                               |         | PO1 | PO2      | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| V SEM                         | BCH 504 | 1   | “ ”<br>— | 1   | 2   | 2   | 2   | 2   | 2   | 3   | “_”  | 2    | 2    | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
|                                                                                         |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
|                                                                                         |  |
| Course Handout                                                                          |  |
| Course : Operations Research                                                            |  |
| Course Code : BCH 504, Credits : 02, Session :2020- 21(Odd Sem.), Class : BCOM 3rd Year |  |

0

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCH 504.1 Understand basic concepts of Financial Management
- BCH 504.2 Analyse Time Value of Money
- BCH 504.3 Analyse Cost of capital
- BCH 504.4 Apply Capital Budgeting

## Program Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

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**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**A. Assessment Plan:**

| Component of Evaluation        | Description                            | Code     | Weightage % |
|--------------------------------|----------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                             | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment | S/V/Q/HA | 10%         |



|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |
|                          |                                                                                                                                                                                                               |    |             |

## A. Syllabus

Course Contents:

### Module I Concept of Financial Management

Financial Management- finance function – aims of finance function – financial management – goals Of financial management – financial decisions – financial planning – objectives and principles of Sound financial planning – long term and short term financial plan – factors affecting financial plan.

### Module II Time Value of Money

Valuation Concepts: Time Value of Money – discounting and compounding techniques

### Module III Cost of Capital

Cost of capital, Equity Shares, concept of WACC, Debentures, Preference Shares and retained earnings.

### Module IV Capital Budgeting and Techniques

Investment Decisions – capital budgeting – significance – techniques of evaluation of investment Proposals- Payback Period., Discounted Payback Period, Net Present Value., Internal Rate of Return, Profitability Index, Illustrations on Project feasibility

Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

Text & References:

- S N Maheshwari, Financial Management.
- Khan and Jain, Financial Management.
- Dorai Raj. S.N, Financial Management.
- Sharma and Sashi Gupta, Financial Management.
- I M Pandey, Financial Management.
- James C Vanhorne, Financial Management.
- Prasanna Chandra, Financial Management.
- PN Reddy & Appanaiah, Financial Management.

## Lecture Plan

| Lecture | Topics                                                                                   | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|------------------------------------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Financial Management- finance function – aims of finance function – financial management | Lecture          | BCH 504.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | goals of financial management –                                                          | Lecture          | BCH 504.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | financial decisions – financial planning                                                 | Lecture          | BCH 504.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | objectives and principles of Sound financial planning                                    | Lecture          | BCH 504.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | – long term and short term financial plan –                                              | Lecture          | BCH 504.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Valuation Concepts                                                                       | Lecture          | BCH 504.2        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Valuation Concepts                                                                       | Lecture          | BCH 504.2        | Mid Term-1, Quiz & End Sem. Exam |
| 10      | Time Value of Money                                                                      | Lecture          | BCH 504.2        | Mid Term-1, Quiz & End Sem. Exam |
| 11      | Time Value of Money                                                                      | Lecture          | BCH 504.2        | Mid Term-1, Quiz & End Sem. Exam |
| 12      | discounting and compounding techniques                                                   | Lecture          | BCH 504.2        | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                                 |         |           |                                  |
|----|-----------------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                                 |         |           |                                  |
| 13 | Cost of Capital                                                 | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Cost of Capital                                                 | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Equity Shares                                                   | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | concept of WACC                                                 | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Debentures                                                      | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Preference Shares and retained earnings.                        | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Investment Decisions                                            | Lecture | BCH 504.4 | Mid Term-1, Quiz & End Sem. Exam |
| 20 | capital budgeting – significance                                | Lecture | BCH 504.4 | Mid Term-1, Quiz & End Sem. Exam |
| 21 | Techniques of evaluation of investment Proposals                | Lecture | BCH 504.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | - Payback Period., Discounted Payback Period, Net Present Value | Lecture | BCH 504.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Internal Rate of Return,                                        | Lecture | BCH 504.4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Profitability Index, Illustrations on                           | Lecture | BCH 504.4 | Mid Term-2, Quiz & End Sem.      |

|  |                     |  |  |      |
|--|---------------------|--|--|------|
|  | Project feasibility |  |  | Exam |
|--|---------------------|--|--|------|

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                         | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | FM               |                  |                  |
|-----------|---------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|           |                                                   | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| BCH 504.1 | Understand basic concepts of Financial Management | "<br>-<br>"                         | "<br>-<br>" | "<br>-<br>" | "<br>-<br>" | "<br>-<br>" | 2           | "<br>-<br>" | "<br>-<br>" | 2           | "<br>-<br>"  | 2                | 1                | 1                |
| BCH 504.2 | Analyse Time Value of Money                       | 3                                   | 3           | 3           | 3           | 3           | 2           | "<br>-<br>" | "<br>-<br>" | 1           | "<br>-<br>"  | 2                | 1                | 1                |
| BCH 504.3 | Analyse Cost of capital                           | 3                                   | 3           | 3           | 3           | 3           | 2           | "<br>-<br>" | "<br>-<br>" | 1           | "<br>-<br>"  | 2                | 1                | 1                |
| BCH 504.4 | Apply Capital Budgeting                           | "<br>-<br>"                         | "<br>-<br>" | 2           | "<br>-<br>" | "<br>-<br>" | 2           | "<br>-<br>" | "<br>-<br>" | 1           | "<br>-<br>"  | 2                | 1                | 1                |

## Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –V) 2020-21</b>                                                  |              |                                                                 |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|----------|-----------|----------------|----------|
| <b>Class: B Com (Honours) V Semester</b>                                                                                |              |                                                                 |          |           |                |          |
| Subject Name:<br>BCH 504 Financial Management-I                                                                         |              | Time: 1.5 Hours                                                 |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                          | Remembering  | Understanding                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                        | Q.1,4        | Q.2,3                                                           | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Financial Management<br>CO2: Analyse Time Value of Money |              |                                                                 |          |           |                |          |
| CO Map                                                                                                                  | Question No. | Question                                                        |          |           |                | Marks    |
| CO1                                                                                                                     | Q.1          | Explain in brief the rational for studying Financial Management |          |           |                | 3        |
| CO1                                                                                                                     | Q.2a         | Explain goals of financial management                           |          |           |                | 3        |
|                                                                                                                         | Q.2b         | Explain Financial Decisions                                     |          |           |                | 3        |
| CO1                                                                                                                     | Q.3          | Discuss long term and short term financial plan                 |          |           |                | 6        |
| CO2                                                                                                                     | Q.4          | What is Time Value of Money                                     |          |           |                | 3        |
| CO2                                                                                                                     | Q.5a         | Explain Valuation Concepts                                      |          |           |                | 3        |
|                                                                                                                         | Q.5b         | Differentiate between discounting and compounding techniques    |          |           |                | 3        |
| CO2                                                                                                                     | Q 6          | Explain Value of Money                                          |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                        |
|-------------------------|------------------------|
| <b>Session</b>          | 2020-21                |
| <b>Course Name</b>      | B.Com (Hons)           |
| <b>Semester</b>         | 5th Semester           |
| <b>Subject Code</b>     | BCH504                 |
| <b>Subject Name</b>     | FINANCIAL MANAGEMENT-I |
| <b>Attainment Level</b> | Level 2                |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## AMITY BUSINESS SCHOOL

### Course Handout

Course : FUNDAMENTALS OF INVESTMENTS - I

Course Code : BCH 505, Crédits : 02 Session :2020- 21 (Odd Sem.), Class : B Com (Hons) 3rd Year

### PROGRAMME OUTCOMES

#### Bachelor of Commerce

2020-2023

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business

communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **Program Specific Outcomes :**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

| PROGRAMME ARTICULATION MATRIX |          |      |      |      |      |      |      |      |      |      | FM    |        |        |       |
|-------------------------------|----------|------|------|------|------|------|------|------|------|------|-------|--------|--------|-------|
|                               |          | PO 1 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PS O 1 | PS O 2 | PSO 3 |
| V SEM                         | BC H 505 | 1    | " "  | 1    | 2    | 2    | 2    | 2    | 2    | 3    | " "   | 2      | 2      | 2     |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
|                                                                                         |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
| Course Handout                                                                          |  |
| Course : FUNDAMENTALS OF INVESTMENTS - I                                                |  |
| Course Code : BCH 505, Credits : 02, Session :2020- 21(Odd Sem.), Class : BCOM 3rd Year |  |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCH 505.1 Understand basic concepts of Investment
- BCH 505. 2 Analyse Financial Information
- BCH 505.3 Analyse Risk and Return
- BCH 505.4 Examine Different Types of Bonds
- BCH 505.5 Administer Industry Analysis

## Program Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

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**Program Specific Outcomes :**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**A. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |
|                                |                                                                                                                                                                                                               |             |                    |

## A. Syllabus

### FUNDAMENTALS OF INVESTMENTS - I

#### Course Contents:

##### Module I: The Investment Environment

The investment decision process, Types of Investments – Commodities, Real Estate and Financial Assets, the Indian securities market, the market participants and trading of securities, security market indices, sources of financial information, concept of risk and return, Impact of Taxes and inflation on return.

##### Module II : Financial Information

Sources of Financial Information, Efficient Market Theory

##### Module III: Risk and Return

Total risk and its factors

##### Module : IV Bonds

Valuation of Fixed Income Securities- Types of Bonds, Bond Rating and Bond Price, Bond Valuation.

##### Module : V

Fundamental Analysis: Economic Analysis, Industry Analysis, Company Analysis, Technical Analysis

**A Project on Investment (considering either Commodities, Equity, Fixed income Security, Real Estate)**

#### Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

#### Text & References:

- Bhalla, V.K., "Investment Management", S. Chand & Co.
- Prasanna, Chandra, "Investment analysis and portfolio management", Tata McGraw Hill

## Lecture Plan

| Lecture | Topics                                                                | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|-----------------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | The investment decision process                                       | Lecture          | BCH 505.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Types of Investments – Commodities, Real Estate and Financial Assets, | Lecture          | BCH 505.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | the Indian securities market                                          | Lecture          | BCH 505.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | The market participants and trading of securities                     | Lecture          | BCH 505.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | security market indices, sources of financial information             | Lecture          | BCH 505.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Concept of risk and return, Impact of Taxes and inflation on return.  | Lecture          | BCH 505.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Sources of Financial Information                                      | Lecture          | BCH 505.2        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | Sources of Financial Information                                      | Lecture          | BCH 505.2        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Efficient Market Theory                                               | Lecture          | BCH 505.2        | Mid Term-1, Quiz & End Sem. Exam |
| 10      | Efficient Market Theory                                               | Lecture          | BCH 505.2        | Mid Term-1, Quiz & End Sem. Exam |

|    |                                      |         |           |                                  |
|----|--------------------------------------|---------|-----------|----------------------------------|
| 11 | Total risk and its factors           | Lecture | BCH 505.3 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Total risk and its factors           | Lecture | BCH 505.3 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Valuation of Fixed Income Securities | Lecture | BCH 505.4 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Valuation of Fixed Income Securities | Lecture | BCH 505.4 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Types of Bonds                       | Lecture | BCH 505.4 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Types of Bonds                       | Lecture | BCH 505.4 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Bond Rating and Bond Price           | Lecture | BCH 505.4 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Bond Valuation.                      | Lecture | BCH 505.4 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Fundamental Analysis                 | Lecture | BCH 505.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Economic Analysis                    | Lecture | BCH 505.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Industry Analysis                    | Lecture | BCH 505.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Company Analysis                     | Lecture | BCH 505.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Company Analysis                     | Lecture | BCH 505.4 | Mid Term-2, Quiz &               |

|    |                    |         |           |                                            |
|----|--------------------|---------|-----------|--------------------------------------------|
|    |                    |         |           | End Sem.<br>Exam                           |
| 24 | Technical Analysis | Lecture | BCH 505.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |      | FM    |       |       |
|-----------|------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|------|-------|-------|-------|
|           |                                          | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO10 | PSO 1 | PSO 2 | PSO 3 |
| BCH 505.1 | Understand basic concepts of Investments | “_”                                 | “_”  | “_”  | “_”  | “_”  | 2    | “_”  | “_”  | 2    | “_”  | 2     | 2     | 2     |
| BCH 505.2 | Analyse Financial Information            | 3                                   | 3    | 3    | 3    | 3    | 2    | “_”  | “_”  | 1    | “_”  | 2     | 2     | 2     |
| BCH 505.3 | Analyse Risk and Return                  | 3                                   | 3    | 3    | 3    | 3    | 2    | “_”  | “_”  | 1    | “_”  | 2     | 1     | 1     |
| BCH 505.4 | Examine Different Types of Bonds         | “_”                                 | “_”  | 2    | “_”  | “_”  | 2    | “_”  | “_”  | 1    | “_”  | 2     | 1     | 1     |
| BCH 505.5 | Examine Different Types of Bonds         | “_”                                 | “_”  | 2    | “_”  | “_”  | 2    | “_”  | “_”  | 1    | “_”  | 2     | 1     | 1     |

## Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –V) 2021-22                                                        |              |                                                       |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                               |              |                                                       |          |           |                |          |
| Subject Name:<br>BCH 505 Fundamental of<br>Investment-I                                                         |              | Time: 1.5 Hours                                       |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                         | Remembering  | Understanding                                         | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                             | Q.1,4        | Q.2,3                                                 | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Investment<br>CO2: Analyse Financial Information |              |                                                       |          |           |                |          |
| CO Map                                                                                                          | Question No. | Question                                              |          |           |                | Marks    |
| CO1                                                                                                             | Q.1          | Explain in brief the rational for studying Investment |          |           |                | 3        |
| CO1                                                                                                             | Q.2a         | Explain importance of investment                      |          |           |                | 3        |
|                                                                                                                 | Q.2b         | Explain Real Estate                                   |          |           |                | 3        |
| CO1                                                                                                             | Q.3          | Differentiate between risk and return                 |          |           |                | 6        |
| CO2                                                                                                             | Q.4          | Explain financial information                         |          |           |                | 3        |
| CO2                                                                                                             | Q.5a         | Explain efficient market theory                       |          |           |                | 3        |
|                                                                                                                 | Q.5b         | Explain importance of financial information           |          |           |                | 3        |
| CO3                                                                                                             | Q 6          | Explain Risk and Return                               |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# Attainment

|                         |                                 |
|-------------------------|---------------------------------|
| <b>Session</b>          | 2020-21                         |
| <b>Course Name</b>      | B.Com (Hons)                    |
| <b>Semester</b>         | 5th Semester                    |
| <b>Subject Code</b>     | BCH505                          |
| <b>Subject Name</b>     | FUNDAMENTALS OF INVESTMENTS - I |
| <b>Attainment Level</b> | Level 3                         |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## AMITY BUSINESS SCHOOL

### Course Handout

Course : Financial Markets, Institutions & Financial Services – I

Course Code : BCH 506, Crédits : 02 Session :2020- 21 (Odd Sem.), Class : B Com (Hons) 3rd Year

### PROGRAMME OUTCOMES

#### Bachelor of Commerce

2020-2023

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate

effectively in social, commercial and civic issues ultimately leading to national development.

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### Program Specific Outcomes :

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

| PROGRAMME ARTICULATION MATRIX |         |     |          |     |     |     |     |     |     |     |      | FM   |      |      |
|-------------------------------|---------|-----|----------|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                               |         | PO1 | PO2      | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| V SEM                         | BCH 506 | 1   | “ ”<br>_ | 1   | 2   | 2   | 2   | 2   | 2   | 3   | “-“  | 2    | 2    | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                          |  |
|------------------------------------------------------------------------------------------|--|
|                                                                                          |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                 |  |
| AMITY BUSINESS SCHOOL                                                                    |  |
| Course Handout                                                                           |  |
| Course : Financial Markets, Institutions & Financial Services – I                        |  |
| Course Code : BCH 506 , Credits : 02, Session :2020- 21(Odd Sem.), Class : BCOM 3rd Year |  |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCH 506.1 Understand basic concepts of Financial Markets, Institutions & Financial Services – I
- BCH 506.2 Analyse Capital Market
- BCH 506.3 Examine mutual funds
- BCH 506.4 Examine the concept and process of factoring
- BCH 506.5 Evaluate Non- Banking Financial Companies
- BCH 506.6 Evaluate Life and Non-life Insurance Organizations in India

## Program Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative

problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **Program Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax

planning.

**A. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |
|                                |                                                                                                                                                                                                               |             |                    |

**A. Syllabus**

**Course Contents:**

**Module I: Money Market**

Call money market, Treasury bills market, Commercial bills market, Commercial papers and certificates of deposits, Discount and Finance House of India, Government Securities Market, Recent developments.

**Module II: Capital Market**

Impact of monetary policy, Industrial securities market, Primary market and Secondary market. Nature and role of financial system: Financial system and markets, Efficiency and stability, Technology, Government intervention in the financial system.

### **Module III: Mutual funds**

Meaning, types, functions, advantages; Private and public sector mutual funds; Performance and growth of mutual funds in India; SEBI guidelines.

### **Module IV: Factoring**

The concept, significance, types; Factoring mechanism; Factoring vs. leasing; Factoring in India and abroad; Forfeitures; Kalyanasundaram Committee recommendations. Credit card: The concept, types, advantages and disadvantages. Credit Rating: Mechanism, Role of CRISIL and ICRA.

### **Module V: Non-Banking Finance Companies**

Evolution and present status. Insurance Companies: Economics of insurance, The insurance industry and its regulation; LIC, GIC. Development finance institutions: Concept, role of DFIs, Sources of funds, DFIs in India, Khan Committee Report and Universal banking; Recent trends.

**Module VI: Life and Non-life Insurance Organizations in India** : Coverage: Insurance Regulatory and Development Authority (IRDA) – Duties, Powers, and Functions; Life Insurance Corporation of India (LIC) – Overview, Objectives, and Role; General Insurance Corporation of India (GIC) – Overview, Objectives, and Functions.

**Recent Trends in Financial System-** financial innovations and regulatory trends, current domestic and international issues in the financial system, such as the famous financial crisis.

### **Examination Scheme:**

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### **Text & References:**

- Gordon and Natarajan, Financial Markets and Services, Himalaya Publishing House.
- Khan, M.Y, Financial Services, Tata McGraw Hill.
- Jeff Madura, Financial Markets and Institutions, South-Western College Publishing.
- B.C Vasant Desai, The Indian Financial System, Himalaya Publishing House.
- Bhole L.M, Financial Institutions and Markets, Tata McGraw Hill.

## Lecture Plan

| Lecture | Topics                                                                                | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|---------------------------------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Call money market, Treasury bills market,                                             | Lecture          | BCH 506.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Commercial bills market, Commercial papers and certificates of deposits               | Lecture          | BCH 506.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Discount and Finance House of India, Government Securities Market                     | Lecture          | BCH 506.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Recent developments                                                                   | Lecture          | BCH 506.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Impact of monetary policy, Industrial securities market                               | Lecture          | BCH 506.2        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Primary market and Secondary market                                                   | Lecture          | BCH 506.2        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Nature and role of financial system: Financial system and markets                     | Lecture          | BCH 506.2        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | Efficiency and stability, Technology, Government intervention in the financial system | Lecture          | BCH 506.2        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Meaning, types, functions, advantages of mutual fund                                  | Lecture          | BCH 506.3        | Mid Term-1, Quiz & End Sem. Exam |
| 10      | Private and public                                                                    | Lecture          | BCH 506.3        | Mid Term-                        |



|    |                                                                                                                  |         |           |                                  |
|----|------------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | sector mutual funds                                                                                              |         |           | 1, Quiz & End Sem. Exam          |
| 11 | Performance and growth of mutual funds in India                                                                  | Lecture | BCH 506.3 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | SEBI guidelines                                                                                                  | Lecture | BCH 506.3 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | The concept, significance, types of Factoring                                                                    | Lecture | BCH 506.4 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Factoring mechanism; Factoring vs. leasing; Factoring in India and abroad                                        | Lecture | BCH 506.4 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Forfeitures ,Kalyanasundaram Committee recommendations                                                           | Lecture | BCH 506.4 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Credit card: The concept, types, advantages and disadvantages, Credit Rating: Mechanism, Role of CRISIL and ICRA | Lecture | BCH 506.4 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | . Evolution and present status. Insurance Companies: Economics of insurance                                      | Lecture | BCH 506.5 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | , The insurance industry and its regulation;                                                                     | Lecture | BCH 506.5 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | LIC, GIC. Development finance institutions: Concept, role of DFIs, Sources of funds                              | Lecture | BCH 506.5 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | DFIs in                                                                                                          | Lecture | BCH 506.5 | Mid Term-                        |

|    |                                                                                                                                                      |         |           |                                  |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | India, Khan Committee Report and Universal banking; Recent trends.                                                                                   |         |           | 2, Quiz & End Sem. Exam          |
| 21 | Coverage: Insurance Regulatory and Development Authority (IRDA) – Duties, Powers, and Functions                                                      | Lecture | BCH 506.6 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Life Insurance Corporation of India (LIC) – Overview, Objectives, and Role;                                                                          | Lecture | BCH 506.6 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | General Insurance Corporation of India (GIC) – Overview, Objectives, and Functions.                                                                  | Lecture | BCH 506.6 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | financial innovations and regulatory trends, current domestic and international issues in the financial system, such as the famous financial crisis. | Lecture | BCH 506.6 | Mid Term-2, Quiz & End Sem. Exam |

### A. Course Articulation Matrix (Mapping of COs with POs)

| CO         | STATEMENT                                                                         | CORRELATION WITH PROGRAMME OUTCOMES |       |       |       |       |      |       |       |      |       | FM     |        |        |
|------------|-----------------------------------------------------------------------------------|-------------------------------------|-------|-------|-------|-------|------|-------|-------|------|-------|--------|--------|--------|
|            |                                                                                   | PO 1                                | PO 2  | PO 3  | PO 4  | PO 5  | PO 6 | PO 7  | PO 8  | PO 9 | PO 10 | PS O 1 | PS O 2 | PS O 3 |
| BCH 506. 1 | Understand basic concepts of Financial Markets, Institutions & Financial Services | " - "                               | " - " | " - " | " - " | " - " | 2    | " - " | " - " | 2    | " - " | 2      | 2      | 2      |
| BCH 506. 2 | Analyse Capital Market                                                            | 3                                   | 3     | 3     | 3     | 3     | 2    | " - " | " - " | 1    | " - " | 2      | 2      | 2      |
| BCH 506. 3 | Examine mutual funds                                                              | 3                                   | 3     | 3     | 3     | 3     | 2    | " - " | " - " | 1    | " - " | 2      | 1      | 2      |
| BCH 506. 4 | Examine the concept and process of factoring                                      | " - "                               | " - " | 2     | " - " | " - " | 2    | " - " | " - " | 1    | " - " | 2      | 1      | 1      |
| BCH 506. 5 | Evaluate Non-Banking Financial Companies                                          | " - "                               | " - " | 2     | " - " | " - " | 2    | " - " | " - " | 1    | " - " | 2      | 1      | 1      |

|                  |                                                                             |     |     |   |     |     |   |     |     |   |     |   |   |   |
|------------------|-----------------------------------------------------------------------------|-----|-----|---|-----|-----|---|-----|-----|---|-----|---|---|---|
| BCH<br>506.<br>5 | Evaluate<br>Life and<br>Non-life<br>Insurance<br>Organizati<br>ons in India | " " | " " | 2 | " " | " " | 2 | " " | " " | 1 | " " | 2 | 1 | 1 |
|------------------|-----------------------------------------------------------------------------|-----|-----|---|-----|-----|---|-----|-----|---|-----|---|---|---|

## Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –V) 2021-22</b>                                                                                                              |              |                                                              |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                                                                                   |              |                                                              |          |           |                |          |
| Subject Name:<br>BCH 506 Financial Markets,<br>Institutions & Financial Services – I                                                                                                |              | Time: 1.5 Hours                                              |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                      | Remembering  | Understanding                                                | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                    | Q.1,4        | Q.2,3                                                        | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Financial Markets, Institutions & Financial Services – I<br>CO2: Analyse Capital Market<br>CO3: Examine mutual funds |              |                                                              |          |           |                |          |
| CO Map                                                                                                                                                                              | Question No. | Question                                                     |          |           |                | Marks    |
| CO1                                                                                                                                                                                 | Q.1          | Explain in brief the rational for studying Financial Markets |          |           |                | 3        |
| CO1                                                                                                                                                                                 | Q.2a         | Explain call money market.                                   |          |           |                | 3        |
|                                                                                                                                                                                     | Q.2b         | Explain Commercial papers                                    |          |           |                | 3        |
| CO1                                                                                                                                                                                 | Q.3          | Discuss Treasury Bill Markets.                               |          |           |                | 6        |
| CO2                                                                                                                                                                                 | Q.4          | What is Primary market                                       |          |           |                | 3        |
| CO2                                                                                                                                                                                 | Q.5a         | Explain Secondary Market.                                    |          |           |                | 3        |
|                                                                                                                                                                                     | Q.5b         | Differentiate between money market and Capital market        |          |           |                | 3        |
| CO3                                                                                                                                                                                 | Q 6          | Explain Mutual Funds                                         |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                                          |
|-------------------------|----------------------------------------------------------|
| <b>Session</b>          | 2020-21                                                  |
| <b>Course Name</b>      | B.Com (Hons)                                             |
| <b>Semester</b>         | 5th Semester                                             |
| <b>Subject Code</b>     | BCH506                                                   |
| <b>Subject Name</b>     | FINANCIAL MARKETS, INSTITUTIONS AND FINANCIAL SERVICES-I |
| <b>Attainment Level</b> | Level 2                                                  |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## AMITY BUSINESS SCHOOL

### Course Handout

Course : Insurance and Risk Management-I

Course Code : BCH 507, Crédits : 02 Session :2020- 21 (Odd Sem.), Class : B Com (Hons) 3rd Year

### PROGRAMME OUTCOMES

#### Bachelor of Commerce

2020-2023

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate



effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### Program Specific Outcomes :

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       | FM    |       |       |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-------|-------|-------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 | PSO 1 | PSO 2 | PSO 3 |
| V SEM                         | BCH 507 | 1   | “ ” | 1   | 2   | 2   | 2   | 2   | 2   | 3   | “-“   | 2     | 2     | 2     |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
|                                                                                         |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
| Course Handout                                                                          |  |
| Course : Insurance and Risk Management -I                                               |  |
| Course Code : BCH 507, Credits : 02, Session :2020- 21(Odd Sem.), Class : BCOM 3rd Year |  |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCH 507.1 Understand basic concepts of Insurance
- BCH 507.2 Analyse Risk Management
- BCH 507.3 Apply Life Assurance
- BCH 507.4 Examine functions of agent .

#### Program Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

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**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

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**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax

planning.

**A. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |
|                                |                                                                                                                                                                                                               |             |                    |

## **A. Syllabus**

### **Course Contents:**

#### **Module I**

Introduction to insurance - purpose & need of insurance - Types of Insurance - Insurance as a social security tool - Insurance & Economic development, Fundamentals / Principles of Insurance - Primary & Secondary Principles

#### **Module II**

Risk Management and its managerial aspects- risk management-concept, evolution, purpose, scope, importance and its future.

#### **Module III**

Life Assurance - Meaning & significance, procedure of taking Life Insurance Policy - Policy conditions- Types of Policies - (Whole Life Policy - Endowment Policy, Group Insurance) - Settlement of claims.

#### **Module IV**

Life Insurance Agent - Appointment of Agent - Licence Procedure - Functions of Agent. - Agent's compensation - code of conduct.

**Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

**Text & References:**

- Mishara M. N: Insurance Principles & practice - S. Chand & Co., New Delhi.
- M. Arif Khan: Theory & Practice of Insurance, Education Book House Aligarth.
- Kothari & Bahi: Principles & practice of Insurance, Shahitya Bhavan.
- Life Insurance Act of 1956
- Insurance Regulator Development Act. 1999.
- Gupta O. S: Life Insurance, Frank Brothers, New Delhi.
- Vinayakam N. Radhaswamy & Vasudevan S. V: Insurance - Principles & Practice. S. Chand New Delhi
- Mishra M. N: Life Insurance Corporation of India Vols. - I, II & III, Raj Book, Jaipur.

**Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                            | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>      |
|----------------|----------------------------------------------------------|-------------------------|-------------------------|----------------------------------|
| 1              | Introduction to insurance - purpose & need of insurance  | Lecture                 | BCH 507.1               | Mid Term-1, Quiz & End Sem. Exam |
| 2              | Types of Insurance - Insurance as a social security tool | Lecture                 | BCH 507.1               | Mid Term-1, Quiz & End Sem. Exam |
| 3              | Insurance & Economic development                         | Lecture                 | BCH 507.1               | Mid Term-1, Quiz & End Sem. Exam |
| 4              | , Fundamentals / Principles of Insurance                 | Lecture                 | BCH 507.1               | Mid Term-1, Quiz & End Sem. Exam |
| 5              | Primary & Secondary Principles                           | Lecture                 | BCH 507.1               | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                                                 |         |           |                                  |
|----|---------------------------------------------------------------------------------|---------|-----------|----------------------------------|
| 6  | Primary & Secondary Principles                                                  | Lecture | BCH 507.1 | Mid Term-1, Quiz & End Sem. Exam |
| 7  | Risk Management and its managerial aspects                                      | Lecture | BCH 507.2 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | - risk management-concept, evolution, purpose, scope                            | Lecture | BCH 507.2 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | - risk management-concept, evolution,                                           | Lecture | BCH 507.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | risk management purpose, scope                                                  | Lecture | BCH 507.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | risk management purpose, scope                                                  | Lecture | BCH 507.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | importance and its future.                                                      | Lecture | BCH 507.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Life Assurance - Meaning & significance                                         | Lecture | BCH 507.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | , procedure of taking Life Insurance Policy                                     | Lecture | BCH 507.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Policy conditions-                                                              | Lecture | BCH 507.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Types of Policies                                                               | Lecture | BCH 507.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | (Whole Life Policy - Endowment Policy, Group Insurance) - Settlement of claims. | Lecture | BCH 507.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | (Whole Life Policy -                                                            | Lecture | BCH 507.3 | Mid Term-                        |

|    |                                                            |         |           |                                  |
|----|------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Endowment Policy, Group Insurance) - Settlement of claims. |         |           | 1, Quiz & End Sem. Exam          |
| 19 | Life Insurance Agent                                       | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Appointment of Agent                                       | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | License Procedure                                          | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Functions of Agent.                                        | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Agent's compensation                                       | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | code of conduct.                                           | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                              | CORRELATION WITH PROGRAMME OUTCOMES |       |       |       |       |      |       |       |      |       | FM     |        |        |
|-----------|----------------------------------------|-------------------------------------|-------|-------|-------|-------|------|-------|-------|------|-------|--------|--------|--------|
|           |                                        | PO 1                                | PO 2  | PO 3  | PO 4  | PO 5  | PO 6 | PO 7  | PO 8  | PO 9 | PO10  | PS O 1 | PS O 2 | PS O 3 |
| BCH 507.1 | Understand basic concepts of Insurance | " - "                               | " - " | " - " | " - " | " - " | 2    | " - " | " - " | 2    | " - " | 1      | 2      | 2      |
| BCH 507.2 | Analyse Risk Management                | 3                                   | 3     | 3     | 3     | 3     | 2    | " - " | " - " | 1    | " - " | 2      | 2      | 2      |

|                  |                                               |     |     |   |     |     |   |     |     |   |     |   |   |   |
|------------------|-----------------------------------------------|-----|-----|---|-----|-----|---|-----|-----|---|-----|---|---|---|
| BCH<br>507.<br>3 | Apply Life<br>Assurance                       | 3   | 3   | 3 | 3   | 3   | 2 | " " | " " | 1 | " " | 2 | 1 | 1 |
| BCH<br>507.<br>4 | Examine<br>the<br>functions<br>of an<br>agent | " " | " " | 2 | " " | " " | 2 | " " | " " | 1 | " " | 2 | 1 | 1 |



## Sample Question Paper

| <p style="text-align: center;">Amity Business School<br/>MID-SEMESTER (SEM –V) 2021-22</p>                              |              |                                                                     |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                       |              |                                                                     |          |           |                |          |
| Subject Name:<br>BCH 507 Insurance and Risk Management                                                                  |              | Time: 1.5 Hours                                                     |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                          | Remembering  | Understanding                                                       | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                        | Q.1,4        | Q.2,3                                                               | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: 1 Understand basic concepts of Insurance</p> <p>CO2: Analyse Risk Management</p> |              |                                                                     |          |           |                |          |
| CO Map                                                                                                                  | Question No. | Question                                                            |          |           |                | Marks    |
| CO1                                                                                                                     | Q.1          | Explain in brief the rational for studying Insurance                |          |           |                | 3        |
| CO1                                                                                                                     | Q.2a         | Explain principles of insurance                                     |          |           |                | 3        |
|                                                                                                                         | Q.2b         | Explain need of insurance                                           |          |           |                | 3        |
| CO1                                                                                                                     | Q.3          | Differentiate between primary and secondary principles of insurance |          |           |                | 6        |
| CO2                                                                                                                     | Q.4          | Explain risk management                                             |          |           |                | 3        |
| CO2                                                                                                                     | Q.5a         | Explain purpose of risk management                                  |          |           |                | 3        |
|                                                                                                                         | Q.5b         | Explain importance of risk management                               |          |           |                | 3        |
| CO3                                                                                                                     | Q 6          | Explain evolution of risk management                                |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                 |
|-------------------------|---------------------------------|
| <b>Session</b>          | 2020-21                         |
| <b>Course Name</b>      | B.Com (Hons)                    |
| <b>Semester</b>         | 5th Semester                    |
| <b>Subject Code</b>     | BCH507                          |
| <b>Subject Name</b>     | Insurance and Risk Management-I |
| <b>Attainment Level</b> | Level 2                         |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## AMITY BUSINESS SCHOOL

### Course Handout

Course : PRINCIPLES OF MARKETING - I

Course Code : BCH 508, Crédits : 02 Session :2020- 21 (Odd Sem.), Class : B Com (Hons) 3rd Year

### PROGRAMME OUTCOMES

#### Bachelor of Commerce

2020-2023

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national

development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **Program Specific Outcomes :**

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       | Marketing |       |       |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-----------|-------|-------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 | PSO 1     | PSO 2 | PSO 3 |
| V SEM                         | BCH 508 | 1   | " " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " - " | 2         | 2     | 2     |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
|                                                                                         |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
| Course Handout                                                                          |  |
| Course : PRINCIPLES OF MARKETING - I                                                    |  |
| Course Code : BCH 508, Credits : 02, Session :2020- 21(Odd Sem.), Class : BCOM 3rd Year |  |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

BCH 508.1 Understand basic concepts of Marketing

BCH 508. 2 Analyse Market Segmentation

BCH 508.3 Apply Product Launching

BCH 508.4 Examine Price System

BCH 508.5 Examine Distribution Channel

**Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business

environment and predict the future of the business.

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#### **Program Specific Outcomes :**

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

#### A. Syllabus

##### Course Contents:

##### Module I: Introduction

Nature and scope of marketing- Importance of marketing as a business function - and in the economy - Marketing concepts - Traditional and Modern, Selling V/S marketing - Marketing Environment. Target Marketing and Brand Positioning.

##### Module II

Markets and Segmentation. Meaning of Market - Various types of markets and their characteristics. Concept of market segmentation and its Importance - bases for market segmentation.

Case 1 - Indian Refrigerator Market

##### Module III

Product - concept of product - consumer and Industrial goods - product planning and development packaging - role and functions - Brand name and Trademark - after sale service - product life cycle concept.

##### Module IV

Price - Importance of price in the marketing mix, factor affecting price of a product / service. Major Pricing Methods. Pricing Policies and strategies.

##### Module-V

Distribution channels - concept and role - types of distribution channels - Factors affecting choice of a distribution channel.

## Case 2 - Marketing and Distribution of Mushroom

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Philip Kotler: Marketing Management, Prentice Hall of India Ltd, New Delhi.
- Dr. C. N. Sontakki: Marketing Management Kalyani Publications New Delhi.
- Marchand & B. Vardharajan: An introduction to Marketing, Vikas Publishing House, Delhi.
- Mohammad Amanatullah: Principles of Modern Marketing. Kalyani Publications New Delhi.

### Link:

- <https://fba.aiub.edu/Files/Uploads/MKT110009.pdf>

### Lecture Plan

| Lecture | Topics                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Introduction to marketing - purpose & need     | Lecture          | BCH 508.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Importance of marketing as a business function | Lecture          | BCH 508.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Importance of marketing as a business function | Lecture          | BCH 508.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Marketing concepts - Traditional and Modern,   | Lecture          | BCH 508.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Selling V/S marketing - Marketing Environment  | Lecture          | BCH 508.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Target Marketing and Brand                     | Lecture          | BCH 508.1        | Mid Term-1, Quiz &               |



|    |                                                                        |         |           |                                  |
|----|------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Positioning.                                                           |         |           | End Sem. Exam                    |
| 7  | Markets and Segmentation                                               | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Meaning of Market - Various types of markets and their characteristics | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Concept of market segmentation and its Importance                      | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | bases for market segmentation.                                         | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Case 1 - Indian Refrigerator Market                                    | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Product                                                                | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | concept of product - consumer and Industrial goods                     | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | product planning and development packaging                             | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | role and functions - Brand name and Trademark                          | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | - after sale service -                                                 | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | product life cycle concept                                             | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Price - Importance of price in the marketing mix                       | Lecture | BCH 508.4 | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                                                                     |         |           |                                  |
|----|-----------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
| 19 | factor affecting price of a product / service.                                                      | Lecture | BCH 508.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Major Pricing Methods                                                                               | Lecture | BCH 508.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Pricing Policies and strategies.                                                                    | Lecture | BCH 508.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Distribution channels - concept and role                                                            | Lecture | BCH 508.5 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | types of distribution channels                                                                      | Lecture | BCH 508.5 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Factors affecting choice of a distribution channel. Case 2 - Marketing and Distribution of Mushroom | Lecture | BCH 508.5 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | Marketing        |                  |                  |
|-----------|----------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|           |                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| BCH 508.1 | Understand basic concepts of Marketing | "                                   | "           | "           | "           | "           | 2           | "           | "           | 2           | "            |                  | 2                | 2                |
|           |                                        | -                                   | -           | -           | -           | -           |             | -           | -           |             | -            |                  |                  |                  |
|           |                                        | "                                   | "           | "           | "           | "           |             | "           | "           |             | "            |                  |                  |                  |
| BCH 508.2 | Analyse Market Segmentation            | 3                                   | 3           | 3           | 3           | 3           | 2           | "           | "           | 1           | "            | 2                | 2                | 2                |
|           |                                        |                                     |             |             |             |             |             | -           | -           |             | -            |                  |                  |                  |
|           |                                        |                                     |             |             |             |             |             | "           | "           |             | "            |                  |                  |                  |
| BCH 508.3 | Apply Product Launching                | 3                                   | 3           | 3           | 3           | 3           | 2           | "           | "           | 1           | "            | 2                | 1                | 1                |
|           |                                        |                                     |             |             |             |             |             | -           | -           |             | -            |                  |                  |                  |
|           |                                        |                                     |             |             |             |             |             | "           | "           |             | "            |                  |                  |                  |
| BCH 508.4 | Examine Price Policy                   | "                                   | "           | 2           | "           | "           | 2           | "           | "           | 1           | "            | 2                | 2                | 2                |
|           |                                        | -                                   | -           |             | -           | -           |             | -           | -           |             | -            |                  |                  |                  |
|           |                                        | "                                   | "           |             | "           | "           |             | "           | "           |             | "            |                  |                  |                  |
| BCH 508.4 | Examine Distribution Channel           | 1                                   | "           | 2           | "           | "           | 2           | "           | "           | 1           | "            | 2                | 2                | 2                |
|           |                                        |                                     | -           |             | -           | -           |             | -           | -           |             | -            |                  |                  |                  |
|           |                                        |                                     | "           |             | "           | "           |             | "           | "           |             | "            |                  |                  |                  |

## Sample Question Paper

| <b>Amity Business School</b><br><b>MID-SEMESTER (SEM –V) 2021-22</b>                                           |              |                                                      |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                              |              |                                                      |          |           |                |          |
| Subject Name:<br>BCH 508 Marketing Management I                                                                |              | Time: 1.5 Hours                                      |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                 | Remembering  | Understanding                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                               | Q.1,4        | Q.2,3                                                | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Marketing<br>CO2: 2 Analyse Market Segmentation |              |                                                      |          |           |                |          |
| CO Map                                                                                                         | Question No. | Question                                             |          |           |                | Marks    |
| CO1                                                                                                            | Q.1          | Explain in brief the rational for Marketing function |          |           |                | 3        |
| CO1                                                                                                            | Q.2a         | Explain Importance of Marketing                      |          |           |                | 3        |
|                                                                                                                | Q.2b         | Explain need of sales                                |          |           |                | 3        |
| CO1                                                                                                            | Q.3          | Differentiate between Marketing and Sales            |          |           |                | 6        |
| CO2                                                                                                            | Q.4          | Explain Market Segmentation                          |          |           |                | 3        |
| CO2                                                                                                            | Q.5a         | Explain purpose of Market Segmentation               |          |           |                | 3        |
|                                                                                                                | Q.5b         | Explain importance of Product                        |          |           |                | 3        |
| CO3                                                                                                            | Q 6          | Explain evolution of Industrial goods                |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                           |
|-------------------------|---------------------------|
| <b>Session</b>          | 2020-21                   |
| <b>Course Name</b>      | B.Com (Hons)              |
| <b>Semester</b>         | 5th Semester              |
| <b>Subject Code</b>     | BCH508                    |
| <b>Subject Name</b>     | PRINCIPLES OF MARKETING-I |
| <b>Attainment Level</b> | Level 2                   |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## AMITY BUSINESS SCHOOL

### Course Handout

Course : INTERNATIONAL BUSINESS - I

Course Code : BCH 509, Crédits : 02 Session :2020- 21 (Odd Sem.), Class : B Com (Hons) 3rd Year

### PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2020-2023**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry.

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system.

**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage

entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

- **[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.
- **[PSO.2]**. Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.
- **[PSO.3]**. Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

| PROGRAMME ARTICULATION MATRIX |            |     |     |          |     |     |     |     |     |     |     |          | FM       |          |          |
|-------------------------------|------------|-----|-----|----------|-----|-----|-----|-----|-----|-----|-----|----------|----------|----------|----------|
|                               |            | PO1 | PO2 | PSO<br>2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO<br>10 | PSO<br>1 | PSO<br>2 | PSO<br>3 |
| V<br>SEM                      | BCH<br>509 | 1   | " " | 2        | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " -"     | 2        | 2        | 2        |



# AMITY UNIVERSITY

MADHYA PRADESH

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|-----------------------------------------------------------------------------------------|--|
|                                                                                         |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
| Course Handout                                                                          |  |
| Course : INTERNATIONAL BUSINESS - I                                                     |  |
| Course Code : BCH 509, Credits : 02, Session :2020- 21(Odd Sem.), Class : BCOM 3rd Year |  |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCH 509.1 Understand International Business
- BCH 509. 2 Analyse International Economic Environment
- BCH 509.3 Apply Licensing
- BCH 509.4 Examine World Trade Organization

## Program Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the



SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **Program Specific Outcomes :**

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

#### A.Syllabus

##### Course Contents:

##### **Module I:** International Business

Definition evaluation, nature, international business approaches theories of International business, problems of international business.

**Module II:** International Economic Environment Business, Social, Cultural, technological, economic and political environment. International trade policies and relations – tariffs, subsidies, import quota, voluntary export restraints, administrative policies, international Law and business firms.

**Module III:** Modes of Entering International Business Modes of entry-exporting, licensing, Franchising, contracts, contracts of manufacturing, management contracts, turnkey projects, mergers, acquisitions. Joint ventures.

**Module IV:** World Trade Organization and Trade Blocks Economic Integrations – free trade area, custom unions, common markets, economic unions, GATT, GATS, liberalization of agriculture trade, EEC, ASEAN, SAARC, AFTA.

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Frame Works – International Business – II Edition by Roger Benneet – Financial Times management – Pitman Publishing, London.
- International Business – Text and cases. By P. Subba Rao, Himalaya Publishing House.

### Lecture Plan

| Lecture | Topics                                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO              |
|---------|-------------------------------------------------------------------------------|------------------|------------------|-----------------------------------|
| 1       | Introduction to International Business                                        | Lecture          | BCH 509.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 2       | International business approaches                                             | Lecture          | BCH 509.1        | Mid Term-1, Quiz & End Sem. .Exam |
| 3       | theories of International business                                            | Lecture          | BCH 509.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 4       | problems of international business.                                           | Lecture          | BCH 509.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 5       | problems of international business.                                           | Lecture          | BCH 509.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 6       | problems of international business.                                           | Lecture          | BCH 509.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 7       | Business, Social, Cultural, technological, economic and political environment | Lecture          | BCH 509.2        | Mid Term-1, Quiz & End Sem. Exam  |
| 8       | Business, Social,                                                             | Lecture          | BCH 509.2        | Mid Term-                         |

|    |                                                                 |         |           |                                  |
|----|-----------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Cultural, technological, economic and political environment     |         |           | 1, Quiz & End Sem. Exam          |
| 9  | International trade policies and relations                      | Lecture | BCH 509.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | – tariffs, subsidies, import quota, voluntary export restraints | Lecture | BCH 509.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | administrative policies                                         | Lecture | BCH 509.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | International Law and business firms.                           | Lecture | BCH 509.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Modes of entry-exporting, licensing                             | Lecture | BCH 509.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Franchising, contracts                                          | Lecture | BCH 509.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | contracts of manufacturing, management contracts                | Lecture | BCH 509.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | turnkey projects,                                               | Lecture | BCH 509.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | mergers, acquisitions                                           | Lecture | BCH 509.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Joint ventures.                                                 | Lecture | BCH 509.3 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Economic Integrations                                           | Lecture | BCH 509.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Economic                                                        | Lecture | BCH 509.4 | Mid Term-                        |

|    |                                                 |         |           |                                  |
|----|-------------------------------------------------|---------|-----------|----------------------------------|
|    | Integrations                                    |         |           | 2, Quiz & End Sem. Exam          |
| 21 | custom unions                                   | Lecture | BCH 509.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | common markers, economic unions                 | Lecture | BCH 509.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | GATT, GATS, liberalization of agriculture trade | Lecture | BCH 509.4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | EEC, ASEAN, SAARC, AAFTA                        | Lecture | BCH 509.4 | Mid Term-2, Quiz & End Sem. Exam |

#### A. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | Marketing        |                  |                  |
|-----------|--------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|           |                                            | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| BCH 509.1 | Understand International Business          | "                                   | "           | "           | "           | "           | 2           | "           | "           | 2           | "            |                  | 2                | 2                |
|           |                                            | -                                   | -           | -           | -           | -           |             | -           | -           |             | -            |                  |                  |                  |
| BCH 509.2 | Analyse International Economic Environment | 3                                   | 3           | 3           | 3           | 3           | 2           | "           | "           | 1           | "            | 2                | 2                | 2                |
|           |                                            |                                     |             |             |             |             |             | -           | -           |             | -            |                  |                  |                  |
| BCH 509.3 | Apply Licensing                            | 3                                   | 3           | 3           | 3           | 3           | 2           | "           | "           | 1           | "            | 2                | 1                | 1                |
|           |                                            |                                     |             |             |             |             |             | -           | -           |             | -            |                  |                  |                  |
| BCH 509.4 | Examine World Trade Organization           | "                                   | "           | 2           | "           | "           | 2           | "           | "           | 1           | "            | 2                | 1                | 1                |
|           |                                            | -                                   | -           |             | -           | -           |             | -           | -           |             | -            |                  |                  |                  |

## Sample Question Paper

| <b>Amity Business School</b><br><b>MID-SEMESTER (SEM –V) 2021-22</b>                                                   |              |                                                           |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                      |              |                                                           |          |           |                |          |
| Subject Name:<br><b>BCH 509 International Business-I</b>                                                               |              | Time: 1.5 Hours                                           |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                         | Remembering  | Understanding                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                       | Q.1,4        | Q.2,3                                                     | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand International Business<br>CO2: Analyse International Economic Environment |              |                                                           |          |           |                |          |
| CO Map                                                                                                                 | Question No. | Question                                                  |          |           |                | Marks    |
| CO1                                                                                                                    | Q.1          | Explain in brief the importance of International Business |          |           |                | 3        |
| CO1                                                                                                                    | Q.2a         | Define International Business                             |          |           |                | 3        |
|                                                                                                                        | Q.2b         | Explain technological Environment                         |          |           |                | 3        |
| CO1                                                                                                                    | Q.3          | Differentiate between International and local business    |          |           |                | 6        |
| CO2                                                                                                                    | Q.4          | Explain Tariff                                            |          |           |                | 3        |
| CO2                                                                                                                    | Q.5a         | Explain purpose of subsidies                              |          |           |                | 3        |
|                                                                                                                        | Q.5b         | Explain importance of import quota                        |          |           |                | 3        |
| CO3                                                                                                                    | Q 6          | Explain evolution of licensing                            |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21  
**Course Name** B.Com (Hons)  
**Semester** 5th Semester  
**Subject Code** BCH509  
**Subject Name** INTERNATIONAL BUSINESS - I

**Attainment Level** Level 2

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : Service Marketing -I

Course Code : BCH 511, Crédits : 02 Session :2020- 21 (Odd Sem.), Class : B Com (Hons) 3rd Year

### PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2020-2023**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate



effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### Program Specific Outcomes :

- **[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.
- **[PSO.2]**. Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.
- **[PSO.3]**. Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

| PROGRAMME ARTICULATION MATRIX |         |     |          |     |     |     |     |     |     |     |       | Marketing |       |       |
|-------------------------------|---------|-----|----------|-----|-----|-----|-----|-----|-----|-----|-------|-----------|-------|-------|
|                               |         | PO1 | PO2      | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 | PSO 1     | PSO 2 | PSO 3 |
| V SEM                         | BCH 511 | 1   | “ ”<br>_ | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     | 2         | 2     | 2     |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |  |
|-----------------------------------------------------------------------------------------|--|
|                                                                                         |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                |  |
| AMITY BUSINESS SCHOOL                                                                   |  |
| Course Handout                                                                          |  |
| Course : Service Marketing-I                                                            |  |
| Course Code : BCH 511, Credits : 02, Session :2020- 21(Odd Sem.), Class : BCOM 3rd Year |  |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCH 511.1 Understand basic concepts of Service Marketing
- BCH 511. 2 Analyse Consumer Behaviour
- BCH 511.3 Apply Service Quality
- BCH 511.4 Examine Service Design

## Program Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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environment and predict the future of the business.

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**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

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**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **Program Specific Outcomes :**

- **[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.
- **[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.
- **[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

#### A. Syllabus

##### Course Contents:

##### Module I: Services an Overview

Services: concept, characteristics. Goods v/s services.. Scope and Significance of services marketing. Role of services sector in economy. Introduction to service marketing mix. Services Marketing (PEST) environment. Growth of service sector. Services- Global and Indian Scenario.

##### Module II: Consumer Behaviour in Services

Consumer decision making process. Consumer Expectations: Concept. Factors influencing customer expectation of services. Service encounter and moments of truths. Service failure and recovery. Service recovery strategies. Segmentation, Targeting, Positioning (STP) of Services.

##### Module III: Service Quality & Productivity

Concept of service quality. GAP Model of service quality. Measuring and improving service quality. Concept of productivity in service context. Approaches to improve productivity.

#### **Module IV: Service design and development.**

Challenges to services design, new service development and innovation, Developing the service blueprint.

#### **Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

Team assignment: This assignment requires students to study the service quality of new service provider, identify GAP (if any) and ways to overcome them. They need to construct the service blueprint, accompanied by relevant photos/images, for a particular service provider.

#### **Text & References:**

##### **Text:**

- Valarie A Zeithaml and Mary J Bitner, Services Marketing, Third Edition, Tata McGraw Hill Companies
- Christopher Lovelock, Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.
- Christopher Lovelock, Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.

##### **References:**

- Clow Kenneth E. and Kurtz David L., Services marketing operations, management and strategy, Biztantra Innovations in Management, John Wiley & Sons
- Rampal M.K., Gupta S.L., Service Marketing, 2006 Galgotia Publishing Company.

## Lecture Plan

| Lecture | Topics                                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|------------------------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Services: concept, characteristics. Goods v/s services.                      | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Scope and Significance of services marketing                                 | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Role of services sector in economy                                           | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Introduction to service marketing mix. Services Marketing (PEST) environment | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Growth of service sector                                                     | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Global and Indian Scenario.                                                  | Lecture          | BCH 511.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Consumer decision making process                                             | Lecture          | BCH 511.2        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | Consumer Expectations                                                        | Lecture          | BCH 511.2        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Concept. Factors influencing customer expectation of services.               | Lecture          | BCH 511.2        | Mid Term-1, Quiz & End Sem. Exam |
| 10      | Service encounter and moments of truths.                                     | Lecture          | BCH 511.2        | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                                |         |            |                                  |
|----|----------------------------------------------------------------|---------|------------|----------------------------------|
| 11 | . Service failure and recovery.<br>Service recovery strategies | Lecture | BCH 511.2  | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Segmentation, Targeting, Positioning (STP) of Services.        | Lecture | BCH 511.2  | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Concept of service quality                                     | Lecture | BCH 511.3  | Mid Term-1, Quiz & End Sem. Exam |
| 14 | GAP Model of service quality.                                  | Lecture | BCH 511.3  | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Measuring and improving service quality                        | Lecture | BCH 511.3  | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Concept of productivity in service context                     | Lecture | BCH 511.3  | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Approaches to improve productivity                             | Lecture | BCH 511.3  | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Approaches to improve productivity                             | Lecture | BCH 511.3  | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Challenges to services design                                  | Lecture | BCH 511.4  | Mid Term-2, Quiz & End Sem. Exam |
| 20 | new service development and innovation                         | Lecture | BCH 511.4  | Mid Term-2, Quiz & End Sem. Exam |
| 21 | new service development and innovation                         | Lecture | BCH 511.4  | Mid Term-2, Quiz & End Sem. Exam |
| 22 | new service development and innovation                         | Lecture | BCH 511.4  | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Developing the service                                         | Lecture | BCH 511..4 | Mid Term-2, Quiz &               |

|    |                                      |         |           |                                            |
|----|--------------------------------------|---------|-----------|--------------------------------------------|
|    | blueprint.                           |         |           | End Sem.<br>Exam                           |
| 24 | Developing the service<br>blueprint. | Lecture | BCH 511.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO         | STATEMENT                                            | CORRELATION WITH<br>PROGRAMME<br>OUTCOMES |             |             |             |             |             |             |             |             |              | Marketing        |                  |                  |
|------------|------------------------------------------------------|-------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|            |                                                      | P<br>O<br>1                               | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| BCH 511.1  | Understand basic<br>concepts of Service<br>Marketing | "<br>-<br>"                               | "<br>-<br>" | "<br>-<br>" | "<br>-<br>" | "<br>-<br>" | 2           | "<br>-<br>" | "<br>-<br>" | 2           | "<br>-<br>"  |                  | 2                | 2                |
| BCH 511.2  | Analyse Consumer<br>Behaviour                        | 3                                         | 3           | 3           | 3           | 3           | 2           | "<br>-<br>" | "<br>-<br>" | 1           | "<br>-<br>"  | 2                | 2                | 2                |
| BCH 511.3  | Apply Service<br>Quality                             | 3                                         | 3           | 3           | 3           | 3           | 2           | "<br>-<br>" | "<br>-<br>" | 1           | "<br>-<br>"  | 2                | 1                | 1                |
| BCH 511..4 | <i>Examine Service<br/>Design</i>                    | "<br>-<br>"                               | "<br>-<br>" | 2           | "<br>-<br>" | "<br>-<br>" | 2           | "<br>-<br>" | "<br>-<br>" | 1           | "<br>-<br>"  | 2                | 1                | 1                |



## Sample Question Paper

| <b>Amity Business School</b><br><b>MID-SEMESTER (SEM –V) 2021-22</b>                                                |              |                                                              |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                   |              |                                                              |          |           |                |          |
| <b>Subject Name:</b><br><b>BCH 511 Service Marketing</b>                                                            |              | Time: 1.5 Hours                                              |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                      | Remembering  | Understanding                                                | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                    | Q.1,4        | Q.2,3                                                        | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Service Marketing<br>CO2: Analyse Consumer Behaviour |              |                                                              |          |           |                |          |
| CO Map                                                                                                              | Question No. | Question                                                     |          |           |                | Marks    |
| CO1                                                                                                                 | Q.1          | Explain in brief the rational for studying Service Marketing |          |           |                | 3        |
| CO1                                                                                                                 | Q.2a         | Explain Service Marketing                                    |          |           |                | 3        |
|                                                                                                                     | Q.2b         | Explain need of Service Marketing                            |          |           |                | 3        |
| CO1                                                                                                                 | Q.3          | Differentiate between Service and Product Marketing          |          |           |                | 6        |
| CO2                                                                                                                 | Q.4          | Explain Consumer Behaviour                                   |          |           |                | 3        |
| CO2                                                                                                                 | Q.5a         | Explain Importance of consumer Behaviour                     |          |           |                | 3        |
|                                                                                                                     | Q.5b         | Explain factors influencing consumer behavior                |          |           |                | 3        |
| CO3                                                                                                                 | Q 6          | Explain Service Quality                                      |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                     |
|-------------------------|---------------------|
| <b>Session</b>          | 2020-21             |
| <b>Course Name</b>      | B.Com (Hons)        |
| <b>Semester</b>         | 5th Semester        |
| <b>Subject Code</b>     | BCH511              |
| <b>Subject Name</b>     | SERVICE MARKETING-I |
| <b>Attainment Level</b> | Level 1             |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## AMITY BUSINESS SCHOOL

### Course Handout

Course : Human Resource Management

Course Code : BCH 512, Crédits : 02 Session :2020- 21 (Odd Sem.), Class : B Com (Hons) 3rd Year

### PROGRAMME OUTCOMES

#### Bachelor of Commerce

2020-2023

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national

development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### Program Specific Outcomes :

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels.

**PSO2 :-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

| PROGRAMME ARTICULATION MATRIX |            |     |          |     |     |     |     |     |     |     |          | HRM      |          |          |
|-------------------------------|------------|-----|----------|-----|-----|-----|-----|-----|-----|-----|----------|----------|----------|----------|
|                               |            | PO1 | PSO<br>1 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO<br>10 | PSO<br>1 | PSO<br>2 | PSO<br>3 |
| V<br>SEM                      | BCH<br>504 | 1   | 2        | 1   | 2   | 2   | 2   | 2   | 2   | 3   | “_”      | 2        | 2        | 2        |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                          |  |
|------------------------------------------------------------------------------------------|--|
|                                                                                          |  |
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR                                                 |  |
| AMITY BUSINESS SCHOOL                                                                    |  |
| Course Handout                                                                           |  |
| Course : Human Resource Management-I                                                     |  |
| Course Code : BCH 512 , Credits : 02, Session :2020- 21(Odd Sem.), Class : BCOM 3rd Year |  |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

BCH 512.1 Understand basic concepts of Human Resource Management

BCH 512 2. Analyse Human Resource Planning

BCH 512.3 Apply Promotion and Transfer Policy

## Program Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **Program Specific Outcomes :**

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2 :-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits .

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

#### A. Syllabus

##### Course Contents:

##### Module I- HR Process

Human Resource Management – Meaning of HRM, Importance of HRM, Objectives and functions, Process of HRM, systems and techniques, Role of human resource manager, duties and Responsibilities of human resource manager.

##### Module II – HR Planning

Human Resource planning, Recruitment, Selection and Placement – Meaning and importance of Human resource planning, benefits of human resource planning, Meaning of recruitment, selection, Placement and training – Methods of Recruitment and selection – Uses of tests in selection, Problems involved in placement. Induction Process & its benefits to organizations & employees.

##### Module III – Promotion , Transfer & Separation

Promotion and Transfers – Purpose of promotion, basis of promotion, meaning of transfer, reasons for transfer, types of transfer, right sizing of work force. Need for right sizing. Separation (Layoff, Discharge & VRS). Exit Interview.

##### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

#### Text & References:

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6<sup>th</sup> Edn.), McGraw Hill, New Delhi
- Dessler G (2006). Human Resource Management, Pearson Education, India
- Mathis R L and Jackson J H (2006). Human Resource Management, (10<sup>th</sup> Edn.) Cengage Learning, Indian Print.
- Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition
- Pattanayak B,(2014), Human Resource Management, 4<sup>th</sup> Edition , PHI

#### Lecture Plan

| Lecture | Topics                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|--------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Human Resource Management – Meaning of HRM | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Human Resource Management – Meaning of HRM | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Importance of HRM                          | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Objectives and functions                   | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Process of HRM                             | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | systems and techniques                     | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Role of human resource manager             | Lecture          | BCH 512.1        | Mid Term-1, Quiz &               |



|    |                                                                |         |           |                                  |
|----|----------------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                                |         |           | End Sem.<br>Exam                 |
| 8  | duties and Responsibilities of human resource manager.         | Lecture | BCH 512.1 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Human Resource planning, Recruitment, Selection and Placement  | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Meaning and importance of Human resource planning              | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | benefits of human resource planning,                           | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Meaning of recruitment, selection,                             | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Placement and training – Methods of Recruitment and selection  | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Uses of tests in selection                                     | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Uses of tests in selection,                                    | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Problems involved in placement                                 | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Induction Process & its benefits to organizations & employees. | Lecture | BCH 512.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Induction Process & its benefits to organizations &            | Lecture | BCH 512.3 | Mid Term-1, Quiz & End Sem.      |

|    |                                                                              |         |           |                                  |
|----|------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | employees.                                                                   |         |           | Exam                             |
| 19 | Promotion and Transfers                                                      | Lecture | BCH 512.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Purpose of promotion, basis of promotion,                                    | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | meaning of transfer                                                          | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | reasons for transfer, types of transfer,                                     | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | types of transfer, right sizing of work force                                | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Need for right sizing. Separation (Layoff, Discharge & VRS). Exit Interview. | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |

#### A. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | HRM              |                  |                  |
|-----------|--------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|           |                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| BCH 512.1 | Understand basic concepts of Human Resource Management | "                                   | "           | "           | "           | "           | 2           | "           | "           | 2           | "            | 1                | 2                | 2                |
|           |                                                        | -                                   | "           | "           | "           | "           |             | "           | "           |             | "            |                  |                  |                  |
| BCH 512.2 | Analyse Human Resource Planning                        | 3                                   | 3           | 3           | 3           | 3           | 2           | "           | "           | 1           | "            | 2                | 2                | 2                |
|           |                                                        |                                     |             |             |             |             |             | "           | "           |             | "            |                  |                  |                  |

|           |                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------|----------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| BCH 512.3 | Apply Promotion<br>and Transfer Policy | 3 | 3 | 3 | 3 | 3 | 2 | " | " | 1 | " | 2 | 1 | 1 |
|           |                                        |   |   |   |   |   |   | " | " |   | " |   |   |   |

### Sample Question Paper

| <b>Amity Business School</b><br><b>MID-SEMESTER (SEM –V) 2021-22</b>                                                             |              |                                                                      |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                                |              |                                                                      |          |           |                |          |
| <b>Subject Name:</b><br><b>BCH 512 Human Resource Management-I</b>                                                               |              | Time: 1.5 Hours                                                      |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                   | Remembering  | Understanding                                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                 | Q.1,4        | Q.2,3                                                                | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Human Resource Management<br>CO2: Analyse Human Resource Planning |              |                                                                      |          |           |                |          |
| CO Map                                                                                                                           | Question No. | Question                                                             |          |           |                | Marks    |
| CO1                                                                                                                              | Q.1          | Explain in brief the rational for studying Human Resource Management |          |           |                | 3        |
| CO1                                                                                                                              | Q.2a         | Explain Human Resource Management                                    |          |           |                | 3        |
|                                                                                                                                  | Q.2b         | Explain need of Human Resource Management                            |          |           |                | 3        |
| CO1                                                                                                                              | Q.3          | Discuss duties of HR Manager                                         |          |           |                | 6        |
| CO2                                                                                                                              | Q.4          | Explain HR Planning                                                  |          |           |                | 3        |
| CO2                                                                                                                              | Q.5a         | Explain purpose of HR Planning                                       |          |           |                | 3        |
|                                                                                                                                  | Q.5b         | Explain importance of HR Planning                                    |          |           |                | 3        |
| CO2                                                                                                                              | Q 6          | Explain Induction                                                    |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                             |
|-------------------------|-----------------------------|
| <b>Session</b>          | 2020-21                     |
| <b>Course Name</b>      | B.Com (Hons)                |
| <b>Semester</b>         | 5th Semester                |
| <b>Subject Code</b>     | BCH512                      |
| <b>Subject Name</b>     | HUMAN RESOURCE MANAGEMENT-I |
| <b>Attainment Level</b> | Level 3                     |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## AMITY BUSINESS SCHOOL

### Course Handout

Course : Compensation Management-I

Course Code : BCH 513, Crédits : 02 Session :2020- 23 (Odd Sem.), Class : B Com (Hons) 3rd Year

### PROGRAMME OUTCOMES

#### Bachelor of Commerce

2020-2023

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry.

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system.

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **Program Specific Outcomes :**

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2 :-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits .

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       | HRM   |       |       |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-------|-------|-------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 | PSO 1 | PSO 2 | PSO 3 |
| V SEM                         | BCH 513 | 1   | " " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | "_"   | 2     | 2     | 2     |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                          |  |
|------------------------------------------------------------------------------------------|--|
|                                                                                          |  |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                          |  |
| <b>AMITY BUSINESS SCHOOL</b>                                                             |  |
| <b>Course Handout</b>                                                                    |  |
| Course : Compensation Management-I                                                       |  |
| Course Code : BCH 513 , Credits : 02, Session :2020- 21(Odd Sem.), Class : BCOM 3rd Year |  |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

BCH 51.1 Understand basic concepts of Compensation Management

BCH 513 2. Analyse process of Job Analysis

BCH 513.3 Apply Wage Policy

BCH 513.4 Examine Pay Structure

#### **Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2 :-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits .

**A. Assessment Plan:**

| Component of Evaluation        | Description                 | Code     | Weightage % |
|--------------------------------|-----------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                  | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home | S/V/Q/HA | 10%         |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | Assignment                                                                                                                                                                                                    |    |             |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |
|                          |                                                                                                                                                                                                               |    |             |

## A. Syllabus

### Course Contents:

#### **Module I** Introduction to Compensation Management

Introduction, Basic concept of compensation, classical theories on wages, establishing pay rates, Importance of an ideal compensation plan, broad branding, Compensation plan and business strategy, devising a compensation plan, challenges affecting Compensation.

#### **Module II** Foundations of Compensation

Job analysis, Pricing managerial and professional jobs, job evaluation, job structure. Concept of Equity,

#### **Module III** Wage Policies

Wage Policy - Concept of wage, Wage policy in India, determinants of wage policy, Impact of income tax on Wage and salary administration, Tools used for fixation of wages, Introduction to Executive and International Compensation.

#### **Module IV** Pay Structure

Pay Packet - Constituents – Basic, D A, H R A, and other allowance, Perquisites. Compensation Laws: Payment of Wages Act, Minimum Wages Act

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- A.M. Sharma, Understanding Wage System.
- N.D. Kapoor, Labour Legislation.
- C.B. Memoria, Personnel management.
- The Compensation Handbook by Lance Berger and Dorothy Berger McGrawHill Co.

### Lecture Plan

| <b>Lecture</b> | <b>Topics</b>                                        | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>       |
|----------------|------------------------------------------------------|-------------------------|-------------------------|-----------------------------------|
| 1              | Introduction, Basic concept of compensation          | Lecture                 | BCH 513.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 2              | Classical theories on wages, establishing pay rates, | Lecture                 | BCH 513.1               | Mid Term-1, Quiz & End Sem. .Exam |
| 3              | establishing pay rates,                              | Lecture                 | BCH 513.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 4              | Importance of an ideal compensation                  | Lecture                 | BCH 513.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 5              | broad branding,                                      | Lecture                 | BCH 513.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 6              | Compensation plan and business strategy              | Lecture                 | BCH 513.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 7              | Job analysis                                         | Lecture                 | BCH 513.2               | Mid Term-1, Quiz & End Sem.       |

|    |                                                                                     |         |           |                                  |
|----|-------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                                                     |         |           | Exam                             |
| 8  | Pricing managerial and professional jobs                                            | Lecture | BCH 513.2 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Pricing managerial and professional jobs                                            | Lecture | BCH 513.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | job evaluation                                                                      | Lecture | BCH 513.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | job structure                                                                       | Lecture | BCH 513.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Concept of Equity                                                                   | Lecture | BCH 513.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Wage Policy - Concept of wage,                                                      | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Wage Policy - Concept of wage,                                                      | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Wage policy in India                                                                | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | determinants of wage policy, Impact of income tax on Wage and salary administration | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Tools used for fixation of wages                                                    | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Introduction to Executive and                                                       | Lecture | BCH 513.3 | Mid Term-1, Quiz &               |

|    |                                        |         |           |                                  |
|----|----------------------------------------|---------|-----------|----------------------------------|
|    | International Compensation.            |         |           | End Sem. Exam                    |
| 19 | Pay Packet - Constituents              | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Basic, D A, H R A, and other allowance | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Perquisites. Compensation Laws         | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Payment of Wages Act,                  | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Payment of Wages Act,                  | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Minimum Wages Act                      | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                            | CORRELATION WITH<br>PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | HRM              |                  |                  |
|-----------|------------------------------------------------------|----------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|           |                                                      | P<br>O<br>1                            | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| BCH 513.1 | Understand basic concepts of Compensation Management | "<br>-<br>"                            | "<br>-<br>" | "<br>-<br>" | "<br>-<br>" | "<br>-<br>" | 2           | "<br>-<br>" | "<br>-<br>" | 2           | "<br>-<br>"  |                  | 2                | 2                |
| BCH 513.2 | Analyse process of Job Analysis                      | 3                                      | 3           | 3           | 3           | 3           | 2           | "<br>-<br>" | "<br>-<br>" | 1           | "<br>-<br>"  | 2                | 2                | 2                |
| BCH 513.3 | Apply Wage Policy                                    | 3                                      | 3           | 3           | 3           | 3           | 2           | "<br>-<br>" | "<br>-<br>" | 1           | "<br>-<br>"  | 2                | 1                | 1                |
| BCH 513.4 | Examine Pay Structure                                | 3                                      | 3           | 3           | 3           | 3           | 2           | "<br>-<br>" | "<br>-<br>" | 1           | "<br>-<br>"  | 2                | 2                | 2                |

### Sample Question Paper

| <b>Amity Business School</b><br><b>MID-SEMESTER (SEM –V) 2021-22</b>                                                   |              |                                                                    |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------|----------|-----------|----------------|----------|
| <b>Class: B Com (Honours) V Semester</b>                                                                               |              |                                                                    |          |           |                |          |
| Subject Name:<br>BCH 513 Compensation<br>Management-I                                                                  |              | Time: 1.5 Hours                                                    |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                | Remembering  | Understanding                                                      | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                    | Q.1,4        | Q.2,3                                                              | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Compensation<br>management<br>CO2: Analyse Job Analysis |              |                                                                    |          |           |                |          |
| CO Map                                                                                                                 | Question No. | Question                                                           |          |           |                | Marks    |
| CO1                                                                                                                    | Q.1          | Explain in brief the rational for studying Compensation Management |          |           |                | 3        |
| CO1                                                                                                                    | Q.2a         | Explain Compensation Management                                    |          |           |                | 3        |
|                                                                                                                        | Q.2b         | Explain need of Compensation Management                            |          |           |                | 3        |
| CO1                                                                                                                    | Q.3          | Differentiate between Wages and Salary                             |          |           |                | 6        |
| CO2                                                                                                                    | Q.4          | Explain Job Analysis                                               |          |           |                | 3        |
| CO2                                                                                                                    | Q.5a         | Explain purpose of Job Analysis                                    |          |           |                | 3        |
|                                                                                                                        | Q.5b         | Explain importance of Job Evaluation                               |          |           |                | 3        |
| CO2                                                                                                                    | Q 6          | Explain methods of Job Evaluation                                  |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |



# Attainment

|                  |                           |
|------------------|---------------------------|
| Session          | 2020-21                   |
| Course Name      | B.Com (Hons)              |
| Semester         | 5th Semester              |
| Subject Code     | BCH513                    |
| Subject Name     | COMPENSATION MANAGEMENT-I |
| Attainment Level | Level 3                   |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code: BCH 601 Credits -3 Session 2020-21 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)**

**2020-2023**

### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                   | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| VI-Sem<br>BCH 601 | 3   | 2   | -   | -   | 2   | 1   | -   | 2   | 2   | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                                  |
|--------------------------------------------------------------------------------------------------|
|                                                                                                  |
| <b>Course Handout</b>                                                                            |
| Course : MANAGEMENT ACCOUNTING                                                                   |
| Course Code : BCH 601, Crédits : 03,<br>Session : 2020-21 (Even Sem.), Class : BCOM 6th Semester |

- A. Introduction:** To provide the students' knowledge about the use of costing data for planning, control and decision making.

## Course Outcomes

**BCOM601.1** Understand various costing systems and management systems

**BCOM 601.2** Analyse and provide recommendations to improve the operations of organisations through the application of Cost and Management accounting techniques

**BCOM 601.3** Evaluate the costs and benefits of different conventional and contemporary costing systems.

**BCOM601.4** Analyze cost-volume-profit techniques to determine optimal managerial decisions.

**BCOM 601.5** Apply cost accounting methods for both manufacturing and service industry.

## Programme Outcomes:

**[[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

[PO.6] Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

[PO.7] Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

[PO.8] Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

[PO.9] Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

[PO.10] Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes: NA**

##### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

#### **F. Syllabus**

##### **Course Contents:**

##### **Module I: Cash Flow Analysis**

Distinction of Cash from Funds - Utility of Cash Flow Statement - Construction of Cash Flow Statement

## Module II: Budgets and Budgetary Control

Concept of Budgets and Budgetary Control - Nature and Objectives of Budgetary Control - Advantages and Limitations of Budgetary Control - Establishing a system of Budgetary Control - Preparation of Sales Budget, Selling and Distribution Cost Budget, Production Budget, Purchase Budget, Cash Budget etc. - Flexible Budgets and Master Budgets.

## Module III: Cost Volume Profit Analysis

Profit/volume ratio, Contribution/Sales ratio, key factor. Margin to Safety ratio, Break-even analysis Angle of incidence, Determination of cost indifference point

## Module IV: Responsibility Accounting

Concept of Responsibility Accounting - Cost Centers and Profit Centers - Contribution by Segments

### Practical:

Use of various software packages to obtain different Management Accounting outputs like :(i) Cash Flow Analysis, (ii) Preparation of different budgets, (iii) Break-even Analysis

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Dr. S.N. Maheswari , Management Accounting
- Sexana, Management Accounting
- Made Gowda, Management Accounting
- Dr. S.N. Goyal and Manmohan, Management Accounting
- B.S. Raman, Management Accounting
- R.S.N. Pillai and Bagavathi, Management Accounting
- Sharma and Gupta, Management Accounting
- J. Batty, Management Accounting
- Foster, Financial Statement Analysis, Pearson.
- PN Reddy & Appanaiah, Essentials of Management Accounting.

### A. Lecture Plan

| Lecture | Topics | Mode of Delivery | Corresponding CO | Mode of Assessing CO |
|---------|--------|------------------|------------------|----------------------|
|         |        |                  |                  |                      |

|    |                                                 |         |           |                                 |
|----|-------------------------------------------------|---------|-----------|---------------------------------|
| 1  | Distinction of Cash from Funds                  | Lecture | BCH 601.1 | Mid Term-1, Quiz & End Sem Exam |
| 2  | Distinction of Cash from Funds                  | Lecture | BCH 601.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | Utility of Cash Flow Statement                  | Lecture | BCH 601.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Utility of Cash Flow Statement                  | Lecture | BCH 601.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Utility of Cash Flow Statement                  | Lecture | BCH 601.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Construction of Cash Flow Statement             | Lecture | BCH 601.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Construction of Cash Flow Statement             | Lecture | BCH 601.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Concept of Budgets and Budgetary Control        | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Nature and Objectives of Budgetary Control      | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Advantages and Limitations of Budgetary Control | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Establishing a system of Budgetary Control      | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Preparation of Sales Budget                     | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Selling and Distribution Cost Budget            | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Production Budget                               | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Purchase Budget                                 | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Cash Budget                                     | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Flexible Budgets and Master Budgets.            | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Profit/volume ratio                             | Lecture | BCH 601.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Contribution/Sales ratio                        | Lecture | BCH 601.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Margin to Safety ratio                          | Lecture | BCH 601.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Break-even analysis Angle of incidence          | Lecture | BCH 601.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                       |         |           |                                 |
|----|-------------------------------------------------------|---------|-----------|---------------------------------|
| 23 | Determination of cost indifference point              | Lecture | BCH 601.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Concept of Responsibility Accounting                  | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Cost Centers                                          | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Profit Centers                                        | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Cash Flow Analysis- Practical questions               | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Cash Flow Analysis- Practical questions               | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Preparation of different budgets- Practical questions | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Preparation of different budgets- Practical questions | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Break-even Analysis- Practical questions              | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Break-even Analysis- Practical questions              | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Break-even Analysis- Practical questions              | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Break-even Analysis- Practical questions              | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Break-even Analysis- Practical questions              | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Break-even Analysis- Practical questions              | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |  |
|----|-----------|-------------------------------------|--|
|    |           |                                     |  |



|                       |                                                                                                                                                     | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
| <b>BCH6<br/>01.1.</b> | Understand various costing systems and management systems.                                                                                          | 3           | 2           | -           | -           | 2           | 1           | -           | 2           | 2           | 2            |  |  |  |
| <b>BCH6<br/>01.2.</b> | Analyse and provide recommendations to improve the operations of organisations through the application of Cost and Management accounting techniques | 2           | 2           | 1           | -           | 3           | -           | -           | 2           | 3           | 2            |  |  |  |
| <b>BCH6<br/>01.3.</b> | Evaluate the costs and benefits of different conventional and contemporary costing systems                                                          | 1           | 2           | -           | 1           | 2           | -           | -           | 2           | 2           | 2            |  |  |  |
| <b>BCH6<br/>01.4.</b> | Analyze cost-volume-profit techniques to determine optimal managerial decisions                                                                     | 2           | 2           | -           | 2           | 3           | -           | -           | 2           | 2           | 2            |  |  |  |
| <b>BCH6<br/>01.5.</b> | Apply cost accounting methods for both manufacturing and service industry                                                                           | 1           | 2           | -           | 1           | 2           | -           | -           | 2           | 2           | 2            |  |  |  |



# Sample Question Paper

## Amity Business School I MID-SEMESTER (SEM –6) 2020-21

Class: BCH 601

Subject Name:  
MANAGEMENT ACCOUNTING – II

Time: 1.5 Hrs

Max. Marks: 30

| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to  
 CO1 Understand various costing systems and management systems  
 CO2 Analyse and provide recommendations to improve the operations of organisations through the application of Cost and Management accounting techniques  
 CO3 Evaluate the costs and benefits of different conventional and contemporary costing systems  
 CO4 Analyze cost-volume-profit techniques to determine optimal managerial decisions.  
 CO5 Apply cost accounting methods for both manufacturing and service industry.

| CO Map | Question No. | Question                                                                  | Marks |
|--------|--------------|---------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Define cash flow statement                                                | 3     |
| CO1    | Q.2a         | Define budget and budgetary control                                       | 3     |
|        | Q.2b         | Discuss Advantages and Limitations of Budgetary Control                   | 3     |
| CO1    | Q.3          | Write a note on Margin to Safety ratio and Break-even analysis            | 6     |
| CO2    | Q.4          | Discuss about Responsibility Accounting - Cost Centers and Profit Centers | 3     |
| CO2    | Q.5a         | Discuss types of Cash Budget                                              | 3     |
|        | Q.5b         | Elaborate Production and Purchase budget                                  | 3     |
| CO2    | Q.6          | Discuss Utility of Cash Flow Statement                                    | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |

|       |   |                                                            |
|-------|---|------------------------------------------------------------|
| Level | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21  
**Course Name** B.Com (Hons)  
**Semester** 6th Semester  
**Subject Code** BCH601  
**Subject Name** MANAGEMENT ACCOUNTING-II  
  
**Attainment Level** Level 2

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 602 Credits -4 Session 2020-21 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)  
2020-2023**

### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

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**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “ - ”

|                   | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|-------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
| VI-Sem<br>BCH 602 | 3   |     | 2   | -   | 2   | 1   | -   | 2   | 2   | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

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| Course Handout                                                                                  |
|-------------------------------------------------------------------------------------------------|
| Course : INDIAN ECONOMY – PERFORMANCE AND POLICIES                                              |
| Course Code : BCH 602, Crédits : 04,<br>Session : 2020-21 (Odd Sem.), Class : BCOM 6th Semester |

- A. Introduction:** To provide the basic knowledge of the Structure and the Current developments in the Indian Economy.

### Course Outcomes

BCOM 602.1 Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.

BCOM602.2 Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.

BCOM 602.3 Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures, and achievements as the foundation of the ongoing planning and economic reforms taken by the government.

BCOM 602.4. Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole.

BCOM 602.5 Not only be aware of the economy as a whole, but they would also understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects.

### Programme Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

[PO.2] Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

[PO.3] Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4] Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

[PO.6] Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system



[PO.7] Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

[PO.8] Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

[PO.9] Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

[PO.10] Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes: NA**

##### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

#### **F. Syllabus**

##### **Course Contents:**

##### **Module I: Underdeveloped country and Population Problems**

Underdeveloped Economy: Meaning of Underdeveloped Economy - Basic characteristics of Underdeveloped countries, India as an Underdeveloped country. Population problems: Its Causes and effects on Economy - Trends of population Importance of population control.

##### **Module II: Poverty and Unemployment**

Poverty: Relative and Absolute poverty Indicators of poverty-its causes and measure of remove it.  
Unemployment: Nature of Unemployment in India, its. Causes and effects, Unemployment policy.

### **Module III: Structure of the Indian Economy**

Basic features; Natural resources - Land, Water and Forest resources; Broad demographic features - population size and growth rates, sex composition, rural-Urban migration occupational distribution; infrastructure development; Composition of National Income.

### **Module IV: Planning in India**

Objectives; Strategy; Broad achievements and failures; current Five year plan objectives, allocation and targets; New economic reforms - Liberalization, privatization and globalization; Rationale behind economic reforms; progress of privatization and globalization.

### **Module V: Agriculture**

Nature and importance; Trends in agricultural production and productivity; Factors determining productivity; Land Reforms; New agricultural strategy and green revolution; Rural credit, Agricultural marketing.

### **Module VI: Industry**

Industrial development during the planning period; industrial policy of 1948, 1956, 1977, and 1991; industrial licensing policy - MRTP Act, FERA and FEMA; Growth and problems of small scale industries; Role of public sector enter prices in India's industrialization.

### **Module VII: External sector**

Role of foreign trade; Trends in exports and imports; composition and direction of India's foreign trade; Balance of payments crisis and the new economic reforms - Export promotion measures and then new trade policies foreign capital-FDI aid; Multinational corporations. (MNCS).

#### **Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

#### **Text & References:**

- Datt, R. and K.P.M. Sundharam, Indian Economy, S. Chand & Company Ltd., New Delhi.
- Dhingra, I.C, The Indian economy: Environment and Policy, Sultan Chand & Sons, New Delhi.
- Dutt, R.C, The Economic History of India Under Early British Rule, Low Prince Publications, Delhi.
- Misra, S.K. and V.K. Puri, Indian Economy - Its Development Experience, Himalaya Publishing House, Mumbai.

### **A. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b> | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b> |
|----------------|---------------|-------------------------|-------------------------|-----------------------------|
|                |               |                         |                         |                             |

|    |                                                              |         |          |                                 |
|----|--------------------------------------------------------------|---------|----------|---------------------------------|
| 1  | Underdeveloped Economy: Meaning of Underdeveloped Economy    | Lecture | BCH601.1 | Mid Term-1, Quiz & End Sem Exam |
| 2  | Basic characteristics of Underdeveloped countries            | Lecture | BCH602.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | India as on Underdeveloped country.                          | Lecture | BCH602.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Population problems: Its Causes and effects on Economy       | Lecture | BCH602.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Trends of population Importance of population control.       | Lecture | BCH602.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Poverty: Relative and Absolute poverty Indicators of poverty | Lecture | BCH602.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Causes- its causes and measure of remove it.                 | Lecture | BCH602.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Unemployment: Nature of Unemployment in India                | Lecture | BCH602.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Unemployment and its Causes and effects                      | Lecture | BCH602.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Unemployment policy.                                         | Lecture | BCH602.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Structure of the Indian Economy                              | Lecture | BCH602.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Structure of the Indian Economy- Basic nature                | Lecture | BCH602.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Natural resources - Land                                     | Lecture | BCH602.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Natural resources - Water                                    | Lecture | BCH602.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Natural resources – Forest resources                         | Lecture | BCH602.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Broad demographic features                                   | Lecture | BCH602.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | population size and growth rates,                            | Lecture | BCH602.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | sex composition                                              | Lecture | BCH602.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | rural-Urban migration occupational distribution              | Lecture | BCH602.3 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                              |         |          |                                 |
|----|--------------------------------------------------------------|---------|----------|---------------------------------|
| 21 | infrastructure development                                   | Lecture | BCH602.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Composition of National Income.                              | Lecture | BCH602.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Planning in India                                            | Lecture | BCH602.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Objectives & Strategy- Planning in India                     | Lecture | BCH602.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Broad achievements and failures                              | Lecture | BCH602.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Current Five year plan objectives                            | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Allocation and targets                                       | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | New economic reforms - Liberalization                        | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Privatization                                                | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Globalization                                                | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Rationale behind economic reforms                            | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Progress of privatization and globalization.                 | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | <b>Agriculture-</b> Nature and importance                    | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Trends in agricultural production and productivity           | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Factors determining productivity                             | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Land Reforms                                                 | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 37 | New agricultural strategy and green revolution; Rural credit | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 38 | Agricultural marketing                                       | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 39 | Industrial development during the planning period            | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 40 | industrial policy of 1948, 1956, 1977, and 1991              | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                  |         |          |                                 |
|----|------------------------------------------------------------------|---------|----------|---------------------------------|
| 41 | industrial licensing policy - MRTP Act, FERA and FEMA            | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 42 | Growth and problems of small scale industries                    | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 43 | Role of public sector enter prices in India's industrialization. | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 44 | External sector- Role of foreign trade                           | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 45 | Trends in exports and imports                                    | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 46 | Composition and direction of India's foreign trade               | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 47 | Balance of payments crisis and the new economic reforms          | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 48 | Export promotion measures and then new trade policies            | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 49 | Foreign capital-FDI aid; Multinational corporations. (MNCS)      | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |

#### A. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                         | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-------------------|---------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                   |                                                                                                   | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>BCH 602.1.</b> | Develop ideas of the basic characteristics of Indian economy, its potential on natural resources. | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 1            |  |  |  |

|                   |                                                                                                                                                                                                                                     |   |   |   |   |   |   |   |   |   |   |  |  |  |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
| <b>BCH 602.2.</b> | Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.                                                                                        | 2 | 3 | 1 | - | 2 | - | - | 2 | 2 | 2 |  |  |  |
| <b>BCH 602.3.</b> | Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government. | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 3 |  |  |  |
| <b>BCH 602.4.</b> | Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole                                         | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 |  |  |  |
| <b>BCH 602.5</b>  | Not only be aware of the economy as a whole, they                                                                                                                                                                                   | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 |  |  |  |

[illegible]

Amity Business School  
I MID-SEMESTER (SEM –6) 2020-21

Class: BCom VI

Subject Name:  
INDIAN ECONOMY – PERFORMANCE  
AND POLICIES

Time: 1.5 Hrs

Max. Marks: 30

| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to

CO1 Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.

CO2 Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.

CO3: Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.

CO4. Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy.

CO5. Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects

| CO Map | Question No.     | Question                                                   | Marks |
|--------|------------------|------------------------------------------------------------|-------|
| CO1    | Q.1              | Discuss about management accounting                        | 3     |
| CO1    | Q.2 <sub>a</sub> | Discuss the importance of financial control.               | 3     |
|        | Q.2 <sub>b</sub> | Elaborate management accounting                            | 3     |
| CO1    | Q.3              | Elaborate                                                  | 6     |
| CO2    | Q.4              | Discuss trends in agricultural production and productivity | 3     |
| CO2    | Q.5 <sub>a</sub> | Write a note on MRTP Act, FERA and FEMA                    | 3     |
|        | Q.5 <sub>b</sub> | Explain role of foreign trade                              | 3     |
| CO2    | Q 6              | Discuss Multinational corporations                         | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |



|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21  
**Course Name** B.Com (Hons)  
**Semester** 6th Semester  
**Subject Code** BCH602  
**Subject Name** INDIAN ECONOMY - PERFORMANCE & POLICIES  
  
**Attainment Level** Level 1

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 604 Credits -2 Session 2020-21 ( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Honours)**

### **2020-2023**

#### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO 1 | PSO 2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-------|-------|------|
| VI-Sem<br>BCH<br>601 | 2   | 3   | -   | -   | 3   | 2   | -   | 3   | 2   | 1    | 3     | 2     | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                   |
|--------------------------------------------------------------------------------------------------|
| Course : FINANCIAL MANAGEMENT – II                                                               |
| Course Code : BCH 604, Crédits : 02,<br>Session : 2020-21 (Even Sem.), Class : BCOM 6th Semester |

**Introduction:** To provide the students' knowledge about the use of financial data for planning, control and decision making and to give insight into financial decision making and composition of different securities in the total Capital structure.

A.

**Course Outcomes:** At the end of the course, students will be able to:

**BCOM 604.1** Demonstrating an understanding of the overall role and importance of the finance function.

**BCOM 604.2** Validating knowledge of a basic financial vocabulary

**BCOM604.3** Demonstrating basic finance management knowledge.

**BCOM604.4** Understanding of the goals of the finance manager

**BCOM 604.5** Identifying the basic financial environment, institutions and services

## **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

[PO.3] Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

[PO.4] Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

[PO.5]. Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

[PO.6] Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

[PO.7] Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

[PO.8] Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

[PO.9] Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

[PO.10] Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

##### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                        | CT          | 15%                |
|                                | Mid Term 2                                                                                                                        |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                            | S/V/Q /HA   | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. | A           | 5%                 |

|  |                                                                             |  |  |
|--|-----------------------------------------------------------------------------|--|--|
|  | The allowance of 25% includes all types of leaves including medical leaves. |  |  |
|--|-----------------------------------------------------------------------------|--|--|

## F. Syllabus

### Course Contents:

#### Module I: Dividend Decision

Dividend Decisions – dividend policy – determinants of dividend policy – types of dividend policy – forms of dividend.

#### Module II: Working capital Management

Working Capital Management – meaning – importance of adequate working capital- excess or Inadequate working capital – determinants of working capital requirement – cash management, Receivable management and inventory management – sources of working capital.

#### Module III: Financing Decision

Financing Decisions – capital structure – factors influencing capital structure – EBIT – EBT- EPS –Analysis - leverage – problems.

Spreadsheet can be used to show the basic calculation in finance and can be for giving students subject related assignments for their internal assessment purpose

#### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

#### Text & References:

- S N Maheshwari, Financial Management.
- Khan and Jain, Financial Management.
- Dorai Raj. S.N, Financial Management.
- Sharma and Sashi Gupta, Financial Management.
- I M Pandey, Financial Management.
- James C Vanhorne, Financial Management.
- Prasanna Chandra, Financial Management.
- PN Reddy & Appanaiah, Financial Management.

## A. Lecture Plan

| <b>Lecture</b> | <b>Topics</b>                                                                | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Dividend Decisions – dividend policy                                         | Lecture                 | BCH 604.1               | Mid Term-1, Quiz & End Sem Exam |
| 2              | Determinants of dividend policy                                              | Lecture                 | BCH 604.1               | Mid Term-1, Quiz & End Sem Exam |
| 3              | Types of dividend policy                                                     | Lecture                 | BCH 604.1               | Mid Term-1, Quiz & End Sem Exam |
| 4              | Forms of dividend.                                                           | Lecture                 | BCH 604.1               | Mid Term-1, Quiz & End Sem Exam |
| 5              | Working Capital Management – meaning                                         | Lecture                 | BCH 604.2               | Mid Term-1, Quiz & End Sem Exam |
| 6              | Importance of adequate working capital- excess or Inadequate working capital | Lecture                 | BCH 604.2               | Mid Term-1, Quiz & End Sem Exam |
| 7              | Determinants of working capital requirement                                  | Lecture                 | BCH 604.2               | Mid Term-1, Quiz & End Sem Exam |
| 8              | cash management                                                              | Lecture                 | BCH 604.3               | Mid Term-1, Quiz & End Sem Exam |
| 9              | Receivable management                                                        | Lecture                 | BCH 604.3               | Mid Term-1, Quiz & End Sem Exam |
| 10             | Inventory management                                                         | Lecture                 | BCH 604.3               | Mid Term-1, Quiz & End Sem Exam |
| 11             | sources of working capital                                                   | Lecture                 | BCH 604.4               | Mid Term-1, Quiz & End Sem Exam |
| 12             | Financing Decisions                                                          | Lecture                 | BCH 604.4               | Mid Term-1, Quiz & End Sem Exam |
| 13             | Capital structure                                                            | Lecture                 | BCH 604.4               | Mid Term-1, Quiz & End Sem Exam |
| 14             | Factors influencing capital structure                                        | Lecture                 | BCH 604.5               | Mid Term-1, Quiz & End Sem Exam |
| 15             | EBIT – EBT- EPS                                                              | Lecture                 | BCH 604.5               | Mid Term-1, Quiz & End Sem Exam |
| 16             | EBIT – EBT- EPS                                                              | Lecture                 | BCH 604.5               | Mid Term-1, Quiz & End Sem Exam |
| 17             | EBIT – EBT- EPS                                                              | Lecture                 | BCH 604.5               | Mid Term-1, Quiz & End Sem Exam |
| 18             | EBIT – EBT- EPS                                                              | Lecture                 | BCH 604.5               | Mid Term-1, Quiz & End Sem Exam |
| 19             | Analysis - leverage                                                          | Lecture                 | BCH 604.5               | Mid Term-1, Quiz & End Sem Exam |



|    |                     |         |           |                                 |
|----|---------------------|---------|-----------|---------------------------------|
| 20 | Analysis - leverage | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Analysis - leverage | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Analysis - leverage | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 23 | Analysis - leverage | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |
| 24 | Analysis - leverage | Lecture | BCH 604.5 | Mid Term-1, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|--------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                            | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 604.1.</b> | Demonstrating an understanding of the overall role and importance of the finance function. | 2                                   | 3           | -           | -           | 3           | 2           | -           | 3           | 2           | 1            | 2                                            | 2                | 3                |
| <b>BCH 604.2.</b> | Validating knowledge of a basic financial vocabulary.                                      | 2                                   | 2           | 1           | -           | 1           | -           | -           | 2           | 2           | 1            | 3                                            | 2                | 2                |
| <b>BCH 604.3.</b> | Demonstrating basic finance management knowledge.                                          | 1                                   | 2           | -           | 1           | 1           | -           | -           | 2           | 3           | 2            | 1                                            | 2                | 3                |
| <b>BCH 604.4.</b> | Understanding of the goals of the finance manager                                          | 2                                   | 2           | -           | 2           | 3           | -           | -           | 2           | 2           | 2            | 2                                            | 3                | 1                |

|                      |                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----------------------|------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                      |                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH<br/>604.5</b> | Identifying the basic financial environment, institutions and services | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 1 | 2 | 3 |

## Sample Question Paper

Amity Business School  
I MID-SEMESTER (SEM –6) 2020-21

Class: BCom VI

Subject Name:  
FINANCIAL MANAGEMENT – II

Time: 1.5 Hrs

Max. Marks: 30

Levels of the  
questions as per  
Blooms Taxonomy

Remembering

Understanding

Applying

Analyzing

Evaluating

Creating

Question  
Mapping

Q.1,4

Q.2,3

Q.4

Q.2,5,6

CO1: Demonstrating an understanding of the overall role and importance of the finance function.

CO2: Validating knowledge of a basic financial vocabulary

CO3: Demonstrating basic finance management knowledge.

CO4: Understanding of the goals of the finance manager

CO5: Identifying the basic financial environment, institutions, and services.

| CO Map | Question No. | Question                                                 | Marks |
|--------|--------------|----------------------------------------------------------|-------|
| CO1    | Q.1          | Define dividend decision                                 | 3     |
| CO1    | Q.2a         | Discuss importance of working capital management         | 3     |
|        | Q.2b         | Write a note on EBIT – EBT- EPS                          | 3     |
| CO1    | Q.3          | Discuss forms of dividend.                               | 6     |
| CO2    | Q.4          | Elaborate receivable management and inventory management | 3     |
| CO2    | Q.5a         | Elaborate sources of working capital                     | 3     |
|        | Q.5b         | What is capital structure and its importance             | 3     |
| CO2    | Q.6          | Discuss forms of leverage                                | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21  
**Course Name** B.Com (Hons)  
**Semester** 6th Semester  
**Subject Code** BCH604  
**Subject Name** FINANCIAL MANAGEMENT - II

**Attainment Level** Level 1

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 605 Credits -2 Session 2020-21( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Honours)**

### **2020-2023**

#### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling** of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]**Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>605 | 3   | 2   | -   | -   | 2   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                             |
|--------------------------------------------------------------------------------------------|
| Course : FUNDAMENTALS OF INVESTMENTS – II                                                  |
| Course Code : BCH 605, Crédits : 02,<br>Session : 2020-21(Odd Sem.), Class : BCOM 1st Year |

- A. **Introduction:** To provide the students' knowledge about the use of costing data for planning, control and decision making.

## Course Outcomes

**BCOM605.1** understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management

**BCOM 605.2** analyzing stock returns and risk as EIC framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.

**BCOM 605.3:** learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel

**BCOM605.4** evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models

**BCOM 605.5** measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences

## Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]**Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

##### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

##### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                          | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-----------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                  | CT          | 15%                |
|                                | Mid Term 2                                                                  |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                      | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be | A           | 5%                 |



|  |                                                                                                                                   |  |  |
|--|-----------------------------------------------------------------------------------------------------------------------------------|--|--|
|  | qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |  |  |
|--|-----------------------------------------------------------------------------------------------------------------------------------|--|--|

## F. Syllabus

### Course Contents:

#### Module I: Portfolio risk and return

Portfolio and diversification, portfolio Risk and Return (up to portfolio of 3 securities)

#### Module II: Portfolio Analysis and selection

Capital Asset Pricing Model; Security Market Line; Arbitrage Pricing Theory, Diversification, Markowitz risk return optimization, Single Index model, Sharpe Index Model, Portfolio Beta and efficient frontier

#### Module III: Financial derivatives

Introduction to Financial derivatives, Financial derivatives Markets in India.

#### Module IV : Mutual funds

Introduction to mutual funds, commodities and real estate

#### Module V : Financial services

Investor Protection – SEBI & role of stock exchange in investor protection, investor grievances and their redressal system, insider trading, investors' awareness and activism.

A Project on Investment. (Considering either Derivatives/ Mutual Fund)

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Bhalla, V.K., "Investment Management", S. Chand & Co.
- Prasanna, Chandra, "Investment analysis and portfolio management", Tata McGraw Hill.

## A. Lecture Plan

| Lecture | Topics                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Portfolio and diversification                  | Lecture          | BCH605.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | portfolio Risk and Return                      | Lecture          | BCH605.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Capital Asset Pricing Model                    | Lecture          | BCH605.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Security Market Line                           | Lecture          | BCH605.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Arbitrage Pricing Theory                       | Lecture          | BCH605.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Diversification                                | Lecture          | BCH605.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Markowitz risk return optimization             | Lecture          | BCH605.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Single Index model                             | Lecture          | BCH605.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Sharpe Index Model                             | Lecture          | BCH605.3         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Portfolio Beta and efficient frontier          | Lecture          | BCH605.3         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Introduction to Financial derivatives          | Lecture          | BCH605.3         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Financial derivatives Markets in India         | Lecture          | BCH605.3         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Introduction to mutual funds                   | Lecture          | BCH605.4         | Mid Term-1, Quiz & End Sem Exam |
| 14      | commodities and real estate                    | Lecture          | BCH605.4         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Investor Protection – SEBI                     | Lecture          | BCH605.4         | Mid Term-1, Quiz & End Sem Exam |
| 16      | role of stock exchange in investor protection  | Lecture          | BCH605.4         | Mid Term-1, Quiz & End Sem Exam |
| 17      | investor grievances and their redressal system | Lecture          | BCH605.5         | Mid Term-1, Quiz & End Sem Exam |
| 19      | insider trading                                | Lecture          | BCH605.5         | Mid Term-1, Quiz & End Sem Exam |
| 20      | investors' awareness and activism              | Lecture          | BCH605.5         | Mid Term-1, Quiz & End Sem Exam |

## B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                                                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 605.1.</b> | understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management | 2                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 605.2.</b> | analyzing stock returns and risk as EIC framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment                                                                                             | 2                                   | 2           | 1           | -           | 1           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |
| <b>BCH 605.3.</b> | learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to                                                                                                                                                         | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 2            | 3                                            | 1                | 1                |

|                   |                                                                                                                                                  |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | analyze risk and return evaluation through hands on session on excel                                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 605.4.</b> | evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models         | 2 | 3 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 605.5</b>  | measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences | 2 | 3 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

# Sample Question Paper

## Amity Business School I MID-SEMESTER (SEM –6) 2021-22

Class: BCom VI

Subject Name:

Time: 1.5 Hrs

Max. Marks: 30

FUNDAMENTALS OF INVESTMENTS – II

| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to

CO1: understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management

CO2: analyzing stock returns and risk as EIC framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.

CO3: learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel

CO4: evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models

CO5: measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences

| CO Map | Question No. | Question                                                                                      | Marks |
|--------|--------------|-----------------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Define Portfolio and diversification                                                          | 3     |
| CO1    | Q.2a         | Discuss importance of portfolio Risk and Return                                               | 3     |
|        | Q.2b         | Write a note on Arbitrage Pricing Theory, Diversification, Markowitz risk return optimization | 3     |
| CO1    | Q.3          | Discuss Financial derivatives Markets                                                         | 6     |
| CO2    | Q.4          | Elaborate role of stock exchange in investor protection                                       | 3     |
| CO2    | Q.5a         | Elaborate about mutual funds                                                                  | 3     |
|        | Q.5b         | What is capital structure and its importance                                                  | 3     |
| CO2    | Q.6          | Discuss forms of leverage                                                                     | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



## Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2021-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              |                                                                           |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BCH 601                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              |                                                                           |          |           |                |          |
| Subject Name:<br>MANAGEMENT ACCOUNTING – II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              | Time: 1.5 Hrs                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Remembering  | Understanding                                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.1,4        | Q.2,3                                                                     | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1 Understand various costing systems and management systems<br>CO2 Analyse and provide recommendations to improve the operations of organisations through the application of Cost and Management accounting techniques<br>CO3 Evaluate the costs and benefits of different conventional and contemporary costing systems<br>CO4 Analyze cost-volume-profit techniques to determine optimal managerial decisions.<br>CO5 Apply cost accounting methods for both manufacturing and service industry. |              |                                                                           |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Question No. | Question                                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.1          | Define cash flow statement                                                |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.2a         | Define budget and budgetary control                                       |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.2b         | Discuss Advantages and Limitations of Budgetary Control                   |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.3          | Write a note on Margin to Safety ratio and Break-even analysis            |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.4          | Discuss about Responsibility Accounting - Cost Centers and Profit Centers |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.5a         | Discuss types of Cash Budget                                              |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.5b         | Elaborate Production and Purchase budget                                  |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.6          | Discuss Utility of Cash Flow Statement                                    |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |



|       |   |                                                            |
|-------|---|------------------------------------------------------------|
| Level | 3 | IF 80% of students secure more than 60% marks then level 3 |
|-------|---|------------------------------------------------------------|

# Attainment

**Session** 2020-21  
**Course Name** B.Com (Hons)  
**Semester** 6th Semester  
**Subject Code** BCH605  
**Subject Name** FUNDAMENTALS OF INVESTMENTS – II

**Attainment Level** Level 1

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 606 Credits -2 Session 2020-21( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Honours)**

### **2020-2023**

#### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO 1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-------|------|------|
| VI-Sem<br>BCH<br>601 | 3   | 2   | -   | -   | 3   | 1   | -   | 3   | 2   | 2    | 2     | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                  |
|-------------------------------------------------------------------------------------------------|
| Course : FINANCIAL MARKETS, INSTITUTIONS AND FINANCIAL SERVICES II                              |
| Course Code : BCH 606, Crédits : 02,<br>Session : 2020-21(Even Sem.), Class : BCOM 6th Semester |

**A. Introduction:**

- B. Course Outcomes:** To introduce students to different financial institutions, Markets and the services which are available in India.

**BCOM606.1** Understand the role and function of the financial system in reference to the macro economy.

**BCOM 606.2** Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.

**BCOM 606.3** Evaluate and create strategies to promote financial products and services.

**BCOM606.4** Evaluate empirical evidence of the market performance and accordingly the role of regulatory authorities to develop the financial market.

**BCOM 606.5** Research and analyze specific problems or issues related to financial markets and institutions.

## **Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

[PO.8] Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

[PO.9] Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

[PO.10] Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### D.

##### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

##### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

#### F. Syllabus

## Course Contents:

### Module I Introduction

Introduction to financial services; Merchant banking: Meaning, scope, functions, management of new issues, Indian experience, SEBI guidelines, Future of merchant banking in India.

Understanding of the global nature of financial markets, the importance of country participants, and the role of international organizations operating in the financial markets.

### Module II: Money, Prices, Exchange Rate and Interest Rates

Monetary expansion, Interest rates and exchange rates, Monetary expansion and prices, Real and nominal values, Inflation and interest rates, Inflation and exchange rates. The Indian financial system: Introduction, The pre 1951 period, the post 1951 period, Emerging horizon.

### Module III: Commercial Banks

Evolution of modern commercial banks, Evolution of bank assets, liabilities and activities; Banking structure, Matching revenues and costs, capital adequacy; Accounting policies and related matters, Direct investments, and credit programmes. Central banking and monetary policy: Central banking functions; Money creation, process and control; monetary policy.

### Module IV: Leasing financing

The concept, merits, and demerits; Types; The Indian leasing scenario; Lease evaluation; Lease accounting.

### Module V: Hire purchase.

Meaning; James Raj Committee recommendation; RBI guidelines; Hire purchase and transport industry; Lease vs. Hire purchase; Problems and prospects of hire purchase in India.

### Module VI : Housing Finance & Venture Capital Finance

Concept of Housing Finance and National Housing Bank (briefly), Concept of Venture Capital Finance, Features, and Types of Venture Capital Finance, Concept of private Equity.

## Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

## Text & References:

- Gordon and Natarajan, Financial Markets and Services, Himalaya Publishing House.
- Khan, M.Y, Financial Services, Tata McGraw Hill.
- Jeff Madura, Financial Markets and Institutions, South-Western College Publishing.
- B.C Vasant Desai, The Indian Financial System, Himalaya Publishing House.
- Bhole L.M, Financial Institutions and Markets, Tata McGraw Hill.
- **Lecture Plan**

| Lecture | Topics                             | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction to financial services | Lecture          | BCH606.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Merchant banking: Meaning          | Lecture          | BCH606.1         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                           |         |          |                                 |
|----|-----------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 3  | scope, functions, management of new issues of merchant banking                                            | Lecture | BCH606.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | SEBI guidelines                                                                                           | Lecture | BCH606.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Future of merchant banking in India                                                                       | Lecture | BCH606.2 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Understanding of the global nature of financial markets                                                   | Lecture | BCH606.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | importance of country participants                                                                        | Lecture | BCH606.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Monetary expansion                                                                                        | Lecture | BCH606.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Interest rates and exchange rates                                                                         | Lecture | BCH606.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Monetary expansion and prices                                                                             | Lecture | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Real and nominal values                                                                                   | Lecture | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Inflation and interest rates                                                                              | Lecture | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Inflation and exchange rates                                                                              | Lecture | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | The Indian financial system: Introduction                                                                 | Lecture | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | The pre 1951 period, the post 1951 period, Emerging horizon.                                              | Lecture | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | <b>Commercial Banks</b>                                                                                   | Lecture | BCH606.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Evolution of modern commercial banks, Evolution of bank assets                                            | Lecture | BCH606.4 | Mid Term-1, Quiz & End Sem Exam |
| 19 | liabilities and activities                                                                                | Lecture | BCH606.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Banking structure, Matching revenues and costs, capital adequacy; Accounting policies and related matters | Lecture | BCH606.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Direct investments, and credit programmes. Central banking and monetary policy                            | Lecture | BCH606.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Central banking functions; Money creation, process and control; monetary policy. The                      | Lecture | BCH606.4 | Mid Term-2, Quiz & End Sem Exam |



|    |                                                                                                                |         |          |                                    |
|----|----------------------------------------------------------------------------------------------------------------|---------|----------|------------------------------------|
|    | concept, merits and demerits-<br>lease financing                                                               |         |          |                                    |
| 23 | Concept of private Equity                                                                                      | Lecture | BCH606.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 24 | James Raj Committee<br>recommendation, Concept<br>of Housing Finance and<br>National Housing Bank<br>(briefly) | Lecture | BCH606.5 | Mid Term-2, Quiz<br>& End Sem Exam |

- Course Articulation Matrix (Mapping of COs with POs)**

| CO                | STATEMENT                                                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 606.1.</b> | Understand the role and function of the financial system in reference to the macro economy                | 3                                   | 2           | -           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 606.2.</b> | Demonstrate an awareness of the current structure and regulation of the Indian financial services sector. | 2                                   | 1           | 1           | -           | 2           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 2                |
| <b>BCH 606.3.</b> | Evaluate and create strategies to promote financial products and services                                 | 1                                   | 1           | -           | 1           | 2           | -           | -           | 2           | 2           | 3            | 2                                            | 1                | 1                |
| <b>BCH 606.4.</b> | Evaluate empirical evidence of the market performance and                                                 | 2                                   | 2           | -           | 2           | 3           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |

|                  |                                                                                                 |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|-------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  | accordingly the role of regulatory authorities to develop the financial market.                 |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 606.5</b> | Research and analyze specific problems or issues related to financial markets and institutions. | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

### Sample Question Paper

|                                                                               |               |                |
|-------------------------------------------------------------------------------|---------------|----------------|
| Amity Business School<br>I MID-SEMESTER (SEM –6) 2021-22                      |               |                |
| Class: Bcom VI                                                                |               |                |
| Subject Name:<br>FINANCIAL MARKETS, INSTITUTIONS<br>AND FINANCIAL SERVICES II | Time: 1.5 Hrs | Max. Marks: 30 |

| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to

CO1 Understand the role and function of the financial system in reference to the macro economy.

CO2 Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.

CO3 Evaluate and create strategies to promote financial products and services.

CO4 Evaluate empirical evidence of the market performance and accordingly the role of regulatory authorities to develop the financial market.

CO5 Research and analyze specific problems or issues related to financial markets and institutions.

| CO Map | Question No. | Question                                                                 | Marks |
|--------|--------------|--------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Define Merchant banking                                                  | 3     |
| CO1    | Q.2a         | Discuss Future of merchant banking in India                              | 3     |
|        | Q.2b         | Elaborate introduction of The Indian financial system                    | 3     |
| CO1    | Q.3          | Define commercial banks and discuss Evolution of modern commercial banks | 6     |
| CO2    | Q.4          | Elaborate merits and demerits of lease financing                         | 3     |
| CO2    | Q.5a         | Differentiate among Lease and Hire purchase;                             | 3     |
|        | Q.5b         | Discuss features of venture capital finance                              | 3     |
| CO2    | Q 6          | Elaborate types of Venture Capital Finance                               | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                                           |
|-------------------------|-----------------------------------------------------------|
| <b>Session</b>          | 2020-21                                                   |
| <b>Course Name</b>      | B.Com (Hons)                                              |
| <b>Semester</b>         | 6th Semester                                              |
| <b>Subject Code</b>     | BCH606                                                    |
| <b>Subject Name</b>     | FINANCIAL MARKETS, INSTITUTIONS & FINANCIAL SERVICES - II |
| <b>Attainment Level</b> | Level 1                                                   |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 607 Credits -2 Session 2020-21( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Honours)**

### **2020-2023**

#### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>607 | 3   | 2   | -   | -   | 2   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                  |
|-------------------------------------------------------------------------------------------------|
| Course : INSURANCE AND RISK MANAGEMENT - II                                                     |
| Course Code : BCH 607, Crédits : 02,<br>Session : 2020-21(Even Sem.), Class : BCOM 6th Semester |

- A. Introduction:** This course enables the students to know the fundamentals of Insurance and challenges related to the same

## Course Outcomes

- BCOM 607.1** Evaluate the growth and Development of Insurance Business.
- BCOM 607.2** Understand the working and functioning of the Insurance Sector.
- BCOM 607.3** Study the inter-relationship between Insurance & Risk Management.
- BCOM607.4.** Analyze the Role of Insurance Business Intermediaries.
- BCOM 607.5** Obtain an overview of Regulatory Framework of Insurance Sector

## Programme Outcomes:

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |



## **F. Syllabus**

### **Course Contents:**

Fire Insurance - Nature, meaning - Procedure of taking fire insurance policy - Policy conditions - Kinds of policies - Settlement of claims.

### **Module II**

Marine Insurance - Nature, Meaning - procedure of taking marine insurance Policy- clauses of marine policy - Types of policies.

### **Module III**

Accidental Insurance (only nature & cover given each) 1) Motor Insurance 2) personal Accidental & Sickness Insurance 3) Burglary Insurance 4) Liability Insurance 5) Fidelity Guarantee Insurance 6) Cattle Insurance 7) Crop Insurance.

### **Module IV**

Life Insurance Corporation of India Role and performance - Marketing & promotion strategy of Insurance Services- Govt. Policy on Insurance service sector - Privatisation of Insurance sector- Insurance Regulatory Development Act. 1999.

### **Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### **Text & References:**

- Mishra M. N: Insurance Principles & practice - S. Chand & Co., New Delhi.
- M. Arif Khan: Theory & Practice of Insurance, Education Book House Aligarh.
- Kothari & Bahi: Principles & practice of Insurance, Shahitya Bhavan.
- Life Insurance Act of 1956
- Insurance Regulator Development Act. 1999.
- Gupta O. S: Life Insurance, Frank Brothers, New Delhi.
- Vinayakam N. Radhaswamy & Vasudevan S. V: Insurance - Principles & Practice. S. Chand New Delhi
- Mishra M. N: Life Insurance Corporation of India Vols. - I, II & III, Raj Book, Jaipur.

## A. Lecture Plan

| Lecture | Topics                                                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Fire Insurance - Nature, meaning                                                              | Lecture          | BCH607.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Procedure of taking fire insurance policy                                                     | Lecture          | BCH607.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Policy conditions                                                                             | Lecture          | BCH607.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Kinds of policies - Settlement of claims.                                                     | Lecture          | BCH607.2         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Marine Insurance - Nature, Meaning                                                            | Lecture          | BCH607.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | procedure of taking marine insurance Policy                                                   | Lecture          | BCH607.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | clauses of marine policy -                                                                    | Lecture          | BCH607.3         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Types of policies.                                                                            | Lecture          | BCH607.3         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Accidental Insurance (only nature & cover given each)                                         | Lecture          | BCH607.3         | Mid Term-1, Quiz & End Sem Exam |
| 10      | 1) Motor Insurance 2) personal Accidental & Sickness Insurance 3) Burglary Insurance          | Lecture          | BCH607.4         | Mid Term-1, Quiz & End Sem Exam |
| 11      | 4) Liability Insurance 5) Fidelity Guarantee Insurance 6) Cattle Insurance 7) Crop Insurance. | Lecture          | BCH607.4         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Life Insurance Corporation of India Role and performance -                                    | Lecture          | BCH607.4         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Marketing & promotion strategy of Insurance Services                                          | Lecture          | BCH607.5         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Govt. Policy on Insurance service sector                                                      | Lecture          | BCH607.5         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Privatisation of Insurance sector                                                             | Lecture          | BCH607.5         | Mid Term-1, Quiz & End Sem Exam |

|    |                                             |         |          |                                 |
|----|---------------------------------------------|---------|----------|---------------------------------|
| 16 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 23 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 24 | Insurance Regulatory Development Act. 1999. | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                 | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 607.1.</b> | Evaluate the growth and Development of Insurance Business | 3                                   | 2           | -           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                                            | 2                | 3                |

|                   |                                                                   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|-------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BCH 607.2.</b> | Understand the working and functioning of the Insurance Sector.   | 2 | 1 | 1 | - | 2 | - | - | 2 | 3 | 2 | 3 | 2 | 2 |
| <b>BCH 607.3.</b> | Study the inter-relationship between Insurance & Risk Management. | 1 | 1 | - | 1 | 2 | - | - | 2 | 2 | 3 | 2 | 1 | 1 |
| <b>BCH 607.4.</b> | Analyze the Role of Insurance Business Intermediaries.            | 2 | 1 | 1 | - | 2 | - | - | 2 | 3 | 2 | 3 | 2 | 2 |
| <b>BCH 607.5</b>  | Obtain an overview of Regulatory Framework of Insurance Sector    | 2 | 1 | 1 | - | 2 | - | - | 2 | 3 | 2 | 3 | 2 | 2 |

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2021-22                                                                                                                                                                                                                                                                                                                            |              |                                                       |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                                      |              |                                                       |          |           |                |          |
| Subject Name:<br>INSURANCE AND RISK MANAGEMENT - II                                                                                                                                                                                                                                                                                                                                 |              | Time: 1.5 Hrs                                         |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                      | Remembering  | Understanding                                         | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                    | Q.1,4        | Q.2,3                                                 | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br><br>CO1 Evaluate the growth and Development of Insurance Business.<br>CO2 Understand the working and functioning of the Insurance Sector.<br>CO3 Study the inter-relationship between Insurance & Risk Management..<br>CO4. Analyze the Role of Insurance Business Intermediaries.<br>CO5 Obtain an overview of Regulatory Framework of Insurance Sector |              |                                                       |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                              | Question No. | Question                                              |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                 | Q.1          | Define fire insurance                                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                 | Q.2a         | Elaborate Procedure of taking fire insurance policy   |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                     | Q.2b         | Elaborate procedure of taking marine insurance Policy |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                 | Q.3          | Discuss accidental insurance and its types            |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                 | Q.4          | Elaborate role of Life Insurance Corporation of India |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                 | Q.5a         | Determine Insurance Regulatory Development Act. 1999. |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                     | Q.5b         | Differentiate among LIC and GIC                       |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                 | Q.6          | Explain kinds of Insurance policies                   |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |

|       |   |                                                            |
|-------|---|------------------------------------------------------------|
| Level | 3 | IF 80% of students secure more than 60% marks then level 3 |
|-------|---|------------------------------------------------------------|

# Attainment

**Session** 2020-21  
**Course Name** B.Com (Hons)  
**Semester** 6th Semester  
**Subject Code** BCH607  
**Subject Name** INSURANCE AND RISK MANAGEMENT - II  
  
**Attainment Level** Level 1

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 608 Credits -2 Session 2020-21( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Honours)**

### **2020-2023**

#### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.



**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                  |
|-------------------------------------------------------------------------------------------------|
| Course : PRINCIPLES OF MARKETING - II                                                           |
| Course Code : BCH 608, Crédits : 02,<br>Session : 2020-21(Even Sem.), Class : BCOM 6th Semester |

- A. Introduction:** This course enables the students to know the fundamentals of Insurance and challenges related to the same

## Course Outcomes

- BCOM 608.1** Evaluate the growth and Development of Insurance Business.  
**BCOM 608.2** Understand the working and functioning of the Insurance Sector.  
**BCOM 608.3** Study the inter-relationship between Insurance & Risk Management.  
**BCOM 608.4.** Analyze the Role of Insurance Business Intermediaries.  
**BCOM 608.5** Obtain an overview of Regulatory Framework of Insurance Sector

## Programme Outcomes:

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

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**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]**. Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]**. Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |

## F. Syllabus

### Course Contents:

#### Module I

Promotion: Nature and importance of promotion; Method of promotion - optimum promotion mix.

#### Module II: Consumer behavior

Nature, scope & significance of consumer behavior - factors affecting consumer behavior. Module VI: Salesmanship & Selling process : Salesman - qualities of successful salesman - functions of a salesman - selling process.

Case 1: Group Assignment (UBER)

#### Module III: Advertising and publicity

Meaning - Importance of advertising - advertising media - ethics of good advertising.

Case -II: Window-Shopping Takes on a Whole New Meaning

#### Module IV: Marketing research

Meaning - steps involved in marketing research - areas of marketing research. Marketing Information System (MIS): Need, Importance – Element of good MIS - components of MIS.

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Philip Kotler: Marketing Management, Prentice Hall of India Ltd, New Delhi.
- Dr. C. N. Sontakki: Marketing Management Kalyani Publications New Delhi.
- Marchand & B. Vardharajan: An introduction to Marketing, Vikas Publishing House, Delhi.
- Mohammad Amanatullah: Principles of Modern Marketing. Kalyani Publications New Delhi.

#### Link:

- <http://www.getmemedia.com/ideas/case-study-window-shopping-takes-on-a-whole-new-meaning-online/say-media.html>
- [https://uber-static.s3.amazonaws.com/web-fresh/legal/Uber\\_Chicago\\_CaseStudy.pdf](https://uber-static.s3.amazonaws.com/web-fresh/legal/Uber_Chicago_CaseStudy.pdf)

## A. Lecture Plan

| <b>Lecture</b> | <b>Topics</b>                                      | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|----------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Promotion : Nature and importance of promotion     | Lecture                 | BCH608.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Method of promotion                                | Lecture                 | BCH608.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | optimum promotion mix.                             | Lecture                 | BCH608.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | Nature, scope & significance of consumer behaviour | Lecture                 | BCH608.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | factors affecting consumer behaviour               | Lecture                 | BCH608.2                | Mid Term-1, Quiz & End Sem Exam |
| 6              | Salesmanship & Selling process                     | Lecture                 | BCH608.2                | Mid Term-1, Quiz & End Sem Exam |
| 7              | Salesman - qualities of successful salesman        | Lecture                 | BCH608.2                | Mid Term-1, Quiz & End Sem Exam |
| 8              | functions of a salesman                            | Lecture                 | BCH608.2                | Mid Term-1, Quiz & End Sem Exam |
| 9              | selling process                                    | Lecture                 | BCH608.3                | Mid Term-1, Quiz & End Sem Exam |
| 10             | Meaning - Importance of advertising                | Lecture                 | BCH608.3                | Mid Term-1, Quiz & End Sem Exam |
| 11             | advertising medias                                 | Lecture                 | BCH608.3                | Mid Term-1, Quiz & End Sem Exam |
| 12             | ethics of good advertising                         | Lecture                 | BCH608.3                | Mid Term-1, Quiz & End Sem Exam |
| 13             | Window-Shopping Takes on a Whole New Meaning       | Lecture                 | BCH608.4                | Mid Term-1, Quiz & End Sem Exam |
| 14             | Meaning - steps involved in marketing research     | Lecture                 | BCH608.4                | Mid Term-1, Quiz & End Sem Exam |
| 15             | areas of marketing research                        | Lecture                 | BCH608.4                | Mid Term-1, Quiz & End Sem Exam |
| 16             | Marketing Information System                       | Lecture                 | BCH608.5                | Mid Term-1, Quiz & End Sem Exam |
| 17             | Need, Importance of MIS                            | Lecture                 | BCH608.5                | Mid Term-1, Quiz & End Sem Exam |
| 19             | Element of good MIS                                | Lecture                 | BCH608.5                | Mid Term-1, Quiz & End Sem Exam |
| 20             | components of MIS.                                 | Lecture                 | BCH608.5                | Mid Term-1, Quiz & End Sem Exam |

|    |                    |         |          |                                 |
|----|--------------------|---------|----------|---------------------------------|
| 21 | components of MIS. | Lecture | BCH608.5 | Mid Term-1, Quiz & End Sem Exam |
| 22 | components of MIS. | Lecture | BCH608.5 | Mid Term-1, Quiz & End Sem Exam |
| 23 | components of MIS. | Lecture | BCH608.5 | Mid Term-1, Quiz & End Sem Exam |
| 24 | components of MIS. | Lecture | BCH608.5 | Mid Term-1, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 608.1.</b> | To understand the role of marketing within society and within an economic system.                                                                | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 608.2.</b> | To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business. | 2                                   | 2           | 1           | -           | 3           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 1                |
| <b>BCH 608.3.</b> | To consider the various decision areas within marketing and the tools and methods used by marketing managers for                                 | 1                                   | 2           | -           | 1           | 3           | -           | -           | 2           | 2           | 2            | 2                                            | 1                | 1                |

|                   |                                                                                                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | making decisions                                                                                                                            |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 608.4.</b> | To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts. | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 608.5</b>  | To appreciate how a marketing perspective is important in your own personal and professional development.                                   | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

# Sample Question Paper

## Amity Business School I MID-SEMESTER (SEM –6) 2021-22

Class: BCom VI

|                                                |             |               |          |           |                |          |
|------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Subject Name:<br>PRINCIPLES OF MARKETING - II  |             | Time: 2 Hrs   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |                |          |

Student will be able to

CO1 To understand the role of marketing within society and within an economic system.

CO2 To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.

CO3 To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.

CO4 To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.

CO5 To appreciate how a marketing perspective is important in your own personal and professional development.

| CO Map | Question No. | Question                                           | Marks |
|--------|--------------|----------------------------------------------------|-------|
| CO1    | Q.1          | Define Advertising and publicity                   | 3     |
| CO1    | Q.2a         | Elaborate factors affecting consumer behaviour     | 3     |
|        | Q.2b         | Elaborate ethics of good advertising               | 3     |
| CO1    | Q.3          | Discuss Marketing Information System and its types | 6     |
| CO2    | Q.4          | Elaborate role of promotion                        | 3     |
| CO2    | Q.5a         | Determine Element of good MIS                      | 3     |
|        | Q.5b         | Differentiate among Advertising and publicity      | 3     |
| CO2    | Q.6          | Explain kinds of promotion                         | 6     |

| Attainments | Rubric |
|-------------|--------|
|-------------|--------|



|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21  
**Course Name** B.Com (Hons)  
**Semester** 6th Semester  
**Subject Code** BCH608  
**Subject Name** PRINCIPLES OF MARKETING - II

**Attainment Level** Level 1

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 609 Credits -2 Session 2020-21( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)**

**2020-2023**

### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

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**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

Programme Specific Outcomes:

After graduating in this Program the students will be able to:

[PSO.1] Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

[PSO.2]. Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

[PSO.3]. Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 1    | 2    | 2    | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                  |
|-------------------------------------------------------------------------------------------------|
| Course : INTERNATIONAL BUSINESS -II                                                             |
| Course Code : BCH 609, Crédits : 02,<br>Session : 2020-21(Even Sem.), Class : BCOM 6th Semester |

- A. Introduction:** This course enables the students to know the fundamentals of Insurance and challenges related to the same

## Course Outcomes

**BCOM 609.1** Possess knowledge of current theory and techniques of the major business discipline.

**BCOM 609.2** Exhibit the leadership capacity and teamwork skills for business decision making.

**BCOM 609.3** Understand the ethical implication of business decision making and recognize ethical dilemmas.

**BCOM 609.4.** Demonstrate the ability to communicate effectively

**BCOM 609.5** Demonstrate critical thinking skills and have an understanding of global perspectives.

## Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

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**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## **F. Syllabus**

### **Course Contents:**

#### **Module I: International Marketing**

Introduction – international marketing environment, market entry strategies, international marketing channels, export policies – export import procedure

#### **Module II: International Finance**

Introduction – Foreign Exchange, theories of determination of foreign exchange rates, settlement of international transaction, exchange control, convertibility of Rupees and its implications letter of credit, Euro currency market.

#### **Module III: Direct Foreign Investment**

Reason of Direct foreign investment, foreign investment, instruments, G.D.R. A.D.R. strategies of Direct Foreign Investment Institutions and their roll in Capital Market. International liquidity and S.D.R., I.M.F., World Bank.

#### **Module IV: Multinational Corporations**

Definition, Distinction among I.C. M.N.C., G.C. etc.,-

Factor contributing to growth of multinationals – criticism on multinationals – World trade organizations and multinational corporations.

### **Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### **Text & References:**

- Frame Works – International Business – II Edition by Roger Benneet – Financial Times management – Pitman Publishing, London.
- International Business – Text and cases. By P. Subba Rao, Himalaya Publishing House.

**A. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                         | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|---------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Introduction – international marketing environment                                    | Lecture                 | BCH609.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | market entry strategies                                                               | Lecture                 | BCH609.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | international marketing channels                                                      | Lecture                 | BCH609.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | export policies – export import procedure                                             | Lecture                 | BCH609.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | Introduction – Foreign Exchange                                                       | Lecture                 | BCH609.2                | Mid Term-1, Quiz & End Sem Exam |
| 6              | theories of determination of foreign exchange rates                                   | Lecture                 | BCH609.2                | Mid Term-1, Quiz & End Sem Exam |
| 7              | settlement of international transaction                                               | Lecture                 | BCH609.2                | Mid Term-1, Quiz & End Sem Exam |
| 8              | exchange control                                                                      | Lecture                 | BCH609.2                | Mid Term-1, Quiz & End Sem Exam |
| 9              | convertibility of Rupees and its implications letter of credit                        | Lecture                 | BCH609.3                | Mid Term-1, Quiz & End Sem Exam |
| 10             | Euro currency market.                                                                 | Lecture                 | BCH609.3                | Mid Term-1, Quiz & End Sem Exam |
| 11             | Reason of Direct foreign investment                                                   | Lecture                 | BCH609.3                | Mid Term-1, Quiz & End Sem Exam |
| 12             | foreign investment                                                                    | Lecture                 | BCH609.3                | Mid Term-1, Quiz & End Sem Exam |
| 13             | instruments                                                                           | Lecture                 | BCH609.4                | Mid Term-1, Quiz & End Sem Exam |
| 14             | G.D.R. A.D.R                                                                          | Lecture                 | BCH609.4                | Mid Term-1, Quiz & End Sem Exam |
| 15             | strategies of Direct Foreign Investment Institutions and their role in Capital Market | Lecture                 | BCH609.4                | Mid Term-1, Quiz & End Sem Exam |
| 16             | Broad demographic features                                                            | Lecture                 | BCH609.4                | Mid Term-1, Quiz & End Sem Exam |
| 17             | International liquidity                                                               | Lecture                 | BCH609.5                | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                    |         |          |                                 |
|----|--------------------------------------------------------------------|---------|----------|---------------------------------|
| 19 | S.D.R., I.M.F                                                      | Lecture | BCH609.5 | Mid Term-1, Quiz & End Sem Exam |
| 20 | World Bank.                                                        | Lecture | BCH609.5 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Definition, Distinction among I.C. M.N.C., G.C. etc                | Lecture | BCH609.5 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Factor contributing to growth of multinationals                    | Lecture | BCH609.5 | Mid Term-2, Quiz & End Sem Exam |
| 23 | criticism on multinationals                                        | Lecture | BCH609.5 | Mid Term-2, Quiz & End Sem Exam |
| 24 | World trade organizations and multinational corporations. in India | Lecture | BCH608.5 | Mid Term-2, Quiz & End Sem Exam |

### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                            | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|--------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                      | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 609.1.</b> | Possess knowledge of current theory and techniques of the major business discipline. | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 1            | 2                                            | 2                | 1                |
| <b>BCH 609.2.</b> | exhibit the leadership capacity and teamwork skills for business decision making     | 2                                   | 3           | 1           | -           | 3           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |
| <b>BCH 609.3.</b> | Understand the ethical implication of business decision making and                   | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 3            | 2                                            | 1                | 1                |

|                   |                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|----------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | recognize ethical dilemmas                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 609.4.</b> | Demonstrate the ability to communicate effectively.                                    | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |
| <b>BCH 609.5</b>  | Demonstrate critical thinking skills and have an understanding of global perspectives. | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

# Sample Question Paper

## Amity Business School I MID-SEMESTER (SEM –6) 2021-22

Class: BCom VI

Subject Name:  
INTERNATIONAL BUSINESS -II

Time: 1.5 Hrs

Max. Marks: 30

Levels of the  
questions as per  
Blooms Taxonomy

Remembering

Understanding

Applying

Analyzing

Evaluating

Creating

Question  
Mapping

Q.1,4

Q.2,3

Q.4

Q.2,5,6

Student will be able to

CO1 Possess knowledge of current theory and techniques of the major business discipline.

CO2 exhibit the leadership capacity and teamwork skills for business decision making.

CO3 Understand the ethical implication of business decision making and recognize ethical dilemmas.

CO4 Demonstrate the ability to communicate effectively.

CO5 Demonstrate critical thinking skills and have an understanding of global perspectives

| CO Map | Question No. | Question                                                      | Marks |
|--------|--------------|---------------------------------------------------------------|-------|
| CO1    | Q.1          | Define international marketing environment                    | 3     |
| CO1    | Q.2a         | Elaborate theories of determination of foreign exchange rates | 3     |
|        | Q.2b         | Elaborate Euro currency market.                               | 3     |
| CO1    | Q.3          | Discuss Reason of Direct foreign investment                   | 6     |
| CO2    | Q.4          | Elaborate role of Capital Market                              | 3     |
| CO2    | Q.5a         | Determine Factor contributing to growth of multinationals     | 3     |
|        | Q.5b         | Differentiate among G.D.R. A.D.R                              | 3     |
| CO2    | Q.6          | Explain kinds of international marketing channels             | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |

|       |   |                                                            |
|-------|---|------------------------------------------------------------|
| Level | 3 | IF 80% of students secure more than 60% marks then level 3 |
|-------|---|------------------------------------------------------------|

# Attainment

**Session** 2020-21  
**Course Name** B.Com (Hons)  
**Semester** 6th Semester  
**Subject Code** BCH609  
**Subject Name** INTERNATIONAL BUSINESS -II  
  
**Attainment Level** Level 1

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 610 Credits -2 Session 2020-21( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES** **Bachelor of Commerce (Honours)** **2020-2023**

### **Programme Outcomes:**

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]**Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]**Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 2   | 3   | -   | -   | 3   | 2   | -   | 3   | 2   | 1    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                  |
|-------------------------------------------------------------------------------------------------|
| Course : ADVERTISING AND PERSONAL SELLING - II                                                  |
| Course Code : BCH 610, Crédits : 02,<br>Session : 2020-21(Even Sem.), Class : BCOM 6th Semester |

**Introduction:** This course enables the students to understand the concept of advertising and personal selling used in marketing for communicating with customers.

- A. the fundamentals of Insurance and challenges related to the same

## Course Outcomes

**BCOM 610.1** Understand the place and contribution of marketing to the business enterprise

**BCOM 610. 2** Understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behaviour; of product, distribution, promotion and pricing decisions

**BCOM 610.3** Understand the role of marketing as a fundamental organizational policy process

**BCOM 610.4.** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces

**BCOM 610. 5** evaluate results of marketing activities using criteria related to budgeted sales, costs and profits

## Programme Outcomes:

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system



**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]**. Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]**. Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## **F. Syllabus**

### **Course Contents:**

#### **Module I: Personal Selling**

Introduction & basic concepts. The nature of personal selling; Personal Selling in marketing mix; The dimensions of sales management; Sales Management environment; Sales forecasting & Sales management planning.

#### **Module II**

Organizing & executing the sales effort. The nature of sales management positions; the sales organization; sales department relations; distributive network relations; the selling process; sales personality.

#### **Module III: Sales force management**

Recruitment & selection of sales personnel; Training, motivating, compensating & controlling sales personnel; controlling the sales effort - sales budget, sales quotas, sales territories, sales control & cost analysis.

#### **Module IV**

Overview of distribution management. Basic concepts of distribution systems; Different modes of transport in India; Functional areas of logistics management; Distribution costs; Supply chain management.

#### **Module V**

Managing marketing intermediaries. Role & functions of marketing intermediaries; selection of marketing channels; motivation of marketing intermediaries; distribution analysis, Channel management & control.

### **Examination Scheme:**

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### **Text & References:**

- R. Still, W. Cundiff, A.P. Govoni, Sales Management Decisions Strategies and Cases, P.H.I, New Delhi.
- M. Johnson, L. Kurtz, E. Scheuing, Sales Management Concepts, Practices & Cases, McGraw Hill International, New York.
- W. Stern, El-Ansary, T. Coughlan, Marketing Channels, 5<sup>th</sup> Edition, P.H.I, New Delhi.
- Gupta. S. L, Sales & Distribution Management, Excell Books, New Delhi.

## A. Lecture Plan

| Lecture | Topics                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction & basic concepts. The nature of personal selling | Lecture          | BCH610.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Personal Selling in marketing mix                             | Lecture          | BCH610.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | The dimensions of sales management                            | Lecture          | BCH610.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Sales Management environment                                  | Lecture          | BCH610.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Sales forecasting & Sales management planning.                | Lecture          | BCH610.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Organizing & executing the sales effort                       | Lecture          | BCH610.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | The nature of sales management positions                      | Lecture          | BCH610.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | the sales organization                                        | Lecture          | BCH610.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | sales department relations                                    | Lecture          | BCH610.3         | Mid Term-1, Quiz & End Sem Exam |
| 10      | distributive network relations                                | Lecture          | BCH610.3         | Mid Term-1, Quiz & End Sem Exam |
| 11      | the selling process; sales personality                        | Lecture          | BCH610.3         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Recruitment & selection of sales personnel                    | Lecture          | BCH610.3         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Training, motivating                                          | Lecture          | BCH610.4         | Mid Term-1, Quiz & End Sem Exam |
| 14      | compensating & controlling sales personnel                    | Lecture          | BCH610.4         | Mid Term-1, Quiz & End Sem Exam |

|    |                               |         |          |                                 |
|----|-------------------------------|---------|----------|---------------------------------|
| 15 | controlling the sales effort  | Lecture | BCH610.4 | Mid Term-1, Quiz & End Sem Exam |
| 16 | sales budget                  | Lecture | BCH610.4 | Mid Term-1, Quiz & End Sem Exam |
| 17 | sales quotas                  | Lecture | BCH610.5 | Mid Term-1, Quiz & End Sem Exam |
| 19 | sales territories             | Lecture | BCH610.5 | Mid Term-1, Quiz & End Sem Exam |
| 20 | sales control & cost analysis | Lecture | BCH610.5 | Mid Term-1, Quiz & End Sem Exam |
| 21 | sales control & cost analysis | Lecture | BCH610.5 | Mid Term-1, Quiz & End Sem Exam |
| 22 | sales control & cost analysis | Lecture | BCH610.5 | Mid Term-1, Quiz & End Sem Exam |
| 23 | sales control & cost analysis | Lecture | BCH610.5 | Mid Term-1, Quiz & End Sem Exam |
| 24 | sales control & cost analysis | Lecture | BCH610.5 | Mid Term-1, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                     | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                               | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 610.1.</b> | Understand the place and contribution of marketing to the business enterprise | 2                                   | 3           | -           | -           | 3           | 2           | -           | 3           | 2           | 1            | 2                                            | 2                | 3                |

|                   |                                                                                                                                                                                              |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BCH 610.2.</b> | Understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behaviour; of product, distribution, promotion and pricing decisions | 2 | 2 | 1 | - | 1 | - | - | 2 | 2 | 1 | 3 | 3 | 1 |
| <b>BCH 610.3.</b> | Understand the role of marketing as a fundamental organizational policy process.                                                                                                             | 1 | 2 | - | 1 | 1 | - | - | 2 | 3 | 2 | 2 | 1 | 2 |
| <b>BCH 610.4.</b> | Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces       | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 610.5</b>  | evaluate results of marketing activities using criteria related to budgeted sales, costs and profits                                                                                         | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |



# Sample Question Paper

## Amity Business School I MID-SEMESTER (SEM –6) 2021-22

Class: BCom VI

Subject Name:  
ADVERTISING AND PERSONAL SELLING - II

Time: 1.5 Hrs

Max. Marks: 30

| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to  
 CO1 Understand the place and contribution of marketing to the business enterprise  
 CO2 Understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behaviour; of product, distribution, promotion and pricing decisions  
 CO3 Understand the role of marketing as a fundamental organizational policy process.  
 CO4 Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces  
 CO5 evaluate results of marketing activities using criteria related to budgeted sales, costs and profits

| CO Map | Question No. | Question                                                             | Marks |
|--------|--------------|----------------------------------------------------------------------|-------|
| CO1    | Q.1          | Define personal selling                                              | 3     |
| CO1    | Q.2a         | Elaborate theories of Sales forecasting & Sales management planning. | 3     |
|        | Q.2b         | Elaborate sales personality                                          | 3     |
| CO1    | Q.3          | Discuss Recruitment & selection of sales personnel                   | 6     |
| CO2    | Q.4          | Elaborate role of distribution management                            | 3     |
| CO2    | Q.5a         | Determine Functional areas of logistics management                   | 3     |
|        | Q.5b         | Differentiate among Sales forecasting & Sales management planning.   | 3     |
| CO2    | Q.6          | Explain Managing marketing intermediaries                            | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |

|       |   |                                                            |
|-------|---|------------------------------------------------------------|
| Level | 3 | IF 80% of students secure more than 60% marks then level 3 |
|-------|---|------------------------------------------------------------|



# Attainment

**Session** 2020-21  
**Course Name** B.Com (Hons)  
**Semester** 6th Semester  
**Subject Code** BCH610  
**Subject Name** ADVERTISING AND PERSONAL SELLING - II  
  
**Attainment Level** Level 2

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 611 Credits -2 Session 2020-21( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)**

**2020-2023**

### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 2   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                                 |
|-------------------------------------------------------------------------------------------------|
|                                                                                                 |
| <b>Course Handout</b>                                                                           |
| Course : SERVICE MARKETING-II                                                                   |
| Course Code : BCH 611, Crédits : 02,<br>Session : 2020-21(Even Sem.), Class : BCOM 6th Semester |

**Introduction:** The course has been designed to familiarize students with characteristics of services, their design and delivery and the complexities of handling intangibles.

## Course Outcome

**BCOM 611.1** Understand basics of services attribute in Global, Marketing Environment & Growth of Sector and demonstrate all the determinants of service marketing mix practically

**BCOM 611.2** : Evaluate the Service quality model and learn to increase service quality & Productivity

**BCOM 611.3** Analyze complete Customer orientation, Customer satisfaction, and service recovery in the service sector.

**BCOM 611.4** Understand the retailing environment, its concept, function, retailing strategies along with different outlets of retailing

**BCOM 611.5** Evaluate retail customers through mapping society along with retails situational analysis by ownership and other traditional forms.

## Programme Outcomes:

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]**. Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]**. Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## F. Syllabus

### Course Contents:

#### Module I: Service Marketing Strategies

Managing service demand and capacity: Understanding capacity constraints, Understanding demand patterns. Strategies for matching demand and supply. Pricing Strategies: Approaches to pricing services. Pricing strategies linking to value definitions. Service marketing communication mix.

#### Module II: Customer Focus

Tourism & Travel: Hotel, Airline and Travel services, Transportation and logistics: Freight, Courier, Logistics, Financial Services: Insurance, Banking, housing and Financial Intermediaries, Media Services: Media, Newspaper, Broadcasting, Health Care: Hospitals, Medical transcription, Professional Services: Market research, Consultancy, Retail services

Case study – Hong kong Disney land (Available in Text Book on Ziethmal & Bitner' )

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

#### Text:

- Valarie A Zeithaml and mary J Bitner, Services Marketing, Third Edition, Tata McGraw Hill Companies
- Christopher lovelock , Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.
- Christopher lovelock , Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.

### References:

- Clow Kenneth E. and Kurtz David L. , Services marketing operations, management and strategy, biztantra innovations in management, John Willey & Sons
- Rampal M.K., Gupta S.L., Service Marketing, 2006 Galgotia Publishing Company.

#### A. Lecture Plan

| Lecture | Topics                                                   | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Managing service demand and capacity                     | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Understanding capacity constraints                       | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Understanding demand patterns                            | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Strategies for matching demand and supply                | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Pricing Strategies.                                      | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Approaches to pricing services                           | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Pricing strategies linking to value definitions.         | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Service marketing communication mix                      | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Tourism & Travel                                         | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Hotel, Airline and Travel services                       | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Transportation and logistics                             | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Freight, Courier, Logistics                              | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Financial Services                                       | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Insurance, Banking, housing and Financial Intermediaries | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Media Services: Media, Newspaper                         | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Broadcasting                                             | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |

|    |                              |         |          |                                 |
|----|------------------------------|---------|----------|---------------------------------|
| 17 | Health Care                  | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Hospitals                    | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Medical transcription        | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Professional Services        | Lecture | BCH611.1 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Market research              | Lecture | BCH611.1 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Consultancy, Retail services | Lecture | BCH611.1 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Consultancy, Retail services | Lecture | BCH611.1 | Mid Term-2, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                       | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 611.1.</b> | Understand basics of services attribute in Global, Marketing Environment & Growth of Sector and demonstrate all the determinants of service marketing mix practically | 2                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |



|                   |                                                                                                                                     |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BCH 611.2.</b> | Evaluate the Service quality model and learn to increase service quality & Productivity                                             | 2 | 2 | 1 | - | 1 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 611.3.</b> | Analyze complete Customer orientation, Customer satisfaction, and service recovery in the service sector.                           | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 2 | 3 | 1 | 1 |
| <b>BCH 611.4.</b> | Understand the retailing environment, its concept, function, retailing strategies along with different outlets of retailing         | 2 | 3 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 611.5</b>  | Evaluate retail customers through mapping society along with retails situational analysis by ownership and other traditional forms. | 2 | 3 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |



# Sample Question Paper

## Amity Business School I MID-SEMESTER (SEM –6) 2021-22

Class: Bcom VI

Subject Name:  
SERVICE MARKETING-II

Time: 1.5 Hrs

Max. Marks: 30

Levels of the  
questions as per  
Blooms Taxonomy

Remembering

Understanding

Applying

Analyzing

Evaluating

Creating

Question  
Mapping

Q.1,4

Q.2,3

Q.4

Q.2,5,6

Student will be able to

CO1: Understand basics of services attribute in Global, Marketing Environment & Growth of Sector and demonstrate all the determinants of service marketing mix practically

CO2: Evaluate the Service quality model and learn to increase service quality & Productivity

CO3: Analyze complete Customer orientation, Customer satisfaction, and service recovery in the service sector.

CO4: Understand the retailing environment, its concept, function, retailing strategies along with different outlets of retailing

CO5: Evaluate retail customers through mapping society along with retails situational analysis by ownership and other traditional forms.

| CO Map | Question No. | Question                                            | Marks |
|--------|--------------|-----------------------------------------------------|-------|
| CO1    | Q.1          | Define Managing service demand and capacity         | 3     |
| CO1    | Q.2a         | Elaborate theories of Pricing Strategies            | 3     |
|        | Q.2b         | Elaborate Transportation and logistics              | 3     |
| CO1    | Q.3          | Discuss Financial Services                          | 6     |
| CO2    | Q.4          | Elaborate role of Market research                   | 3     |
| CO2    | Q.5a         | Determine Functional areas of Insurance and Banking | 3     |
|        | Q.5b         | Differentiate among demand and supply               | 3     |
| CO2    | Q.6          | Explain Travel services                             | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |

|       |   |                                                            |
|-------|---|------------------------------------------------------------|
| Level | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21  
**Course Name** B.Com (Hons)  
**Semester** 6th Semester  
**Subject Code** BCH611  
**Subject Name** SERVICE MARKETING - II

**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 612 Credits -2 Session 2020-21( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## PROGRAMME OUTCOMES

**Bachelor of Commerce (Honours)**

**2020-2023**

### Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO1:** - Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** - Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:** - Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 3   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                  |
|-------------------------------------------------------------------------------------------------|
| Course : HUMAN RESOURCE MANAGEMENT II                                                           |
| Course Code : BCH 612, Crédits : 02,<br>Session : 2020-21(Even Sem.), Class : BCOM 6th Semester |

A. **Introduction:** This course enables the students to understand the concept of human resource management

B. **Course Outcomes**

**BCOM 612.1** Evaluate the growth and Development of Insurance Business.

**BCOM 612.2** Understand the working and functioning of the Insurance Sector.

**BCOM 612.3** Study the inter-relationship between Insurance & Risk Management.

**BCOM 612.4.** Analyze the Role of Insurance Business Intermediaries.

## Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well-developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.



#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## **F. Syllabus**

### **Course Contents:**

#### **Module I Performance Management**

Performance Appraisal– Meaning of performance appraisal, objectives of Performance appraisal, methods of performance appraisal and limitations.

#### **Module II Training and Development**

Training and Induction – Meaning of Training and Induction, objective and purpose of induction, Need for training, benefits of training, identification of training needs, methods of training. HRD – Meaning of HRD, Role of training in HRD.

#### **Module III Healthy Work Environment**

Work Environment –Industrial accidents, Employee safety, Morale, Grievance and Grievances handling, Motivation Perspectives, Empowering Employees.

#### **Module IV Emerging Issues in HRM**

HRD – Meaning of HRD, Role of training in HRD, Impact of globalisation on human resource management, problems in relation to transnational and multi nationals.

Impact of Technological Development on HRM Practices, Dealing with Workforce Diversity, Work / Life Balance.

### **Examination Scheme:**

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### **Text & References:**

- C.B. Mamoria, Personnel Management.
- Edwin Flippo, Personnel Management.
- Aswathappa. K, Human Resource Management
- Subba Rao, Human Resources Management.
- Michael Porter, HRM and Human Relations.
- Biswanath Chosh, Human Resource Development and Management.

## **A. Lecture Plan**

| Lecture | Topics                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Performance Appraisal–<br>Meaning of performance appraisal    | Lecture          | BCH612.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | objectives of Performance appraisal                           | Lecture          | BCH612.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | methods of performance appraisal and limitations.             | Lecture          | BCH612.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Training and Induction –<br>Meaning of Training and Induction | Lecture          | BCH612.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | objective and purpose of induction                            | Lecture          | BCH612.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Need for training                                             | Lecture          | BCH612.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | benefits of training                                          | Lecture          | BCH612.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | identification of training needs                              | Lecture          | BCH612.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | methods of training. HRD                                      | Lecture          | BCH612.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | methods of training. HRD                                      | Lecture          | BCH612.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Role of training in HRD                                       | Lecture          | BCH612.1         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Work Environment –<br>Industrial accidents                    | Lecture          | BCH612.1         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Employee safety                                               | Lecture          | BCH612.1         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Morale                                                        | Lecture          | BCH612.1         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Grievance and Grievances handling                             | Lecture          | BCH612.1         | Mid Term-1, Quiz & End Sem Exam |
| 16      | HRD – Meaning of HRD                                          | Lecture          | BCH612.1         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Role of training in HRD                                       | Lecture          | BCH612.1         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                           |         |          |                                 |
|----|-----------------------------------------------------------|---------|----------|---------------------------------|
| 19 | Impact of globalisation on human resource management      | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 20 | problems in relation to transnational and multi nationals | Lecture | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Impact of Technological Development on HRM Practices      | Lecture | BCH612.1 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Dealing with Workforce Diversity                          | Lecture | BCH612.1 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Work / Life Balance.                                      | Lecture | BCH612.1 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Work / Life Balance.                                      | Lecture | BCH612.1 | Mid Term-2, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 612.1.</b> | Gain an understanding of the different analytical approaches used by HR Professionals to solve real business problems. | 3                                   | 2           | -           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 612.2.</b> | Examine actual business cases and apply problem solving and critical thinking skills                                   | 2                                   | 1           | 1           | -           | 2           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 2                |

|                   |                                                                                                                                                |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | through group case studies                                                                                                                     |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 612.3.</b> | Understand the application of quantitative and qualitative analysis to understand trends and indicators in human resource data.                | 1 | 1 | - | 1 | 2 | - | - | 2 | 2 | 3 | 2 | 1 | 1 |
| <b>BCH 612.4.</b> | Understand the role of information technology to enhance the efficiency and effectiveness of human resource functions within the organization. | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

# Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2021-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              |                                              |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------|----------|-----------|----------------|----------|
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |              |                                              |          |           |                |          |
| Subject Name:<br>HUMAN RESOURCE MANAGEMENT - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              | Time: 1.5 Hrs                                |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Remembering  | Understanding                                | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.1,4        | Q.2,3                                        | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Gain an understanding of the different analytical approaches used by HR Professionals to solve real business problems<br>CO2: Examine actual business cases and apply problem solving and critical thinking skills through group case studies<br>CO3: Understand the application of quantitative and qualitative analysis to understand trends and indicators in human resource data.<br>CO4: Understand the role of information technology to enhance the efficiency and effectiveness of human resource functions within the organization. |              |                                              |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Question No. | Question                                     |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.1          | Define Performance Appraisal                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.2a         | Elaborate methods of performance appraisal   |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.2b         | Elaborate objective and purpose of induction |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.3          | Discuss Employee safety                      |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.4          | Elaborate role of training in HRD.           |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.5a         | Determine Empowering Employees               |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.5b         | Differentiate among Training and Induction   |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.6          | Explain Grievances handling                  |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |

|       |   |                                                            |
|-------|---|------------------------------------------------------------|
| Level | 3 | IF 80% of students secure more than 60% marks then level 3 |
|-------|---|------------------------------------------------------------|

# Attainment

**Session** 2020-21  
**Course Name** B.Com (Hons)  
**Semester** 6th Semester  
**Subject Code** BCH612  
**Subject Name** HUMAN RESOURCE MANAGEMENT - II  
  
**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 613 Credits -2 Session 2020-21( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## PROGRAMME OUTCOMES

**Bachelor of Commerce (Honours)**

**2020-2023**

### Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently : The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO1:** - Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** - Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:** - Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 3   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                  |
|-------------------------------------------------------------------------------------------------|
| Course : COMPENSATION MANAGEMENT II                                                             |
| Course Code : BCH 613, Crédits : 02,<br>Session : 2020-21(Even Sem.), Class : BCOM 6th Semester |

**Introduction:** This course enables the students the concept of compensation management and wage policies keeping in view the labour legislations.

## A. Course Outcomes

**BCOM 613.1** Understand the different components of compensation.

**BCOM 613.2** Comprehend and evaluate the role of pay commissions in compensation planning

**BCOM 613.3** Evaluate and implement the knowledge to solve compensation-related problems in organizations.

**BCOM613.4.** Rationally design the compensation structure for the organization.

**BCOM613.5** Comprehend the legal aspects associated with compensation.

## Programme Outcomes:

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well-developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## **F. Syllabus**

### **Course Contents:**

#### **Module I – Incentivizing the Workforce**

Pay-for-performance & Financial incentives. Meaning and definitions, Background and trends, pre-requisites of effective incentive system, Scope of incentive schemes, types of incentives – group incentive plan, for indirect workers, for Operations employees for managers and professionals, for sales persons, Total compensation Program.

#### **Module II – Benefits & Services**

Benefits & services why benefits and services? Types of employee benefits and services – insurance, retirement, Employee services benefit and others, Principles of Fringes, Significant benefits and service Programs, Flexible benefit programs, administration of benefits and services, The future of fringe Benefits, guidelines to make benefit program more effective, Benefits and employee leasing.

#### **Module IV – Recent trends in compensation management**

Recent trends in compensation management -Recent trends in compensation management and the use of information technology. Current Issues and Challenges in Compensation Management, Ethics in Compensation Management. Effective Compensation for the success of an organization & Effect of balanced Compensation on the success of an Organization. Consequences of pay dissatisfaction.

#### **Module III – Legal Framework of Compensation**

Labour legislations: Over view and aspects covered by Payment of wages Act, Payment of Bonus Act, Equal Remuneration Act, ESI Act, maternity benefit Act, Payment of Gratuity Act, Factories Act, Minimum Wage Act, Industrial Employment (Standing Orders) Act, Industrial Disputes Act, PF Act.

### **Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### **Text & References:**

- A.M. Sharma, Understanding Wage System.
- N.D. Kapoor, Labour Legislation.
- C.B. Memoria, Personnel management.

## A. Lecture Plan

| Lecture | Topics                                                                                                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Pay-for-performance & Financial incentives.<br>Meaning and definitions                                                                       | Lecture          | BCH613.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Background and trends, pre-requisites of effective incentive system                                                                          | Lecture          | BCH613.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Scope of incentive schemes                                                                                                                   | Lecture          | BCH613.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | types of incentives – group incentive plan, for indirect workers, for Operations employees for managers and professionals, for sales persons | Lecture          | BCH613.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Total compensation Program.                                                                                                                  | Lecture          | BCH613.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Benefits & services why benefits and services?                                                                                               | Lecture          | BCH613.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Types of employee benefits and services – insurance, retirement                                                                              | Lecture          | BCH613.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Employee services benefit and others                                                                                                         | Lecture          | BCH613.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Principles of Fringes                                                                                                                        | Lecture          | BCH613.3         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Significant benefits and service Programs                                                                                                    | Lecture          | BCH613.3         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Flexible benefit programs, administration of benefits and services                                                                           | Lecture          | BCH613.3         | Mid Term-1, Quiz & End Sem Exam |
| 12      | The future of fringe Benefits                                                                                                                | Lecture          | BCH613.3         | Mid Term-1, Quiz & End Sem Exam |
| 13      | guidelines to make benefit program more effective, Benefits and employee leasing.                                                            | Lecture          | BCH613.4         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Recent trends in compensation management -Recent trends in compensation                                                                      | Lecture          | BCH613.4         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                               |         |          |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | management and the use of information technology                                                                              |         |          |                                 |
| 15 | Current Issues and Challenges in Compensation Management                                                                      | Lecture | BCH613.4 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Ethics in Compensation Management                                                                                             | Lecture | BCH613.4 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Effective Compensation for the success of an organization & Effect of balanced Compensation on the success of an Organization | Lecture | BCH613.5 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Consequences of pay dissatisfaction                                                                                           | Lecture | BCH613.5 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Labour legislations: Over view and aspects covered by Payment of wages Act                                                    | Lecture | BCH613.5 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Payment of Bonus Act                                                                                                          | Lecture | BCH613.5 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Equal Remuneration Act, ESI Act, maternity benefit Act, Payment of Gratuity Act                                               | Lecture | BCH613.5 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Factories Act, Minimum Wage Act                                                                                               | Lecture | BCH613.5 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Industrial Employment (Standing Orders) Act, Industrial Disputes Act, PF Act                                                  | Lecture | BCH613.5 | Mid Term-2, Quiz & End Sem Exam |

### B. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |

|                   |                                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|-----------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BCH 613.1.</b> | Understand the different components of compensation                                           | 3 | 2 | - | - | 3 | 1 | - | 3 | 2 | 2 | 2 | 2 | 3 |
| <b>BCH 613.2.</b> | Comprehend and evaluate the role of pay commissions in compensation planning                  | 2 | 1 | 1 | - | 2 | - | - | 2 | 3 | 2 | 3 | 2 | 2 |
| <b>BCH 613.3.</b> | Evaluate and implement the knowledge to solve compensation-related problems in organizations. | 1 | 1 | - | 1 | 2 | - | - | 2 | 2 | 3 | 2 | 1 | 1 |
| <b>BCH 613.4.</b> | Rationally design the compensation structure for the organization.                            | 3 | 2 | - | - | 3 | 1 | - | 3 | 2 | 2 | 2 | 2 | 3 |
| <b>BCH 613.5</b>  | Comprehend the legal aspects associated with compensation.                                    | 3 | 2 | - | - | 3 | 1 | - | 3 | 2 | 2 | 2 | 2 | 3 |



# Sample Question Paper

## Amity Business School I MID-SEMESTER (SEM –6) 2021-22

Class: BCom VI

Subject Name:  
COMPENSATION MANAGEMENT - II

Time: 1.5Hrs

Max. Marks: 30

Levels of the  
questions as per  
Blooms Taxonomy

Remembering

Understanding

Applying

Analyzing

Evaluating

Creating

Question  
Mapping

Q.1,4

Q.2,3

Q.4

Q.2,5,6

Student will be able to

CO1 Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.

CO2 Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.

CO3: Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.

CO4. Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole.

CO5. Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects

| CO Map | Question No. | Question                                                          | Marks |
|--------|--------------|-------------------------------------------------------------------|-------|
| CO1    | Q.1          | Define Financial incentives                                       | 3     |
| CO1    | Q.2a         | Elaborate Types of employee benefits and services                 | 3     |
|        | Q.2b         | Elaborate types of incentives                                     | 3     |
| CO1    | Q.3          | Discuss employee leasing                                          | 6     |
| CO2    | Q.4          | Elaborate Recent trends in compensation management                | 3     |
| CO2    | Q.5a         | Determine Labour legislations                                     | 3     |
|        | Q.5b         | Differentiate among Payment of wages Act and Payment of Bonus Act | 3     |
| CO2    | Q.6          | Explain Industrial Disputes Act                                   | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |

|       |   |                                                            |
|-------|---|------------------------------------------------------------|
| Level | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21  
**Course Name** B.Com (Hons)  
**Semester** 6th Semester  
**Subject Code** BCH613  
**Subject Name** COMPENSATION MANAGEMENT - II

**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCH 615 Credits -2 Session 2020-21( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)**

**2020-2023**

### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**PROGRAM SPECIFIC OUTCOMES:**

**PSO1:** - Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** - Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:** - Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 1    | 2    | 2    | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| <b>Course Handout</b>                                                                           |
|-------------------------------------------------------------------------------------------------|
| Course : HUMAN RESOURCE ACCOUNTING                                                              |
| Course Code : BCH 615, Crédits : 02,<br>Session : 2020-21(Even Sem.), Class : BCOM 6th Semester |

**Introduction:** This course enables the students understand the concepts of Human resource accounting, its importance and various methods of human resource accounting.

A.

B. **Course Outcomes**

**BCOM 615.1** To introduce the concept of Human resource accounting, its objectives, approaches to accounting process.

**BCOM 615.2** To make the students understand the importance of investment in human resources and the need for accounting of human capital.

**BCOM 615.3** To provide information on responsibility accounting and management control.

**BCOM 615.4** To provide knowledge on human resource auditing, balanced score card, HRD score card, accounting and financial statements.

**BCOM 615.5** To learn about organisational climate

#### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**PSO1:** - Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** - Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:** - Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## F. Syllabus

### Course Contents:

#### Module I

First-Generation Accounting Systems for Human Resource Value  
Second and Third-Generation Accounting Systems for Human Resource Value  
Applications and Implementations, Designing and Implementing Human Resource Accounting Systems

#### Module II

Applications for Improving Management, Training, and Personnel Decisions  
Developing an Integrated Systems  
Recent Advancement and Future Directions in Human Resource Accounting

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Human Resource Accounting, by Gupta, R.K.; Anmol Publications.
- Human Resource Accounting, by Saha, Malayendu; Discovery Publishing House.
- Human Resource Accounting, by Flamholtz, Eric; Kluwer Academic Publishers.

## A. Lecture Plan

| Lecture | Topics                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | First-Generation Accounting Systems for Human Resource Value | Lecture          | BCH615.1         | Mid Term-1, Quiz & End Sem Exam |



|   |                                                                          |         |          |                                 |
|---|--------------------------------------------------------------------------|---------|----------|---------------------------------|
|   |                                                                          |         |          |                                 |
| 2 | Second and Third-Generation Accounting Systems for Human Resource Value  | Lecture | BCH615.1 | Mid Term-1, Quiz & End Sem Exam |
| 3 | Applications and Implementations                                         | Lecture | BCH615.2 | Mid Term-1, Quiz & End Sem Exam |
| 4 | Designing and Implementing Human Resource Accounting Systems             | Lecture | BCH615.2 | Mid Term-1, Quiz & End Sem Exam |
| 5 | Applications for Improving Management, Training, and Personnel Decisions | Lecture | BCH615.3 | Mid Term-1, Quiz & End Sem Exam |
| 6 | Developing an Integrated Systems                                         | Lecture | BCH615.4 | Mid Term-1, Quiz & End Sem Exam |
| 7 | Recent Advancement and Future Directions in Human Resource Accounting    | Lecture | BCH615.5 | Mid Term-1, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                         | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|---------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                   | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 615.1.</b> | Develop ideas of the basic characteristics of Indian economy, its potential on natural resources. | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 1            | 2                                            | 2                | 1                |

|                   |                                                                                                                                                                                                                                     |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BCH 615.2.</b> | Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.                                                                                        | 2 | 3 | 1 | - | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 615.3.</b> | Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government. | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 3 | 2 | 1 | 1 |
| <b>BCH 615.4.</b> | Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole                                         | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |
| <b>BCH 615.5</b>  | Not only be aware of the economy as a whole, they                                                                                                                                                                                   | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

[illegible]

# Sample Question Paper

## Amity Business School I MID-SEMESTER (SEM –6) 2021-22

Class: BCom VI

Subject Name:  
HUMAN RESOURCE ACCOUNTING - II

Time: 1.5 Hrs

Max. Marks: 30

| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to  
 CO1:- To introduce the concept of Human resource accounting, its objectives, approaches to accounting process  
 CO2:- To make the students understand the importance of investment in human resources and the need for accounting of human capital  
 CO3:- To provide information on responsibility accounting and management control  
 CO4:- To provide knowledge on human resource auditing, balanced score card, HRD score card, accounting and financial statements  
 CO5:- To learn about organisational climate

| CO Map | Question No. | Question                                                                                                                                                    | Marks |
|--------|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Define First-Generation Accounting Systems for Human Resource Value                                                                                         | 3     |
| CO1    | Q.2a         | Elaborate Second and Third-Generation Accounting Systems for Human Resource Value                                                                           | 3     |
|        | Q.2b         | Elaborate Designing and Implementing Human Resource Accounting Systems                                                                                      | 3     |
| CO1    | Q.3          | Discuss Training                                                                                                                                            | 6     |
| CO2    | Q.4          | Elaborate Personnel Decisions<br>Developing an Integrated Systems                                                                                           | 3     |
| CO2    | Q.5a         | Determine Human Resource Accounting                                                                                                                         | 3     |
|        | Q.5b         | Differentiate among First-Generation Accounting Systems for Human Resource Value<br>Second and Third-Generation Accounting Systems for Human Resource Value | 3     |

|     |     |                                                                               |   |
|-----|-----|-------------------------------------------------------------------------------|---|
|     |     |                                                                               |   |
| CO2 | Q 6 | Explain Recent Advancement and Future Directions in Human Resource Accounting | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21  
**Course Name** B.Com (Hons)  
**Semester** 6th Semester  
**Subject Code** BCH615  
**Subject Name** HUMAN RESOURCE ACCOUNTING

**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code: BCH 616 Credits -2 Session 2020-21( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Hons)**

### **2020-2023**

#### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]**Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

SO.1 Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

PSO.2 Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

PSO.3 Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 1    | 2    | 2    | 1    |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                  |
|-------------------------------------------------------------------------------------------------|
| Course : CORPORATE TAX PLANNING                                                                 |
| Course Code : BCH 616, Crédits : 02,<br>Session : 2020-21(Even Sem.), Class : BCOM 6th Semester |

- A. **Introduction:** To help students to understand the concept of Corporate Tax planning and give them a practical exposure to the method of computing corporate tax.
- B.

## Course Outcomes

**BCOM 616.1** To provide knowledge about goods service tax

**BCOM 616.2** To create employability to the students in the commercial tax practices

**BCOM 616.3** To understand the procedure for registration, payment and refund of GST

**BCOM 616.4.** To know tax related with movement of goods

**BCOM 616.5** To understand the appeals, offences and penalties with respect to GST

## Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program, the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]**. Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]**. Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs, and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## F. Syllabus

### Course Contents:

#### Module I: Introduction to Goods and Services Tax (GST)

Meaning, scope and significance of GST; principles of subsumption and taxes subsumed; classification of goods and services and GST rates. GST model in India – CGST, SGST and IGST; GST Administration in India – GST Council - functions and challenges; GST Network – objectives structure, administration and functions; operational aspects of GST–process of registration for manufacturer, service provider and dealer, etc; amendment and cancellation of registration; tax invoice, credit and debit notes; accounts and records; filing of returns – forms, time schedule; assessment, payment of tax.

**Module II: Levy and Collection of Tax** – CGST Act, 2017 – levy and collection of central and state GST, Composition levy, taxable person, power to grant exemption from tax; Time and Value of Supply – time of supply of goods and services, change in rate of tax in respect of supply of goods or services; value of taxable supply; Illustrative problems.

#### Module III: Input Tax Credit & Related Terms

Meaning, eligibility and conditions for taking Input Tax Credit – CGST, SGST and IGST; recovery of Input Tax Credit and interest thereon, taking input tax credit in respect of inputs sent for job work, reverse charge, manner of distribution of credit by input; service distributor; Transitional Provisions, Electronic Commerce, HSN Code, Illustrative problems

### Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Bimal Jain & Isha Bansal, GST Law & Analysis, Young Global Publications, New Delhi
- Girish Ahuja and Ravi Gupta, Direct Tax Law – Theory & Practice, Bharat Law House, New Delhi

- Abhishek Rastogi: Professionals guide to GST Ideation to reality (2017)
- Rakesh Garg & Sandeep Garg, HSN code wise GST Tariff, Bloomsbury India Professional (July 2017)
- Datey V.S.: GST Ready Reckoner, Taxman Publication, New Delhi

#### A. Lecture Plan

| Lecture | Topics                                                                                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Meaning, scope and significance of GST                                                                                           | Lecture          | BCH616.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | principles of subsumation and taxes subsumed                                                                                     | Lecture          | BCH616.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | classification of goods and services and GST rates                                                                               | Lecture          | BCH616.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | GST model in India – CGST, SGST and IGST; GST                                                                                    | Lecture          | BCH616.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Administration in India – GST Council- functions and challenges                                                                  | Lecture          | BCH616.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | GST Network – objectives structure                                                                                               | Lecture          | BCH616.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | administration and functions; operational aspects of GST– process of registration for manufacturer,                              | Lecture          | BCH616.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | service provider and dealer, etc; amendment and cancellation of registration                                                     | Lecture          | BCH616.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | tax invoice, credit and debit notes; accounts and records; filing of returns – forms, time schedule; assessment, payment of tax. | Lecture          | BCH616.3         | Mid Term-1, Quiz & End Sem Exam |
| 10      | CGST Act, 2017 – levy and collection of central and state GST                                                                    | Lecture          | BCH616.3         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Composition levy                                                                                                                 | Lecture          | BCH616.3         | Mid Term-1, Quiz & End Sem Exam |
| 12      | taxable person, power to grant exemption from tax                                                                                | Lecture          | BCH616.3         | Mid Term-1, Quiz & End Sem Exam |



|                   |                                                                         |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|-------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BCH 616.1.</b> | To provide knowledge about goods service tax                            | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 1 | 2 | 2 | 1 |
| <b>BCH 616.2.</b> | To create employability to the students in the commercial tax practices | 2 | 3 | 1 | - | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 616.3.</b> | To understand the procedure for registration, payment and refund of GST | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 3 | 2 | 1 | 1 |
| <b>BCH 616.4.</b> | To know tax related with movement of goods                              | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |
| <b>BCH 616.5</b>  | To understand the appeals, offences and penalties with respect to GST   | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

# Sample Question Paper

## Amity Business School I MID-SEMESTER (SEM –6) 2021-22

Class: BCom VI

Subject Name:  
CORPORATE TAX PLANNING - II

Time: 1.5 Hrs

Max. Marks: 30

Levels of the  
questions as per  
Blooms Taxonomy

Remembering

Understanding

Applying

Analyzing

Evaluating

Creating

Question  
Mapping

Q.1,4

Q.2,3

Q.4

Q.2,5,6

Student will be able to

CO1- To provide knowledge about goods service tax

CO2- To create employability to the students in the commercial tax practices.

CO3- To understand the procedure for registration, payment and refund of GST

CO4- To know tax related with movement of goods

CO5- To understand the appeals, offences and penalties with respect to GST

| CO Map | Question No. | Question                                                                | Marks |
|--------|--------------|-------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Define scope and significance of GST                                    | 3     |
| CO1    | Q.2a         | Elaborate GST model in India                                            | 3     |
|        | Q.2b         | Elaborate GST Administration in India                                   | 3     |
| CO1    | Q.3          | Discuss CGST Act, 2017                                                  | 6     |
| CO2    | Q.4          | Elaborate conditions for taking Input Tax Credit                        | 3     |
| CO2    | Q.5a         | Determine CGST, SGST and IGST                                           | 3     |
|        | Q.5b         | Differentiate among CGST, SGST and IGST                                 | 3     |
| CO2    | Q.6          | Explain change in rate of tax in respect of supply of goods or services | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                    |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –6) 2021-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |              |                                                    |          |           |                |          |
| Class: BCom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |              |                                                    |          |           |                |          |
| Subject Name:<br>PRINCIPLES OF MARKETING - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              | Time: 2 Hrs                                        |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Remembering  | Understanding                                      | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.1,4        | Q.2,3                                              | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1 To understand the role of marketing within society and within an economic system.</p> <p>CO2 To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.</p> <p>CO3 To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.</p> <p>CO4 To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.</p> <p>CO5 To appreciate how a marketing perspective is important in your own personal and professional development.</p> |              |                                                    |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Question No. | Question                                           |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.1          | Define Advertising and publicity                   |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.2a         | Elaborate factors affecting consumer behaviour     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2b         | Elaborate ethics of good advertising               |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.3          | Discuss Marketing Information System and its types |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.4          | Elaborate role of promotion                        |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.5a         | Determine Element of good MIS                      |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5b         | Differentiate among Advertising and publicity      |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.6          | Explain kinds of promotion                         |          |           |                | 6        |



| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21  
**Course Name** B.Com (Hons)  
**Semester** 6th Semester  
**Subject Code** BCH616  
**Subject Name** CORPORATE TAX PLANNING

**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code: BCH 617 Credits -2 Session 2020-21( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES** **Bachelor of Commerce (Honours)** **2020-2023**

### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]**Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

SO.1 Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

PSO.2 Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

PSO.3 Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                  |
|-------------------------------------------------------------------------------------------------|
| Course : COMPUTERIZED ACCOUNTING SYSTEM - II                                                    |
| Course Code : BCH 617, Crédits : 02,<br>Session : 2020-21(Even Sem.), Class : BCOM 6th Semester |

- A. Introduction: To help students to understand the concept of Corporate Tax planning and give them a practical exposure to the method of computing corporate tax.**

## **B. Course Outcomes**

**BCOM 617.1** After successfully qualifying practical examination, students will be awarded certificate to work with well-known accounting software i.e. Tally ERP.9

**BCOM 617.2** Student by their own will create company, enter accounting voucher entries including advance voucher entries, reconcile bank statements, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software.

**BCOM 617.3** Students will possess the required skill and can also be employed as Tally data entry operator.

**BCOM 617.4.** To impart knowledge regarding concepts of Financial Accounting. Tally is an accounting package which is used for learning to maintain accounts.

**BCOM 617.5** To make students capable of creating a company, enter accounting voucher entries including advance voucher entries, reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software.

## **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program, the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]**. Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]**. Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs, and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## F. Syllabus

### Course Contents:

#### Module I: Account Masters and Vouchers

Working with Account Masters, viz, Group, Ledger, Cost Centre and Category, Currency, Entry of Accounts Vouchers with Examples of Billwise, Interest Computation, Printing of Vouchers, Creation and Alteration of Vouchers types and Vouchers Classes.

#### Module II: Final Accounts

Viewing Balance Sheet, P& L Account, Trial Balance

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Implementing Tally 6.3 by A.K. Nadhani, K. K. Nadhani, BPB Pub.
- Accounting by Tally (Illustrated) by L.B.Singh & V.P.Singh, Asian Pub.
- Computerised financial accounting using tally- Rajan Chougule.

## A. Lecture Plan

| Lecture | Topics | Mode of Delivery | Corresponding CO | Mode of Assessing CO |
|---------|--------|------------------|------------------|----------------------|
|         |        |                  |                  |                      |

|    |                                                      |         |          |                                 |
|----|------------------------------------------------------|---------|----------|---------------------------------|
| 1  | Working with Account Masters, viz, Group, Ledger     | Lecture | BCH617.1 | Mid Term-1, Quiz & End Sem Exam |
| 2  | Cost Centre and Category                             | Lecture | BCH617.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | Currency                                             | Lecture | BCH617.2 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Entry of Accounts Vouchers with Examples of Billwise | Lecture | BCH617.2 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Interest Computation                                 | Lecture | BCH617.3 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Printing of Vouchers                                 | Lecture | BCH617.3 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Creation and Alteration of Vouchers                  | Lecture | BCH617.3 | Mid Term-1, Quiz & End Sem Exam |
| 8  | types and Vouchers Classes.                          | Lecture | BCH617.4 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Viewing Balance Sheet                                | Lecture | BCH617.4 | Mid Term-1, Quiz & End Sem Exam |
| 10 | P& L Account                                         | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 11 | P& L Account                                         | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 12 | P& L Account                                         | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 13 | P& L Account                                         | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 14 | P& L Account                                         | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 15 | P& L Account                                         | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Trial Balance                                        | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Trial Balance                                        | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Trial Balance                                        | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Trial Balance                                        | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Trial Balance                                        | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Trial Balance                                        | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |



|    |               |         |          |                                 |
|----|---------------|---------|----------|---------------------------------|
| 23 | Trial Balance | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 24 | Trial Balance | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |

### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 617.1.</b> | After successfully qualifying practical examination, students will be awarded certificate to work with well-known accounting software i.e. Tally ERP.9                                                                             | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 617.2.</b> | Student by their own will create company, enter accounting voucher entries including advance voucher entries, reconcile bank statements, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software | 2                                   | 2           | 1           | -           | 3           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 1                |
| <b>BCH 617.3.</b> | Students will possess required skill and can also                                                                                                                                                                                  | 1                                   | 2           | -           | 1           | 3           | -           | -           | 2           | 2           | 2            | 2                                            | 1                | 1                |

|                   |                                                                                                                                                                                                                                     |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | be employed as Tally data entry operator.                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 617.4.</b> | To impart knowledge regarding concepts of Financial Accounting. Tally is an accounting package which is used for learning to maintain accounts.                                                                                     | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 617.5</b>  | To make students capable to create company, enter accounting voucher entries including advance voucher entries, reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

# Sample Question Paper

## Amity Business School I MID-SEMESTER (SEM –6) 2021-22

Class: BCom VI

Subject Name:  
COMPUTERIZED ACCOUNTING SYSTEM - II

Time: 1.5 Hrs

Max. Marks: 30

| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to

CO1 After successfully qualifying practical examination, students will be awarded certificate to work with well-known accounting software i.e. Tally ERP.9

CO2 Student by their own will create company, enter accounting voucher entries including advance voucher entries, reconcile bank statements, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software.

CO3 Students will possess required skill and can also be employed as Tally data entry operator.

CO4 To impart knowledge regarding concepts of Financial Accounting. Tally is an accounting package which is used for learning to maintain accounts.

CO5 To make students capable to create company, enter accounting voucher entries including advance voucher entries, reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software

| CO Map | Question No. | Question                                           | Marks |
|--------|--------------|----------------------------------------------------|-------|
| CO1    | Q.1          | Define Account Masters and Vouchers                | 3     |
| CO1    | Q.2a         | Elaborate Ledger                                   | 3     |
|        | Q.2b         | Elaborate Cost Centre and Category                 | 3     |
| CO1    | Q.3          | Discuss Vouchers with Examples of Billwise         | 6     |
| CO2    | Q.4          | Elaborate Balance Sheet                            | 3     |
| CO2    | Q.5a         | Determine Vouchers Classes.                        | 3     |
|        | Q.5b         | Differentiate among P& L Account and Trial Balance | 3     |
| CO2    | Q.6          | Explain Working with Account Masters               | 6     |

**Attainments**

**Rubric**

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21  
**Course Name** B.Com (Hons)  
**Semester** 6th Semester  
**Subject Code** BCH617  
**Subject Name** COMPUTERIZED ACCOUNTING SYSTEM - II

**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code: BCH 618 Credits -2 Session 2020-21( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)**

**2020-2023**

### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]**Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

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**PROGRAM SPECIFIC OUTCOMES:**

SO.1 Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

PSO.2 Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

PSO.3 Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |



# AMITY UNIVERSITY

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                  |
|-------------------------------------------------------------------------------------------------|
| Course : BUSINESS DATA PROCESSING - II                                                          |
| Course Code : BCH 618, Crédits : 02,<br>Session : 2020-21(Even Sem.), Class : BCOM 6th Semester |

**A. Introduction:** To help students to understand the DBMS concepts with oracle as a tool.

## B. Course Outcomes

**BCOM 618.1** Understand the basic principles of database management systems.

**BCOM 618.2** Draw Entity-Relationship diagrams to represent simple database application scenarios

**BCOM 618.3** CO3 Write SQL queries for a given context in relational database

**BCOM 618.4** Discuss normalization techniques with simple examples.

**BCOM 618.5** Describe transaction processing and concurrency control concepts

## Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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#### **D. Programme Specific Outcomes:**

After graduating in this Program, the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs, and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## **F. Syllabus**

### **Module I: Concept of Cursors**

Types- Implicit, Explicit Open, Close cursor

### **Module II: Introduction to triggers**

Block Level, Field level triggers, Simple example to be solved with Form

### **Module III: Working with forms**

Basic Concept, Application Development in Form, Creating a Form, Running a Form, Form Triggers, maintaining Standards in Forms, Master Detail Forms, Libraries and Alerts.

### **Module IV: Working with menus**

Using Default Menu, Using custom menu. Attaching a Menu Module to a Form, Opening a Form through a menu

### **Module V: Working with reports**

Features, Defining data Module for a Report, Specify Runtime Parameter form for report, specify runtime parameter form for a report.

### **Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### **Text & References:**

- An introduction to database:- Date C.J.
- Commercial Application Development Using Developer 2000 by Ivan Bayross.
- Structured Query Languages (SQL) By Osborne.
- SQL – Scott Urman
- Teach yourself ORACLE 8 – Ed.Whalen in 21 days.

## **A. Lecture Plan**

| Lecture | Topics                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Types- Implicit                              | Lecture          | BCH618.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Explicit Open                                | Lecture          | BCH618.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Close cursor                                 | Lecture          | BCH618.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Block Level                                  | Lecture          | BCH618.2         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Field level triggers                         | Lecture          | BCH618.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Simple example to be solved with Form        | Lecture          | BCH618.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Basic Concept                                | Lecture          | BCH618.3         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Application Development in Form              | Lecture          | BCH618.3         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Creating a Form, Running a Form              | Lecture          | BCH618.3         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Form Triggers                                | Lecture          | BCH618.3         | Mid Term-1, Quiz & End Sem Exam |
| 11      | maintaining Standards in Forms               | Lecture          | BCH618.4         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Master Detail Forms, Libraries and Alerts    | Lecture          | BCH618.4         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Using Default Menu, Using custom menu        | Lecture          | BCH618.4         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Attaching a Menu Module to a Form            | Lecture          | BCH618.5         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Opening a Form through a menu                | Lecture          | BCH618.5         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Features, Defining data Module for a Report  | Lecture          | BCH618.5         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Specify Runtime Parameter form for report    | Lecture          | BCH618.5         | Mid Term-1, Quiz & End Sem Exam |
| 19      | specify runtime parameter form for a report. | Lecture          | BCH618.5         | Mid Term-1, Quiz & End Sem Exam |
| 20      | specify runtime parameter form for a report. | Lecture          | BCH618.5         | Mid Term-1, Quiz & End Sem Ex   |

|    |                                              |         |          |                                 |
|----|----------------------------------------------|---------|----------|---------------------------------|
| 21 | specify runtime parameter form for a report. | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |
| 22 | specify runtime parameter form for a report. | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |
| 23 | specify runtime parameter form for a report. | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |
| 24 | specify runtime parameter form for a report. | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |

## B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                              | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 618.1.</b> | Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.                                            | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 618.2.</b> | Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development. | 2                                   | 2           | 1           | -           | 3           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 1                |
| <b>BCH 618.3.</b> | Grasp the importance of planning undertaken by the government of India, have                                                                 | 1                                   | 2           | -           | 1           | 3           | -           | -           | 2           | 2           | 2            | 2                                            | 1                | 1                |

|                   |                                                                                                                                                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.                                      |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 618.4.</b> | Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 618.5</b>  | Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects.   | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |



**Amity Business School  
I MID-SEMESTER (SEM –6) 2021-22**

**Class: BCom VI**

**Subject Name:  
BUSINESS DATA PROCESSING - II**

**Time: 1.5 Hrs**

**Max. Marks: 30**

| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to  
 CO1 Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.  
 CO2 Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.  
 CO3: Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.  
 CO4. Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole.  
 CO5. Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects

| CO Map | Question No. | Question                                | Marks |
|--------|--------------|-----------------------------------------|-------|
| CO1    | Q.1          | Define <b>Cursors</b>                   | 3     |
| CO1    | Q.2a         | Elaborate Close cursor                  | 3     |
|        | Q.2b         | Elaborate Field level triggers          | 3     |
| CO1    | Q.3          | Discuss Libraries and Alerts.           | 6     |
| CO2    | Q.4          | Elaborate Opening a Form through a menu | 3     |
| CO2    | Q.5a         | Determine triggers                      | 3     |
|        | Q.5b         | Explain Form of Triggers                | 3     |
| CO2    | Q 6          | Explain Default Menu                    | 6     |

**Attainments**

**Rubric**

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |



# Attainment

**Session** 2020-21  
**Course Name** B.Com (Hons)  
**Semester** 6th Semester  
**Subject Code** BCH618  
**Subject Name** BUSINESS DATA PROCESSING - II  
  
**Attainment Level** Level 2

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code: BCH 619 Credits -2 Session 2020-21( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (Honours)**

### **2020-2023**

#### **Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9 ]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

SO.1 Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

PSO.2 Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

PSO.3 Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCH<br>608 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 1    | 2    | 2    | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                                 |
|-------------------------------------------------------------------------------------------------|
|                                                                                                 |
| <b>Course Handout</b>                                                                           |
| Course : COMPARATIVE ACCOUNTING SYSTEMS - II                                                    |
| Course Code : BCH 619, Crédits : 02,<br>Session : 2020-21(Even Sem.), Class : BCOM 6th Semester |

- A. **Introduction:** To help students to understand the accounting systems and disclosure practices around the world. The course should enable the student to make successful comparisons of international accounting systems.
- B.

## Course Outcomes

**BCOM 619.1** Explain, and make comparisons between, the financial reporting regimes of a range of countries.

**BCOM 619.2** Describe the present degree of international harmonization of financial reporting, and the possibilities of further harmonization.

**BCOM 619.3** Analyze different approaches to key financial reporting issues, e.g. foreign currency translation, consolidation, price level accounting, asset valuation, intangibles, provisions and reserves, in a range of countries.

**BCOM619.4.** Analyze and interpret financial reports from a range of countries, emphasising differences in practices followed. Be familiar with the international accounting system

## Programme Outcomes:

**[[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program, the students will be able to:

**[PSO.1]** Leadership and Management: Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2].** Domain Knowledge: Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3].** Problem Solving & Innovation: Evaluate results of marketing activities using criteria related to budgeted sales, costs, and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                          | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                          |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                              | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all | A           | 5%                 |

|  |                                              |  |  |
|--|----------------------------------------------|--|--|
|  | types of leaves<br>including medical leaves. |  |  |
|--|----------------------------------------------|--|--|

## F. Syllabus

### Module I

Country studies - Financial reporting in the Moduleed Kingdom - Financial reporting in the Moduleed States - Financial reporting in the Netherlands - Financial reporting in France - Financial reporting in Germany- Financial reporting in Japan - Financial reporting in nine other important countries - Australia, Canada and Singapore - Scandinavia -South Korea, Italy and Spain – Financial reporting

### Module II

Issues in international accounting - Consolidation - Introduction - Rate of adoption - The concept of a group - Harmonization - Definitions of group companies - Publication requirements and practices ,Techniques of consolidation - Foreign currency translation -

### Module III

Segment reporting - What is segment reporting? - The need for segment information - Disclosure regulations - Problems of segment identification

### Module IV

Inflation accounting - Introduction - Terminology

### Module V

Analysis and management issues - International financial analysis - Understanding differences in accounting method - Disclosure practices in international financial reporting - International auditing - Introduction - The international audit process

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Comparative International Accounting, by Nobes, Christopher; Parker, R. H.; (Author) , Prentice Hall .

## A. Lecture Plan

| Lecture | Topics                                                                                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Country studies - Financial reporting in the Moduleed Kingdom                                                       | Lecture          | BCH619.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Financial reporting in the Moduleed States - Financial reporting in the Netherlands - Financial reporting in France | Lecture          | BCH619.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Financial reporting in Germany                                                                                      | Lecture          | BCH619.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Financial reporting in Japan                                                                                        | Lecture          | BCH619.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Financial reporting in nine other important countries                                                               | Lecture          | BCH619.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Australia, Canada and Singapore                                                                                     | Lecture          | BCH619.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Scandinavia -South Korea                                                                                            | Lecture          | BCH619.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Italy and Spain                                                                                                     | Lecture          | BCH619.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Financial reporting in Central and Eastern Europe and China<br><hr/>                                                | Lecture          | BCH619.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Issues in international accounting - Consolidation                                                                  | Lecture          | BCH619.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Introduction - Rate of adoption                                                                                     | Lecture          | BCH619.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | The concept of a group - Harmonization - Definitions of group companies - Publication requirements and practices    | Lecture          | BCH619.3         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Techniques of consolidation - Foreign currency translation                                                          | Lecture          | BCH619.3         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                   |         |          |                                 |
|----|-------------------------------------------------------------------|---------|----------|---------------------------------|
| 14 | Translation of the profit and loss account                        | Lecture | BCH619.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Segment reporting - What is segment reporting?                    | Lecture | BCH619.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | The need for segment information                                  | Lecture | BCH619.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Disclosure regulations                                            | Lecture | BCH619.4 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Problems of segment identification - Recent developments          | Lecture | BCH619.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Evidence on the benefits of segment reporting                     | Lecture | BCH619.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Inflation accounting                                              | Lecture | BCH619.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | - Introduction - Terminology                                      | Lecture | BCH619.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Analysis and management issues - International financial analysis | Lecture | BCH619.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Understanding differences in accounting method                    | Lecture | BCH619.4 | Mid Term-2, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|--------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 619.1.</b> | Explain, and make comparisons between, the financial reporting regimes of a range of countries.. | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 1            | 2                                            | 2                | 1                |



|                   |                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BCH 619.2.</b> | Describe the present degree of international harmonisation of financial reporting, and the possibilities of further harmonisation.                                                                                        | 2 | 3 | 1 | - | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 619.3.</b> | Analyse different approaches to key financial reporting issues, e.g. foreign currency translation, consolidation, price level accounting, asset valuation, intangibles, provisions and reserves, in a range of countries. | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 3 | 2 | 1 | 1 |
| <b>BCH 619.4.</b> | Analyse and interpret financial reports from a range of countries, emphasising differences in practices followed. Be familiar with the international accounting system                                                    | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |



# Sample Question Paper

## Amity Business School I MID-SEMESTER (SEM –6) 2021-22

Class: BCom VI

Subject Name:  
COMPARATIVE ACCOUNTING SYSTEMS - II

Time: 1.5 Hrs

Max. Marks: 30

| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to

CO1 Explain, and make comparisons between, the financial reporting regimes of a range of countries.

CO2 Describe the present degree of international harmonisation of financial reporting, and the possibilities of further harmonisation.

CO3 Analyse different approaches to key financial reporting issues, e.g. foreign currency translation, consolidation, price level accounting, asset valuation, intangibles, provisions and reserves, in a range of countries.

CO4 Analyse and interpret financial reports from a range of countries, emphasising differences in practices followed. Be familiar with the international accounting system.

| CO Map | Question No. | Question                                                            | Marks |
|--------|--------------|---------------------------------------------------------------------|-------|
| CO1    | Q.1          | Define Financial reporting                                          | 3     |
| CO1    | Q.2a         | Elaborate Financial reporting in France                             | 3     |
|        | Q.2b         | Elaborate Issues in international accounting                        | 3     |
| CO1    | Q.3          | Discuss Techniques of consolidation                                 | 6     |
| CO2    | Q.4          | Elaborate segment reporting                                         | 3     |
| CO2    | Q.5a         | Determine Inflation accounting                                      | 3     |
|        | Q.5b         | Explain International auditing                                      | 3     |
| CO2    | Q 6          | Explain Financial reporting in Central and Eastern Europe and China | 6     |
|        |              |                                                                     |       |

**Attainments**

**Rubric**

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21  
**Course Name** B.Com (Hons)  
**Semester** 6th Semester  
**Subject Code** BCH619  
**Subject Name** COMPARATIVE ACCOUNTING SYSTEMS - II  
  
**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course Code : BCL 624 Credits -2 Session 2020-21( Even Sem.) Class B Com( Hons )6<sup>th</sup> Semester**

## **PROGRAMME OUTCOMES**

**Bachelor of Commerce (Honours)**

**2020-2023**

### **Programme Outcomes:**

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5].** Understanding business processes and work teams: Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]** Think critically and independently: The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]** Ability to identify entrepreneurial opportunities: The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]** Developing Business Communication: Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO1:** - Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** - Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:** - Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                      | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|----------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| VI-Sem<br>BCL<br>624 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 1    | 2    | 2    | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Course Handout                                                                                  |
|-------------------------------------------------------------------------------------------------|
| Course : INDUSTRIAL RELATIONS AND LABOUR LAWS - II                                              |
| Course Code : BCI 624, Crédits : 02,<br>Session : 2020-21(Even Sem.), Class : BCOM 6th Semester |

**A .Introduction:** This course enables the students TO understand the importance and various aspects of industrial relations and labour laws.

## B. Course Outcomes

**BCL 624.1** Elaborate on the concepts of Industrial Relation.

**BCL 624.2** Illustrate the role and applicability of the various Acts.

**BCL624.3** Outline the important causes and impact of industrial disputes.

**BCL 624.4** Summarize important provisions of various Acts.

## Programme Outcomes:

**[PO.1].** Knowledge of Business, Commerce and Emerging Technologies: The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]** Handling of trade, commerce and industry: The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]** Problem-solving and decision making: Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]** Business Environment Analysis: The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.9]** Research and Business Intelligence: The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.



**[PO.10]** Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**PSO1:-** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:-** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

**PSO3:-** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

## **F. Syllabus**

### **Module I**

Collaboration and Workers Participation in Management Bases of collaboration, Interventions for collaboration. Meaning of workers participation in management, concepts and objectives of workers participation in management, growth and development of workers participation in management, types of workers participation in management

### **Module II**

Quality Circle- Quality circles, history of QC, Organization structure of QC, Benefits of QC, Problems of QC.

### **Module III**

Labour welfare and social security - Introduction - The Labour Movement, Merits & Demerits of Welfare Measures, Concepts of Labour Welfare & Social Security, Types of Welfare Activities, Statutory and non-statutory, Growth of Labour Welfare & Social Security in India.

### **Module IV**

Occupational Hazards, Industrial Health & Safety - Types of accidents, Causes accidents, Prevention of accidents Safety - Need for safety, measures to ensure safety in organisations. The supervisors role in safety Health-Physical health & Mental health, Problems and remedies, noise control, job stress, communicable diseases, Alcoholism and drug abuse, Violence in the work place, Use of computers to monitor health and safety.

### **Module V**

Retirement benefits - Provident Fund- purpose of provident fund, employer obligation to employee towards provident fund, Public Provident fund, Gratuity, statutory provisions regarding gratuity, Pension.

### **Module VI**

Quality of Work life- Introduction, Meaning, Specific issues in QWL, QWL and productivity, Barriers in QWL, Strategies for improvement of QWL

### **Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### **Text & References:**

- Davar, Personnel management and Industrial Relations.
- C.B. Memoria, Dynamics of industrial Relations in India.
- Johnson, Introduction to Industrial Relations.
- Sharma A.M, Industrial Relations.
- Biswanth Ghosh, Personnel management and Industrial Relations.
- Bhagdiwall- Flippo, Personnel management and Industrial Relations.
- Arora, Labour law.
- D. Sanjeeviah, Labour problems and Industrial Developments in India.
- Sharma A .M, Aspects of Labour welfare and social security
- Prasanna Chandra, Labour problem Social Security and Welfare.
- Punekar and Deodhan, Labour Welfare, Trade Unionism and industrial Relations.

#### A. Lecture Plan

| Lecture | Topics                                                                                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Collaboration and Workers Participation in Management Bases of collaboration                                                  | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Interventions for collaboration.                                                                                              | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Meaning of workers participation in management                                                                                | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | concepts and objectives of workers participation in management, growth and development of workers participation in management | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | types of workers participation in management                                                                                  | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Quality Circle- Quality circles- history of QC                                                                                | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Organization structure of QC                                                                                                  | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Benefits of QC                                                                                                                | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Problems of QC                                                                                                                | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Labour welfare and social security - Introduction                                                                             | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                         |         |          |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 11 | The Labour Movement                                                                                                     | Lecture | BCL624.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Merits & Demerits of Welfare Measures                                                                                   | Lecture | BCL624.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Concepts of Labour Welfare & Social Security                                                                            | Lecture | BCL624.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Types of Welfare Activities                                                                                             | Lecture | BCL624.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Statutory and non-statutory                                                                                             | Lecture | BCL624.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Growth of Labour Welfare & Social Security in India.                                                                    | Lecture | BCL624.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Occupational Hazards, Industrial Health & Safety                                                                        | Lecture | BCL624.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | The Labour Movement, Merits & Demerits of Welfare Measures                                                              | Lecture | BCL624.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Concepts of Labour Welfare & Social Security                                                                            | Lecture | BCL624.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Types of Welfare Activities                                                                                             | Lecture | BCL624.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Statutory and non-statutory, Growth of Labour Welfare & Social Security in India.                                       | Lecture | BCL624.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Occupational Hazards, Industrial Health & Safety - Types of accidents, Problems and remedies, noise control, job stress | Lecture | BCL624.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Causes accidents, Prevention of accidents Safety, The supervisors role in safety Health-Physical health & Mental health | Lecture | BCL624.3 | Mid Term-2, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |
|----|-----------|-------------------------------------|----------------------------------------------|
|----|-----------|-------------------------------------|----------------------------------------------|

|                       |                                                                | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
|-----------------------|----------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
| <b>BCH<br/>624.1.</b> | Elaborate on the concepts of Industrial Relation.              | 3           | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 1            | 2                | 2                | 1                |
| <b>BCH<br/>624.2.</b> | Illustrate the role and applicability of the various Acts      | 2           | 3           | 1           | -           | 3           | -           | -           | 2           | 2           | 2            | 3                | 2                | 1                |
| <b>BCH<br/>624.3.</b> | Outline the important causes and impact of industrial disputes | 1           | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 3            | 2                | 1                | 1                |
| <b>BCH<br/>624.4.</b> | Summarize important provisions of various Acts.                | 2           | 2           | -           | 2           | 3           | -           | -           | 2           | 2           | 2            | 1                | 2                | 1                |

# Sample Question Paper

|                                                                                                                                                                                                                                                                                                             |              |                                                        |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –6) 2021-22</p>                                                                                                                                                                                                                |              |                                                        |          |           |                |          |
| Class: BCom VI                                                                                                                                                                                                                                                                                              |              |                                                        |          |           |                |          |
| Subject Name:<br>INDUSTRIAL RELATIONS AND LABOUR<br>LAWS - II                                                                                                                                                                                                                                               |              | Time: 1.5 Hrs                                          |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as per<br>Blooms Taxonomy                                                                                                                                                                                                                                                        | Remembering  | Understanding                                          | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                         | Q.1,4        | Q.2,3                                                  | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Elaborate on the concepts of Industrial Relation.</p> <p>CO2: Illustrate the role and applicability of the various Acts.</p> <p>CO3: Outline the important causes and impact of industrial disputes.</p> <p>CO4: Summarize important provisions of various Acts.</p> |              |                                                        |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                      | Question No. | Question                                               |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                         | Q.1          | Define workers participation in management             |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                         | Q.2a         | Elaborate types of workers participation in management |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                             | Q.2b         | Elaborate Organization structure of QC                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                         | Q.3          | Discuss Labour welfare and social security             |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                         | Q.4          | Elaborate Prevention of accidents Safety               |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                         | Q.5a         | Determine Retirement benefits                          |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                             | Q.5b         | Differentiate among Physical health & Mental health    |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                         | Q 6          | Explain Specific issues in QWL                         |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |

|       |   |                                                            |
|-------|---|------------------------------------------------------------|
| Level | 3 | IF 80% of students secure more than 60% marks then level 3 |
|-------|---|------------------------------------------------------------|

# Attainment

**Session** 2020-21  
**Course Name** B.Com (Hons)  
**Semester** 6th Semester  
**Subject Code** BCL624  
**Subject Name** INDUSTRIAL RELATIONS AND LABOUR LAWS - II  
  
**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):**

Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA I<br>SEM                  | BBA101 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 2   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                           |
|-------------------------------------------------------------------------------------------|
|                                                                                           |
| <b>Course Handout</b>                                                                     |
| Course : MANAGEMENT FOUNDATIONS                                                           |
| Course Code : BBA101, Crédits : 03,<br>Session : 2020-21 (Odd Sem.), Class : BBA 1st Year |

**A. Introduction:** The aim of the course is to orient the students in theories and practices of management so as to apply the acquired knowledge in actual business practices. This is a gateway to the real world of management and decision-making.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA101.1.** Knowledge of principles of management and school of management thoughts

**BBA101.2.** Understand the significance of planning, and decision making.

**BBA101.3.** Describe the organization concept and classify the organization structure

**BBA101.4.** Understand the complexities associated with management of human resources or staffing in the organizations and integrate the learning in handling these complexities.

**BBA101.5.** Understand and analyze the concept, theories and techniques of motivation and leadership. Demonstrate the ability to directing and communicate effectively.

**BBA101.6.** Understand and describe the conceptual framework of control and techniques of control.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                     | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|----------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                             | CT          | 15%                |
|                                | Mid Term 2                             |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment | S/V/Q /HA   | 10%                |
| Attendance                     | A minimum of 75%                       | A           | 5%                 |

|                          |                                                                                                                                                                                              |    |             |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                                                                                                                                     | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                              |    | <b>100%</b> |

## **E. Syllabus**

### **Module I: Introduction**

Definition of management, Functions of Management, Levels of Management, Evolution of Management and Principles of Management, School & Thought of Management: Classical and Neo - Classical Theories, Systems Approach to organization, Modern Organization Theory. Management in Indian Culture and Tradition, Function and Responsibilities of Management.

### **Module II: Planning**

Planning objectives, significance and characteristics, Planning process, Hierarchies of planning, Planning vs Forecasting, Strategies and Policies, Types of plans, MBO, Decision making – concepts, significance & process, Types of decision, Concept and techniques of forecasting, Planning for start-ups.

### **Module III: Organizing**

Nature and Purpose of Organisation, Meaning, Importance and process of organization, Departmentalization, Organisational Structure: types and relevance, line and staff relationship, Span of Control, Types of Organization, Authority, Delegation of Authority, Decentralization.

### **Module IV: Staffing**

Meaning, Job analysis, Manpower planning, Recruitment: recruitment sources & selection, Orientation, Transfers and Promotions, Job design, Training & Career Development, Performance appraisal, Rewards and Recognition.

### **Module V: Directing**

Direction: Nature and Purpose, Motivation, Leadership, Co-ordination, Communication, Directing, Creativity and Innovation.

### **Module VI: Controlling**

Objectives and process of management control, Types of control- budgetary and non-budgetary, Techniques and behavioural aspects of management control. An overview of Strategic Management, SWOT Analysis, Future Management-Challenges and Skills.

**F. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**G. Suggested Text/Reference Books:**

- Essential of Management, Koontz O' Donnell
- Management, Stoner, Freemand & Gilbert
- Principles & practice of Mgmt., L.M. Prasad
- Management Today, Burton & Thakur
- Principles & Practices of Mgmt., C.B. Gupta

**H. Lecture Plan**

| Lecture | Topics                                                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Introduction</b> – Definition of management, Functions of Management                          | Lecture          | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Introduction</b> – Levels of Management, Evolution of Management and Principles of Management | Group Discussion | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Introduction</b> – School & Thought of Management: Classical Theories                         | Lecture          | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Introduction</b> – School & Thought of Management: Classical Theories                         | Lecture          | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 5.      | <b>Introduction</b> – School & Thought of Management: Neo - Classical Theories                   | Lecture          | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 6.      | <b>Introduction</b> – School & Thought of Management: Neo - Classical Theories                   | Home Assignment  | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                                                             |                  |          |                                 |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 7.  | <b>Introduction</b> – Systems Approach to organization,                                                                                                     | Lecture          | BBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | <b>Introduction</b> – Modern Organization Theory                                                                                                            | Case Study       | BBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | <b>Introduction</b> – Management in Indian Culture and Tradition, Function and Responsibilities of Manager.                                                 | Lecture          | BBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Planning</b> – Planning objectives, significance and characteristics,                                                                                    | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Planning</b> – Planning process, Hierarchies of planning,                                                                                                | Home Assignment  | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Planning</b> – Planning vs Forecasting, Strategies and Policies,                                                                                         | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Planning</b> – Types of plans, MBO,                                                                                                                      | Group Discussion | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Planning</b> – Decision making – concepts, significance & process,                                                                                       | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Planning</b> – Types of decision, Concept and techniques of forecasting, Planning for start-ups.                                                         | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Organizing</b> – Nature and Purpose of Organisation, Meaning, Importance and process of organization                                                     | Lecture          | BBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Organizing</b> – Departmentalization, Organisational Structure: types and Departmentalization, Organisational Structure: types and relevance, relevance, | Group Discussion | BBA101.3 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                           |                  |          |                                 |
|-----|---------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 18. | <b>Organizing</b> – Span of Control, Types of Organization,               | Case Study       | BBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Organizing</b> – Authority, Delegation of Authority, Decentralization. | Group Discussion | BBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>Staffing</b> – Meaning, Job analysis, Manpower planning,               | Lecture          | BBA101.4 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Staffing</b> – Recruitment: recruitment sources & selection,           | Lecture          | BBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Staffing</b> – Orientation, Transfers and Promotions,                  | Group Discussion | BBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Staffing</b> – Job design, Training & Career Development               | Home Assignment  | BBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Staffing</b> – Performance appraisal, Rewards and Recognition.         | Lecture          | BBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Directing</b> – Direction: Nature and Purpose,                         | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Directing</b> – Motivation                                             | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Directing</b> – Leadership                                             | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Directing</b> – Co-ordination,                                         | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Directing</b> – Communication,                                         | Group Discussion | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Directing</b> – Directing, Creativity and Innovation.                  | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Controlling</b> – Objectives and process of management control         | Lecture          | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |



|     |                                                                               |                 |          |                                 |
|-----|-------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 32. | <b>Controlling</b> – Types of control- budgetary and non-budgetary            | Lecture         | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Controlling</b> – Techniques and behavioural aspects of management control | Lecture         | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Controlling</b> – An overview of Strategic Management,                     | Lecture         | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Controlling</b> – SWOT Analysis, Future Management-Challenges and Skills.  | Home Assignment | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Controlling</b> – Future Management-Challenges and Skills, Case Study      | Case Study      | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| Course Outcome  | Statement                                                                 | Correlation with Programme Outcomes |      |      |      |      |      |      |      |      |      |
|-----------------|---------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|------|
|                 |                                                                           | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO10 |
| <b>BBA101.1</b> | Knowledge of principles of management and school of management thoughts   | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    | 1    |
| <b>BBA101.2</b> | Understand the significance of planning, and decision making.             | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    | 1    |
| <b>BBA101.3</b> | Describe the organization concept and classify the organization structure | 3                                   | 3    | 1    | 3    | 3    | 1    | 2    | 1    | -    | 1    |

|                 |                                                                                                                                                                       |          |          |          |          |          |          |          |          |          |          |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA101.4</b> | Understand the complexities associated with management of human resources or staffing in the organizations and integrate the learning in handling these complexities. | <b>3</b> | <b>1</b> | <b>-</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA101.5</b> | Understand and analyze the concept, theories and techniques of motivation and leadership. Demonstrate the ability to directing and communicate effectively.           | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |
| <b>BBA101.6</b> | Understand and describe the conceptual framework of control and techniques of control.                                                                                | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>-</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |

## **Sample Question Paper**

|                                                                                                                                                                                                             |                     |                                                                                                                                                |                      |           |                       |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>Amity Business School</b><br><b>Department of Management</b><br><b>I MID-SEMESTER (SEM – I) 2020-21</b>                                                                                                  |                     |                                                                                                                                                |                      |           |                       |              |
| <b>Class: BBA I Semester</b>                                                                                                                                                                                |                     |                                                                                                                                                |                      |           |                       |              |
| <b>Subjects Name: BBA 101 Management Foundations</b>                                                                                                                                                        |                     |                                                                                                                                                | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                       | Remembering         | Understanding                                                                                                                                  | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                     | <b>Q. 2, Q. 4</b>   | <b>Q. 3, Q. 6</b>                                                                                                                              | <b>Q. 1</b>          | -         | <b>Q. 5</b>           | -            |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Knowledge of principles of management and school of management thoughts.<br><b>CO 2:</b> Understand the significance of planning, and decision making. |                     |                                                                                                                                                |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                               | <b>Question No.</b> | <b>Question</b>                                                                                                                                |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>1.</b>           | <b>Discuss the scope and nature of management.</b>                                                                                             |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>2.</b>           | <b>Define Administration.</b>                                                                                                                  |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>3.</b>           | <b>Explain the salient features of neo- classical theory of management with the human relations approach and behavioural science approach.</b> |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>4.</b>           | <b>What are the objectives of planning? State any four limitations of planning.</b>                                                            |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>5.</b>           | <b>Describe in detail the various types of organizational plans.</b>                                                                           |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>6.</b>           | <b>Discuss the steps of decision – making process</b>                                                                                          |                      |           |                       | <b>5</b>     |

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# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|       |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | P<br>O<br>10 |
|-------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|--------------|
| I SEM | BBA<br>102 | 3           | 2           | 2           | 3           | -           | 3           | 2           | 3           | -       | -            |

|                                                                                        |
|----------------------------------------------------------------------------------------|
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>Course Handout</b>                                                                  |
| Course : <b>Business Environment</b>                                                   |
| Course Code : BBA 102, Crédits : 03, Session :2020-21 (Odd Sem.), Class : BBA 1st Year |

- A. Introduction:** The aim of the course is to orient the students towards the basic concepts of Indian and global business environment. It will enable students to examine and evaluate business in International Environment.

|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |

- B. Course Outcomes:** At the end of the course, students will be able to:

**BBA102.1.** Get an overview of business environment , types of business environment , and the factors affecting business environment.

**BBA102.2.** Understand the Indian business environment. The students will get acquainted with the New Industrial Policy and various acts related to industries in India.

**BBA102.3.** know about the concept of financial markets, their types and functions in India. The students will also get acquainted with the concept and functions of Stock Exchanges, SEBI, various Industrial Financial Institutions.

**BBA102.4.** Understand the Labour environment in India. The students will come to know about social security benefits, Industrial disputes, their causes and preventive measures etc.

**BBA102.5.** Get an overview of five-year plans, planning commission, NITU Aayog, Green and White Revolution, Foreign trade policy, EPZ's, EOU's, SEZ's etc.

**BBA102.6.** Understand the global environment which affects the business environment in India. The students will get an overview of GATT/WTO, IMF, World Bank, SAARC, EU , NAFTA, ASEAN etc. and their impact on industrial environment in India.

- C. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Assessment Plan:**

| Component of Evaluation        | Description                           | Code     | Weightage % |
|--------------------------------|---------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                            | CT       | 15%         |
|                                | Project/Assignment/ Quiz/Presentation | P/A/Q/PR | 10%         |



|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |

## **E. Syllabus**

### **Module I: Overview of Business Environment**

Meaning and types of business environment, Internal and external environment, Micro and macro environment, Factors (Cultural, social, Political economic legal, demographic and technological) effecting business environment.

### **Module II: Indian Industrial environment**

Industrial policy up to 1991, New industrial policy, Liberalisation, Privatisation and Globalization process in India, Disinvestment, Industrial sickness, MRTP act 1969, Competition law 2002, Foreign Exchange Regulation Act and Foreign Exchange Management Act (FERA and FEMA).

### **Module III: Financial Environment**

Indian money and capital markets: meaning, functions and constituents, Stock exchange- importance and functions, SEBI, Capital market reforms and development, Industrial financial institutions (IDBI, SIDBI, ICICI, IFCI etc.).

### **Module IV: Labour Environment**

Labour legislation in India, Social security benefits, Industrial disputes- causes and preventive measures, Settlement of disputes, International Labour Organisation (ILO), Trade union- meaning and functions, Trade Union Act.

### **Module V: Economic Planning and Development**

Planning in India- needs and objectives, five year plans, planning commission, NITI Aayog, Current five year plan, Green and white revolution- achievements and failures, Second green

revolution, foreign trade policy 2015, Export processing zones, Export oriented units, Special economic zones (EPZ's, EOU's, SEZ's) and trading houses in India.

## **Module VI: Global Environment**

Bretton woods system, features of Uruguay round of negotiations, GATT/ WTO- role, functions and ministerial conferences, IMF, World Bank (International Bank for Reconstruction and Development), Regional economic cooperation institutions, SAARC, EU, NAFTA and ASEAN.

### **F. Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b>     | <b>5</b> | <b>70</b> |

**(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)**

### **G. Suggested Text/Reference Books:**

#### **Text:**

1. Francis Cherunillam, International Environment, Himalaya Publications.

#### **References:**

1. Bedi Suresh, Business Environment, Excel Books, N. Delhi
2. Shaikh Saleem, Business Environment, Pearson Education
3. Bhatia H.L, International Economics, Vikas Publications
4. Mishra S.K, and Puri V.K, Indian Economy, Himalaya Publishing House
5. Sundharam K.P.M, Money, Banking and International trade, S. Chand & Co. New Delhi
6. Rudra Dutta and Sundharam, Indian Economy, S. Chand & Co. New Delhi
7. Luthans, Comparative International Management, Tata McGraw-Hill.

### **H. Lecture Plan:**

| <b>Lecture</b> | <b>Topics</b>                                                  | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|----------------|----------------------------------------------------------------|-------------------------|-------------------------|-------------------------------------------------|
| 1              | Meaning and types of business environment                      | Lecture                 | BBA102.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2              | Internal and external environment, Micro and macro environment | Lecture                 | BBA102.1                | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                                                                     |         |          |                                                 |
|----|---------------------------------------------------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 3  | Factors (Cultural, social, Political economic legal, demographic and technological) effecting business environment. | Lecture | BBA102.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4  | Industrial policy up to 1991                                                                                        | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5  | New industrial policy,                                                                                              | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6  | Liberalisation, Privatisation and Globalization process in India                                                    | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7  | Disinvestment, Industrial sickness, MRTP act 1969                                                                   | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8  | Competition law 2002                                                                                                | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9  | Foreign Exchange Regulation Act (FERA)                                                                              | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10 | Foreign Exchange Management Act (FEMA)                                                                              | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | Indian money and capital markets: meaning, functions and constituents,                                              | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | Stock exchange- importance and functions,                                                                           | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | SEBI- Importance and Functions                                                                                      | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Capital market reforms and development                                                                              | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                             |         |          |                                                 |
|----|-----------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 15 | Industrial financial institutions-IDBI and SIDBI                            | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Industrial Financial institutions-ICICI, IFCI and Others                    | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Labour legislation in India- Introduction                                   | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 18 | Social security benefits                                                    | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 19 | Industrial disputes- causes and preventive measures, Settlement of disputes | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 20 | International Labour Organisation (ILO)                                     | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 21 | Trade union- meaning and functions, Trade Union Act                         | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 22 | Planning in India- needs and objectives, Five year plans                    | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 23 | About Planning commission and NITI Aayog                                    | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 24 | Current five year plan                                                      | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 25 | Green and white revolution- achievements and failures                       | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 26 | Second green revolution- Achievements and Failures                          | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 27 | Foreign trade policy 2015                                                   | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 28 | Export processing zones                                                     | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 29 | Export oriented units                                                       | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |
| 30 | Special economic zones and trading houses in India                          | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination         |

|    |                                                                            |         |          |                                         |
|----|----------------------------------------------------------------------------|---------|----------|-----------------------------------------|
| 31 | Bretton woods system, features of Uruguay round of negotiations            | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 32 | GATT/ WTO- role, functions and ministerial conferences                     | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 33 | IMF and World Bank (International Bank for Reconstruction and Development) | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 34 | Regional economic cooperation institutions, SAARC                          | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 35 | EU, NAFTA                                                                  | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 36 | About ASEAN                                                                | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |

#### **I. Course Articulation Matrix (Mapping of COs with POs)**

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |
|----|-----------|-------------------------------------|
|    |           |                                     |

|                            |                                                                                                                                                                                                                            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| <b>BBA<br/>102.<br/>1.</b> | Get an overview of business environment, types of business environment, and the factors affecting business environment.                                                                                                    | 3           | 2           | -           | 3           | -           | 3           | 1           | -           | 3           | 1            |
| <b>BBA<br/>102.<br/>2</b>  | Understand the Indian business environment. The students will get acquainted with the New Industrial Policy and various acts related to industries in India.                                                               | 3           | 2           | 2           | 3           | -           | 3           | 2           | -           | 1           | 2            |
| <b>BBA<br/>102.<br/>3</b>  | know about the concept of financial markets, their types and functions in India. The students will also get acquainted with the concept and functions of Stock Exchanges, SEBI, various Industrial Financial Institutions. | 3           | 3           | -           | 3           | -           | 3           | 3           | -           | -           | 1            |

|                           |                                                                                                                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>102.<br/>4</b> | Understand the Labour environment in India. The students will come to know about social security benefits, Industrial disputes, their causes and preventive measures etc.                                                             | 3 | 3 | 2 | 3 | - | 3 | 2 | 2 | 3 | - |
| <b>BBA<br/>102.<br/>5</b> | Get an overview of five-year plans, planning commission, NITU Aayog, Green and White Revolution, Foreign trade policy, EPZ's, EOU's, SEZ's etc.                                                                                       | 3 | 3 | 2 | 3 | - | 3 | 2 | - | - | 1 |
| <b>BBA<br/>102.<br/>6</b> | Understand the global environment which affects the business environment in India. The students will get an overview of GATT/WTO, IMF, World Bank, SAARC, EU , NAFTA, ASEAN etc. and their impact on industrial environment in India. | 3 | 3 | 1 | 3 | - | 3 | 1 | 3 | - | 1 |

#### J. Sample Question Paper

|                                                                        |                    |                       |
|------------------------------------------------------------------------|--------------------|-----------------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –I) 2022-23</b> |                    |                       |
| <b>Class: BBA I Semester</b>                                           |                    |                       |
| <b>Subject Name:</b><br><b>BBA 102 Business Environment</b>            | <b>Time: 2 Hrs</b> | <b>Max. Marks: 30</b> |

| Levels of the questions as per Blooms Taxonomy | Remembering   | Understanding         | Applying | Analyzing          | Evaluating | Creating |
|------------------------------------------------|---------------|-----------------------|----------|--------------------|------------|----------|
| Question Mapping                               | Q. 1, 3 and 4 | Q.1, Q. 2a, Q 4 and 5 | Q.6      | Q.2 b, Q 3 and Q 6 |            |          |

**Student will be able to**

**CO1:** Get an overview of business environment, types of business environment and the factors affecting business environment.

**CO2:** Understand the Indian business environment. The students will get acquainted with the New Industrial Policy and various acts related to industries in India.

**CO3:** know about the concept of financial markets, their types and functions in India. The students will also get acquainted with the concept and functions of Stock Exchanges, SEBI, various Industrial Financial Institutions.

| CO Map | Question No. | Question                                                                                                   | Marks |
|--------|--------------|------------------------------------------------------------------------------------------------------------|-------|
| CO1    | Q. 1         | Explain in brief the concept of Business Environment?                                                      | 3     |
| CO1    | Q. 2a        | Differentiate between Micro and Macro Environment?                                                         | 3     |
|        | Q. 2b        | What are the different factors which can affect the business environment in any country?                   | 3     |
| CO2    | Q. 3         | Discuss the key highlights of New Industrial Policy and its impact on industrial environment in a country. | 6     |
| CO2    | Q. 4         | What is the difference between FEMA and FERA?                                                              | 3     |
| CO3    | Q. 5         | What is stock exchange? Discuss its functions in short.                                                    | 3     |
|        | Q. 5         | Explain the key features of Money market and Capital Market.                                               | 3     |
| CO3    | Q 6          | Discuss the role of industrial financial institutions in economic development of a country.                | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |



|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA I SEM                     | BBA103 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



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## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

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**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                     |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : MANAGERIAL ECONOMICS                                                             |
| Course Code : BBA103, Crédits : 04,<br>Session : 2020-21 (Odd Sem.), Class : BBA 1st Year |

**A. Introduction:** The purpose of this course is to apply managerial economics concepts and techniques in evaluating business decision taken by firms. The emphasis is on explaining how the tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA103.1.** Knowledge of Managerial Economics and Firm Theory

**BBA103.2.** Understand the significance of Consumer Behaviour and Demand Analysis.

**BBA103.3.** To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations.

**BBA103.4.** To apply marginal Theory of Demand and Supply under different market conditions.

**BBA103.5.** Understand and analyze the concept, theories and techniques of Economic and Business forecasting.

**BBA103.6.** Understand and describe the conceptual framework of Break-Even Analysis and Linear Break-Even Analysis

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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**D. Programme Specific Outcomes:**

**[PSO.1]**

**E. Assessment Plan:**

| Component of Evaluation        | Description | Code | Weightage % |
|--------------------------------|-------------|------|-------------|
| Continuous Internal Evaluation | Mid Term 1  | CT   | 15%         |
|                                | Mid Term 2  |      |             |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
|                          | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## F. Syllabus

### Module I: Managerial Economics and Firm Theory

Introduction: Nature, Scope, Definitions of Managerial Economics.

Basic Concepts in Managerial Economics: Resource Allocation; Opportunity Costs; Time Value of Money; Marginal Analysis, Incrementalism. Firm Theory: Objectives of the firm; Theory of the Growth of the Firm.

Managerial Economics and Decision Sciences: The Nature and Types of Business Decision, Business Decision Making Process.

### Module II: Consumer Behaviour and Demand Analysis

Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility, Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium.

Theory of Demand: Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand and supply, law of supply, determinants of supply, Elasticity of Supply.

### Module III: Theory of Production and Cost

Meaning and Concept of Production, Factors of Production and Production Function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Analysis), Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economics and Diseconomies of Scale, Explicit cost and Implicit Cost, Private and Social Cost.

### Module IV: Price and Output Decisions under Different Market Structures

Price and Output Decisions under Perfect Competition, Monopoly and Monopolistic Competition - Pricing under Oligopoly - Kinked Demand Curve - Price Leadership - Pricing under Collusion.



**Module V: Application of Managerial Economics to Business,**

Economic and Business forecasting: Uses of Economic Forecasts - Methods of Economic Forecasting - Selecting a Forecast - Evaluating Forecasts.

Break-Even Analysis: Linear Break-Even Analysis- Graphical Method, Algebraic Method, Changes in Break-Even Output, Operating leverage, Limitation of Break- Even Analysis.

Cost-Benefit Analysis: Importance, Use, Steps and Criterion of Cost-Benefit Analysis.

**G. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**H. Suggested Text/Reference Books:**

- Dwivedi, D. N., Managerial Economics, 7<sup>th</sup> Edition, Vikas Publishing House.
- Ahuja, H.L. Advanced Economic Theory (Micro Economics), S. Chand & Co, New Delhi

**References:**

- Browning Edgar K. & Jacquelin Line M. Browning, Micro Economics and Application, Kalyani Publishers, New Delhi.
- Gould John P. and Edward P. Lazear Micro Economic Theory, All India Traveller Book-seller, New Delhi.
- Koutsoviannis Modern Micro Economics, Macmillan Press Limited, New Delhi.
- Dewett. K.K. Micro Economics, S. Chand & Co, New Delhi
- Managerial economics - Christopher R Thomas, S Charles Maurice and Sumit Sarkar
- Managerial economics - Geetika, Piyali Ghosh and Purba Roy Choudhury
- Managerial economics- Paul G Keat, Philip K Y Young and Sreejata Banerjee

**I. Lecture Plan**

| Lecture | Topics                                                                                    | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | Managerial Economics and Firm Theory – Nature, Scope, Definitions of Managerial Economics | Lecture          | BBA103.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | Managerial Economics and Firm Theory – Basic Concepts in Managerial Economics:            | Group Discussion | BBA103.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | Managerial Economics and Firm Theory – Marginal Analysis, Incrementalism                  | Lecture          | BBA103.1         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                               |                  |          |                                 |
|-----|---------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 4.  | Managerial Economics and Firm Theory – Firm Theory: Objectives of the firm; Theory of the Growth of the Firm. | Lecture          | BBA103.1 | Mid Term-1, Quiz & End Sem Exam |
| 5.  | Managerial Economics and Firm Theory – Managerial Economics and Decision Sciences                             | Lecture          | BBA103.1 | Mid Term-1, Quiz & End Sem Exam |
| 6.  | Consumer Behaviour and Demand Analysis- Cardinal Utility Approach                                             | Home Assignment  | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | Consumer Behaviour and Demand Analysis- Diminishing Marginal Utility                                          | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | Consumer Behaviour and Demand Analysis- Law of Equi-Marginal Utility, Ordinal Utility Approach                | Case Study       | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | Consumer Behaviour and Demand Analysis- Law of Demand, Movement along vs. Shift in Demand Curve               | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 10. | Consumer Behaviour and Demand Analysis- Concept of Measurement of Elasticity of Demand                        | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | Consumer Behaviour and Demand Analysis- Factors Affecting Elasticity of Demand, Income Elasticity of Demand   | Home Assignment  | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | Consumer Behaviour and Demand Analysis- Cross Elasticity of Demand and supply                                 | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | Consumer Behaviour and Demand Analysis- law of supply                                                         | Group Discussion | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | Consumer Behaviour and Demand Analysis- determinants of supply                                                | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                     |                  |          |                                 |
|-----|---------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 15. | Consumer Behaviour and Demand Analysis- Elasticity of Supply                                                        | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | Theory of Production and Cost – Meaning and Concept of Production                                                   | Lecture          | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 17. | Theory of Production and Cost – Factors of Production and Production Function                                       | Group Discussion | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 18. | Theory of Production and Cost – Fixed and Variable Factors                                                          | Case Study       | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | Theory of Production and Cost – Law of Variable Proportion                                                          | Group Discussion | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | Theory of Production and Cost – Law of Returns to a Scale                                                           | Lecture          | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | Theory of Production and Cost – Concept of Cost                                                                     | Lecture          | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | Theory of Production and Cost – Cost Function, Short Run Cost, Long Run Cost                                        | Group Discussion | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | Theory of Production and Cost – Economics and Diseconomies of Scale                                                 | Home Assignment  | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | Theory of Production and Cost – Explicit cost and Implicit Cost                                                     | Lecture          | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | Theory of Production and Cost – Private and Social Cost                                                             | Lecture          | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | Price and Output Decisions under Different Market Structures – Price and Output Decisions under Perfect Competition | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 27. | Price and Output Decisions under Different Market                                                                   | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                        |                  |          |                                 |
|-----|----------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | Structures – Monopoly and Monopolistic Competition                                     |                  |          |                                 |
| 28. | Price and Output Decisions under Different Market Structures – Pricing under Oligopoly | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | Price and Output Decisions under Different Market Structures – Kinked Demand Curve     | Group Discussion | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | Price and Output Decisions under Different Market Structures – Price Leadership        | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | Price and Output Decisions under Different Market Structures – Pricing under Collusion | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | Application of Managerial Economics to Business – Economic forecasting                 | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 33. | Application of Managerial Economics to Business – Business forecasting                 | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 34. | Application of Managerial Economics to Business – Uses of Economic Forecasts           | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | Application of Managerial Economics to Business – Methods of Economic Forecasting      | Home Assignment  | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | Application of Managerial Economics to Business – Selecting a Forecast                 | Case Study       | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 37  | Application of Managerial Economics to Business – Evaluating Forecasts                 | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 38  | Application of Managerial Economics to Business – Break-Even Analysis                  | Group Discussion | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                |                  |          |                                 |
|----|------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 39 | Application of Managerial Economics to Business – Linear Break-Even Analysis                   | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 40 | Application of Managerial Economics to Business – Graphical Method                             | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 41 | Application of Managerial Economics to Business – Algebraic Method                             | Group Discussion | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 42 | Application of Managerial Economics to Business – Changes in Break-Even Output                 | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 43 | Application of Managerial Economics to Business – Operating leverage                           | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 44 | Application of Managerial Economics to Business – Limitation of Break- Even Analysis           | Group Discussion | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 45 | Application of Managerial Economics to Business – Cost-Benefit Analysis                        | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 46 | Application of Managerial Economics to Business – Importance of Cost-Benefit Analysis          | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 47 | Application of Managerial Economics to Business – Use of Cost-Benefit Analysis                 | Group Discussion | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 48 | Application of Managerial Economics to Business – Steps and Criterion of Cost-Benefit Analysis | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| Course Outcome  | Statement                                                                                                    | Correlation with Programme Outcomes |          |          |          |          |          |          |          |          |          |
|-----------------|--------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 |                                                                                                              | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO10     |
| <b>BBA103.1</b> | Knowledge of Managerial Economics and Firm Theory                                                            | <b>3</b>                            | <b>1</b> | <b>1</b> | <b>-</b> | <b>3</b> | <b>2</b> | <b>-</b> | <b>-</b> | <b>1</b> | <b>1</b> |
| <b>BBA103.2</b> | Understand the significance of Consumer Behaviour and Demand Analysis.                                       | <b>2</b>                            | <b>2</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>-</b> | <b>-</b> | <b>1</b> |
| <b>BBA103.3</b> | To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations. | <b>3</b>                            | <b>3</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>-</b> | <b>1</b> |
| <b>BBA103.4</b> | To apply marginal Theory of Demand and Supply under different market conditions.                             | <b>3</b>                            | <b>1</b> | <b>-</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA103.5</b> | Understand and analyze the                                                                                   | <b>3</b>                            | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |

|                 |                                                                                                        |          |          |          |          |          |   |          |          |          |          |
|-----------------|--------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|---|----------|----------|----------|----------|
|                 | concept, theories and techniques of Economic and Business forecasting.                                 |          |          |          |          |          |   |          |          |          |          |
| <b>BBA103.6</b> | Understand and describe the conceptual framework of Break-Even Analysis and Linear Break-Even Analysis | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | - | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |

**Sample Question Paper**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                     |                                                                                    |                      |           |                       |              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>Amity Business School</b><br><b>Department of Management</b><br><b>I MID-SEMESTER (SEM – I) 2020-21</b>                                                                                                                                                                                                                                                                                                                                                            |                     |                                                                                    |                      |           |                       |              |
| <b>Class: BBA I Semester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          |                     |                                                                                    |                      |           |                       |              |
| <b>Subjects Name: BBA 103 MANAGERIAL ECONOMICS</b>                                                                                                                                                                                                                                                                                                                                                                                                                    |                     |                                                                                    | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                                                                                                                                                 | Remembering         | Understanding                                                                      | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Q. 2, Q. 4</b>   | <b>Q. 3, Q. 6</b>                                                                  | <b>Q. 1</b>          | <b>-</b>  | <b>Q. 5</b>           | <b>-</b>     |
| <b>Students will be able to:</b><br><br><b>CO1 To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations.</b><br><b>CO2. To apply marginal Theory of Demand and Supply under different market conditions.</b><br><b>CO3 To analyse Theory of Production and Cost of different market conditions.</b><br><b>CO4 To integrate the concept of price and output decisions of firms under various market structures.</b> |                     |                                                                                    |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Question No.</b> | <b>Question</b>                                                                    |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>1.</b>           | <b>Explain in brief on Micro Economics.</b>                                        |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>2.</b>           | <b>What is the nature of Demand Analysis?</b>                                      |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>3.</b>           | <b>How concept of price elasticity of demand is applied in business decisions?</b> |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>4.</b>           | <b>Elaborate Demand function and determinants of demand.</b>                       |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>5.</b>           | <b>Explain the significance of elasticity of demand.</b>                           |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>6.</b>           | <b>Elaborate different types of Production function.</b>                           |                      |           |                       | <b>5</b>     |

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# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## PROGRAMME OUTCOMES

**Bachelor of Business Administration Academic Year – 2020-23**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| I Sem.                        | BBA 105 |     |     |     | -   | -   | -   | -   | -   | -   |      |



## AMITY BUSINESS SCHOOL

### Course Handout

Course : Financial Accounting

Course Code : BBA 105, Crédits : 04, Session :2020-21 (Odd Sem.), Class : B.B.A 1st Year

**A. Introduction:** To explain the concept and role of accounting and financial reporting in the modern market economy, to explain the regulatory framework for the operation of accounting activities, understanding of basic accounting concepts, accounting principles and techniques of posting basic business changes. To explain the structure and content of financial statements.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 105.1** To Understand the Basic accounting Concepts and accounting standard and their application in business.

**BBA 105.2** To Understand the entry of business transaction under the double entry system in the Journal and Subsidiaries books of business.

**BBA 105.3** To learn about the Cash Book and bank reconciliation statement and their importance in business.

**BBA 105.4** To identify the Profit and loss and financial position of the business through final a/c and Students will be also exposed to take decisions on depreciation method to be adopted.

**BBA 105.5** Gain Knowledge about the fundamental of Partnership and the different segment of the partnership like admission, retirement, death and dissolution.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## E. Syllabus

### Module I: Introduction to Accounting

Understanding the meaning, nature, functions and usefulness of accounting, branches of Accounting, Accounting Equation, Accounting Concepts and Generally Accepted Accounting Principles. Difference between Indian GAAP and US GAAP, An overview of Indian and US GAAP, Need for convergence towards Global Standard, IFRS as Global Standard, Benefits of Convergence with IFRS.

### Module II: Recording of Transactions and Subsidiary Books

Concept of Double Entry System. Understanding the Accounting cycle, Preparation of Voucher, Journal, Ledger and Trial Balance and Numerical on the same.

Preparation of subsidiary Books including Purchase Book, Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),

### Module III: Preparation of Cash Book & Reconciliation of Bank Statement

Cash book, types of cash book and balancing of cashbook. Numerical on single column cashbook, Double column cashbook, triple column cashbook and petty cash book.

Causes for difference in the Balance as per Pass book and balance as per cashbook, Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of overdraft (and numerical on the same).

### Module IV: Financial Statements

Preparation of Trading Account, Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Provision for Discount on Debtors, Interest on Capital and Drawings) and non-profit making organizations an overview. AS-1, AS-21 (no numerical)

### Module V: Accounting For Partnership

Introduction to Partnership Accounts, Partnership Deed. Admission of a new partner- Revaluation account, Computation of New Profit Sharing Ratio and Sacrificing Ratio, Proportionate Capital, Treatment of goodwill in partnership accounts and its valuation. Retirement and Death of a partner: Determining the gaining ratio, Revaluation of assets and liabilities, Reserve, Final payment to retiring partner, Treatment and adjustment of goodwill. Numericals on preparation of various accounts in case of retirement and death of a partner. Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision.

### F. Examination Scheme:

| Component<br>s | CT | HA/C/V | A | EE |
|----------------|----|--------|---|----|
|                |    |        |   |    |

|               |    |    |   |    |
|---------------|----|----|---|----|
| Weightage (%) | 15 | 10 | 5 | 70 |
|---------------|----|----|---|----|

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

#### G. Text & References:

##### Text:

- Maheshwari, S.N., Advanced Accountancy Volume-I, Ninth Edition, Vikas Publishing House Pvt. Ltd.

##### References:

- Grewal, T. S., Shukla, M .C, Advanced Accountancy, Sixteenth Edition, Sultan Chand and Sons.
- Tulsian, P.C (2009), Financial Accounting 2<sup>nd</sup> Edition, Pearson Education.
- Narayanaswamy, R. Financial Accounting- A Managerial Perspective, Second Edition, Prentice Hall India.
- Ramachandran, N., Kakani, R.K., Financial Accounting for Management, Tata McGraw Hill Publishing Company Limited.

#### H. Lecture Plan

| Lecture | Topics                                                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Understanding the meaning, nature, functions and usefulness of accounting, | Lecture          | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |
| 2       | branches of Accounting                                                     | Lecture          | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |
| 3       | Accounting Equation                                                        | Lecture          | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Accounting Concepts and Generally Accepted Accounting Principles</i>    | Lecture          | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |
| 5       | Difference between Indian GAAP and US GAAP,                                | Lecture          | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |
| 6       | An overview of Indian and US GAAP                                          | Lecture          | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |
| 7       | Need for convergence towards Global Standard                               | Lecture          | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |
| 8       | IFRS as Global Standard, Benefits of Convergence with IFRS.                | Lecture          | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |
| 9       | Concept of Double Entry System                                             | Lecture          | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 10      | Understanding the Accounting cycle                                         | Lecture          | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 11      | Preparation of Voucher                                                     | Lecture          | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                  |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 12 | Journal, Ledger                                                                                                                                  | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Journal, Ledger                                                                                                                                  | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Trial Balance and Numerical on the same                                                                                                          | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Preparation of subsidiary Books including Purchase Book                                                                                          | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),                                                            | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),                                                            | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 18 | Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),                                                            | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Cash book, types of cash book and balancing of cashbook                                                                                          | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 20 | Cash book, types of cash book and balancing of cashbook                                                                                          | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 21 | Numerical on single column cashbook, Double column cashbook,                                                                                     | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 22 | Numerical on single column cashbook, Double column cashbook,                                                                                     | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 23 | triple column cashbook and petty cash book                                                                                                       | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 24 | triple column cashbook and petty cash book                                                                                                       | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 25 | Causes for difference in the Balance as per Pass book and balance as per cashbook                                                                | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 26 | Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of overdraft (and numerical on the same). | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |
| 27 | Procedure for preparation of bank reconciliation statement when there is favorable balance                                                       | Lecture | BBA 105.3        | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                                                                                  |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | and in case of overdraft (and numerical on the same).                                                                                            |         |           |                                 |
| 28 | Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of overdraft (and numerical on the same). | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |
| 29 | Preparation of Trading Account                                                                                                                   | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 30 | Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock                                           | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 31 | Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock                                           | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 32 | Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock                                           | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 33 | Outstanding and Prepaid items, Depreciation, Provision for Bad Debts                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 34 | Outstanding and Prepaid items, Depreciation, Provision for Bad Debts                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 35 | Provision for Discount on Debtors, Interest on Capital and Drawings)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 36 | non-profit making organizations an overview.AS-1,AS-21(no numerical)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 37 | non-profit making organizations an overview.AS-1,AS-21(no numerical)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 38 | non-profit making organizations an overview.AS-1,AS-21(no numerical)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 39 | Introduction to Partnership Accounts, Partnership Deed                                                                                           | Lecture | BBA 105.5 | Quiz & End Sem Exam             |
| 40 | Admission of a new partner- Revaluation                                                                                                          | Lecture | BBA 105.5 | Quiz & End Sem Exam             |

|    |                                                                                                                                                                                                  |         |           |                     |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------|
|    | account, Computation of New Profit Sharing Ratio and Sacrificing Ratio,                                                                                                                          |         |           |                     |
| 41 | Proportionate Capital, Treatment of goodwill in partnership accounts and its valuation.                                                                                                          | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 42 | Retirement and Death of a partner: Determining the gaining ratio, Revaluation of assets and liabilities, Reserve, Final payment to retiring partner,                                             | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 43 | Retirement and Death of a partner: Determining the gaining ratio, Revaluation of assets and liabilities, Reserve, Final payment to retiring partner,                                             | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 44 | Treatment and adjustment of goodwill. Numericals on preparation of various accounts in case of retirement and death of a partner.                                                                | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 45 | Treatment and adjustment of goodwill. Numericals on preparation of various accounts in case of retirement and death of a partner.                                                                | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 46 | Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision. | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 47 | Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision. | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 48 | Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts,                                                                                        | Lecture | BBA 105.5 | Quiz & End Sem Exam |

|  |                                                                                        |  |  |  |
|--|----------------------------------------------------------------------------------------|--|--|--|
|  | Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision. |  |  |  |
|--|----------------------------------------------------------------------------------------|--|--|--|

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |     |     |     |     |      |       |       |       |       |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|-----|-----|------|-------|-------|-------|-------|
|                  |                                                                                                                                                                                    | PO1                                 | PO2 | PO3 | PO4 | PO5 | PO 6 | P O 7 | P O 8 | P O 9 | PO 10 |
| <b>BBA 105.1</b> | To Understand the Basic accounting Concepts and accounting standard and their application in business                                                                              | 2                                   | -   | 3   | 1   | -   | 3    | -     | 1     | 2     | 1     |
| <b>BBA 105.2</b> | To Understand the entry of business transaction under the double entry system in the Journal and Subsidiaries books of business.                                                   | 2                                   | -   | 2   | 1   | -   | -    | -     | 2     | 2     | 1     |
| <b>BBA 105.3</b> | To learn about the Cash Book and bank reconciliation statement and their importance in business.                                                                                   | 2                                   | -   | 2   | 3   | -   | -    | -     | 2     | -     | 1     |
| <b>BBA 105.4</b> | To identify the Profit and loss and financial position of the business through final a/c and Students will be also exposed to take decisions on depreciation method to be adopted. | 2                                   | -   | 1   | 3   | -   | -    | 3     | 3     | -     | 1     |
| <b>BBA 105.5</b> | Gain Knowledge about the fundamental of Partnership and the different segment of the partnership like admission, retirement, death and dissolution.                                | 2                                   | -   | 2   | 2   | -   | -    | 2     | 1     | -     | 1     |

## Sample Question Paper

| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –I) 2020-21</b>                                                            |              |                                                                               |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.B.A I Semester                                                                                                                                                       |              |                                                                               |          |           |                |          |
| Subject Name:<br>BBA 305 Financial Accounting                                                                                                                                 |              | Time: 2 Hrs                                                                   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                | Remembering  | Understanding                                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                              | Q.1          | Q.2a, Q.2b, Q.5a                                                              | Q.3, Q.4 | Q.5b      | -              | Q 6      |
| <b>Student will be able to</b><br><b>CO1:</b> List the broad perceptive of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |              |                                                                               |          |           |                |          |
| CO Map                                                                                                                                                                        | Question No. | Question                                                                      |          |           |                | Marks    |
| BBA 105.1                                                                                                                                                                     | Q.1          | What do you mean by Financial Accounting.                                     |          |           |                | 3        |
| BBA 105.1 & BBA 105.2                                                                                                                                                         | Q.2a         | Write down the difference between Indian GAAP and US GAAP                     |          |           |                | 3        |
|                                                                                                                                                                               | Q.2b         | Write Down the Importance of Double Entry System in the business transactions |          |           |                | 3        |
| BBA 105.2                                                                                                                                                                     | Q.3          | Explain the Different types of Subsidiary books in details.                   |          |           |                | 6        |
| BBA 105.2                                                                                                                                                                     | Q.4          | What types of Problem that we can identifies through trial balance, explain.  |          |           |                | 3        |
| BBA 105.3                                                                                                                                                                     | Q.5a         | Explain the Importance and uses of Cash book.                                 |          |           |                | 3        |
|                                                                                                                                                                               | Q.5b         | Write down the difference between pass book and cash book.                    |          |           |                | 3        |
| BBA 105.3                                                                                                                                                                     | Q 6          | Write down the Procedure of Preparing bank reconciliation statement.          |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|----------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                  |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| I SEM                            | BBA<br>107 | 1   | 1   | 3   | 2   | 2   | 3   | 3   | 2   | 3   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                       |
|---------------------------------------------------------------------------------------|
|                                                                                       |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                       |
| <b>AMITY BUSINESS SCHOOL</b>                                                          |
|                                                                                       |
| <b>Course Handout</b>                                                                 |
| Course : Polity and Society                                                           |
| Course Code : BBA107, Crédits : 03, Session :2020-21(Odd Sem.), Class : BBA. 1st Year |

**A. Introduction:** The objective of this course is to familiarize the budding managers with how polity is an identifiable political entity where a group of people with a collective identity form society and who organized some form of institutionalized social relations, and have a capacity to mobilize resources and power accordingly. It aims to equip the students to focus on understanding the basic concepts, theories and functioning of state and government and its applications that they would find how polity useful to society.

**B. Course Outcomes:** At the end of the course, students will be able to:

- 1.BBA107.1.** Able to Understand the concept of the Polity and basic elements of constitution with functions of legislature, executive and judiciary system.
- 2.BBA107.2.** Know the basic functioning and forms of Government Parliamentary and Presidential form of Government where students understand the role of One-party democracy and military rule.



3.**BBA107.3.** Able to Recognize the essential features of public administration and judicial control over administration, public policy formulation and problems of implementation.

4.**BBA107.4.** Describe the role of social structure in India - (Unity and diversity, Rural urban continuum and Caste, class and tribes)

5.**BBA107.5.** Demonstrate the Social Institutions role with basic understanding of social stratification, status and role of Institutions with respect to family, marriage, kinship, religion etc.

6.**BBA107.6.** Able to understand the concept of NGO in social structure of India with respect to judicial activism.

**C. Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both

local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**E. Syllabus**

**Module I: Introduction**

**What is Polity - definition and scope,**

Concept of state and its elements, Constitution – features and classification, organs of government- concepts and function of (Legislature, executive and judiciary- judicial review and independence of judiciary) Separation of power.

**Module II: Forms of Government**

Unitary and federal form of Government – features and merits and demerits, Parliamentary and Presidential form of Government One party democracy and military rule.

### **Module III: Public administration**

Meaning scope and significance of public administration, concept of accountability and control: legislature, executive and judicial control over administration, public policy formulation and problems of implementation.

### **Module IV: Introduction to society**

Society – definition, aims and scope, social structure in India - (Unity and diversity, Rural urban continuum and Caste (and Varna), class and tribes)

### **Module V: Social Institutions**

Basic concepts- society, community, social groups, association, institution, social stratification, status and role and Institutions – family, marriage, kinship, religion, education.

### **Module VI: NGO**

Introduction to NGO, (Issues and programmes), place of NGOs in social structure of India, NGOs and judicial activism.

#### **F. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **G. Suggested Text/Reference Books:**

- MacIver & Page 'Society: An Introductory Analysis'; McMillon India Ltd.; N. Delhi.
- M. Haralambos 'Sociology: Themes and perspectives'; Oxford University Press; N. Delhi.
- Eddy Asirvatham & K.K. Misra 'Political Theory'; S. Chand & Company Ltd., Delhi.
- A.C. Kapur 'Principles of Political Science'; S. Chand & Company Ltd., Delhi.

#### **References:**

- Myneni 'Political Science for Law Students'; Allahabad Law Agency.
- R.L. Gupta 'Political Theory'.
- Vishoo Bhagwan 'Indian Political thinker'.
- Amal Ray & Bhattacharya 'Political Theory: Ideas and Institution.
- T.B. Bottomore 'Sociology: A Guide to problems and Literature'; Blackie & Son (India) Ltd.
- David G. Mandelbaum 'Society in India'; Popular Prakashan, Mumbai.
- Kingsley Davis 'Human Society'; Surjeet Publications, Delhi.

#### H. Lecture Plan

| Lecture | Topics                                                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | What is Polity? - definition and scope.                                             | Lecture          | BBA107.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of state and its elements.                                                  | Lecture          | BBA107.1.        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Constitution – features and classification.                                         | Lecture          | BBA107.1.        | Mid Term-1, Quiz & End Sem Exam |
| 4       | organs of government- concepts and function                                         | Lecture          | BBA107.1.        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Legislature, executive and judiciary- judicial review and independence of judiciary | Lecture          | BBA107.1.        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Separation of power.                                                                | Lecture          | BBA107.2.        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Forms of Government: Unitary and federal form of Government                         | Lecture          | BBA107.2.        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Parliamentary                                                                       | Lecture          | BBA107.2.        | Mid                             |

|    |                                                                 |         |           |                                 |
|----|-----------------------------------------------------------------|---------|-----------|---------------------------------|
|    | and Presidential form of Government                             |         |           | Term-1, Quiz & End Sem Exam     |
| 9  | One party democracy                                             | Lecture | BBA107.2. | Mid Term-1, Quiz & End Sem Exam |
| 10 | Military rule                                                   | Lecture | BBA107.2. | Mid Term-1, Quiz & End Sem Exam |
| 11 | Meaning scope and significance of public administration         | Lecture | BBA107.3. | Mid Term-1, Quiz & End Sem Exam |
| 12 | Concept of accountability and control.                          | Lecture | BBA107.3. | Mid Term-1, Quiz & End Sem Exam |
| 13 | Legislature, executive and judicial control over administration | Lecture | BBA107.3. | Mid Term-1, Quiz & End Sem Exam |
| 14 | Public policy formulation: Introduction.                        | Lecture | BBA107.3. | Mid Term-1, Quiz & End Sem Exam |
| 15 | Public policy formulation and problems of implementation.       | Lecture | BBA107.3. | Mid Term-1, Quiz & End Sem Exam |
| 16 | Introduction to society                                         | Lecture | BBA107.4. | Mid Term-1, Quiz & End Sem Exam |
| 17 | Society – definition.                                           | Lecture | BBA107.4. | Mid Term-1,                     |

|    |                                                                   |         |           |                                 |
|----|-------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                   |         |           | Quiz & End Sem Exam             |
| 18 | Society – aims and scope.                                         | Lecture | BBA107.4. | Mid Term-1, Quiz & End Sem Exam |
| 19 | Social structure in India                                         | Lecture | BBA107.4. | Mid Term-1, Quiz & End Sem Exam |
| 20 | Unity and diversity                                               | Lecture | BBA107.4. | Mid Term-1, Quiz & End Sem Exam |
| 21 | Rural urban continuum                                             | Lecture | BBA107.4. | Quiz & End Sem Exam             |
| 22 | Caste (and Varna), class and tribes                               | Lecture | BBA107.4. | Quiz & End Sem Exam             |
| 23 | Social Institutions: Basic concepts                               | Lecture | BBA107.5. | Quiz & End Sem Exam             |
| 24 | Basic concepts- society, community,                               | Lecture | BBA107.5. | Quiz & End Sem Exam             |
| 25 | Concepts of Social groups, association,                           | Lecture | BBA107.5. | Quiz & End Sem Exam             |
| 26 | Social stratification                                             | Lecture | BBA107.5. | Quiz & End Sem Exam             |
| 27 | social stratification: status                                     | Lecture | BBA107.5. | Quiz & End Sem Exam             |
| 28 | social stratification: role and Institutions                      | Lecture | BBA107.5. | Quiz & End Sem Exam             |
| 29 | Understanding Institutions – family, marriage, kinship, religion, | Lecture | BBA107.5. | Quiz & End Sem Exam             |

|    |                                                            |         |           |                     |
|----|------------------------------------------------------------|---------|-----------|---------------------|
|    | education.                                                 |         |           |                     |
| 30 | Understanding Institutions – kinship, religion, education. | Lecture | BBA107.5. | Quiz & End Sem Exam |
| 31 | Introduction to NGO                                        | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 32 | NGO: Issues                                                | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 33 | Role of NGO                                                | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 34 | NGO Programmes.                                            | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 35 | Place of NGOs in social structure of India.                | Lecture | BBA107.6. | Quiz & End Sem Exam |
| 36 | Judicial activism.                                         | Lecture | BBA107.6. | Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                    | STATEMENT                                                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |          |
|-----------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------|
|                       |                                                                                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | PO10     |
| <b>BBA1<br/>07.1.</b> | Able to Understand the concept of the Polity and basic elements of constitution with functions of legislature, executive and judiciary system. | <b>1</b>                            | <b>1</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>3</b>    | <b>1</b> |

|                       |                                                                                                                                                                                      |   |   |   |   |   |   |   |   |   |   |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BBA1<br/>07.2.</b> | Know the basic functioning and forms of Government Parliamentary and Presidential form of Government where students understand the role of One-party democracy and military rule.    | 1 | 1 | 3 | 3 | 1 | 1 | 2 | 2 | 1 | 1 |
| <b>BBA1<br/>07.3.</b> | Able to Recognize the essential features of public administration and judicial control over administration, public policy formulation and problems of implementation.                | 1 | 1 | 3 | 3 | 2 | 1 | 1 | 1 | 3 | 1 |
| <b>BBA1<br/>07.4.</b> | Describe the role of social structure in India - (Unity and diversity, Rural urban continuum and Caste, class and tribes) .                                                          | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 |
| <b>BBA1<br/>07.5.</b> | Demonstrate the Social Institutions role with basic understanding of social stratification, status and role of Institutions with respect to family, marriage, kinship, religion etc. | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | 1 |
| <b>BBA1<br/>07.6.</b> | Able to understand the concept of NGO in social structure of India with respect to                                                                                                   | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | 1 |



|  |                    |  |  |  |  |  |  |  |  |  |  |
|--|--------------------|--|--|--|--|--|--|--|--|--|--|
|  | judicial activism. |  |  |  |  |  |  |  |  |  |  |
|--|--------------------|--|--|--|--|--|--|--|--|--|--|

### Sample Question Paper

| <b>Amity Business School</b><br><b>Department of Management studies</b><br><b>I MID-SEMESTER (SEM –I) 2020-21</b>                                                             |              |                                                                                |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BBA I Semester                                                                                                                                                         |              |                                                                                |          |           |                |          |
| Subjects Name:<br>POLITY AND SOCIETY<br>BBA 107                                                                                                                               |              | Time: 2 Hrs                                                                    |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                | Remembering  | Understanding                                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                              | Q.1,4        | Q.2,3                                                                          | Q.4      | Q.2,5,6   | -              | -        |
| <b>Student will be able to</b><br><b>CO1:</b> List the broad perceptive of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |              |                                                                                |          |           |                |          |
| CO Map                                                                                                                                                                        | Question No. | Question                                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                                           | Q.1          | Explain in brief the functions of legislature and judiciary.                   |          |           |                | 3        |
| CO1                                                                                                                                                                           | Q.2a         | What are the essential features federal form of government?                    |          |           |                | 3        |
|                                                                                                                                                                               | Q.2b         | Write a short note on one party democracy and military rule.                   |          |           |                | 3        |
| CO1                                                                                                                                                                           | Q.3          | State the significance of public administration and problem of implementation. |          |           |                | 6        |
| CO2                                                                                                                                                                           | Q.4          | Explain the social structure of in India                                       |          |           |                | 3        |
| CO2                                                                                                                                                                           | Q.5a         | Elaborate different social stratification.                                     |          |           |                | 3        |
|                                                                                                                                                                               | Q.5b         | Write characteristics of social institution.                                   |          |           |                | 3        |

|            |            |                                               |          |
|------------|------------|-----------------------------------------------|----------|
| <b>CO2</b> | <b>Q 6</b> | <b>Write any issue and programmes of NGO.</b> | <b>6</b> |
|------------|------------|-----------------------------------------------|----------|

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY Business School

## PROGRAMME OUTCOMES

**Bachelor of Business Administration, Academic Year – 2020--23**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

|         |         | PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |      |
|---------|---------|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|         |         | PO1                           | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| II Sem. | BBA 201 | 1                             | 2   | 3   | 1   | 2   | 2   | 1   | 2   | 3   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                        |
|----------------------------------------------------------------------------------------|
|                                                                                        |
| <b>Course Handout</b>                                                                  |
| Course : MACRO ECONOMICS FOR BUSINESS                                                  |
| Course Code : BBA 201, Crédits : 04, Session :2020-21(Even Sem.), Class : BBA 1st Year |

**A. Introduction:** This course deals with principles of macroeconomics. The coverage includes determination of and linkages between major macro-economic variables, the level of output and prices, inflation, unemployment, GDP growth, interest rates and exchange rates.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 201.1** To Learn about the Micro and Macro Economics variable in details and understand about the difference.

**BBA 201.2** To understand about the aggregate's variable of national Income and circular flow of income in different sector.

**BBA 201.3** To Study about the Full employment Approaches and Income Level

**BBA 201.4** To Learn about the Inflation and Deflation in money Market

**BBA 201.5** To understand about the linkage of money market to international transaction.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions

to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels

**D. Assessment Plan:**

| Component of Evaluation | Description | Code | Weightage % |
|-------------------------|-------------|------|-------------|
|-------------------------|-------------|------|-------------|

|                                |                                                                                                                                                                                                               |          |             |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## E. Syllabus

### Module – I Introduction to Macroeconomics

The nature of macroeconomics, Micro V/s Macro, Major Macroeconomic Issues, Macroeconomic Policy Objectives, Macroeconomic stability and business environment, Brief introduction to major schools of thought in Macroeconomics.

### Module II- Some Important Macroeconomic Aggregates

Concept of National Income and Its Measurement, Circular flow of income in two, three, four sector economy, relation between leakages and injections in circular flow. Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations.

### Module III: Theory of Full Employment and Income

Classical, Modern (Keynesian) Approach, Consumption Function, Relationship between Saving and Consumption. Investment Function, Concept of Marginal Efficiency of Capital and Marginal Efficiency of Investment. National Income DETERMINATION in two, three and four Sector Models. Multiplier in two, three and four Sectors Model.

### Module- IV: Money Market

Definition and Function of Money, Demand Theory of Money- Fisher's, Keynes and Friedman's , IS-LM Model, Source of Money Supply Inflation and Deflation, Measures to Control Inflation- Monetary Policy, Fiscal policy

### Module V: International Linkages

Balance of Payments and Exchange Rates, Trade in Goods, Market Equilibrium and the Balance of Trade, Capital Mobility, Exchange Rate changes and Trade adjustment; Monetary approach to Balance of Payment; Flexible Exchange Rate, Money and Price; Interest Differentials and Exchange Rate Expectations, Exchange Rate Fluctuation and Interdependence.

#### F. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### G. Suggested Text/Reference Books:

- Dewett, K. K, Modern Economic Theory: S. Chand &Co, New Delhi
- Shapiro Edward, Macro Economic Analysis, Tata Mc. Graw Hill.
- Seth M.L. Macro Economics, Agarwal Publications, Agra.
- R. Dornbusch & S. Fisher, Macroeconomics, Tata Mc. Graw Hill.
- Mankiw, Principles of Macro Economics, Thomson Publication.
- Sundharam. K.P.M, Money, Banking and International Trade, S. Chand & Co, New Delhi.

#### H. Lecture Plan

| Lecture | Topics                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------|------------------|------------------|---------------------------------|
| 1       | The nature of macroeconomics | Lecture          | BBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Mirco V/s Marco              | Lecture          | BBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Major Macroeconomic Issues   | Lecture          | BBA 201.1        | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                   |         |           |                                 |
|----|-------------------------------------------------------------------|---------|-----------|---------------------------------|
| 4  | Macroeconomic Policy Objectives                                   | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Macroeconomic stability and business environment                  | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Brief introduction to major schools of thought in Macroeconomics. | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Brief introduction to major schools of thought in Macroeconomics  | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Macroeconomic stability and business environment                  | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Macroeconomic Policy Objectives                                   | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Concept of National Income and Its Measurement                    | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Circular flow of income in two, three, four sector economy        | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Circular flow of income in two, three, four sector economy        | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | relation between leakages and injections in circular flow         | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | relation between leakages and injections in circular flow         | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Stock Prices (Sensex, Nifty) Measurement                          | Lecture | BBA 201.2 | Mid Term-1, Quiz &              |

|    |                                                                                |         |           |                                 |
|----|--------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | issues in case of India, Limitations.                                          |         |           | End Sem Exam                    |
| 16 | Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations. | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations. | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations. | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Investment Function, Concept of Marginal Efficiency of Capital                 | Lecture | BBA 201.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Investment Function, Concept of Marginal Efficiency of Capital                 | Lecture | BBA 201.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Investment Function, Concept of Marginal Efficiency of Capital                 | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Marginal Efficiency of Investment.                                             | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | National Income DETERMINATION in two, three and four Sector Models             | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | National Income DETERMINATION in two, three and four Sector Models             | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Multiplier in two, three and four Sectors Model.                               | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem      |

|    |                                                               |         |           |                                 |
|----|---------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                               |         |           | Exam                            |
| 26 | Multiplier in two, three and four Sectors Model.              | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Multiplier in two, three and four Sectors Model.              | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Definition and Function of Money                              | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Definition and Function of Money                              | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | , Demand Theory of Money- Fisher's, Keynes and Friedman's     | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | , Demand Theory of Money- Fisher's, Keynes and Friedman's     | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | , IS-LM Model, Source of Money Supply                         | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | , IS-LM Model, Source of Money Supply                         | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Inflation and Deflation                                       | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Measures to Control Inflation- Monetary Policy, Fiscal policy | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Measures to Control Inflation- Monetary Policy, Fiscal policy | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                  |         |           |                     |
|----|----------------------------------------------------------------------------------|---------|-----------|---------------------|
| 37 | Measures to Control Inflation- Monetary Policy, Fiscal policy                    | Lecture | BBA 201.5 | Quiz & End Sem Exam |
| 38 | Balance of Payments and Exchange Rates                                           | Lecture | BBA 201.5 | Quiz & End Sem Exam |
| 39 | Balance of Payments and Exchange Rates                                           | Lecture | BBA 201.5 | Quiz & End Sem Exam |
| 40 | Trade in Goods, Market Equilibrium and the Balance of Trade                      | Lecture | BBA 201.5 | Quiz & End Sem Exam |
| 41 | Trade in Goods, Market Equilibrium and the Balance of Trade                      | Lecture | BBA 201.5 | Quiz & End Sem Exam |
| 42 | Capital Mobility, Exchange Rate changes and Trade adjustment                     | Lecture | BBA 201.5 | Quiz & End Sem Exam |
| 43 | Capital Mobility, Exchange Rate changes and Trade adjustment                     | Lecture | BBA 201.5 | Quiz & End Sem Exam |
| 44 | Monetary approach to Balance of Payment; Flexible Exchange Rate, Money and Price | Lecture | BBA 201.5 | Quiz & End Sem Exam |
| 45 | Monetary approach to Balance of Payment; Flexible Exchange Rate, Money and Price | Lecture | BBA 201.5 | Quiz & End Sem Exam |
| 46 | Interest Differentials and Exchange Rate Expectations                            | Lecture | BBA 201.5 | Quiz & End Sem Exam |
| 47 | Exchange Rate Fluctuation and Interdependence                                    | Lecture | BBA 201.5 | Quiz & End Sem Exam |
| 48 | Exchange Rate Fluctuation and Interdependence                                    | Lecture | BBA 201.5 | Quiz & End Sem Exam |

**I. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|------------------|------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  |                                                                                                                  | PO 1                                | PO2      | PO3      | PO4      | PO 5     | PO 6     | PO 7     | PO 8     | PO9      | PO 10    |
| <b>BBA201.1</b>  | To Learn about the Micro and Macro Economics variable in details and understand about the difference.            | <b>2</b>                            | -        | -        | -        | -        | <b>3</b> | -        | -        | -        | <b>1</b> |
| <b>BBA 201.2</b> | To understand about the aggregate's variable of national Income and circular flow of income in different sector. | -                                   | -        | -        | <b>3</b> | -        | <b>2</b> | -        | -        | -        | <b>1</b> |
| <b>BBA201.3</b>  | To Study about the Full employment Approaches and Income Level                                                   | -                                   | <b>1</b> | <b>2</b> | -        | <b>2</b> | -        | <b>2</b> | <b>2</b> | <b>3</b> | <b>1</b> |
| <b>BBA 201.4</b> | To Learn about the Inflation and Deflation in money Market                                                       | <b>3</b>                            | -        | -        | -        | -        | -        | -        | -        | -        | <b>1</b> |
| <b>BBA 201.5</b> | To understand about the linkage of money market to international transaction.                                    |                                     | <b>2</b> | <b>3</b> | <b>2</b> | <b>3</b> | -        | -        | <b>3</b> | <b>2</b> | <b>1</b> |

**Sample Question Paper**

|                                                                                                                     |                    |                       |
|---------------------------------------------------------------------------------------------------------------------|--------------------|-----------------------|
| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –II) 2020-21</b> |                    |                       |
| <b>Class: B.B.A II Semester</b>                                                                                     |                    |                       |
| <b>Subject Name:</b><br><b>BBA 201 Macro Economics for Business</b>                                                 | <b>Time: 2 Hrs</b> | <b>Max. Marks: 30</b> |

| Levels of the questions as per Blooms Taxonomy                                                                                                                         | Remembering  | Understanding                                                        | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------|----------|-----------|------------|----------|
| Question Mapping                                                                                                                                                       | Q.1          | Q.4                                                                  | Q.5a     | Q.5b      | Q.2a       | Q.2b     |
| Student will be able to<br><b>CO1:</b> List the broad perceptive of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |              |                                                                      |          |           |            |          |
| CO Map                                                                                                                                                                 | Question No. | Question                                                             | Marks    |           |            |          |
| BBA201.1                                                                                                                                                               | Q.1          | Explain the Nature of Macroeconomics in details                      | 3        |           |            |          |
| BBA201.2                                                                                                                                                               | Q.2a         | What do you mean by national income and its aggregates               | 3        |           |            |          |
|                                                                                                                                                                        | Q.2b         | Explain the Circular flow of income in different sectors of economy. | 3        |           |            |          |
| BBA201.1                                                                                                                                                               | Q.3          | Write down the difference between macro and micro economics          | 6        |           |            |          |
| BBA201.2                                                                                                                                                               | Q.4          | Explain the relationship between leakages and injection              | 3        |           |            |          |
| BBA201.1                                                                                                                                                               | Q.5a         | Explain the major issues of macro economics                          | 3        |           |            |          |
|                                                                                                                                                                        | Q.5b         | Explain the stability under the macroeconomics variables             | 3        |           |            |          |
| BBA201.2                                                                                                                                                               | Q 6          | Write down the role of Nifty and Sensex in Indian economics          | 6        |           |            |          |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

### **Attainment**

|                         |                              |
|-------------------------|------------------------------|
| <b>Session</b>          | 2020-21                      |
| <b>Course Name</b>      | BBA                          |
| <b>Semester</b>         | 2nd Semester                 |
| <b>Subject Code</b>     | BBA 201                      |
| <b>Subject Name</b>     | Macro Economics for Business |
| <b>Attainment Level</b> | <b>Level 2</b>               |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## PROGRAMME OUTCOMES

**Bachelor of Business Administration, Academic Year – 2020-23**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)



If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| II Sem.                       | BBA<br>202 | 1   | 2   | 1   | 2   | 1   | 2   | 1   | -   | 2   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : Corporate Accounting

Course Code : BBA 202, Crédits : 04, Session :2020-21(Even Sem.), Class : BBA 1st Year

**A. Introduction:** This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 202.1** To learn about the Accounting Standard and the process of maintaining statutory record.

**BBA 202.2** to study about the journal entries in the book of the company in different phases like issue Forfeiture and reissue of share.

**BBA 202.3** to study about the journal entries in the book of the company in different phases like issue redemption and reissue of Debenture.

**BBA 202.4** Preparation and presentation of final accounts of joint stock companies as per company law.

**BBA 202.5** To study about the accounting Procedure of holding and subsidiaries company

**BBA 202.6** To learn about the different method of valuation of shares and goodwill

**BBA 202.7** To identify companies which have amalgamated as per merger method and purchase method

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**E. Syllabus****Module I- Introduction**

Statutory records to be maintained by a company, Accounting standards - relevance and significance; National and international accounting standards.

**Module II- Accounting for share capital transactions**

Accounting for share capital transactions - issue of shares at par, at premium and at discount; forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares - Statutory requirements, Disclosure in balance sheet; Rights issue, Underwriting.

**Module III- Debentures**

Issue of debentures - accounting treatment and procedures; Redemption of debentures; Conversion of debentures into shares.

**Module IV- Final Accounts**

Preparation and presentation of final accounts of joint stock companies as per company law requirements; Provisions and reserves; Determination of managerial remuneration; Appropriation out of profits; Transfer of profits to reserves; Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund; Bonus shares and payment of interest out of capital.

**Module V- Holding and Subsidiary Companies**

Holding and subsidiary companies - Accounting treatment and disclosures; Consolidation of accounts.

## Module VI - Valuation of Goodwill and Shares

Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill, Methods of share valuation (Equity & preference shares).

## Module VII- Amalgamation, Absorption and reconstruction of companies

Accounting treatment for amalgamation, Absorption and reconstruction of companies; Internal and external reconstruction, Liquidation- Preparation of liquidators statement & affairs, Deficiency/surplus statement, Calculation of pro rata treatment of uncalled capital.

### F. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### G. Suggested Text/Reference Books:

- Maheswari, S.N. (2009), Principles of Management Accounting, Sultan Chand & Sons, N Delhi.
- Tulsian, P C, (2009), Financial Accounting, 2<sup>nd</sup> Edition, Pearson Education.
- Rajasekran, (2010), Financial Accounting, 1<sup>st</sup> Edition, Pearson Education.
- Narayanaswamy, Financial Accounting
- SP Iyengar, Advanced Accountancy
- RL Gupta, Advanced Accountancy
- Jain and Narang, Corporate Accounting

### H. Lecture Plan

| Lecture | Topics                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Statutory records to be maintained by a company | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Accounting standards                            | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | relevance and significance; National            | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | International accounting standards              | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | international accounting standards.             | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | international accounting standards.             | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                |         |           |                                 |
|----|------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                                |         |           |                                 |
| 7  | international accounting standards.                                                            | Lecture | BBA 202.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Accounting for share capital transactions - issue of shares at par, at premium and at discount | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Accounting for share capital transactions - issue of shares at par, at premium and at discount | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Accounting for share capital transactions - issue of shares at par, at premium and at discount | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares         | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares         | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Statutory requirements, Disclosure in balance sheet; Rights issue, Underwriting.               | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Statutory requirements, Disclosure in balance sheet; Rights issue, Underwriting.               | Lecture | BBA 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Issue of debentures - accounting treatment and procedures;                                     | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Issue of debentures - accounting treatment and procedures;                                     | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Issue of debentures - accounting treatment and procedures;                                     | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Redemption of debentures; Conversion of debentures into shares.                                | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Redemption of debentures; Conversion of debentures into shares.                                | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                     |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 20 | Redemption of debentures;<br>Conversion of debentures into shares.                                                                                  | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Redemption of debentures;<br>Conversion of debentures into shares.                                                                                  | Lecture | BBA 202.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Preparation and presentation of final accounts of joint stock companies as per company law requirements;<br>Provisions and reserves                 | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Preparation and presentation of final accounts of joint stock companies as per company law requirements;<br>Provisions and reserves                 | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | ; Determination of managerial remuneration;<br>Appropriation out of profits; Transfer of profits to reserves                                        | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | ; Determination of managerial remuneration;<br>Appropriation out of profits; Transfer of profits to reserves                                        | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund;<br>Bonus shares and payment of interest out of capital. | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund;<br>Bonus shares and payment of interest out of capital. | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund;<br>Bonus shares and payment of interest out of capital. | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Holding and subsidiary                                                                                                                              | Lecture | BBA 202.5 | Mid Term-2, Quiz                |

|    |                                                                                       |         |           |                                 |
|----|---------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | companies - Accounting treatment and disclosures                                      |         |           | & End Sem Exam                  |
| 30 | Holding and subsidiary companies - Accounting treatment and disclosures               | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Holding and subsidiary companies - Accounting treatment and disclosures               | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Holding and subsidiary companies - Accounting treatment and disclosures               | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Consolidation of accounts.                                                            | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Consolidation of accounts.                                                            | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Consolidation of accounts.                                                            | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill | Lecture | BBA 202.6 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 38 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 39 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 40 | Methods of share valuation (Equity & preference shares).                              | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 41 | Methods of share valuation (Equity & preference shares).                              | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 42 | Methods of share valuation (Equity & preference shares).                              | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 43 | Accounting treatment for amalgamation, Absorption and reconstruction of companies     | Lecture | BBA 202.7 | Quiz & End Sem Exam             |
| 44 | Accounting treatment for amalgamation, Absorption and reconstruction of companies     | Lecture | BBA 202.7 | Quiz & End Sem Exam             |



|    |                                                                                             |         |           |                     |
|----|---------------------------------------------------------------------------------------------|---------|-----------|---------------------|
| 45 | Internal and external reconstruction,                                                       | Lecture | BBA 202.7 | Quiz & End Sem Exam |
| 46 | Liquidation- Preparation of liquidators statement & affairs, Deficiency/ surplus statement, | Lecture | BBA 202.7 | Quiz & End Sem Exam |
| 47 | Calculation of pro rata treatment of uncalled capital.                                      | Lecture | BBA 202.7 | Quiz & End Sem Exam |
| 48 | Calculation of pro rata treatment of uncalled capital.                                      | Lecture | BBA 202.7 | Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |     |     |     |     |     |     |     |     |      |
|------------------|----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                  |                                                                                                                                  | PO1                                 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| <b>BBA202.1</b>  | To learn about the Accounting Standard and the process of maintaining statutory record.                                          | 2                                   | -   | -   | 3   | 2   | -   | -   | 2   | 3   | 1    |
| <b>BBA 202.2</b> | to study about the journal entries in the book of the company in different phases like issue Foefeiture and reissue of share.    | 3                                   | -   | 2   | -   | 2   | 3   | 1   | -   | 2   | 1    |
| <b>BBA202.3</b>  | to study about the journal entries in the book of the company in different phases like issue redemption and reissue of Debenture | 2                                   | -   | -   | 3   | 1   | -   | 2   | -   | -   | 1    |

|                  |                                                                                             |          |          |          |          |          |          |          |          |          |          |
|------------------|---------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA 202.4</b> | Preparation and presentation of final accounts of joint stock companies as per company law. | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA 202.5</b> | To study about the accounting Procedure of holding and subsidiaries company                 | -        | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> | <b>1</b> |
| <b>BBA 202.6</b> | To learn about the different method of valuation of shares and goodwill                     | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA 202.7</b> | To identify companies which have amalgamated as per merger method and purchase method       | <b>2</b> | -        | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | -        | <b>2</b> | <b>1</b> |

## Sample Question Paper

| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –II) 2022-23</b>                                                        |              |                                                                         |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.B.A II Semester                                                                                                                                                   |              |                                                                         |          |           |                |          |
| Subject Name:<br>BBA 202 Corporate Accounting                                                                                                                              |              | Time: 2 Hrs                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                             | Remembering  | Understanding                                                           | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                           | Q.1          | Q.4                                                                     | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| Student will be able to<br><br><b>CO1:</b> List the broad perceptive of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |              |                                                                         |          |           |                |          |
| CO Map                                                                                                                                                                     | Question No. | Question                                                                |          |           |                | Marks    |
| BBA202.1                                                                                                                                                                   | Q.1          | Write down the role and significant of accounting standard              |          |           |                | 3        |
| BBA202.2                                                                                                                                                                   | Q.2a         | Write down the journal entries of issue of share at Premium             |          |           |                | 3        |
|                                                                                                                                                                            | Q.2b         | What do you mean by forfeiture of share, write down its journal entries |          |           |                | 3        |
| BBA202.1                                                                                                                                                                   | Q.3          | Why company have required to prepare statutory record                   |          |           |                | 6        |
| BBA202.2                                                                                                                                                                   | Q.4          | What do you mean by buy back of share, write down its journal entries   |          |           |                | 3        |
| BBA202.1                                                                                                                                                                   | Q.5a         | Explain about right issue and underwriting in details                   |          |           |                | 3        |
|                                                                                                                                                                            | Q.5b         | Explain about the international accounting standard                     |          |           |                | 3        |
| BBA202.2                                                                                                                                                                   | Q 6          | Explain the procedure of redemption of preference shares.               |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
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| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
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.....

### **Attainment**

|                         |                      |
|-------------------------|----------------------|
| <b>Session</b>          | 2020-21              |
| <b>Course Name</b>      | BBA                  |
| <b>Semester</b>         | 2nd Semester         |
| <b>Subject Code</b>     | BBA 202              |
| <b>Subject Name</b>     | Corporate Accounting |
| <b>Attainment Level</b> | <b>Level 3</b>       |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
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| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



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AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## PROGRAMME OUTCOMES

**Bachelor of Business Administration, Academic Year – 2020-22**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| II Sem.                       | BBA<br>203 | 1   | 2   | 1   | 3   | 2   | 1   | 2   | -   | 2   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                  |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : Organizational Behaviour                                                      |
| Course Code : BBA 203, Crédits : 03, Session :2020-21(Even Sem.), Class : BBA 1st Year |

**A. Introduction:** The objective of this course is to familiarize the students with the behavioral patterns of Human beings at individual and group levels

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 203.1** To learn about Factors Effecting Human Behaviour, Levels of Human Behaviour; Disciplines contributing to OB

**BBA 203.2** to study about Concept of Personality, Determinants of Personality and Types of Personality, Theories of Personality, Perception

**BBA 203.3** to study about Concept, Significance and Theories of Motivation, Motivation and Behavior, Motivation at Work, Attitudes, (Meaning and nature).

**BBA 203.4** To understand about the Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication, making communication effective, Power.

**BBA 203.5** To study about the Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems

**BBA 203.6** To learn about the Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.



**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## E. Syllabus

### Module I: Understanding Human Behaviour

The concept, Nature and Significance of Human Behaviour, Factors Effecting Human Behaviour, Levels of Human Behaviour; Disciplines contributing to OB. Models of OB.PP

### Module II: Individual Behaviour

Individual Differences, Concept of Personality, Determinants of Personality and Types of Personality, Theories of Personality, Perception & Perceptual Process, Learning and Behavior reinforcement, values.

### Module III: Motivation & Attitude

Concept, Significance and Theories of Motivation, Motivation and Behavior, Motivation at Work, Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes.

### Module IV: Interpersonal Behaviour, Power & Politics

Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication, making communication effective, Power (Concept, determinants & sources, types), Organizational Politics, Tactics & Impression Management.

### Module V: Group Behaviour and Leadership

Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems, Leadership, Nature and Significance of Leadership, Leadership Styles, Theories of Leadership, Trait Theory, Behavioral Theory (Managerial Grid).

### Module VI: Change and Conflicts

Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture, Learning and maintaining organizational culture, Organizational change, Planned change, Resistance to change, Organization development (Definition), Need for organization development, Organization development process.

## F. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## G. Suggested Text/Reference Books:

K. Ashwathappa, Organisational Behaviour, Tata McGraw Hill  
Keith Davis, Organisational Behaviour, Tata Mc Graw-Hill

**H. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                  | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|--------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | The concept, Nature and Significance of Human Behaviour                        | Lecture                 | BBA 203.1               | Mid Term-1, Quiz & End Sem Exam |
| 2              | The concept, Nature and Significance of Human Behaviour                        | Lecture                 | BBA 203.1               | Mid Term-1, Quiz & End Sem Exam |
| 3              | Factors Effecting Human Behaviour, Levels of Human Behaviour                   | Lecture                 | BBA 203.1               | Mid Term-1, Quiz & End Sem Exam |
| 4              | Factors Effecting Human Behaviour, Levels of Human Behaviour                   | Lecture                 | BBA 203.1               | Mid Term-1, Quiz & End Sem Exam |
| 5              | Disciplines contributing to OB. Models of OB.PP                                | Lecture                 | BBA 203.1               | Mid Term-1, Quiz & End Sem Exam |
| 6              | Disciplines contributing to OB. Models of OB.PP                                | Lecture                 | BBA 203.1               | Mid Term-1, Quiz & End Sem Exam |
| 7              | Individual Differences, Concept of Personality, Determinants of Personality    | Lecture                 | BBA 203.2               | Mid Term-1, Quiz & End Sem Exam |
| 8              | Individual Differences, Concept of Personality, Determinants of Personality    | Lecture                 | BBA 203.2               | Mid Term-1, Quiz & End Sem Exam |
| 9              | Types of Personality, Theories of Personality, Perception & Perceptual Process | Lecture                 | BBA 203.2               | Mid Term-1, Quiz & End Sem Exam |
| 10             | Types of Personality, Theories of Personality, Perception & Perceptual Process | Lecture                 | BBA 203.2               | Mid Term-1, Quiz & End Sem Exam |
| 11             | Learning and Behavior reinforcement, values.                                   | Lecture                 | BBA 203.2               | Mid Term-1, Quiz & End Sem Exam |
| 12             | Learning and Behavior reinforcement, values.                                   | Lecture                 | BBA 203.2               | Mid Term-1, Quiz & End Sem Exam |
| 13             | Concept, Significance and Theories of Motivation                               | Lecture                 | BBA 203.3               | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                    |         |           |                                 |
|----|------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 14 | Motivation and Behavior, Motivation at Work,                                                                                       | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes                                             | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes                                             | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes                                             | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes                                             | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication                    | Lecture | BBA 203.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication                    | Lecture | BBA 203.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | making communication effective, Power (Concept, determinants & sources, types),                                                    | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | making communication effective, Power (Concept, determinants & sources, types),                                                    | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Organizational Politics, Tactics & Impression Management                                                                           | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Organizational Politics, Tactics & Impression Management                                                                           | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                                         |         |           |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 26 | Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems                      | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Leadership, Nature and Significance of Leadership, Leadership Styles,                                                                                   | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Leadership, Nature and Significance of Leadership, Leadership Styles,                                                                                   | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Theories of Leadership, Trait Theory, Behavioral Theory (Managerial Grid).                                                                              | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Theories of Leadership, Trait Theory, Behavioral Theory (Managerial Grid).                                                                              | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Learning and maintaining organizational culture, Organizational change, Planned change, Resistance to change                                            | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Learning and maintaining organizational culture, Organizational change, Planned change, Resistance to change                                            | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Organization development (Definition), Need for organization development,                                                                               | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                            |         |           |                                 |
|----|------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Organization development process                                                                           |         |           |                                 |
| 36 | Organization development (Definition), Need for organization development, Organization development process | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                       | CORRELATION WITH PROGRAMME OUTCOMES |     |     |     |     |     |     |     |     |        |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|--------|
|                  |                                                                                                                                                 | PO1                                 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10   |
| <b>BBA203.1</b>  | To learn about Factors Effecting Human Behaviour, Levels of Human Behaviour; Disciplines contributing to OB                                     | 2                                   | -   | -   | 3   | 2   | -   | -   | 2   | 3   | 1<br>1 |
| <b>BBA 203.2</b> | to study about Concept of Personality, Determinants of Personality and Types of Personality, Theories of Personality, Perception                | 3                                   | -   | 2   | -   | 2   | 3   | 1   | -   | 2   |        |
| <b>BBA203.3</b>  | to study about Concept, Significance and Theories of Motivation, Motivation and Behavior, Motivation at Work, Attitudes, (Meaning and nature).  | 2                                   | -   | -   | 3   | 1   | -   | 2   | -   | -   | 1      |
| <b>BBA 203.4</b> | To understand about the Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication, making | -                                   | 3   | 2   | -   | -   | 2   | -   | 3   | 2   | 1      |

|                  |                                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
|                  | communication effective, Power.                                                                                                                       |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 203.5</b> | To study about the Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems | - | 2 | - | 3 | - | 2 | 3 | - | 1 | 1 |
| <b>BBA 203.6</b> | To learn about the Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management    | 2 | - | 2 | 3 | 2 | - | 2 | 3 | 2 | 1 |

### Sample Question Paper

| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –II) 2020-21</b>                                                               |              |                                                |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.B.A II Semester                                                                                                                                                          |              |                                                |          |           |                |          |
| Subject Name:<br>BBA 203 Organizational<br>Behaviour                                                                                                                              |              | Time: 2 Hrs                                    |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                           | Remembering  | Understanding                                  | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                               | Q.1          | Q.4                                            | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| <b>Student will be able to</b><br><b>CO1:</b> List the broad perceptive of cloud architecture and model.<br><br><b>CO2:</b> Apply different cloud programming models as per need. |              |                                                |          |           |                |          |
| CO<br>Map                                                                                                                                                                         | Question No. | Question                                       |          |           |                | Marks    |
| BBA203.1                                                                                                                                                                          | Q.1          | Write down the nature of human behaviour       |          |           |                | 3        |
| BBA203.2                                                                                                                                                                          | Q.2a         | Explain the Different types of personality.    |          |           |                | 3        |
|                                                                                                                                                                                   | Q.2b         | Write down the personality in details          |          |           |                | 3        |
| BBA203.1                                                                                                                                                                          | Q.3          | Explain the different model of OB              |          |           |                | 6        |
| BBA203.2                                                                                                                                                                          | Q.4          | Explain the perception and perceptual Process  |          |           |                | 3        |
| BBA203.1                                                                                                                                                                          | Q.5a         | Explain the different level of human behaviour |          |           |                | 3        |
|                                                                                                                                                                                   | Q.5b         | Explain the disciplines contributing to OB     |          |           |                | 3        |
| BBA203.2                                                                                                                                                                          | Q 6          | Write down about the behaviour reinforcement   |          |           |                | 6        |



| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

### **Attainment**

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | <b>2020-21</b>           |
| <b>Course Name</b>      | BBA                      |
| <b>Semester</b>         | 2nd Semester             |
| <b>Subject Code</b>     | BBA 203                  |
| <b>Subject Name</b>     | Organizational Behaviour |
| <b>Attainment Level</b> | Level 2                  |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## PROGRAMME OUTCOMES

**Bachelor of Business Administration, Academic Year – 2020-21**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|         |            | PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |      |
|---------|------------|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|         |            | PO1                           | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| II Sem. | BBA<br>205 | 1                             | 2   | 1   | 2   | 3   | 1   | -   | 2   | 1   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                  |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : Sales and Distribution Management                                             |
| Course Code : BBA 205, Crédits : 03, Session :2020-21(Even Sem.), Class : BBA 1st Year |

**A. Introduction:** The major objective of this course is to acquaint the students with the theory and practice of Management of Sales Operations.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 205.1** To learn about Nature and role of Sales Manager's job. Sales management as a career

**BBA 205.2** to study about the Types of sales organization. Coordination of selling functions with other marketing activities.

**BBA 205.3** to study about the Sales Territory: Concept and procedure of devising sales territories, Routing and Scheduling of Sales force.

**BBA 205.4** Recruitment and Selection of sales personnel (domestic and international perspective). Sales training.

**BBA 205.5** To study about the Sales Presentation and Demonstration, Handling objections and Closing a sale, Post sales follow up.

**BBA 205.6** To learn about the Concept of logistics planning: inventory management decisions, transportation decisions, location decisions.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **E. Syllabus**

### **Module I: Introduction**

Sales management- Concept, Objectives and functions. Evolution of sales management. Nature and role of Sales Manager's job. Sales management as a career. Emerging trends in sales management .

### **Module II: Sales Organization**

Purpose of sales organization. Setting sales organization. Types of sales organization. Coordination of selling functions with other marketing activities. Sales forecasting.

### **Module III: Controlling sales effort**

Sales Budget: Purpose and budgetary procedure. Quotas: Concept, Objectives and Types. Sales Territory: Concept and procedure of devising sales territories, Routing and Scheduling of Sales force. Sales Audit.

#### **Module IV: Managing Sales Force**

Concept of sales force management. Recruitment and Selection of sales personnel (domestic and international perspective). Sales training. Compensating and motivating sales personnel. Controlling and evaluating sales personnel

#### **Module V Personal Selling**

Introduction to Personal Selling: Qualities of effective sales person, Personal selling situations, Personal selling process: Pre approach, Opening a sale, Sales Presentation and Demonstration, Handling objections and Closing a sale, Post sales follow up.

#### **Module VI: Distribution and Logistics Management**

Distribution channels: Concept and need, Channel Conflict: Concept and stages. Conflict management. Objectives of logistics. Concept of logistics planning: inventory management decisions, transportation decisions, location decisions.

#### **F. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **G. Suggested Text/Reference Books:**

- Still Cundiff, Sales Management Decision Strategies, Fifth Edition, Printice Hall.
- Panda Tapan K., Sahadev Sunil, Sales and Distribution Management, 2005, Oxford University Press.
- Kapoor Ramneek, Fundamentals of Sales Management, 2005, McMillan.
- Sudha GS, Sales & Advertising Management, 2005, Indus Valley Publications.
- Walker, Churchill Ford, Management of Sales Force

#### **H. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                       | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|-----------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Sales management- Concept, Objectives and functions | Lecture                 | BBA 205.1               | Mid Term-1, Quiz & End Sem Exam |
| 2              | Evolution of sales management                       | Lecture                 | BBA 205.1               | Mid Term-1,                     |



|   |                                                                                        |         |           |                                 |
|---|----------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|   |                                                                                        |         |           | Quiz & End Sem Exam             |
| 3 | Nature and role of Sales Manager's job                                                 | Lecture | BBA 205.1 | Mid Term-1, Quiz & End Sem Exam |
| 4 | <i>Nature and role of Sales Manager's job</i>                                          | Lecture | BBA 205.1 | Mid Term-1, Quiz & End Sem Exam |
| 5 | Sales management as a career. Emerging trends in sales management                      | Lecture | BBA 205.1 | Mid Term-1, Quiz & End Sem Exam |
| 6 | Sales management as a career. Emerging trends in sales management                      | Lecture | BBA 205.1 | Mid Term-1, Quiz & End Sem Exam |
| 7 | Purpose of sales organization. Setting sales organization. Types of sales organization | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 8 | Purpose of sales organization. Setting sales organization. Types of sales organization | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 9 | Purpose of sales organization. Setting sales organization. Types of sales organization | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                     |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 10 | Coordination of selling functions with other marketing activities. Sales forecasting.               | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Coordination of selling functions with other marketing activities. Sales forecasting.               | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Coordination of selling functions with other marketing activities. Sales forecasting.               | Lecture | BBA 205.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Sales Budget: Purpose and budgetary procedure. Quotas                                               | Lecture | BBA 205.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Sales Budget: Purpose and budgetary procedure. Quotas                                               | Lecture | BBA 205.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Concept, Objectives and Types. Sales Territory: Concept and procedure of devising sales territories | Lecture | BBA 205.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Concept, Objectives and Types. Sales Territory: Concept and procedure of devising sales territories | Lecture | BBA 205.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Routing and Scheduling of Sales force. Sales Audit                                                  | Lecture | BBA 205.3 | Mid Term-1, Quiz & End          |

|    |                                                                                 |         |           |                                 |
|----|---------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                 |         |           | Sem Exam                        |
| 18 | Routing and Scheduling of Sales force. Sales Audit                              | Lecture | BBA 205.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Concept of sales force management. Recruitment and Selection of sales personnel | Lecture | BBA 205.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Concept of sales force management. Recruitment and Selection of sales personnel | Lecture | BBA 205.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Sales training. Compensating and motivating sales personnel                     | Lecture | BBA 205.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Sales training. Compensating and motivating sales personnel                     | Lecture | BBA 205.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Controlling and evaluating sales personnel                                      | Lecture | BBA 205.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Controlling and evaluating sales personnel                                      | Lecture | BBA 205.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Introduction to Personal Selling: Qualities of                                  | Lecture | BBA 205.5 | Mid Term-2,                     |

|    |                                                                                                                                            |         |           |                                                |
|----|--------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|------------------------------------------------|
|    | effective sales person,<br>Personal selling situations                                                                                     |         |           | Quiz &<br>End<br>Sem<br>Exam                   |
| 26 | Introduction to Personal Selling:<br>Qualities of effective sales<br>person, Personal selling<br>situations                                | Lecture | BBA 205.5 | Mid<br>Term-2,<br>Quiz &<br>End<br>Sem<br>Exam |
| 27 | Personal selling process: Pre<br>approach, Opening a sale, Sales<br>Presentation and<br>Demonstration                                      | Lecture | BBA 205.5 | Mid<br>Term-2,<br>Quiz &<br>End<br>Sem<br>Exam |
| 28 | Personal selling process: Pre<br>approach, Opening a sale, Sales<br>Presentation and<br>Demonstration                                      | Lecture | BBA 205.5 | Mid<br>Term-2,<br>Quiz &<br>End<br>Sem<br>Exam |
| 29 | Handling objections and Closing<br>a sale, Post sales follow up.                                                                           | Lecture | BBA 205.5 | Mid<br>Term-2,<br>Quiz &<br>End<br>Sem<br>Exam |
| 30 | Handling objections and Closing<br>a sale, Post sales follow up.                                                                           | Lecture | BBA 205.5 | Mid<br>Term-2,<br>Quiz &<br>End<br>Sem<br>Exam |
| 31 | Distribution channels:<br>Concept and need, Channel<br>Conflict: Concept and<br>stages. Conflict<br>management. Objectives of<br>logistics | Lecture | BBA 205.6 | Mid<br>Term-2,<br>Quiz &<br>End<br>Sem<br>Exam |
| 32 | Distribution channels:<br>Concept and need, Channel<br>Conflict: Concept and<br>stages. Conflict<br>management. Objectives of<br>logistics | Lecture | BBA 205.6 | Mid<br>Term-2,<br>Quiz &<br>End<br>Sem<br>Exam |

|    |                                                                                                              |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 33 | Concept of logistics planning: inventory management decisions, transportation decisions, location decisions. | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Concept of logistics planning: inventory management decisions, transportation decisions, location decisions. | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Concept of logistics planning: inventory management decisions, transportation decisions, location decisions. | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Concept of logistics planning: inventory management decisions, transportation decisions, location decisions. | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |     |     |     |     |     |     |     |     |      |
|------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                  |                                                                                                                    | PO1                                 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| <b>BBA205.1</b>  | To learn about Nature and role of Sales Manager's job. Sales management as a career                                | 2                                   | -   | -   | 3   | 2   | -   | -   | 2   | 3   | 1    |
| <b>BBA 205.2</b> | to study about the Types of sales organization. Coordination of selling functions with other marketing activities. | 3                                   | -   | 2   | -   | 2   | 3   | 1   | -   | 2   | 1    |

|                  |                                                                                                                                 |          |          |          |          |          |          |          |          |          |          |
|------------------|---------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA205.3</b>  | to study about the Sales Territory: Concept and procedure of devising sales territories, Routing and Scheduling of Sales force. | <b>2</b> | -        | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        | <b>1</b> |
| <b>BBA 205.4</b> | Recruitment and Selection of sales personnel (domestic and international perspective. Sales training                            | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA 205.5</b> | To study about the Sales Presentation and Demonstration, Handling objections and Closing a sale, Post sales follow up.          | -        | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> | <b>1</b> |
| <b>BBA 205.6</b> | To learn about the Concept of logistics planning: inventory management decisions, transportation decisions, location decisions  | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> |

### Sample Question Paper

| <b>Amity Business School</b><br><b>Department of Business Management</b><br><b>I MID-SEMESTER (SEM –II) 2022-23</b> |             |                    |          |           |                       |          |
|---------------------------------------------------------------------------------------------------------------------|-------------|--------------------|----------|-----------|-----------------------|----------|
| <b>Class: B.B.A II Semester</b>                                                                                     |             |                    |          |           |                       |          |
| <b>Subject Name:</b><br><b>BBA 205 Sales and Distribution Management</b>                                            |             | <b>Time: 2 Hrs</b> |          |           | <b>Max. Marks: 30</b> |          |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                               | Remembering | Understanding      | Applying | Analyzing | Evaluating            | Creating |

| Question Mapping                                                                                                                                                               | Q.1          | Q.4                                                             | Q.5a | Q.5b | Q.2a  | Q.2b |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|------|------|-------|------|
| <b>Student will be able to</b><br><b>CO1:</b> List the broad perspective of cloud architecture and model.<br><b>CO2:</b> Apply different cloud programming models as per need. |              |                                                                 |      |      |       |      |
| CO Map                                                                                                                                                                         | Question No. | Question                                                        |      |      | Marks |      |
| BBA202.1                                                                                                                                                                       | Q.1          | Explain the Sales Management in details                         |      |      | 3     |      |
| BBA202.2                                                                                                                                                                       | Q.2a         | Write down the Purpose of Sales Organisation                    |      |      | 3     |      |
|                                                                                                                                                                                | Q.2b         | Explain the different types of Sales organisation               |      |      | 3     |      |
| BBA202.1                                                                                                                                                                       | Q.3          | Explain the Functions and Objectives of Sales Management        |      |      | 6     |      |
| BBA202.2                                                                                                                                                                       | Q.4          | Write note on setting of sale organisation                      |      |      | 3     |      |
| BBA202.1                                                                                                                                                                       | Q.5a         | Explain the emerging trends in sale management                  |      |      | 3     |      |
|                                                                                                                                                                                | Q.5b         | Write a short note on sales manager as a Career                 |      |      | 3     |      |
| BBA202.2                                                                                                                                                                       | Q 6          | Explain the Sales Coordination with other function of marketing |      |      | 6     |      |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

### **Attainment**

|                         |                                   |
|-------------------------|-----------------------------------|
| <b>Session</b>          | 2020-21                           |
| <b>Course Name</b>      | BBA                               |
| <b>Semester</b>         | 2nd Semester                      |
| <b>Subject Code</b>     | BBA 205                           |
| <b>Subject Name</b>     | Sales and Distribution Management |
| <b>Attainment Level</b> | Level 2                           |

### **Note:**

#### **Attainments**

#### **Rubric**

|         |                                                            |
|---------|------------------------------------------------------------|
| Level 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2020-21**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders: The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.**

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |     |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 |
| III Sem.                      | BBA 302 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1   |



|                                                                                          |
|------------------------------------------------------------------------------------------|
|                                                                                          |
| <b>Course Handout</b>                                                                    |
| Course : Basics of Financial Management                                                  |
| Course Code : BBA 302, Crédits : 04, Session :2020-21 (Odd Sem.), Class : B.B.A 2nd Year |

- A. Introduction:** Provide an in-depth view of the process in financial management of the firm Develop knowledge on the allocation, management and funding of financial resources. Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario, enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also, longer-term dealing, which involves major capital investment decisions and raising long-term finance.
- B. Course Outcomes:** At the end of the course, students will be able to:
- BBA 302.1.** To Understand the Basic of Financial management and the Changing role of finance manager.
- BBA 302.2.** To study about the tools of financial statement analysis and its objectives.
- BBA 303.3.** To Explain the concept of fundamental financial concepts, especially time value of money.
- BBA 302.4.** To learn about asset-based financing through lease financing and hire purchase.
- BBA 302.5** To know about the different methods of capital budgeting and learn about the uses of the methods for selecting the best investment proposal.
- BBA 302.6** To understand about the importance of working capital management and know about the determinates of working capital management.
- BBA 302.7** To understand about the risk and its types regarding the comparative studies of different investment Proposal.
- C. Programme Outcomes:**
- [PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.
- [PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.
- [PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.
- [PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the

business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognize, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## D. Syllabus

### Module I: Introduction to Financial Management

Evolution of Financial Management, Key activities of Finance Manager Changing Role of Finance Managers, Key Decision Areas in Financial Management, Objectives of the firm.

### Module II: Financial Statement Analysis

Introduction, objectives of financial statement analysis, Techniques-Ratio analysis, Comparative analysis and limitations of financial statement analysis, AS-20 (no numerical)

### Module III: Valuation Concepts

Concept of Time value of Money, Process of Compounding and Discounting, Future Value of a Single amount, Future Value of an Annuity, Present Value of a Single Amount, Present Value of an Annuity, Future value of annuity due, Present value of annuity due, Concept of perpetuity, Concept and calculation of Effective Interest rate (EIR)

#### **Module IV: Financing Decision**

Asset-Based Financing – Introduction; Lease Financing; Hire Purchase Financing; Infrastructure Project Financing, Corporate Credit Policy: Nature and Goals; Collection Procedures; Nature of Inventory

#### **Module V: Investment Decision**

Basics of Capital Budgeting, Types of capital budgeting decisions, Estimating cash flows for project appraisal, Green capital budgeting, Non-discounted Cash Flow Techniques: Payback Period, ARR, Discounted Cash Flow Techniques: NPV, IRR, PI. Risk Analysis of Capital Budgeting: Risk adjusted discount rate, Certainty Equivalent Approach.

#### **Module VI: Working Capital Management**

Meaning and importance of adequate working capital, Excess or inadequate working capital, Determinants of working capital requirement, Cash management, Receivable management and Inventory management – Sources of working capital.

#### **Module VII: Risk Analysis in Financial Management**

Measures of risk in financial analysis- Define and measure risk for individual assets, calculation of standard deviation and variance of returns, Computation of historical average return of securities and market premium, difference between relevant and irrelevant risks.

#### **Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

Text & References:

Text:

- ♦ Pandey, I. M, (2010), Financial Management. 10<sup>th</sup> Edition, Vikas Publishing House Pvt. Ltd.

References:

- ♦ Van Horne, J.C (2008), Financial Management & Policy, 13<sup>th</sup> Edition, Prentice Hall
- ♦ Chandra, P., Fundamentals of Financial Management, Sixth Edition, Tata McGraw Hill.
- ♦ Brearly R.A. and Myers, S.C. Principles of Corporate Finance, 8<sup>th</sup> Edition, Tata Mc-Graw Hill

## E. Lecture Plan

| Lecture | Topics                                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Evolution of Financial Management                                      | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Key activities of Finance Manager                                      | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Changing Role of Finance Managers,                                     | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Key Decision Areas in Financial Management                             | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Objectives of the firm.                                                | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Objectives of the firm : Case study .                                  | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Objectives of the firm : examples                                      | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Objectives of the firm :practical                                      | Lecture          | BBA 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Introduction of financial statement analysis                           | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Objectives of financial statement analysis                             | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Techniques-Ratio analysis : Introduction                               | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Techniques-Ratio analysis: case                                        | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Comparative analysis: Introduction                                     | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 14      | Comparative analysis: Exercise                                         | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 15      | limitations of financial statement analysis                            | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 16      | limitations of financial statement analysis: case study                | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 17      | AS-20 : Introduction                                                   | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 18      | AS-20 : case                                                           | Lecture          | BBA 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 19      | Concept of Time value of Money, Process of Compounding and Discounting | Lecture          | BBA 302.3        | Mid Term-1, Quiz & End Sem Exam |
| 20      | Future Value of a Single amount: Introduction                          | Lecture          | BBA 302.3        | Mid Term-1, Quiz & End Sem Exam |
| 21      | Future Value of a Single amount: case                                  | Lecture          | BBA 302.3        | Mid Term-1, Quiz & End Sem Exam |
| 22      | Future Value of an Annuity, Present Value of a Single                  | Lecture          | BBA 302.3        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                         |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Amount                                                                                                                                  |         |           |                                 |
| 23 | Present Value of an Annuity                                                                                                             | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 24 | Future value of annuity due, Present value of annuity due                                                                               | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 25 | Concept of perpetuity                                                                                                                   | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Concept and calculation of Effective Interest rate (EIR) :Introduction                                                                  | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Concept and calculation of Effective Interest rate (EIR) : Introduction                                                                 | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Concept and calculation of Effective Interest rate (EIR) : case                                                                         | Lecture | BBA 302.3 | Mid Term-1, Quiz & End Sem Exam |
| 29 | Asset-Based Financing – Introduction; Lease Financing;                                                                                  | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 30 | Asset-Based Financing – Introduction; Lease Financing;                                                                                  | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 31 | Hire Purchase Financing                                                                                                                 | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 32 | Infrastructure Project Financing                                                                                                        | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 33 | Infrastructure Project Financing                                                                                                        | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 34 | Corporate Credit Policy: Nature and Goals                                                                                               | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 35 | Corporate Credit Policy: Nature and Goals                                                                                               | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 36 | Collection Procedures; Nature of Inventory                                                                                              | Lecture | BBA 302.4 | Quiz & End Sem Exam             |
| 37 | Risk Analysis of Capital Budgeting: Risk adjusted discount rate, Certainty Equivalent Approach.                                         | Lecture | BBA 302.5 | Quiz & End Sem Exam             |
| 38 | Basics of Capital Budgeting, Types of capital budgeting decisions, Estimating cash flows for project appraisal, Green capital budgeting | Lecture | BBA 302.5 | Quiz & End Sem Exam             |
| 39 | Non-discounted Cash Flow Techniques: Payback Period, ARR, Discounted                                                                    | Lecture | BBA 302.5 | Quiz & End Sem Exam             |

|    |                                                                                                                      |         |           |                        |
|----|----------------------------------------------------------------------------------------------------------------------|---------|-----------|------------------------|
|    | Cash Flow Techniques:<br>NPV, IRR, PI.                                                                               |         |           |                        |
| 40 | Non-discounted Cash Flow<br>Techniques: Payback<br>Period, ARR, Discounted<br>Cash Flow Techniques:<br>NPV, IRR, PI. | Lecture | BBA 302.5 | Quiz & End Sem<br>Exam |
| 41 | Non-discounted Cash Flow<br>Techniques: Payback<br>Period, ARR, Discounted<br>Cash Flow Techniques:<br>NPV, IRR, PI. | Lecture | BBA 302.5 | Quiz & End Sem<br>Exam |
| 42 | Meaning and importance<br>of adequate working<br>capital, Excess or<br>inadequate working capital                    | Lecture | BBA 302.6 | Quiz & End Sem<br>Exam |
| 43 | Determinants of working<br>capital requirement                                                                       | Lecture | BBA 302.6 | Quiz & End Sem<br>Exam |
| 44 | Cash management,<br>Receivable management<br>and Inventory<br>management                                             | Lecture | BBA 302.6 | Quiz & End Sem<br>Exam |
| 45 | Measures of risk in<br>financial analysis- Define<br>and measure risk for<br>individual assets                       | Lecture | BBA 302.7 | Quiz & End Sem<br>Exam |
| 46 | calculation of standard<br>deviation and variance of<br>returns,                                                     | Lecture | BBA 302.7 | Quiz & End Sem<br>Exam |
| 47 | Computation of historical<br>average return of securities<br>and market premium                                      | Lecture | BBA 302.7 | Quiz & End Sem<br>Exam |
| 48 | difference between<br>relevant and irrelevant<br>risks                                                               | Lecture | BBA 302.7 | Quiz & End Sem<br>Exam |

#### F. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |     |          |          |     |     |          |
|------------------|-------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|-----|----------|----------|-----|-----|----------|
|                  |                                                                                           | PO1                                 | PO2      | PO3      | PO4      | PO5 | PO6      | PO7      | PO8 | PO9 | PO10     |
| <b>BBA 302.1</b> | To Understand the Basic of Financial management and the Changing role of finance manager. | <b>3</b>                            | <b>1</b> | <b>1</b> | <b>1</b> | -   | <b>2</b> | <b>2</b> | -   | -   | <b>1</b> |



|                      |                                                                                                                                              |          |          |          |          |   |          |          |   |   |          |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|---|----------|----------|---|---|----------|
| <b>BBA<br/>302.2</b> | To study about the tools of financial statement analysis and its objectives                                                                  | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | - | <b>2</b> | <b>3</b> | - | - | <b>1</b> |
| <b>BBA<br/>302.3</b> | To Explain the concept of fundamental financial concepts, especially time value of money.                                                    | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | - | <b>3</b> | <b>1</b> | - | - | <b>1</b> |
| <b>BBA<br/>302.4</b> | To learn about asset-based financing through lease financing and hire purchase.                                                              | <b>2</b> | <b>1</b> | <b>2</b> | -        | - | <b>1</b> | <b>2</b> | - | - | <b>1</b> |
| <b>BBA<br/>302.5</b> | To know about the different methods of capital budgeting and learn about the uses of the methods for selecting the best investment proposal. | <b>3</b> | <b>2</b> | <b>3</b> | -        | - | <b>1</b> | <b>2</b> | - | - | <b>1</b> |
| <b>BBA<br/>302.6</b> | To understand about the importance of working capital management and know about the determinates of working capital management.              | <b>3</b> | <b>1</b> | <b>1</b> | <b>3</b> | - | <b>1</b> | <b>1</b> | - | - | <b>1</b> |
| <b>BBA<br/>302.7</b> | To understand about the risk and its types regarding the comparative studies of different investment Proposal.                               | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | - | <b>1</b> | <b>2</b> | - | - | <b>1</b> |

## Sample Question Paper

|                                                                                                                                                                                                                               |              |                                                                                             |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School                                                                                                                                                                                                         |              |                                                                                             |          |           |                |          |
| I MID-SEMESTER (SEM –III) 2020-21                                                                                                                                                                                             |              |                                                                                             |          |           |                |          |
| Class: B.B.A III Semester                                                                                                                                                                                                     |              |                                                                                             |          |           |                |          |
| Subject Name:<br>BBA 302: Basic of Financial Management                                                                                                                                                                       |              | Time: 2 Hrs                                                                                 |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                | Remembering  | Understanding                                                                               | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                              | Q.1          | Q.2a, Q.2b, Q.5a                                                                            | Q.3, Q.4 | Q.5b      |                | Q 6      |
| <p>Student will be able to</p> <p>CO1: To Understand the Basic of Financial management and the Changing role of finance manager.</p> <p>CO2: To study about the tools of financial statement analysis and its objectives.</p> |              |                                                                                             |          |           |                |          |
| CO Map                                                                                                                                                                                                                        | Question No. | Question                                                                                    |          |           |                | Marks    |
| BBA 302.1                                                                                                                                                                                                                     | Q.1          | Explain the financial management and its objectives in details.                             |          |           |                | 3        |
| BBA 302.1 & BBA 302.2                                                                                                                                                                                                         | Q.2a         | Explain the role of Finance Manager in decision making.                                     |          |           |                | 3        |
|                                                                                                                                                                                                                               | Q.2b         | Define the objectives of financial statement analysis.                                      |          |           |                | 3        |
| BBA 302.2                                                                                                                                                                                                                     | Q.3          | Define liquidity ratios and its role in investment decision.                                |          |           |                | 6        |
| BBA 302.2                                                                                                                                                                                                                     | Q.4          | What do you mean by Comparative analysis, explain its role in the analysis part.            |          |           |                | 3        |
| BBA 302.3                                                                                                                                                                                                                     | Q.5a         | Explain the time value of money in details.                                                 |          |           |                | 3        |
|                                                                                                                                                                                                                               | Q.5b         | Write down the Process of Compounding and discounting techniques under time value of money. |          |           |                | 3        |
| BBA 302.3                                                                                                                                                                                                                     | Q 6          | Write down the concept of perpetuity in details.                                            |          |           |                | 6        |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21  
**Course Name** BBA  
**Semester** 3rd Semester  
**Subject Code** BBA 302  
**Subject Name** BASICS OF FINANCIAL MANAGEMENT  
  
**Attainment Level** Level 2

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |     |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 |
| BBA III SEM                   | BBA304 | 3   | 3   | 3   | 3   | 1   | 2   | 3   | 2   | 1   | 1   |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| Course Handout                                                                             |
|--------------------------------------------------------------------------------------------|
| Course : MARKETING MANAGEMENT                                                              |
| Course Code : BBA304, Crédits : 04,<br>Session : 2020-21 (Odd Sem.), Class : BBA IInd year |

**A. Introduction:** The aim of the course is to acquaint students with an elementary knowledge of the fundamentals in the field of marketing. The focus is on both, developing and helping them imbibe basic marketing principles and establishing an appreciation of contemporary realities. Emphasis is given on the core concepts in marketing, thereby giving the students an understanding of the environment in which marketing works.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA304.1.** Examine marketing concepts and phenomenon to current business events in the industry and to identify the scope and significance of marketing in domain industry.

**BBA304.2.** Understand the need, importance and process of Marketing Planning and develop comprehensive strategic and tactical plans for an organization.

**BBA304.3.** Coordinate the various marketing environment variables to interpret them for designing marketing strategy for business firms and to illustrate market research skills for designing innovative marketing strategies for business firms.

**BBA304.4.** Examine the role of consumers as purchasers and users of goods and services using various theories and models of consumer behaviour.

**BBA304.5.** Demonstrate effective understanding of relevant functional areas of marketing management and its application.

**BBA304.6.** Use creative, critical and reflective thinking to address organisational opportunities and challenge and explore emerging paradigms in marketing management.

### **C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **D. Programme Specific Outcomes: NA**



**E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**F. Syllabus****Module I: Introduction to Marketing**

Meaning of marketing, Core concepts of marketing, Evolution and its role in the changing business environment, various marketing management philosophies, viz., the production concept, the product concept, selling concept and the marketing concept, The newer definitions of marketing- societal marketing and relationship marketing.

**Module II: Relationship between Marketing and Strategic Planning**

Introduction to Strategic Planning with marketing perspective, Marketing process and Marketing Plan

**Module III: Analyzing marketing opportunities**

Internal and External Marketing Environment Analysis, Introduction to Marketing Information System and Marketing Research, BCG matrix, GE 9 cell model, Intensive growth strategies.

**Module IV: Studying Consumer Behaviour**

Buying Behaviour for Consumer Markets and Industrial Markets, Types of Buying Situations, Buying Decision Process and Factors Affecting Buyer Behaviour, Consumer Adoption Process

### **Module V: Segmentation, Targeting and Positioning**

Concept of Market Segmentation, Bases for segmenting Consumer and Business markets, Approaches for Targeting, Differentiation and Positioning.

### **Module VI: Emerging Marketing Paradigms**

Concept of E-marketing, Global marketing, Mobile marketing, Kiosk marketing, Green marketing, Tele marketing, Multi-level marketing, Rural marketing.

#### **G. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **H. Suggested Text/Reference Books:**

- ♣ Text:
  1. Marketing Management, Philip Kotler, Eleventh Edition
- ♣ References:
  1. Principles of Marketing, Philip Kotler and Gray Armstrong
  2. Marketing Management, Michael R. Czinkota and Masaaki Kotabe
  3. Marketing, Charles W. Lamb, Joseph F. Hair, and Carl McDaniel
  4. Fundamentals of Marketing, Stanton, Ezel, etc.

#### **I. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|--------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1.             | Introduction to Marketing                                    | Lecture                 | BBA304.1                | Mid Term-1, Quiz & End Sem Exam |
| 2.             | Evolution and its role in the changing business environment. | Group Discussion        | BBA304.1                | Mid Term-1, Quiz & End Sem Exam |
| 3.             | Marketing management philosophies                            | Lecture                 | BBA304.1                | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                   |                  |          |                                 |
|-----|-----------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 4.  | The production concept : Case                                                     | Lecture          | BBA304.1 | Mid Term-1, Quiz & End Sem Exam |
| 5.  | Introduction to Marketing: the product concept : Introduction                     | Lecture          | BBA304.1 | Mid Term-1, Quiz & End Sem Exam |
| 6.  | Introduction to Marketing: selling concept and the marketing concept : Case study | Home Assignment  | BBA304.1 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | Introduction to Marketing: The newer definitions of marketing                     | Lecture          | BBA304.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | Introduction to Marketing: societal marketing                                     | Case Study       | BBA304.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | Introduction to Marketing: relationship marketing.                                | Lecture          | BBA304.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | Relationship between Marketing and Strategic Planning                             | Lecture          | BBA304.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | Strategic Planning with marketing perspective: case study                         | Home Assignment  | BBA304.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | Case study Strategic Planning with marketing perspective.                         | Lecture          | BBA304.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | Marketing process                                                                 | Group Discussion | BBA304.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | Relationship between Marketing and Strategic Planning: Marketing Plan.            | Lecture          | BBA304.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | Analyzing marketing opportunities                                                 | Lecture          | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 16. | Internal and External Marketing Environment Analysis.                             | Lecture          | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 17. | Analysing marketing                                                               | Group            | BBA304.3 | Mid Term-1,                     |

|     |                                                                       |                     |          |                                       |
|-----|-----------------------------------------------------------------------|---------------------|----------|---------------------------------------|
|     | opportunities:<br>Introduction to Marketing<br>Information System     | Discussion          |          | Quiz & End<br>Sem Exam                |
| 18. | Analyzing marketing<br>opportunities                                  | Case Study          | BBA304.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 19. | Introduction to Marketing<br>Research.                                | Group<br>Discussion | BBA304.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 20. | Analyzing marketing<br>opportunities:                                 | Lecture             | BBA304.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 21. | BCG matrix.                                                           | Lecture             | BBA304.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 22. | Analyzing marketing<br>opportunities:<br>GE 9 cell model,             | Group<br>Discussion | BBA304.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 23. | Intensive growth strategies.                                          | Home<br>Assignment  | BBA304.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 24. | Analyzing marketing<br>opportunities: Intensive<br>growth strategies. | Lecture             | BBA304.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 25. | Studying Consumer<br>Behaviour                                        | Lecture             | BBA304.4 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 26. | Buying Behaviour Industrial<br>Markets                                | Lecture             | BBA304.4 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 27. | Types of Buying Situations.                                           | Lecture             | BBA304.4 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 28. | Buying Situations case<br>studies                                     | Lecture             | BBA304.4 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 29. | Buying Decision Process                                               | Group<br>Discussion | BBA304.4 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 30. | Buying Decision Process:<br>case study                                | Lecture             | BBA304.4 | Mid Term-1,<br>Quiz & End<br>Sem Exam |

|     |                                                                     |                 |          |                                       |
|-----|---------------------------------------------------------------------|-----------------|----------|---------------------------------------|
| 31. | Consumer Adoption Process.                                          | Lecture         | BBA304.4 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 32. | Segmentation, Targeting and Positioning                             | Lecture         | BBA304.5 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 33. | Concept of Market Segmentation                                      | Lecture         | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 34. | Segmentation, Targeting and Positioning                             | Lecture         | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 35. | Bases for segmenting Consumer                                       | Home Assignment | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 36. | Business markets                                                    | Case Study      | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 37. | Segmentation, Targeting and Positioning - Approaches for Targeting, | Case Study      | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 38. | Segmentation                                                        | Case Study      | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 39. | Targeting and Positioning                                           | Case Study      | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 40. | Differentiation and Positioning.                                    | Case Study      | BBA304.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 41. | Emerging Marketing Paradigms                                        | Case Study      | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 42. | Global marketing, Mobile marketing                                  | Case Study      | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 43. | Paradigms - Kiosk marketing                                         | Case Study      | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 44. | Green marketing                                                     | Case Study      | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |

|     |                              |            |          |                                       |
|-----|------------------------------|------------|----------|---------------------------------------|
| 45. | Tele marketing,              | Case Study | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 46. | Multi-level marketing,       | Case Study | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 47. | Rural marketing              | Case Study | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 48. | Case studies Rural marketing | Case Study | BBA304.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| Course Outcome  | Statement                                                                                                                                                        | Correlation with Programme Outcomes |          |          |          |          |          |          |          |          |          |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 |                                                                                                                                                                  | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BBA304.1</b> | Examine marketing concepts and phenomenon to current business events in the industry and to identify the scope and significance of marketing in domain industry. | <b>3</b>                            | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>-</b> | <b>2</b> | <b>-</b> | <b>1</b> |
| <b>BBA304.2</b> | Understand the need, importance and process of Marketing Planning and develop comprehensive                                                                      | <b>2</b>                            | <b>2</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>-</b> | <b>-</b> | <b>1</b> |

|                 |                                                                                                                                                                                                                                         |          |          |          |          |          |          |          |          |          |          |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 | strategic and tactical plans for an organization.                                                                                                                                                                                       |          |          |          |          |          |          |          |          |          |          |
| <b>BBA304.3</b> | Coordinate the various marketing environment variables to interpret them for designing marketing strategy for business firms and to illustrate market research skills for designing innovative marketing strategies for business firms. | <b>3</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>-</b> | <b>1</b> |
| <b>BBA304.4</b> | Examine the role of consumers as purchasers and users of goods and services using various theories and models of consumer behaviour.                                                                                                    | <b>3</b> | <b>1</b> | <b>-</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA304.5</b> | Demonstrate effective understanding of relevant functional areas of marketing                                                                                                                                                           | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |

|                 |                                                                                                                                                              |          |          |          |          |          |          |          |          |          |          |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 | management and its application.                                                                                                                              |          |          |          |          |          |          |          |          |          |          |
| <b>BBA304.6</b> | Use creative, critical and reflective thinking to address organisational opportunities and challenge and explore emerging paradigms in marketing management. | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |



## **Sample Question Paper**

| <b>Amity Business School</b>                                                                                                                                                                                                                                                                                                                                                        |                     |                                                                         |                      |           |                       |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-------------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>I MID-SEMESTER (SEM - III) 2020-21</b>                                                                                                                                                                                                                                                                                                                                           |                     |                                                                         |                      |           |                       |              |
| <b>Class: BBA III Semester</b>                                                                                                                                                                                                                                                                                                                                                      |                     |                                                                         |                      |           |                       |              |
| <b>Subjects Name: BBA 304<br/>Marketing Management</b>                                                                                                                                                                                                                                                                                                                              |                     |                                                                         | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                                                               | Remem<br>bering     | Understa<br>nding                                                       | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                                                                             | <b>Q. 2, Q. 4</b>   | <b>Q. 3, Q. 6</b>                                                       | <b>Q. 1</b>          | <b>-</b>  | <b>Q. 5</b>           | <b>-</b>     |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Examine marketing concepts and phenomenon to current business events in the industry and to identify the scope and significance of marketing in domain industry.<br><b>CO 2:</b> Understand the need, importance and process of Marketing Planning and develop comprehensive strategic and tactical plans for an organization. |                     |                                                                         |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                                       | <b>Question No.</b> | <b>Question</b>                                                         |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>1.</b>           | <b>Define marketing and state the core concepts of marketing.</b>       |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>2.</b>           | <b>Elaborate the evolution of the changing business environment.</b>    |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>3.</b>           | <b>What is the production concept?</b>                                  |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>4.</b>           | <b>State the relationship between marketing and Strategic Planning.</b> |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>5.</b>           | <b>Evaluate the marketing process.</b>                                  |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                         | <b>6.</b>           | <b>Discuss the stages of strategic marketing plan</b>                   |                      |           |                       | <b>5</b>     |

\*\*\*\*\*

# Attainment

|                         |                          |
|-------------------------|--------------------------|
| <b>Session</b>          | 2020-21                  |
| <b>Course Name</b>      | BBA                      |
| <b>Semester</b>         | 3rd Semester             |
| <b>Subject Code</b>     | BBA 304                  |
| <b>Subject Name</b>     | MARKETING MANAGEMENT - I |
| <b>Attainment Level</b> | Level 2                  |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |     |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 |
| BBA III SEM                   | BBA304 | 3   | 3   | 3   | 3   | 1   | 2   | 3   | 2   | 1   | 1   |

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

| PROGRAMME ARTICULATION MATRIX |                            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|----------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |                            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA<br>III<br>S<br>E<br>M     | B<br>B<br>A<br>3<br>0<br>5 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |

| <b>Course Handout</b>                                                                              |
|----------------------------------------------------------------------------------------------------|
| <b>Course : Cost and Management Accounting</b>                                                     |
| Course Code : BBA 305, Crédits : 03, Session :2021-22 (Odd Sem.), Class : BBA 2 <sup>nd</sup> Year |

**A. Introduction:** The course aims at developing an insight into cost accounting, its need and the various methods used to determine the cost of production, preparation of cost sheet, allocation and absorption of overheads, break even analysis, variance analysis and budgeting.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA305.1.** Get an overview of Cost Accounting, its concept, scope and nature. The students will be able to differentiate between management accounting and financial accounting, understand methods of costing, different cost concepts, how to prepare cost sheet and will be able to know the relevant cost which are used for decision making.

**BBA305.2.** Understand the material pricing and method of costing. The students will get acquainted different methods of pricing the material and various methods used in costing such as job costing, batch costing, contract costing, single costing, process costing etc.

**BBA305.3.** Know about Overhead allocation and absorption. The students will be able to know how to do accounting for factory overheads, administration overheads, classification of selling and distribution overheads, and activity-based costing.

**BBA305.4.** Understand the concept of marginal costing and Cost volume profit analysis. The students will be able to calculate the fixed & variable cost, cost volume profit ratio, break-even point, calculation of sales at desired profits.

**BBA305.5.** Get an overview of concept of budgetary control, objectives of budgetary control. The students will be able to prepare purchase budget, production budget, cash budget, fixed and flexible budget.

**BBA305.6.** Understand the concept and calculations of Variance, Material cost Variance, Material Price variance, labour cost variance and Overhead Variance.

**C. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1          | CT          | 15%                |
|                                | Project/Assignment/ | P/A/Q/PR    | 10%                |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | Quiz/Presentation                                                                                                                                                                                             |    |             |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |

### E. Syllabus

#### **Module I: Introduction to Cost Accounting**

Meaning, nature and scope of cost accounting. Differentiate cost accounting from management accounting and financial accounting. Methods of costing. Cost concepts and numerical on preparation of cost sheet. Relevant costs for decision-making.

#### **Module II: Material Pricing & Methods of Costing**

Methods of pricing materials. Actual cost method, First in First out method, Last in First out method, Weighted Average method (**numerical**), Highest in First out method, Replacement Cost method, Introduction to various methods used in costing: job costing, batch costing, contract costing, single costing, process costing, services or operating costing (no **numerical**).

Case Study: “**Cortland Manufacturing, Inc**” (<http://www.chegg.com/homework-help/questions-and-answers/manegerial-accounting-case-study-case-assignment-1-cortland-manufacturing-inc>)

#### **Module III: Overhead Allocation and Absorption**

Introduction and classification of overheads. Accounting for factory overheads, Accounting for the administration overheads. Definition and classification of Selling and Distribution overheads and numerical on the same. Introduction to Activity Based Costing.

#### **Module IV: Marginal Costing and Cost Volume Profit Analysis**

Marginal Costing – Fixed & variable cost, meaning & characteristics of marginal costing profit/volume ratio. Limiting or key factor, break-even analysis and calculation of sales for desired profit and numerical on the same.

#### **Module V: Budgetary Control**

Budgetary Control, objective of budgetary control, preparation of purchase budget,

production budget, cash budget, fixed & flexible budgets and zero base budgeting.

### **Module VI: Variance Analysis**

Concept of variance. Material Cost Variance, Material Price Variance and numerical on the same. Labour cost Variance, Labour Rate Variance and numerical on the same. Concept of overhead variance.

#### **F. Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b>     | <b>5</b> | <b>70</b> |

**(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)**

#### **G. Suggested Text/Reference Books:**

Text:

- ♦ Cost Accounting, S.P Jain & K.L Narang

References:

- ♦ Management Accounting, MY Khan & PK Jain, Third Edition, Tata McGraw Hill
- ♦ Advanced Management Accounting, Robert S Koplan, Anthony A Atkinson, Third Edition, Printice Hall.

#### **H. Lecture Plan:**

| <b>Lect ure</b> | <b>Topics</b>                                                                      | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|-----------------|------------------------------------------------------------------------------------|-------------------------|-------------------------|-------------------------------------------------|
| 1               | Introduction to cost Accounting                                                    | Lecture                 | BBA305.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2               | Meaning, nature and scope of cost accounting.                                      | Lecture                 | BBA305.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3               | Differentiate cost accounting from management accounting and financial accounting. | Lecture                 | BBA305.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4               | Methods of costing                                                                 | Lecture                 | BBA305.1                | Mid-Term, Assignment/Quiz & End Sem Examination |



|    |                                                           |         |          |                                                 |
|----|-----------------------------------------------------------|---------|----------|-------------------------------------------------|
| 5  | Cost Concepts and Numericals on preparation of cost sheet | Lecture | BBA305.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6  | Relevant Costs for Decision Making                        | Lecture | BBA305.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7  | Material Pricing and Methods of Costing- Introduction     | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8  | Actual Cost Method, FIFO method                           | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9  | LIFO method and Weighted average cost methods             | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10 | HIFO method and replacement cost method                   | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | Introduction to various methods used in costing           | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | Job Costing and Batch Costing                             | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Contract Costing, Single Costing                          | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Process Costing                                           | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Operating costing                                         | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Case Study: Cortland Manufacturing, INC.                  | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Overhead Allocation and Absorption- Introduction          | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination                 |
| 18 | Introduction and Classification of overheads              | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination                 |

|    |                                                                                            |         |          |                                 |
|----|--------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 19 | Accounting for factory overheads                                                           | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 20 | Accounting for the administration Overheads                                                | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 21 | Definition and classification of selling and distribution overheads                        | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 22 | Numerical                                                                                  | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 23 | Introduction to activity based costing                                                     | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 24 | Introduction to marginal costing and cost volume profit analysis                           | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 25 | Marginal Costing-Fixed and Variable cost                                                   | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 26 | Meaning and Characteristic of marginal costing                                             | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 27 | Calculating Marginal Costing profit volume ratio                                           | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 28 | Limiting Key Factor and Calculating break-even analysis and calculation for desired profit | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 29 | Introduction to budgetary control and Its objective                                        | Lecture | BBA305.5 | Viva/Quiz & End Sem Examination |
| 30 | Preparation of Purchase Budget and Production Budget                                       | Lecture | BBA305.5 | Viva/Quiz & End Sem Examination |
| 31 | Preparing Cash Budget, Fixed and Flexible Budget                                           | Lecture | BBA305.5 | Viva/Quiz & End Sem Examination |
| 32 | Concept of zero base budgeting                                                             | Lecture | BBA305.5 | Viva/Quiz & End Sem Examination |
| 33 | Introduction to variance analysis, Concept of variance, material cost variance             | Lecture | BBA305.6 | Viva/Quiz & End Sem Examination |

|    |                                            |         |          |                                 |
|----|--------------------------------------------|---------|----------|---------------------------------|
| 34 | Numerical on Material Cost Variance        | Lecture | BBA305.6 | Viva/Quiz & End Sem Examination |
| 35 | Labour Cost Variance, Labour Rate Variance | Lecture | BBA305.6 | Viva/Quiz & End Sem Examination |
| 36 | Overhead Variance                          | Lecture | BBA305.6 | Viva/Quiz & End Sem Examination |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                                                                                                                                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |       |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|
|                   |                                                                                                                                                                                                                                                                                                                                        | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 |
| <b>BBA 305.1.</b> | Get an overview of Cost Accounting, its concept, scope and nature. The students will be able to differentiate between management accounting and financial accounting, understand methods of costing, different cost concepts, how to prepare cost sheet and will be able to know the relevant cost which are used for decision making. | 3                                   | 2    | 3    | 2    | 3    | 1    | 3    | 3    | 1    | 1     |

|                           |                                                                                                                                                                                                                                                                  |   |   |   |   |   |   |   |   |   |   |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>305.<br/>2</b> | Understand the material pricing and method of costing. The students will get acquainted different methods of pricing the material and various methods used in costing such as job costing, batch costing, contract costing, single costing, process costing etc. | 3 | 2 | 3 | 2 | 3 | 1 | 3 | 3 | 1 | 1 |
| <b>BBA<br/>305.<br/>3</b> | Know about Overhead allocation and absorption. The students will be able to know how to do accounting for factory overheads, administration overheads, classification of selling and distribution overheads, and activity-based costing.                         | 3 | 2 | 3 | 2 | 3 | 1 | 3 | 3 | 1 | 1 |
| <b>BBA<br/>305.<br/>4</b> | Understand the concept of marginal costing and Cost volume profit analysis. The students will be able to calculate the fixed & variable cost,                                                                                                                    | 3 | 2 | 3 | 2 | 3 | 1 | 3 | 3 | 1 | 1 |



| <p>understand methods of costing, different cost concepts, how to prepare cost sheet and will be able to know the relevant cost which are used for decision making.</p> <p>CO2: Understand the material pricing and method of costing. The students will get acquainted different methods of pricing the material and its various methods costing such as job costing, batch costing, contract costing, single costing, process costing etc.</p> <p>CO3: Know about Overhead allocation and absorption. The students will be able to know how to do accounting for factory overheads, administration overheads, classification of selling and distribution overheads, and activity-based costing.</p> |              |                                                                                                                                                                                                                                                                                                                                                                              |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                                                                                                                                                                                                                                                                                                                                                     | Marks |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1          | What do you mean by elements of cost? Discuss the various elements of cost.                                                                                                                                                                                                                                                                                                  | 3     |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2a         | State the distinction between the two terms in each of the following, giving examples:<br><br>(a) Cost allocation and cost apportionment.                                                                                                                                                                                                                                    | 3     |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.2b         | (b) Direct cost and indirect cost.                                                                                                                                                                                                                                                                                                                                           | 3     |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.3          | <p>The following information is given for company A for year 2002</p> <p>Factory Overheads Rs 62,000</p> <p>Direct Labor cost Rs 98,000</p> <p>Direct labor hours 50,000</p> <p>Machine hours 70,000</p> <p>From the above figures prepare the overhead application rates using the following methods:</p> <p>a) Direct labor hour b) Direct labor cost c) Machine hour.</p> | 6     |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.4          | What do you understand by Job costing explain with example? In which industries is it applied?                                                                                                                                                                                                                                                                               | 3     |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5          | What are overheads? How should overheads be classified?                                                                                                                                                                                                                                                                                                                      | 3     |

|     |     |                                                                                                                                |   |
|-----|-----|--------------------------------------------------------------------------------------------------------------------------------|---|
|     | Q.5 | To what extent will you include overhead charges in your valuation of (a) work-in-progress, and (b) finished goods?            | 3 |
| CO3 | Q 6 | What are the general considerations that should decide your choice of basis for distribution of overhead costs to departments? | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
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# Attainment

|                         |                                |
|-------------------------|--------------------------------|
| <b>Session</b>          | 2020-21                        |
| <b>Course Name</b>      | BBA                            |
| <b>Semester</b>         | 3rd Semester                   |
| <b>Subject Code</b>     | BBA 305                        |
| <b>Subject Name</b>     | COST AND MANAGEMENT ACCOUNTING |
| <b>Attainment Level</b> | Level 2                        |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
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**Bachelor of Business Administration**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |          |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |          | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| III SEM                       | BBL 3261 | 1   | 1   | 2   | 3   | 1   | 3   | 3   | 1   | 1   | 1    |



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|                                                                                       |
|---------------------------------------------------------------------------------------|
|                                                                                       |
| <b>Course Handout</b>                                                                 |
| Course : Business Laws                                                                |
| Course Code : BBL326, Crédits : 03, Session :2020-21(Odd Sem.), Class : BBA. 2nd Year |

**A. Introduction:** The objective of this course is to familiarize the budding managers with the objective of the course to acquaint the students with the fundamentals of business related laws, which have an important role over smooth conduct of business with the exposure of Business Laws or we can say legal environment of business, Indian contract Act 1872 ,Indian Sale of Goods Act,1930 ,Negotiable Instruments Act,1881 ,Elements of company law and consumer protection act 1986 and torts .where students have a capacity to mobilize resources and power accordingly. It aims to equip the students to focuses on understanding the basic concepts of Business Law and its functioning and its applications that they would find how it useful to society.

**B. Course Outcomes:** At the end of the course, students will be able to:

**1.BBL 326.1.** To make the student aware about the legal environment of business so that the fair level of business understanding principles can be developed.

**2.BBL326.2.** Getting them acquainted with the mercantile law's norms with respect to Indian contract Act. Where all aspirants learn the entry level complexities in Law.

**3.BBL326.3.** Acquaintance of the various term Hire Purchase -Pledge -Mortgage where they able to recognize the essential of Indian Sale of Goods Act with the rights of unpaid seller.

**4.BBL326.4.** Understand the role of Negotiable Instruments Act,1881 and its functions with applicability in day-to-day life.

**5.BBL326.5.** Demonstrate the essential elements of company law with the provisions of power and liabilities of directors and its remuneration with the all provisions of winding up of company.

**6.BBL326.6.** Acquaintance of consumer protection Act,1986 and its applicability.

**A. Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**C. :**

**Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**D. Syllabus****Module I: Legal Environment of Business**

Importance of Law, Legal environment of business, sources of law, function of law.

**Module II: Indian Contract Act, 1872**

Nature and kinds of Contracts, Concepts related to offer, Acceptance and Consideration, Principles Governing Capacity of Parties and Free Consent, Legality of Objects, Performance and Discharge of Contract, Breach of Contract and its Remedies, Basic Elements of Law Relating to Agency, Guarantee and Pledge.

**Module III: Indian Sale of Goods Act, 1930**

Sale and Agreement to Sell, Hire Purchase – Pledge – Mortgage – Hypothecation Lease. Goods – Different types of Goods, Passing of Property in Goods, Conditions and Warranties, Doctrine of Caveat emptor, Rights of an unpaid Seller.

**Module IV: Negotiable Instruments Act, 1881**

Meaning of Negotiability and Definition of Negotiable Instruments, Features, Cheques, Bill of Exchange and Promissory Note, Holder in Due Course, Crossing of Cheques, Endorsement and Dishonour of Cheques.

### Module V: Elements of Company Law

Meaning and types of companies, Formation of a company, Memorandum and Articles of Association, Prospectus and Issue of Shares, Share Capital and Shareholders, Company Meetings and Proceedings, Powers and Liabilities of Directors, meeting, Managerial Remuneration and Winding up of Company.

### Module VI: Consumer Protection Act 1986 and Torts

Need for Consumer Protection – Meaning of Consumer – Different Redressal Forums for Consumers, Rights of Consumers, Unfair Trade Practices, and Procedure for Filing Complaints. Meaning of tort, Application of Tortious Liability in Business Situations

#### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### E. Suggested Text/Reference Books:

##### Text:

- ♦ **Mercantile Law N.D. Kapoor.**
- ♦ **Prof (Cmde) P.K Goel, Business Law for managers Biztantra.**

##### References:

- ♦ **Dr. S.M. Shukla and Dr. O P Gupta Mercantile Law.**
- ♦ **S. S. Gulshan Excel Book Mercantile Law.**
- ♦ **Maheshwari & Maheshwari Business Law.**

#### F. Lecture Plan

| Lecture | Topics                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Legal Environment of Business: Introduction | Lecture          | <b>BBL326.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 2       | Importance of Law                           | Lecture          | <b>BBL326.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 3       | Legal environment of business               | Lecture          | <b>BBL326.1.</b> | Mid Term-1,                     |

|    |                                                                                      |         |                  |                                             |
|----|--------------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
|    |                                                                                      |         |                  | Quiz &<br>End Sem<br>Exam                   |
| 4  | Sources of law                                                                       | Lecture | <b>BBL326.1.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 5  | Function of law                                                                      | Lecture | <b>BBL326.1.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 6  | Indian Contract Act,<br>1872: Introduction                                           | Lecture | <b>BBL326.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 7  | Nature and kinds of<br>Contracts                                                     | Lecture | <b>BBL326.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 8  | Concepts related to<br>offer, Acceptance                                             | Lecture | <b>BBL326.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 9  | Consideration,<br>Principles Governing<br>Capacity of Parties and<br>Free Consent    | Lecture | <b>BBL326.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 10 | Legality of Objects                                                                  | Lecture | <b>BBL326.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 11 | Performance and<br>Discharge of Contract,<br>Breach of Contract and<br>its Remedies, | Lecture | <b>BBL326.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 12 |                                                                                      | Lecture | <b>BBL326.2.</b> | Mid<br>Term-1,                              |

|    |                                                                                                       |         |                  |                                             |
|----|-------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
|    | Basic Elements of Law<br>Relating to Agency,                                                          |         |                  | Quiz &<br>End Sem<br>Exam                   |
| 13 | Guarantee and Pledge                                                                                  | Lecture | <b>BBL326.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 14 | Indian Sale of Goods Act,<br>1930: Introduction                                                       | Lecture | <b>BBL326.3.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 15 | Sale and Agreement to<br>Sell                                                                         | Lecture | <b>BBL326.3.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 16 | Hire Purchase – Pledge –<br>Mortgage –<br>Hypothecation Lease.<br>Goods – Different types<br>of Goods | Lecture | <b>BBL326.3.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 17 | Passing of Property in<br>Goods                                                                       | Lecture | <b>BBL326.3.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 18 | Conditions and<br>Warranties                                                                          | Lecture | <b>BBL326.3.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 19 | Doctrine of Caveat<br>emtor, Rights of an<br>unpaid Seller                                            | Lecture | <b>BBL326.3.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 20 | Negotiable Instruments<br>Act, 1881                                                                   | Lecture | <b>BBL326.4.</b> | Quiz &<br>End Sem<br>Exam                   |
| 21 | Meaning of Negotiability<br>and Definition of<br>Negotiable Instruments                               | Lecture | <b>BBL326.4.</b> | Quiz &<br>End Sem<br>Exam                   |



|    |                                                                                            |         |                  |                     |
|----|--------------------------------------------------------------------------------------------|---------|------------------|---------------------|
|    |                                                                                            |         |                  |                     |
| 22 | Features, Cheques, Bill of Exchange and Promissory Note,                                   | Lecture | <b>BBL326.4.</b> | Quiz & End Sem Exam |
| 23 | Holder in Due Course, Crossing of Cheques, Endorsement and Dishonour of Cheques.           | Lecture | <b>BBL326.4.</b> | Quiz & End Sem Exam |
| 24 | Elements of Company Law: Meaning, Types of companies                                       | Lecture | <b>BBL326.5</b>  | Quiz & End Sem Exam |
| 25 | Formation of a company, Memorandum and Articles of Association                             | Lecture | <b>BBL326.5</b>  | Quiz & End Sem Exam |
| 26 | Issue of Shares, Share Capital and Shareholders                                            | Lecture | <b>BBL326.5</b>  | Quiz & End Sem Exam |
| 27 | Company Meetings and Proceedings                                                           | Lecture | <b>BBL326.5</b>  | Quiz & End Sem Exam |
| 28 | Powers and Liabilities of Directors                                                        | Lecture | <b>BBL326.5.</b> | Quiz & End Sem Exam |
| 29 | Meeting                                                                                    | Lecture | <b>BBL326.5.</b> | Quiz & End Sem Exam |
| 30 | Managerial Remuneration                                                                    | Lecture | <b>BBL326.5.</b> | Quiz & End Sem Exam |
| 31 | Winding up of Company.                                                                     | Lecture | <b>BBL326.5.</b> | Quiz & End Sem Exam |
| 32 | Consumer Protection Act 1986 and Torts: Need for Consumer Protection – Meaning of Consumer | Lecture | <b>BBL326.6.</b> | Quiz & End Sem Exam |

|    |                                                                            |         |                  |                     |
|----|----------------------------------------------------------------------------|---------|------------------|---------------------|
|    |                                                                            |         |                  |                     |
| 33 | Different Redressal Forums for Consumers, Rights of Consumers              | Lecture | <b>BBL326.6.</b> | Quiz & End Sem Exam |
| 34 | Unfair Trade Practices, and Procedure for Filing Complaints.               | Lecture | <b>BBL326.6.</b> | Quiz & End Sem Exam |
| 35 | Meaning of tort, Application of Tortious Liability in Business Situations. | Lecture | <b>BBL326.6.</b> | Quiz & End Sem Exam |
| 36 | Application of Tortious Liability in Business Situations.                  | Lecture | <b>BBL326.6.</b> | Quiz & End Sem Exam |

#### G. Course Articulation Matrix (Mapping of COs with POs)

| CO                  | STATEMENT                                                                                                                            |          | CORRELATION WITH PROGRAMME OUTCOMES |          |          |      |          |          |          |          |          |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------|----------|-------------------------------------|----------|----------|------|----------|----------|----------|----------|----------|
|                     |                                                                                                                                      | PO 1     | PO 2                                | PO 3     | PO 4     | PO 5 | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BB L32 6.1 .</b> | To make the student aware about the legal environment of business so that the fair level of business understanding principles can be | <b>1</b> | <b>1</b>                            | <b>3</b> | <b>2</b> | 1    | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                                 |                                                                                                                                                             |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                                 | developed .                                                                                                                                                 |          |          |          |          |          |          |          |          |          |          |
| <b>BB<br/>L32<br/>6.2<br/>.</b> | Getting them acquainted with the mercantile law's norms with respect to Indian contract Act. Where all aspirants learn the entry level complexities in Law. | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |
| <b>BB<br/>L32<br/>6.3<br/>.</b> | Acquaintance of the various term Hire Purchase - Pledge - Mortgage where they able to recognize the essential of Indian Sale of Goods Act with the          | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                        |                                                                                                                  |          |          |          |          |          |          |          |          |          |          |
|------------------------|------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                        | rights of unpaid seller.                                                                                         |          |          |          |          |          |          |          |          |          |          |
| <b>BB L32 6.4</b><br>. | Understand the role of Negotiable Instruments Act, 1881 and its functions with applicability in day-to-day life. | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |
| <b>BB L32 6.5</b><br>. | Demonstrate the essential elements of company law with the provisions of power and liabilities of                | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                   |                                                                                  |          |          |          |          |          |          |          |          |          |          |
|-------------------|----------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                   | directors and its remuneration with the all provisions of winding up of company. |          |          |          |          |          |          |          |          |          |          |
| <b>BB L32 6.6</b> | Acquaintance of consumer protection Act, 1986 and its applicability.             | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |

### Sample question Paper

| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –III) 2020-21 |               |               |          |           |                |          |
|------------------------------------------------------------------------------------------------|---------------|---------------|----------|-----------|----------------|----------|
| Class: BBA III Semester                                                                        |               |               |          |           |                |          |
| Subject Name: BBL326                                                                           |               | Time: 2 Hrs   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                 | Remembering   | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                               | Q.1,2(a),2(b) | Q.3,6         | Q.4,5    |           |                |          |

| <p>Student will be able to</p> <p>CO1: To make the student aware about the legal environment of business so that the fair level of business understanding principles can be developed.</p> <p>CO2: Getting them acquainted with the mercantile law's norms with respect to Indian contract Act. Where all aspirants learn the entry level complexities in Law.</p> |              |                                                                                               |       |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------|-------|
| CO Map                                                                                                                                                                                                                                                                                                                                                             | Question No. | Question                                                                                      | Marks |
| CO2                                                                                                                                                                                                                                                                                                                                                                | Q.1          | Why all contracts are agreement but all agreement are not contract? Highlight the difference. | 3     |
| CO1                                                                                                                                                                                                                                                                                                                                                                | Q.2a         | Write a short on Legal environment of business.                                               | 3     |
|                                                                                                                                                                                                                                                                                                                                                                    | Q.2b         | What are the different sources of Law?                                                        | 3     |
| CO2                                                                                                                                                                                                                                                                                                                                                                | Q.3          | What are the essential elements of valid contract as per Indian Contract Act?                 | 6     |
| CO3                                                                                                                                                                                                                                                                                                                                                                | Q.4          | Define sale and agreement to sell.                                                            | 3     |
| CO3                                                                                                                                                                                                                                                                                                                                                                | Q.5          | Explain rights of unpaid seller.                                                              | 6     |
| CO2                                                                                                                                                                                                                                                                                                                                                                | Q.6.         | What do you mean by Breach of contract? Explain with examples.                                | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |               |
|-------------------------|---------------|
| <b>Session</b>          | 2020-21       |
| <b>Course Name</b>      | BBA           |
| <b>Semester</b>         | 3rd Semester  |
| <b>Subject Code</b>     | BBL326        |
| <b>Subject Name</b>     | BUSINESS LAWS |
| <b>Attainment Level</b> | Level 2       |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**Amity Business School**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration,  
2020-21**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in



preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |     |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 |
| IV Sem.                       | BBA 401 | 1   | 1   | 2   | 3   | 1   | 1   | 1   | 1   | 2   | 1   |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Amity Business School

### Course Handout

Course : Corporate Financial Management

Course Code : BBA 401, Crédits : 04,  
Session :2020-21(Even Sem.), Class : BBA 2nd Year

**A.** In today's world, every manager is a decision-making unit. To take decisions which are effective, a manager should understand all areas of management. The objective of this course is to develop an understanding of short term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 401.1** To learn about the Sources of finance – Debt: Term Loans, Debentures. Equity: Ordinary Shares. Hybrid: Preference, Warrants.

**BBA 401.2** To study about the Concept significance assumptions, Computation of cost of capital of various sources: Equity, Debt, Reserve & Surplus and Preference shares

**BBA 401.3** To study about the Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage

**BBA 401.4** Importance of dividend decisions, Theories of Dividend decisions: Irrelevance theory, optimal dividend decision.

**BBA 401.5** To study about the Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options

**BBA 401.6** To learn about the Introduction to Financial Services, Features of marketing these services

### C. Programme Outcomes:

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognize, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### D. Assessment Plan:

| Component of Evaluation        | Description             | Code   | Weightage % |
|--------------------------------|-------------------------|--------|-------------|
| Continuous Internal Evaluation | Mid Term 1              | CT     | 15%         |
|                                | Mid Term 2              |        |             |
|                                | Seminar/Viva-Voce/Quiz/ | S/N/Q/ | 10%         |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | Home Assignment                                                                                                                                                                                               | HA |             |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |

## E. Syllabus

### Module I: Introduction to Financial Management

Indian Financial System (Meaning, importance and role). Sources of finance – Debt: Term Loans, Debentures. Equity: Ordinary Shares. Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs.

### Module II: Cost of capital

Concept significance assumptions, Computation of cost of capital of various sources: Equity, Debt, Reserve & Surplus and Preference shares. Weighted average cost of capital. Book value weights v/s market value weights.

Module III: Leverage Analysis and Capital Structure Theories Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage.

Factors affecting Capital Structure decisions, Theory of Capital Structure Decisions, MM Theory, NI, NOI and traditional theory.

### Module IV: Dividend Decisions

Importance of dividend decisions, Theories of Dividend decisions: Irrelevance theory, optimal dividend decision, relevance theory, Issues in dividend policy: Bonus Shares, Stock Splits & Buyback of shares.

### Module V: Introduction to Derivatives

Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options, Use of Derivative in financial investment decision.

## Module VI: Marketing of Financial Services

Introduction to Financial Services, Features of marketing these services, Recent developments.

### **Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### **F. Suggested Text/Reference Books:**

**Chandra, P. Fundamentals of Financial Management, Sixth Edition, Tata Mc-Graw Hill.**

**Brearly R.A. and Myers, S.C. Eighth Edition Principles of Corporate Finance, Tata Mc-Graw Hill.**

**Horne.V. Tenth Edition, Financial Management and Policy, Prentice Hall of India**

### **G. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                      | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|--------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | <b>Indian Financial System :Meaning</b>                            | Lecture                 | BBA 401.1               | Mid Term-1, Quiz & End Sem Exam |
| 2              | <b>Indian Financial System :Importance and Sources of finance</b>  | Lecture                 | BBA 401.1               | Mid Term-1, Quiz & End Sem Exam |
| 3              | <b>Debt: Term Loans, Debentures. Equity: Ordinary Shares</b>       | Lecture                 | BBA 401.1               | Mid Term-1, Quiz & End Sem Exam |
| 4              | <b>Debt: Term Loans, Debentures. Equity: Ordinary Shares</b>       | Lecture                 | BBA 401.1               | Mid Term-1, Quiz & End Sem Exam |
| 5              | <b>Hybrid: Preference, Warrants, Convertible securities, ADRs,</b> | Lecture                 | BBA 401.1               | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                         |         |           |                                 |
|----|-------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | <b>GDRs</b>                                                             |         |           |                                 |
| 6  | <b>Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs</b> | Lecture | BBA 401.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | <b>Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs</b> | Lecture | BBA 401.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | <b>Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs</b> | Lecture | BBA 401.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | <b>Concept significance assumptions</b>                                 | Lecture | BBA 401.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | <b>Computation of cost of capital of various sources</b>                | Lecture | BBA 401.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | <b>Equity, Debt, Reserve &amp; Surplus and Preference shares</b>        | Lecture | BBA 401.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | <b>Equity, Debt, Reserve &amp; Surplus and Preference shares</b>        | Lecture | BBA 401.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | <b>Weighted average cost of capital.</b>                                | Lecture | BBA 401.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | <b>Book value weights</b>                                               | Lecture | BBA 401.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | <b>Market value weights</b>                                             | Lecture | BBA 401.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | <b>Weighted average: Formulae</b>                                       | Lecture | BBA 401.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | <b>Leverage Analysis:</b>                                               | Lecture | BBA 401.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | <b>Operating Leverage</b>                                               | Lecture | BBA 401.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | <b>Factors affecting Capital Structure decisions</b>                    | Lecture | BBA 401.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | <b>Theory of Capital Structure Decisions</b>                            | Lecture | BBA 401.3 | Mid Term-1, Quiz & End          |

|    |                                                             |         |              |                                       |
|----|-------------------------------------------------------------|---------|--------------|---------------------------------------|
|    |                                                             |         |              | Sem Exam                              |
| 21 | <b>MM Theory</b>                                            | Lecture | BBA<br>401.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 22 | <b>NI, NOI and traditional theory.</b>                      | Lecture | BBA<br>401.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 23 | <b>Traditional theory.</b>                                  | Lecture | BBA<br>401.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 24 | <b>Examples: MM Theory, NI, NOI and traditional theory.</b> | Lecture | BBA<br>401.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 25 | <b>Importance of dividend decisions</b>                     | Lecture | BBA<br>401.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 26 | <b>Theories of Dividend decisions</b>                       | Lecture | BBA<br>401.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 27 | <b>Irrelevance theory</b>                                   | Lecture | BBA<br>401.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 28 | <b>optimal dividend decision, relevance theory</b>          | Lecture | BBA<br>401.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 29 | <b>Issues in dividend policy</b>                            | Lecture | BBA<br>401.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 30 | <b>Bonus Shares, Stock Splits &amp; Buyback of shares</b>   | Lecture | BBA<br>401.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 31 | <b>Stock Splits &amp; Buyback of shares</b>                 | Lecture | BBA<br>401.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 32 | <b>Buyback of shares</b>                                    | Lecture | BBA<br>401.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 33 | <b>Meaning and Concept of Derivatives</b>                   | Lecture | BBA<br>401.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 34 | <b>Conceptual understanding of Futures and Options</b>      | Lecture | BBA<br>401.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 35 | <b>Examples Futures and Options</b>                         | Lecture | BBA<br>401.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 36 | <b>Concept of Derivatives</b>                               | Lecture | BBA<br>401.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 37 | <b>Use of Derivative in</b>                                 | Lecture | BBA          | Quiz & End                            |

|    |                                                                      |         |           |                     |
|----|----------------------------------------------------------------------|---------|-----------|---------------------|
|    | <b>financial investment decision. Introduction</b>                   | e       | 401.5     | Sem Exam            |
| 38 | <b>Use of Derivative in financial investment decision : Examples</b> | Lecture | BBA 401.5 | Quiz & End Sem Exam |
| 39 | <b>Use of Derivative in financial investment decision: Practical</b> | Lecture | BBA 401.5 | Quiz & End Sem Exam |
| 40 | <b>Use of Derivative in financial investment decision.</b>           | Lecture | BBA 401.5 | Quiz & End Sem Exam |
| 41 | <b>Financial Services : Introduction</b>                             | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 42 | <b>Financial Services: Functions</b>                                 | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 43 | <b>Marketing these services</b>                                      | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 44 | <b>Features of marketing these services</b>                          | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 45 | <b>Types marketing these services</b>                                | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 46 | <b>Financial Services</b>                                            | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 47 | <b>Recent developments in financial Services</b>                     | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 48 | <b>Examples Recent developments in financial Services</b>            | Lecture | BBA 401.6 | Quiz & End Sem Exam |

#### H. Course Articulation Matrix (Mapping of COs with POs)

| C<br>O            | STATEMENT                               | CORRELATION WITH PROGRAMME OUTCOMES |     |     |          |          |     |      |          |          |          |
|-------------------|-----------------------------------------|-------------------------------------|-----|-----|----------|----------|-----|------|----------|----------|----------|
|                   |                                         | PO 1                                | PO2 | PO3 | PO4      | PO5      | PO6 | PO 7 | PO8      | PO9      | PO 10    |
| <b>BB A 401.1</b> | To learn about the Sources of finance - | <b>2</b>                            | -   | -   | <b>3</b> | <b>2</b> | -   | -    | <b>2</b> | <b>3</b> | <b>1</b> |



|                  |                                                                                                                                                               |          |          |          |          |          |          |          |          |          |          |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  | Debt: Term Loans, Debentures. Equity: Ordinary Shares. Hybrid: Preference, Warrants                                                                           |          |          |          |          |          |          |          |          |          |          |
| <b>BBA 401.2</b> | To study about the Concept significance assumptions, Computation of cost of capital of various sources: Equity, Debt, Reserve & Surplus and Preference shares | <b>3</b> | <b>-</b> | <b>2</b> | <b>-</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>-</b> | <b>2</b> | <b>1</b> |
| <b>BBA 401.3</b> | to study about the Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage                                                              | <b>2</b> | <b>-</b> | <b>-</b> | <b>3</b> | <b>1</b> | <b>-</b> | <b>2</b> | <b>-</b> | <b>-</b> | <b>1</b> |
| <b>BBA 401.4</b> | Importance of dividend decisions, Theories of Dividend decisions: Irrelevance theory, optimal dividend Decision.                                              | <b>-</b> | <b>3</b> | <b>2</b> | <b>-</b> | <b>-</b> | <b>2</b> | <b>-</b> | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA 401.5</b> | To study about the Meaning and Concept of Derivatives,                                                                                                        | <b>-</b> | <b>2</b> | <b>-</b> | <b>3</b> | <b>-</b> | <b>2</b> | <b>3</b> | <b>-</b> | <b>1</b> | <b>1</b> |

|                      |                                                                                             |          |          |          |          |          |          |          |          |          |          |
|----------------------|---------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                      | Conceptual understanding of Futures and Options                                             |          |          |          |          |          |          |          |          |          |          |
| <b>BBA<br/>401.6</b> | To learn about the Introduction to Financial Services, Features of marketing these services | <b>2</b> | <b>-</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>-</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> |

## **Sample Question Paper**

|                                                                                                                                                             |                 |                                                                 |              |               |                |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------------------------------------------------------|--------------|---------------|----------------|--------------|
| Amity Business School                                                                                                                                       |                 |                                                                 |              |               |                |              |
| I MID-SEMESTER (SEM -IV) 2020-21                                                                                                                            |                 |                                                                 |              |               |                |              |
| Class: B.B.A IV Semester                                                                                                                                    |                 |                                                                 |              |               |                |              |
| Subject Name:<br>BBA 401 Corporate<br>Financial Management                                                                                                  |                 | Time: 2 Hrs                                                     |              |               | Max. Marks: 30 |              |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                     | Rememberi<br>ng | Understandi<br>ng                                               | Applyin<br>g | Analyzi<br>ng | Evaluati<br>ng | Creatin<br>g |
| Question<br>Mapping                                                                                                                                         | Q.1             | Q.4                                                             | Q.5a         | Q.5b          | Q.2a           | Q.2b         |
| Student will be able to<br>CO1: List the broad perceptive of cloud architecture<br>and model. CO2: Apply different cloud programming<br>models as per need. |                 |                                                                 |              |               |                |              |
| CO<br>Map                                                                                                                                                   | Question<br>No. | Questi<br>on                                                    |              |               |                | Mark<br>s    |
| BBA<br>401.1                                                                                                                                                | Q.1             | Write down the Importance of Indian Financial<br>System         |              |               |                | 3            |
| BBA<br>401.2                                                                                                                                                | Q.2<br>a        | Write down the Procedure of Computation of<br>Cost of Equity    |              |               |                | 3            |
|                                                                                                                                                             | Q.2<br>b        | Write down the Procedure of<br>Computation of Cost of Debenture |              |               |                | 3            |
| BBA<br>401.1                                                                                                                                                | Q.3             | Explain the Long-term Sources of Finance in<br>details          |              |               |                | 6            |
| BBA<br>401.2                                                                                                                                                | Q.4             | Write down Short Notes om ADR and GDR                           |              |               |                | 3            |
| BBA<br>401.1                                                                                                                                                | Q.5<br>a        | Write down the Procedure of Convertible<br>Securities           |              |               |                | 3            |
|                                                                                                                                                             | Q.5<br>b        | Write down the role of Indian Financial<br>System.              |              |               |                | 3            |
| BBA<br>401.2                                                                                                                                                | Q 6             | Explain the Weighted average cost of Capital<br>in details      |              |               |                | 6            |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21  
**Course Name** BBA  
**Semester** 4th Semester  
**Subject Code** BBA 401  
**Subject Name** CORPORATE FINANCIAL MANAGEMENT

**Attainment Level** Level 2

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



## AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

### AMITY BUSINESS SCHOOL

#### **PROGRAMME OUTCOMES**

#### **Bachelor of Business Administration**

**2020-21**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in

preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|             |         | <b>PROGRAMME ARTICULATION MATRIX</b> |      |      |      |      |      |      |      |     |     |
|-------------|---------|--------------------------------------|------|------|------|------|------|------|------|-----|-----|
|             |         | PO 1                                 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO9 | P10 |
| BBA IV Sem. | BBA 402 | 3                                    | 2    | 3    | 2    | 1    | 3    | 1    | 1    | 2   | 3   |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                           |
|-------------------------------------------------------------------------------------------|
|                                                                                           |
| <b>Course Handout</b>                                                                     |
| Course : Marketing Management II                                                          |
| Course Code : BBA 402, Crédits : 04,<br>Session :2020-21(Even Sem.), Class : BBA 2nd Year |

**A. Introduction:** To expose the students to the advance concepts of Marketing and to help them analyze the recurrent issues in Marketing with the help of cases.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 402.1** To learn about the industrial, product differentiation, product mix, Product Life Cycle and various strategies.

**BBA 402.2** To study about the Product Line Decision, New Product Development: Challenges & Process.

**BBA 402.3** To study about the Understanding various pricing strategies and their application.

**BBA 402.4** To learn about the Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions

**BBA 402.5** To understand about the Marketing communication budget. Introduction to various elements of integrated marketing communications briefly



### **C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognize, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **D. Programme Specific Outcomes: NA**

### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                         | <b>Code</b>  | <b>Weight age %</b> |
|--------------------------------|--------------------------------------------|--------------|---------------------|
| Continuous Internal Evaluation | Mid Term 1                                 | CT           | 15%                 |
|                                | Mid Term 2                                 |              |                     |
|                                | Seminar/Viva-Voce/Quiz/<br>Home Assignment | S/V/Q/<br>HA | 10%                 |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |

## F. Syllabus

### Module I: Product Mix Strategy

Product: concept & levels, Classification of products consumer and industrial, product differentiation, product mix, Product Life Cycle and various strategies, Branding: concept and challenges, brand decisions. Packaging and labeling.

### Module II: Product Development Decision

Product Line Decision, New Product Development: Challenges & Process, Consumer Adoption Process, Diffusion of Innovation.

### Module III: Pricing Considerations and Strategies

Introduction to various objectives of pricing, Pricing Process. Adapting the price: Concept of geographical pricing, promotional pricing, discriminatory pricing. Understanding various pricing strategies and their application.

### Module IV: Distribution and Logistics Decision

Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions, Channel Dynamics. Introduction to Wholesaling, Retailing and Logistics.

### Module V: Deciding on the Marketing Communications Mix

The process of deciding the Marketing communication mix, Marketing communication budget. Introduction to various elements of integrated marketing communications briefly.

### Module VI: Introduction to global market place

Challenges and opportunities of Globalization. Factors governing entry into foreign markets. Marketing Mix for Global Markets. Trends in international marketing

## G. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### H. Suggested Text/Reference Books:

**Kotler Philip and Armstrong Gray, Principles of Marketing, Eleventh Edition, Pearson Education.**

**Ramaswamy VS, Namakumari S, Marketing Management, Planning Implementation & Control, Third Edition, MacMillan.**

#### I. Lecture Plan

| Lecture | Topics                                                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Product: concept & levels, Classification of products consumer and industrial   | Lecture          | BBA 402.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Product: concept & levels, Classification of products consumer and industrial   | Lecture          | BBA 402.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | product differentiation, product mix, Product Life Cycle and various strategies | Lecture          | BBA 402.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | product differentiation, product mix, Product Life Cycle and various strategies | Lecture          | BBA 402.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Branding: concept and challenges, brand decisions. Packaging and labeling.      | Lecture          | BBA 402.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Branding: concept and challenges, brand decisions. Packaging and labeling.      | Lecture          | BBA 402.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Branding: concept and challenges, brand decisions. Packaging and labeling.      | Lecture          | BBA 402.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Branding: concept and challenges, brand decisions. Packaging and labeling.      | Lecture          | BBA 402.1        | Mid Term-1, Quiz & End Sem Exam |

|    |                                               |         |           |                                 |
|----|-----------------------------------------------|---------|-----------|---------------------------------|
| 9  | Product Line Decision                         | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | New Product Development                       | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Challenges & Process                          | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Product Line Decision: case study             | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Consumer Adoption Process: Introduction       | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Consumer Adoption Process: case study         | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Consumer Adoption Process: Introduction       | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Examples : case study                         | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Introduction to various objectives of pricing | Lecture | BBA 402.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Pricing Process.                              | Lecture | BBA 402.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Adapting the price                            | Lecture | BBA 402.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Concept of geographical pricing               | Lecture | BBA 402.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Promotional pricing, discriminatory pricing   | Lecture | BBA 402.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Pricing strategies and their application.     | Lecture | BBA 402.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Understanding various pricing strategies      | Lecture | BBA 402.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Pricing strategies and their application.     | Lecture | BBA 402.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Nature of Marketing Channels                  | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                  |         |           |                                 |
|----|----------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 26 | Channel Functions and Flows                                                      | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Marketing Channels: Introduction                                                 | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Channel Design and Management Decisions                                          | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Channel Dynamics.                                                                | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Introduction to Wholesaling                                                      | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Retailing                                                                        | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Logistics                                                                        | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | The process of deciding the Marketing communication mix                          | Lecture | BBA 402.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | The process of deciding the Marketing communication mix                          | Lecture | BBA 402.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | The process of deciding the Marketing communication mix                          | Lecture | BBA 402.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Marketing communication budget: Introduction                                     | Lecture | BBA 402.5 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Marketing communication budget: case                                             | Lecture | BBA 402.5 | Quiz & End Sem Exam             |
| 38 | Marketing communications briefly: functions                                      | Lecture | BBA 402.5 | Quiz & End Sem Exam             |
| 39 | Introduction to various elements of integrated marketing communications briefly. | Lecture | BBA 402.5 | Quiz & End Sem Exam             |
| 40 | Integrated marketing communications: case studies                                | Lecture | BBA 402.5 | Quiz & End Sem Exam             |

|    |                                                 |         |           |                     |
|----|-------------------------------------------------|---------|-----------|---------------------|
| 41 | Challenges of Globalization                     | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 42 | Opportunities of Globalization.                 | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 43 | Factors governing entry into foreign markets    | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 44 | Marketing Mix for Global Markets: Introduction  | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 45 | Marketing Mix for Global Markets.: case study   | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 46 | Trends in international marketing: Introduction | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 47 | Trends in international marketing: case studies | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 48 | Examples: Trends in international marketing     | Lecture | BBA 402.6 | Quiz & End Sem Exam |

#### J. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |     |          |          |          |          |          |          |          |          |
|------------------|------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|----------|----------|----------|----------|----------|----------|----------|----------|
|                  |                                                                                                                  | PO 1                                | PO2 | PO3      | PO4      | PO5      | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BBA4 02.1</b> | To learn about the industrial, product differentiation , product mix, Product Life Cycle and various strategies. | <b>2</b>                            | -   | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | <b>3</b> | <b>1</b> |
| <b>BBA 402.2</b> | to study about the Product Line Decision,                                                                        | <b>3</b>                            | -   | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>1</b> | -        | <b>2</b> | <b>1</b> |

|                  |                                                                                                                                         |          |          |          |          |          |          |          |          |          |          |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  | New Product Development: Challenges & Process.                                                                                          |          |          |          |          |          |          |          |          |          |          |
| <b>BBA402.3</b>  | to study about the Understanding various pricing strategies and their application .                                                     | <b>2</b> | -        | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        | <b>1</b> |
| <b>BBA 402.4</b> | To learn about the Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions                   | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA 402.5</b> | To understand about the Marketing communication budget. Introduction to various elements of integrated marketing communications briefly | -        | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> | <b>1</b> |
| <b>BBA 402.6</b> | To learn about the Challenges and opportunities of Globalization. Factors governing entry into foreign markets                          | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> |





## **Sample Question Paper**

|                                                                                                                                                             |                 |                                                                      |              |               |                |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------------------------------------------------------------------|--------------|---------------|----------------|--------------|
| Amity Business School                                                                                                                                       |                 |                                                                      |              |               |                |              |
| I MID-SEMESTER (SEM -IV) 2020-21                                                                                                                            |                 |                                                                      |              |               |                |              |
| Class: B.B.A IV Semester                                                                                                                                    |                 |                                                                      |              |               |                |              |
| Subject Name:<br>BBA 402 Marketing<br>Management                                                                                                            |                 | Time: 2 Hrs                                                          |              |               | Max. Marks: 30 |              |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                     | Rememberi<br>ng | Understandi<br>ng                                                    | Applyin<br>g | Analyzi<br>ng | Evaluati<br>ng | Creatin<br>g |
| Question<br>Mapping                                                                                                                                         | Q.1             | Q.4                                                                  | Q.5a         | Q.5b          | Q.2a           | Q.2b         |
| Student will be able to<br>CO1: List the broad perceptive of cloud architecture<br>and model. CO2: Apply different cloud programming<br>models as per need. |                 |                                                                      |              |               |                |              |
| CO<br>Map                                                                                                                                                   | Question<br>No. | Questi<br>on                                                         |              |               |                | Mark<br>s    |
| BBA402.<br>1                                                                                                                                                | Q.1             | Explain the Product mix in details                                   |              |               |                | 3            |
| BBA402.<br>2                                                                                                                                                | Q.2<br>a        | Explain the Different Stages of New Product<br>Development           |              |               |                | 3            |
|                                                                                                                                                             | Q.2<br>b        | Write down the Challenges and<br>Process of new Product Development. |              |               |                | 3            |
| BBA402.<br>1                                                                                                                                                | Q.3             | Write down the Product Life Cycle and<br>various strategies          |              |               |                | 6            |
| BBA402.<br>2                                                                                                                                                | Q.4             | Explain the Product Line Decision                                    |              |               |                | 3            |
| BBA402.<br>1                                                                                                                                                | Q.5<br>a        | Explain the Brand decision in details                                |              |               |                | 3            |
|                                                                                                                                                             | Q.5<br>b        | Explain the Packaging and labeling in details                        |              |               |                | 3            |
| BBA402.<br>2                                                                                                                                                | Q 6             | Explain the Diffusion of Innovation                                  |              |               |                | 6            |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                           |
|-------------------------|---------------------------|
| <b>Session</b>          | 2020-21                   |
| <b>Course Name</b>      | BBA                       |
| <b>Semester</b>         | 4th Semester              |
| <b>Subject Code</b>     | BBA 402                   |
| <b>Subject Name</b>     | MARKETING MANAGEMENT – II |
| <b>Attainment Level</b> | Level 2                   |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
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## AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

### Amity Business School

#### PROGRAMME OUTCOMES

#### **Bachelor of Business Administration**

**2020-21**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in

preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|         |         | <b>PROGRAMME ARTICULATION MATRIX</b> |      |      |      |      |      |      |      |     |     |
|---------|---------|--------------------------------------|------|------|------|------|------|------|------|-----|-----|
|         |         | PO 1                                 | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO9 | P10 |
| IV Sem. | BBA 403 | 3                                    | 2    | 3    | 2    | 3    | 1    | 3    | 3    | 1   | 1   |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Course Handout

Course : Research Methodologies and Report Préparation

Course Code : BBA 403, Crédits : 03,

Session :2020-21(Even Sem.), Class : BBA 2nd Year

**A. Introduction :** To understand the way in which systematic research can be conducted to describe, explain, and predict phenomena of interest; To develop practical knowledge and skills to understand and carry out research projects; To develop understanding of the basic techniques and tools for conducting research, To develop contents and organization of both the written report and oral presentation for which the research study was done.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 403.1** To learn about Conceptualization and Formulation of a Research Problem, Introduction to Research Design.

**BBA 403.2** To study about Concept of Primary and Secondary Data; Data Collection Methods: Observation, Survey, Questionnaire; Steps in Constructing Questionnaire

**BBA 403.3** To study about Concept Nature of Sampling, Steps of Sampling Design, Sampling Frame, Sample Selection Methods.

**BBA 403.4** To understand about Fieldwork procedure, Common sources of error in the fieldwork

**BBA 403.5** To study about the Data analysis-I: Test of significance Z, t, F and chi-square

**BBA 403.6** To learn about Research presentation and research process examination

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognize, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **C. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weight age %</b> |
|--------------------------------|--------------------|-------------|---------------------|
| Continuous Internal            | Mid Term 1         | CT          | 15%                 |

|                          |                                                                                                                                                                                                               |              |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------|
| Evaluation               | Mid Term 2                                                                                                                                                                                                    |              |             |
|                          | Seminar/Viva-Voce/Quiz/<br>Home Assignment                                                                                                                                                                    | S/V/Q/<br>HA | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A            | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE           | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |              | <b>100%</b> |

## D. Syllabus

### Module I: Introduction

Meaning and Importance of Research, Conceptualization and Formulation of a Research Problem, Introduction to Research Design, Scales and Measurements: Ordinal, Nominal, Ratio, Interval, Likert. Preliminary Research: Literature Review, Construction of Hypotheses

### Module II: Data collection methods

Primary And Secondary Data; Data Collection Methods: Observation, Survey, Questionnaire; Steps in Constructing Questionnaire, Type of Questions, Introduction to Projective techniques

### Module III: Sampling

Nature of Sampling, Steps of Sampling Design, Sampling Frame, Sample Selection Methods - Probability and Non Probability, Sample Size, Sampling Errors and Principles of Sampling.

### Module IV: Data Collection Field Work

Fieldwork procedure, Common sources of error in the fieldwork, Minimizing fieldwork errors, Tabulation of collected data

### Module V: Data Analysis



## Module VI: Report Writing

Research presentation and research process examination; Report writing - Format and Types of research report.

### Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### E. Suggested Text/Reference Books:

Luck, David J and Rubin, Ronald S., Marketing Research(7th edition), Prentice Hall of India

Aaker, David A; Kumar V and George S., Marketing Research(6th edition), John Wiley & Sons.

Boyd, Harper W, Westphall, Ralph & Stasch, Stanely F, Market Research : Text & Cases, Richard D. Irwin Inc.

### F. Lecture Plan

| Lecture | Topics                                                                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Meaning and Importance of Research, Conceptualization and Formulation of a Research Problem | Lecture          | BBA 403.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction to Research Design, Scales and Measurements                                    | Lecture          | BBA 403.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Ordinal, Nominal, Ratio, Interval, Likert                                                   | Lecture          | BBA 403.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Preliminary Research</i>                                                                 | Lecture          | BBA              | Mid Term-1,                     |

|    |                                                                         |         |           |                                 |
|----|-------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                         | e       | 403.1     | Quiz & End Sem Exam             |
| 5  | Literature Review                                                       | Lecture | BBA 403.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Construction of Hypotheses                                              | Lecture | BBA 403.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Primary And Secondary Data                                              | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Data Collection Methods                                                 | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Observation, Survey, Questionnaire; Steps in Constructing Questionnaire | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Type of Questions,                                                      | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Introduction to Projective techniques                                   | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Type of Questions, Introduction to Projective techniques                | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Nature of Sampling                                                      | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Steps of Sampling Design, Sampling Frame                                | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Sample Selection Methods                                                | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Probability and Non-Probability                                         | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Sample Size                                                             | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Sampling Errors and Principles of Sampling.                             | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Fieldwork procedure                                                     | Lecture | BBA 403.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Common sources of error in the fieldwork                                | Lecture | BBA 403.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Fieldwork procedure : case study                                        | Lecture | BBA 403.4 | Mid Term-2, Quiz & End          |

|    |                                                           |         |           |                                 |
|----|-----------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                           |         |           | Sem Exam                        |
| 22 | Minimizing fieldwork errors : Introduction                | Lecture | BBA 403.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Minimizing fieldwork errors, Tabulation of collected data | Lecture | BBA 403.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Minimizing fieldwork errors, Tabulation of collected data | Lecture | BBA 403.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Data analysis-I:                                          | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Test of significance Z, t, F                              | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | chi-square                                                | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Data analysis-II                                          | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Correlation and Regression techniques, Data analysis      | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Introduction to Statistical Package                       | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Research presentation                                     | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Research process examination                              | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Research presentation and research process examination    | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Report writing                                            | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Format and Types of research report.                      | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Report writing                                            | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |

### G. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |     |          |          |          |          |          |          |          |          |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|----------|----------|----------|----------|----------|----------|----------|----------|
|                 |                                                                                                                                                        | PO 1                                | PO2 | PO3      | PO4      | PO5      | PO 6     | PO 7     | PO8      | PO 9     | PO 10    |
| <b>BBA403.1</b> | To learn about Conceptualization and Formulation of a Research Problem, Introduction to Research Design                                                | <b>2</b>                            | -   | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | <b>3</b> | <b>1</b> |
| <b>BBA403.2</b> | To study about Concept of Primary And Secondary Data; Data Collection Methods: Observation, Survey, Questionnaire; Steps in Constructing Questionnaire | <b>3</b>                            | -   | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>1</b> | -        | <b>2</b> | <b>1</b> |
| <b>BBA403.3</b> | To study about Concept Nature of Sampling, Steps of Sampling Design, Sampling Frame, Sample Selection                                                  | <b>2</b>                            | -   | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        | <b>1</b> |

|                      |                                                                                   |          |          |          |          |          |          |          |          |          |          |
|----------------------|-----------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                      | Methods                                                                           |          |          |          |          |          |          |          |          |          |          |
| <b>BBA<br/>403.4</b> | To understand about Fieldwork procedure, Common sources of error in the fieldwork | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA<br/>403.5</b> | To study about the Data analysis-I: Test of significance Z, t, F and chi-square   | -        | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> | <b>1</b> |
| <b>BBA<br/>403.6</b> | To learn about Research presentation and research process examination             | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> |

## **Sample Question Paper**

| <p style="text-align: center;">Amity Business School<br/>Department of Business Management<br/>I MID-SEMESTER (SEM -IV) 2020-21</p>                                                                                                                                                                                     |                 |                                                            |              |               |                |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|------------------------------------------------------------|--------------|---------------|----------------|--------------|
| Class: B.B.A IV Semester                                                                                                                                                                                                                                                                                                |                 |                                                            |              |               |                |              |
| Subject Name:<br>Research Méthodologies<br>and Report Préparation                                                                                                                                                                                                                                                       |                 | Time: 2 Hrs                                                |              |               | Max. Marks: 30 |              |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                 | Rememberi<br>ng | Understandi<br>ng                                          | Applyin<br>g | Analyzi<br>ng | Evaluati<br>ng | Creatin<br>g |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                     | Q.1             | Q.4                                                        | Q.5a         | Q.5b          | Q.2a           | Q.2b         |
| <p>Student will be able to</p> <p>CO1: To learn about Conceptualization and Formulation of a Research Problem, Introduction to Research Design .</p> <p>CO2: To study about Concept of Primary and Secondary Data; Data Collection Methods: Observation, Survey, Questionnaire; Steps in Constructing Questionnaire</p> |                 |                                                            |              |               |                |              |
| CO<br>Map                                                                                                                                                                                                                                                                                                               | Question<br>No. | Questi<br>on                                               |              |               | Mark<br>s      |              |
| BBA403.<br>1                                                                                                                                                                                                                                                                                                            | Q.1             | Write down a formulation of Research Problem.              |              |               | 3              |              |
| BBA403.<br>2                                                                                                                                                                                                                                                                                                            | Q.2<br>a        | Write down the method of data collection of Primary data.  |              |               | 3              |              |
|                                                                                                                                                                                                                                                                                                                         | Q.2<br>b        | Write down the sources of Secondary data collection.       |              |               | 3              |              |
| BBA403.<br>1                                                                                                                                                                                                                                                                                                            | Q.3             | Write about the scale and measurement.                     |              |               | 6              |              |
| BBA403.<br>2                                                                                                                                                                                                                                                                                                            | Q.4             | Write down the steps in the construction of Questionnaire. |              |               | 3              |              |
| BBA403.<br>1                                                                                                                                                                                                                                                                                                            | Q.5<br>a        | Explain about the nominal and ordinal scale.               |              |               | 3              |              |
|                                                                                                                                                                                                                                                                                                                         | Q.5<br>b        | Write down about the ratio, likert and interval scale      |              |               | 3              |              |
| BBA403.<br>2                                                                                                                                                                                                                                                                                                            | Q 6             | Write down about the projective technique                  |              |               | 6              |              |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                           |
|-------------------------|-------------------------------------------|
| <b>Session</b>          | 2020-21                                   |
| <b>Course Name</b>      | BBA                                       |
| <b>Semester</b>         | 4th Semester                              |
| <b>Subject Code</b>     | BBA 403                                   |
| <b>Subject Name</b>     | RESEARCH METHODOLOGY & REPORT PREPARATION |
| <b>Attainment Level</b> | Level 1                                   |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
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AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL



AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

### **PROGRAMME OUTCOMES**

#### **Bachelor of Business Administration 2020-2023**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |     |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P10 |
| BBA IV SEM                    | BBA 404 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1   |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Course Handout

Course : ENTREPRENEURSHIP DEVELOPMENT

Course Code : BBA 404, Crédits : 03,  
Session : 2020-21 (Odd Sem.), Class : BBA

**A. Introduction:** The aim of the course is to orient the students in theories and practices of management so as to apply the acquired knowledge in actual business practices. This is a gateway to the real world of management and decision-making.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 404.1.** Knowledge of venture idea generation and overview of setting up an enterprise.

**BBA 404.2.** Understand the significance of project appraisal with business plans.

**BBA 404.3.** Describe the Financial Analysis with venture capital Proposal.

**BBA 404.4.** Understand the complexities associated with Market and Materials Management Analysis these complexities.

**BBA 404.5.** Understand project management and legal issues for the entrepreneur.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:NA**

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------|-------------|--------------------|
| Continuous                     | Mid Term 1         | CT          | 15%                |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Internal Evaluation      |                                                                                                                                                                                                               |          |             |
|                          | Mid Term 2                                                                                                                                                                                                    |          |             |
|                          | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## F. Syllabus

### Module I: Basic Concepts

Qualities, Characteristics of an entrepreneur, Venture idea generation, Ideas and the entrepreneurship, Women entrepreneurs, Preliminary Screening, Drawbacks or Problems of entrepreneurship, Reasons of failure, Overview of setting up an enterprise with organizational forms – MSMED Act.

Project Based Learning -1

Group task: studying various success stories of entrepreneurs and discussing their characteristics and reasons for success.

### Module II: Project Appraisal

Pre-feasibility Report, Project Report, Comparative Rating of Product ideas, Cash Flow, Financial Analysis and Planning, Sources of Finance. Stages of Project Feasibility Analysis-Market, Technical, Financial, Social Analysis, Project Implementation Stages.

Project Based Learning – 2

Activities and assignments: Students asked to finalize on their ideas and start writing business plans.

### Module III: Financial Analysis

Financing the project, Sources of finance, Venture Capital Sources, What Investor looks in the Investment Proposal, Outline for a Venture Capital Proposal.

### Module IV: Market and Materials Management Analysis

Vendor development, vendor selection decision factors, methods of price determination, direct and hidden cost in material management, market development, market feasibility, activities and decisions in materials management – International Markets.

**Module V: Project Management**

Steps and procedure for setting up small scale, Role of Banks and Financial Institutions in Development, E-Commerce, E-Business, E-Auction. Project management problems. SEZ, Cluster Development. Legal Issues for the Entrepreneur: Patents, Trademarks, Copyrights.

**G. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**H. Suggested Text/Reference Books:**

- Essential of Management, Koontz O' Donnell
- Management, Stoner, Freemant & Gilbert
- Principles & practice of Mgmt., L.M. Prasad
- Management Today, Burton & Thakur
- Principles & Practices of Mgmt., C.B. Gupta

**I. Lecture Plan**

| Lecture | Topics                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | Qualities, Characteristics of an entrepreneur | Lecture          | BBA 404.1        | Mid Term-1, Quiz & End Sem Exam |
| 2.      | Venture idea generation                       | Group Discussion | BBA 404.1        | Mid Term-1, Quiz & End Sem Exam |
| 3.      | Ideas and the entrepreneurship                | Lecture          | BBA 404.1        | Mid Term-1, Quiz & End Sem Exam |
| 4.      | Women entrepreneurs                           | Lecture          | BBA 404.1        | Mid Term-                       |

|     |                                                                                                                                                                                             |                  |           |                                 |
|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------|---------------------------------|
|     |                                                                                                                                                                                             |                  |           | 1, Quiz & End Sem Exam          |
| 5.  | Preliminary Screening                                                                                                                                                                       | Lecture          | BBA 404.1 | Mid Term-1, Quiz & End Sem Exam |
| 6.  | Drawbacks or Problems of entrepreneurship                                                                                                                                                   | Home Assignment  | BBA 404.1 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | Reasons of failure                                                                                                                                                                          | Lecture          | BBA 404.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | Overview of setting up an enterprise with organizational forms – MSMED Act. studying various success stories of entrepreneurs and discussing their characteristics and reasons for success. | Case Study       | BBA 404.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | Pre-feasibility Report                                                                                                                                                                      | Lecture          | BBA 404.2 | Mid Term-1, Quiz & End Sem Exam |
| 10. | Project Report                                                                                                                                                                              | Lecture          | BBA 404.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | Comparative Rating of Product ideas                                                                                                                                                         | Home Assignment  | BBA 404.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | Cash Flow, Financial Analysis and Planning                                                                                                                                                  | Lecture          | BBA 404.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | Sources of Finance. Stages of Project Feasibility Analysis-                                                                                                                                 | Group Discussion | BBA 404.2 | Mid Term-1, Quiz & End Sem      |

|     |                                                                                                                                  |                  |           |                                 |
|-----|----------------------------------------------------------------------------------------------------------------------------------|------------------|-----------|---------------------------------|
|     | Market                                                                                                                           |                  |           | Exam                            |
| 14. | Technical, Financial, Social Analysis                                                                                            | Lecture          | BBA 404.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | Project Implementation Stages.                                                                                                   | Lecture          | BBA 404.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | Project Based Learning : Activities and assignments: Students asked to finalize on their ideas and start writing business plans. | Lecture          | BBA 404.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | Financial Analysis                                                                                                               | Group Discussion | BBA 404.3 | Mid Term-1, Quiz & End Sem Exam |
| 18. | Financing the project                                                                                                            | Case Study       | BBA 404.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | Sources of finance                                                                                                               | Group Discussion | BBA 404.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | Venture Capital Sources                                                                                                          | Lecture          | BBA 404.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | What Investor looks in the Investment Proposal                                                                                   | Lecture          | BBA 404.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | Venture Capital Proposal.                                                                                                        | Group Discussion | BBA 404.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | Venture Capital Proposal: Template                                                                                               | Home Assignment  | BBA 404.3 | Mid Term-2, Quiz & End Sem Exam |



|     |                                                                                           |                  |           |                                 |
|-----|-------------------------------------------------------------------------------------------|------------------|-----------|---------------------------------|
| 24. | Venture Capital Proposal: Exercise                                                        | Lecture          | BBA 404.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | Market and Materials Management Analysis Vendor development                               | Lecture          | BBA 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 26. | vendor selection decision factors                                                         | Lecture          | BBA 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 27. | methods of price determination                                                            | Lecture          | BBA 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 28. | Direct and hidden cost in material management, market development                         | Lecture          | BBA 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | Market feasibility, activities and decisions in materials management                      | Group Discussion | BBA 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | International Markets.                                                                    | Lecture          | BBA 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | Project Management                                                                        | Lecture          | BBA 404.5 | Mid Term-2, Quiz & End Sem Exam |
| 32. | Steps and procedure for setting up small scale                                            | Lecture          | BBA 404.5 | Mid Term-2, Quiz & End Sem Exam |
| 33. | Role of Banks and Financial Institutions in Development, ECommerce, E-Business, E-Auction | Lecture          | BBA 404.5 | Mid Term-2, Quiz & End Sem Exam |
| 34. | Project management problems.                                                              | Lecture          | BBA 404.5 | Mid Term-2, Quiz &              |

|     |                                                                     |                 |           |                                 |
|-----|---------------------------------------------------------------------|-----------------|-----------|---------------------------------|
|     |                                                                     |                 |           | End Sem Exam                    |
| 35. | SEZ, Cluster Development.                                           | Home Assignment | BBA 404.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | Legal Issues for the Entrepreneur: Patents, Trademarks, Copyrights. | Case Study      | BBA 404.5 | Mid Term-2, Quiz & End Sem Exam |

#### **J. Course Articulation Matrix (Mapping of COs with POs)**

| Course Outcome   | Statement                                                                      | Correlation with Programme Outcomes |      |      |      |      |      |      |      |      |       |
|------------------|--------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|
|                  |                                                                                | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 |
| <b>BBA 404.1</b> | Knowledge of venture idea generation and overview of setting up an enterprise. | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    | 1     |
| <b>BBA 404.2</b> | Understand the significance of project appraisal with business plans.          | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    | 1     |
| <b>BBA 404.3</b> | Describe the Financial Analysis with venture                                   | 3                                   | 3    | 1    | 3    | 3    | 1    | 2    | 1    | -    | 1     |

|                      |                                                                                                          |          |          |          |          |          |          |          |          |          |          |
|----------------------|----------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                      | capital<br>Proposal                                                                                      |          |          |          |          |          |          |          |          |          |          |
| <b>BBA<br/>404.4</b> | Understand the complexities associated with Market and Materials Management Analysis these complexities. | <b>3</b> | <b>1</b> | <b>-</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA<br/>404.5</b> | Understand project management and legal issues for the entrepreneur.                                     | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |

## **Sample Question Paper**

| <b>Amity Business School</b>                                                                                                                                                                                |                     |                                                           |                      |           |                       |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>I MID-SEMESTER (SEM - IV) 2020-21</b>                                                                                                                                                                    |                     |                                                           |                      |           |                       |              |
| <b>Class: BBA IV Semester</b>                                                                                                                                                                               |                     |                                                           |                      |           |                       |              |
| <b>Subjects Name: BBA 404<br/>Entrepreneurship Development</b>                                                                                                                                              |                     |                                                           | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                       | Remembering         | Understanding                                             | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                     | <b>Q. 2, Q. 4</b>   | <b>Q. 3, Q. 6</b>                                         | <b>Q. 1</b>          | <b>-</b>  | <b>Q. 5</b>           | <b>-</b>     |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Knowledge of principles of management and school of management thoughts.<br><b>CO 2:</b> Understand the significance of planning, and decision making. |                     |                                                           |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                               | <b>Question No.</b> | <b>Question</b>                                           |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>1.</b>           | <b>Discuss the scope and nature of Entrepreneurship.</b>  |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>2.</b>           | <b>Define Women Entrepreneurship.</b>                     |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>3.</b>           | <b>Explain the salient features of MSMED Act</b>          |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>4.</b>           | <b>What are the objectives of project Appraisal?</b>      |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>5.</b>           | <b>Describe in detail the various types of Analysis.</b>  |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>6.</b>           | <b>Discuss the steps of project implementation stage.</b> |                      |           |                       | <b>5</b>     |

\*\*\*\*\*

# Attainment

|                         |                              |
|-------------------------|------------------------------|
| <b>Session</b>          | 2020-21                      |
| <b>Course Name</b>      | BBA                          |
| <b>Semester</b>         | 4th Semester                 |
| <b>Subject Code</b>     | BBA 404                      |
| <b>Subject Name</b>     | ENTREPRENEURSHIP DEVELOPMENT |
| <b>Attainment Level</b> | Level 2                      |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## **PROGRAMME OUTCOMES**

### **Bachelor of Business Administration**

### **2020-2023**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P010 |
| BBA IV SEM                    | BBA405 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



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*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                           |
|-------------------------------------------------------------------------------------------|
|                                                                                           |
| <b>Course Handout</b>                                                                     |
| Course : E-Commerce                                                                       |
| Course Code : BBA405, Crédits : 03,<br>Session : 2020-21 (Even Sem.), Class : BBA II Year |

**A. Introduction:** In the changed business environment of today, it has become imperative for businesses to understand, appreciate and learn to create their presence in cyber space. This course focuses on exposing the students to the world of e-commerce, the opportunities, and the threats and teaches them the strategies of making businesses viable and successful.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 405.1.** To focus on the three major driving forces that permeate all aspects of e-commerce: business development and strategy, technological innovations, and social and legal issues and impacts.

**BBA 405.2.** Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences.

**BBA 405.3.** To know the concept of e-commerce and its (r)evolution. Understand current Internet business models and strategies

**BBA 405.4.** Able to Explain and develop solutions for implementing an e-commerce web presence. Discuss major ethical and legal issues surrounding e-commerce

**BBA 405.5.** To understand implement, in simulation or authentically, an e-commerce presence. Create a marketing and promotional plan for an e-commerce presence.

### **C. Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The



course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes: NA**

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weight age %</b> |
|--------------------------------|--------------------|-------------|---------------------|
| Continuou                      | Mid Term 1         | CT          | 15%                 |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| s Internal Evaluation    |                                                                                                                                                                                                               |          |             |
|                          | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                          | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance               | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## F. Syllabus

### Module I: E-Commerce Concept

Meaning, definition, concept, features, function of E-Commerce, E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce, limitations of E-Commerce, precaution for secure E-Commerce, proxy services. Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI, Application areas for EDI, Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control. Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce

### Module II: Types of E-Commerce Applications of B2C

Consumers' shopping procedure on the internet; Online travel tourism services; Benefits and Impact of e-commerce on travel industry; Online stock trading and its benefits; Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards

E-Auction Applications in B2C- E-Banking, E-Trading. - Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement,

Just in time delivery. Consumer to consumer and peer to peer business model Introduction and basic concepts.

### **Module III: E-Marketing Applications in B2B**

Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets Architectural models of b2b; Characteristics of the supplier-oriented marketplace, Buyer-oriented marketplace, and Intermediary-oriented marketplace; Benefits of b2b on procurement reengineering; Marketing issue in E-Marketing, Promoting your E-Business. Direct marketing, one to one marketing.

### **Module IV: E-Finance Applications in Governance,**

E-government; E-governance - applications of the internet; Concept of government-to-business, business-to-government and citizen-to-government; E-governance models;

Areas of E-Financing, E-Banking, traditional v/s E-Banking, operations in E-Banking. E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading.

### **Module V: E-Payment Emerging Business Models**

Retail model; Media model; advisory model, Made-to-order manufacturing model; Do-it-yourself model; Information service model; Emerging hybrid models; Emerging models in India.

Transactions through Internet, Requirements of E-Payment system, Post paid payment system- Credit card solutions, cyber cash Internet cheques. Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards.

#### **G. Examination Scheme:**

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **H. Suggested Text/Reference Books:**

- Computer Today, S. Bansundara
- E-Commerce: The Cutting Edge of Business, Kamblesh Bajaj and Debjani Nag, McGraw Hill
- E-Commerce, S. Jaiswal

### I. Lecture Plan

| <b>Lecture</b> | <b>Topics</b>                                                                                                                     | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Meaning, definition, concept, features, function of E-Commerce,                                                                   | Lecture                 | <b>BBA 405.1.</b>       | Mid Term-1, Quiz & End Sem Exam |
| 2              | E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce,                                             | Lecture                 | <b>BBA 405.1.</b>       | Mid Term-1, Quiz & End Sem Exam |
| 3              | limitations of E-Commerce, precaution for secure E-Commerce, proxy services.                                                      | Lecture                 | <b>BBA 405.1..</b>      | Mid Term-1, Quiz & End Sem Exam |
| 4              | Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI,                                | Lecture                 | <b>BBA 405.1.</b>       | Mid Term-1, Quiz & End Sem Exam |
| 5              | Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control | Lecture                 | <b>BBA 405.1.</b>       | Mid Term-1, Quiz & End Sem Exam |
| 6              | Action plan for                                                                                                                   | Lecture                 | <b>BBA 405.1.</b>       | Mid                             |

|    |                                                                                                                       |         |                   |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
|    | Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature,                    | e       |                   | Term-1, Quiz & End Sem Exam     |
| 7  | Access Control. Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce | Lecture | <b>BBA 405.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | Management issues relating to e-commerce.                                                                             | Lecture | <b>BBA 405.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce                                                           | Lecture | <b>BBA 405.1</b>  | Mid Term-1, Quiz & End Sem Exam |
| 10 | Consumers' shopping procedure on the internet; Online travel tourism services.                                        | Lecture | <b>BBA 405.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Benefits and Impact of e-commerce on travel industry; Online stock trading and its benefits;                          | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Online banking and its benefits                                                                                       | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Online financial services and                                                                                         | Lecture | <b>BBA 405.2.</b> | Mid Term-                       |

|    |                                                                                                                                                       |         |                   |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
|    | their future                                                                                                                                          |         |                   | 1, Quiz & End Sem Exam          |
| 14 | Instant Paid payment system- Debit card, direct debit.                                                                                                | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Online banking and its benefits<br>Case study                                                                                                         | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Direct debit :<br>Case study                                                                                                                          | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards<br>E-Auction<br>Applications in B2C- E-Banking,                    | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | E-Trading. - Introduction and overview of these concepts.<br>Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement, | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | E-Trading. - Introduction and overview of these concepts.<br>Application of B2B- E-distributor, B2B service provider, benefits of B2B on              | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                                                                                                                          |         |                       |                                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------------------|-------------------------------------------------|
|    | Procurement,<br>Just in time<br>delivery.<br>Consumer to<br>consumer and<br>peer to peer<br>business model<br>Introduction<br>and basic<br>concepts                                                                                                      |         |                       |                                                 |
| 20 | Just in time<br>delivery. Consumer<br>to consumer and<br>peer to peer<br>business model<br>Introduction and<br>basic<br>concepts<br>demption<br>of preference<br>shares - statutory<br>requirements,<br>disclosure in<br>balance sheet;<br>rights issue. | Lecture | <b>BBA 405.2.</b>     | Mid<br>Term-<br>1, Quiz<br>& End<br>Sem<br>Exam |
| 21 | Traditional<br>Marketing V/S E-<br>Marketing, Impact<br>of Ecommerce on<br>markets<br>Architectural<br>models of b2b;                                                                                                                                    | Lecture | <b>BBA 405.3.</b>     | Mid<br>Term-<br>2, Quiz<br>& End<br>Sem<br>Exam |
| 22 | Characteristics<br>of the supplier-<br>oriented<br>marketplace,                                                                                                                                                                                          | Lecture | <b>BBA<br/>405.3.</b> | Mid<br>Term-<br>2, Quiz<br>& End<br>Sem<br>Exam |
| 23 | Buyer-oriented<br>marketplace,<br>and<br>Intermediary-<br>oriented<br>marketplace;                                                                                                                                                                       | Lecture | <b>BBA<br/>405.3.</b> | Mid<br>Term-<br>2, Quiz<br>& End<br>Sem<br>Exam |
| 24 | Benefits of b2b<br>on<br>procurement<br>reengineering;                                                                                                                                                                                                   | Lecture | <b>BBA<br/>405.3.</b> | Mid<br>Term-<br>2, Quiz<br>& End                |

|    |                                                                                                           |         |                   |                                 |
|----|-----------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
|    |                                                                                                           |         |                   | Sem Exam                        |
| 25 | Marketing issue in E-Marketing, Promoting your E-Business.                                                | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Direct marketing, one to one marketing.                                                                   | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Marketing issue in E-Marketing, Promoting your E-Business. Direct marketing, one to one marketing.        | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | E-government;E-governance – applications of the internet .                                                | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | E-governance models; Areas of E-Financing, E-Banking, traditional v/s E-Banking, operations in E-Banking. | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | E-Trading-Stock marketing                                                                                 | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Trading v/s E-Trading, Importance of E-Trading.                                                           | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Advantages of E-trading,                                                                                  | Lecture | <b>BBA 405.4.</b> | Mid Term-                       |



|    |                                                                               |         |                   |                                 |
|----|-------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
|    | operational aspects of E-Trading.                                             |         |                   | 2, Quiz & End Sem Exam          |
| 33 | Operational aspects of E-Trading.                                             | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | E-Trading-Stock marketing, trading v/s E-Trading.                             | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | Advantages of E-trading, operational aspects of E-Trading.                    | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | Do-it-yourself model; Information service model;                              | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | Information service model; Emerging hybrid models; Emerging models in India.  | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam             |
| 38 | Transactions through Internet, Requirements of E-Payment system,              | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam             |
| 39 | Post paid payment system- Credit card solutions, cyber cash Internet cheques. | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam             |
| 40 | Preparation of statement                                                      | Lecture | <b>BBA 405.4.</b> | Quiz & End                      |

|    |                                                                                   |         |                   |                     |
|----|-----------------------------------------------------------------------------------|---------|-------------------|---------------------|
|    | showing allocation of gross liability and net liability.                          |         |                   | Sem Exam            |
| 41 | Preparation of statement showing allocation of gross liability and net liability. | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam |
| 42 | Preparation of statement showing allocation of gross liability and net liability. | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam |
| 43 | Instant Paid payment system- Debit card, direct debit                             | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |
| 44 | Prepaid payment system- Electronic cash.                                          | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |
| 45 | Digicash                                                                          | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |
| 46 | Netcash                                                                           | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |
| 47 | Cybercash                                                                         | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |
| 48 | smart cards.                                                                      | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |

#### **J. Course Articulation Matrix (Mapping of COs with POs)**



|                                                          |                                                                                                                    |          |          |          |          |          |          |          |          |          |          |
|----------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>5<br/>·<br/>2<br/>·</b> | Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences.          | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>5<br/>·<br/>3<br/>·</b> | To know the concept of e-commerce and its (r)evolution. Understand current Internet business models and strategies | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> |
| <b>B<br/>B<br/>A<br/>4</b>                               | Able to Explain and develop solutions                                                                              | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> |

[illegible]

## **Sample question Paper**

| Amity Business School                                                                                                                                                                                                                                                                                                                                        |              |                                                                         |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------|----------|-----------|----------------|----------|
| I MID-SEMESTER (SEM -IV) 2020-21                                                                                                                                                                                                                                                                                                                             |              |                                                                         |          |           |                |          |
| Class: B.B.A IV Semester                                                                                                                                                                                                                                                                                                                                     |              |                                                                         |          |           |                |          |
| Subject Name: E Commerce<br>BBA 405                                                                                                                                                                                                                                                                                                                          |              | Time: 2 Hrs                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                               | Remembering  | Understanding                                                           | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                             | Q.1,4        | Q.2,3                                                                   | Q.4      | Q.2,5,6   | Q 6            | -        |
| <p>Student will be able to</p> <p>CO1: To focuses on the three major driving forces that permeate all aspects of e-commerce: business development and strategy, technological innovations, and social and legal issues and impacts</p> <p>CO2: Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences.</p> |              |                                                                         |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                       | Question No. | Question                                                                |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                          | Q.1          | Explain in brief the functions of ecommerce.                            |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                          | Q.2 a        | What are the essential features of digital marketing?                   |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                              | Q.2 b        | Write a short note on SEO.                                              |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                          | Q.3          | State the significance of digital marketing in present scenario.        |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                          | Q.4          | Explain functions of W.W.W.                                             |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                          | Q.5 a        | Elaborate B to B, B to C and C to C.                                    |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                              | Q.5 b        | Write short note on development of e-commerce in India.                 |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                          | Q 6          | Evaluating the role of digital marketing in development of the economy. |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21  
**Course Name** BBA  
**Semester** 4th Semester  
**Subject Code** BBA 405  
**Subject Name** E-COMMERCE

**Attainment Level** Level 1

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



## **PROGRAMME OUTCOMES**



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

### **Bachelor of Business Administration 2020-2023**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | P010 |
| BBA IV SEM                    | BBA406 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Course Handout

Course : Human Resource Management

Course Code : BBA 406 , Credits : 03,

Session :2021- 22(Odd Sem.), Class : BBA IInd year

**A. Introduction:** The objective of this course is to orient the students towards the basic concepts of Human Resource Management and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

BBA 406.1 Understand basic concepts of Human Resource Management

BBA 406 2. Analyse Acquisition of Human Resource

BBA 406.3 Apply Development of Human resource

BBA 406.4 Understand maintenance of Human Resource

BBA 406.5. Analyse Retention and separation process

BBA 406.6. Understand current issues in HRM

**C. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/ Home Assignment                                                                                                                                                                       | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

#### A. Syllabus

## **HUMAN RESOURCE MANAGEMENT**

**Course Code:**  
**03**

**BBA 406**

**Credit Units:**

### **Course Objective:**

The objectives of this course are to help the students develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices in India.

### **Course Contents:**

#### **Module I: Fundamentals of HRM**

Introduction, Concept and Functions, Scope and Significance of Human Resource Management, Difference between Personnel Management and HRM, Overview of basic HRM Model, Role and Responsibilities of the Human Resource Manager and essentials of Sound HR Policies.

#### **Module II: Acquisition of Human Resources**

Objectives, Policies and Process of Human Resource Planning, Job Analysis, Recruitment (process, methods: internal, external), Selection (process, tests, interviews), Induction, Placement.

#### **Module III: Development of Human Resources**

Training and Development (process, methods: On-the job, Off-the job), Evaluation of training( Kirkpatrick model) and Performance Appraisal- concept, significance, process, methods

#### **Module IV: Maintenance of Human Resources**

Job Evaluation: concept, process, compensation: concept, components, Designing and Administering the Wage and Salary Structure, Grievance Procedure and Handling.

#### **Module V: Retention and Separation Processes**

Discharge, Retirement, Layoff, Retrenchment, VRS, Promotion and Transfer, exit interview, attrition and retention (concept, significance, determinants and strategies).

#### **Module VI: Current Issues in HRM**

Increased concern for HRM (Sound IR, dual career couples, flexi-working hours, work-from home facility), International Human Resource Management-Managing inter country differences, SHRM, talent management, Employee engagement, HR audit.

**Examination Scheme:**

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

**Text & References:**

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6<sup>th</sup> Edn.), McGraw Hill, New Delhi
- Dessler G (2006). Human Resource Management, Pearson Education, India
- Mathis R L and Jackson J H (2006). Human Resource Management, (10<sup>th</sup> Edn.) Cengage Learning, Indian Print.
- Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition
- Pattanayak B,(2014), Human Resource Management, 4<sup>th</sup> Edition , PHI

**Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                              | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>       |
|----------------|------------------------------------------------------------|-------------------------|-------------------------|-----------------------------------|
| 1              | Introduction, Concept and Functions                        | Lecture                 | BBA 406.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 2              | <i>Scope and Significance of Human Resource Management</i> | Lecture                 | BBA 406.1               | Mid Term-1, Quiz & End Sem. .Exam |
| 3              | Difference between Personnel Management and HRM            | Lecture                 | BBA 406.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 4              | Overview of basic HRM Model                                | Lecture                 | BBA 406.1               | Mid Term-1, Quiz & End Sem. Exam  |

|    |                                                         |         |           |                                  |
|----|---------------------------------------------------------|---------|-----------|----------------------------------|
| 5  | Role and Responsibilities of the Human Resource Manager | Lecture | BBA 406.1 | Mid Term-1, Quiz & End Sem. Exam |
| 6  | Essentials of Sound HR Policies                         | Lecture | BBA 406.1 | Mid Term-1, Quiz & End Sem. Exam |
| 7  | Acquisition of Human Resources Objectives               | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Policies and Process of Human Resource Planning         | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Job Analysis,                                           | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Recruitment (process, methods: internal, external)      | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Selection (process, tests, interviews)                  | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Induction, Placement.                                   | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Training and Development: process                       | Lecture | BBA 406.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | methods: On-the job                                     | Lecture | BBA 406.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Off-the job                                             | Lecture | BBA 406.3 | Mid Term-1, Quiz & End Sem.      |

|    |                                                               |         |           |                                  |
|----|---------------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                               |         |           | Exam                             |
| 16 | Evaluation of training                                        | Lecture | BBA 406.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Kirkpatrick model                                             | Lecture | BBA 406.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Performance Appraisal-concept, significance, process, methods | Lecture | BBA 406.3 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Maintenance of Human Resources                                | Lecture | BBA 406.4 | End term, Quiz & End Sem. Exam   |
| 20 | Job Evaluation: concept, process,                             | Lecture | BBA 406.4 | End term, Quiz & End Sem. Exam   |
| 21 | compensation: concept, components                             | Lecture | BBA 406.4 | End term, Quiz & End Sem. Exam   |
| 22 | Designing and Administering the Wage                          | Lecture | BBA 406.4 | End term, Quiz & End Sem. Exam   |
| 23 | Salary Structure                                              | Lecture | BBA 406.4 | End term, Quiz & End Sem. Exam   |
| 24 | Grievance Procedure and Handling.                             | Lecture | BBA 406.4 | End term, Quiz & End Sem. Exam   |
| 25 | Retention and Separation Processes                            | Lecture | BBA 406.5 | End term, Quiz & End Sem. Exam   |
| 26 | Discharge                                                     | Lecture | BBA 406.5 | End term, Quiz & End Sem. Exam   |
| 27 | Retirement, Layoff, Retrenchment                              | Lecture | BBA 406.5 | End term, Quiz & End Sem. Exam   |
| 28 | VRS, Promotion and Transfer                                   | Lecture | BBA 406.5 | End term, Quiz &                 |



|    |                                                                                           |         |           |                                |
|----|-------------------------------------------------------------------------------------------|---------|-----------|--------------------------------|
|    |                                                                                           |         |           | End Sem.<br>Exam               |
| 29 | Exit interview, attrition retention (concept, significance, determinants and strategies). | Lecture | BBA 406.5 | End term, Quiz & End Sem. Exam |
| 30 | Current Issues in HRM                                                                     | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |
| 31 | Increased concern for HRM Sound IR,                                                       | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |
| 32 | dual career couples, flexi-working hours                                                  | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |
| 33 | work-from home facility                                                                   | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |
| 34 | International Human Resource Management                                                   | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |
| 35 | Managing inter country differences, SHRM,                                                 | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |
| 36 | Talent management, Employee engagement, HR audit.                                         | Lecture | BBA 406.6 | End term, Quiz & End Sem. Exam |

### Course Articulation Matrix (Mapping of COs with POs)

| C<br>O | STATEMENT          | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |
|--------|--------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|        |                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 |
| B<br>B | Able to Understand | 1                                   | 1           | 3           | 2           | 1           | 1           | 1           | 1           | 3           |

|                                                          |                                                                                                     |          |          |          |          |          |          |          |          |          |
|----------------------------------------------------------|-----------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>A<br/>4<br/>0<br/>6<br/>·<br/>1</b>                   | the concept and basic elements of Human Resource Management.                                        |          |          |          |          |          |          |          |          |          |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>6<br/>·<br/>2<br/>·</b> | Know the basic process of Human Resource planning and its objectives with its contemporary methods. | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>2<br/>·<br/>3<br/>·</b> | Able to Recognize the development of human resource and its applicability.                          | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>6<br/>·<br/>4<br/>·</b> | Describe the role of maintenance of human resource and grievance procedure handling with relevant   | <b>3</b> | <b>1</b> | 2        | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> |

|                  |                                                                                                                     |          |          |          |   |          |          |          |          |          |
|------------------|---------------------------------------------------------------------------------------------------------------------|----------|----------|----------|---|----------|----------|----------|----------|----------|
|                  | case studies                                                                                                        |          |          |          |   |          |          |          |          |          |
| <b>BBA406.5.</b> | Demonstrate the applications functions in retention and separation process                                          | <b>1</b> | <b>1</b> | <b>3</b> | 2 | 3        | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA406.6.</b> | Able to understand the emerging concerns with performance management beyond tangible performance with HR Scorecard. | 2        | 2        | 1        | 2 | <b>1</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>1</b> |

# Sample Question Paper

|                                                                                                    |                    |                      |                 |                  |                       |                 |
|----------------------------------------------------------------------------------------------------|--------------------|----------------------|-----------------|------------------|-----------------------|-----------------|
| <p style="text-align: center;">Amity Business School<br/>IV MID-SEMESTER (SEM –I) 2020-21</p>      |                    |                      |                 |                  |                       |                 |
| <p style="text-align: center;">Class: BBA IV Semester</p>                                          |                    |                      |                 |                  |                       |                 |
| <p>Subject Name:<br/>BBA 406 Human Resource<br/>Management</p>                                     |                    | <p>Time: 2 Hours</p> |                 |                  | <p>Max. Marks: 30</p> |                 |
| <p>Levels of the<br/>questions as per<br/>Blooms<br/>Taxonomy</p>                                  | <p>Remembering</p> | <p>Understanding</p> | <p>Applying</p> | <p>Analyzing</p> | <p>Evaluating</p>     | <p>Creating</p> |
| <p>Question<br/>Mapping</p>                                                                        | <p>Q.1,4</p>       | <p>Q.2,3</p>         | <p>Q.4</p>      | <p>Q.2,5,6</p>   |                       |                 |
| <p>Student will be able to<br/>CO1: Understand basic concepts of Human Resource<br/>Management</p> |                    |                      |                 |                  |                       |                 |

| <b>CO2:</b> Analyse Human Resource Planning |              |                                                                      |       |
|---------------------------------------------|--------------|----------------------------------------------------------------------|-------|
| CO Map                                      | Question No. | Question                                                             | Marks |
| CO1                                         | Q.1          | Explain in brief the rational for studying Human Resource Management | 3     |
| CO1                                         | Q.2a         | Explain Human Resource Management                                    | 3     |
|                                             | Q.2b         | Explain need of Human Resource Management.                           | 3     |
| CO1                                         | Q.3          | Discuss duties of HR Manager.                                        | 6     |
| CO2                                         | Q.4          | Explain HR Planning.                                                 | 3     |
| CO2                                         | Q.5a         | Explain Process of HR Planning                                       | 3     |
|                                             | Q.5b         | Explain importance of HR Planning.                                   | 3     |
| CO2                                         | Q 6          | Explain Induction.                                                   | 6     |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

**Session** 2020-21  
**Course Name** BBA  
**Semester** 4th Semester  
**Subject Code** BBA 406  
**Subject Name** HUMAN RESOURCE MANAGEMENT

**Attainment Level** 58% of the students secured more than 60% marks

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course: INTERNATIONAL BUSINESS MANAGEMENT**

## PROGRAMME OUTCOMES

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| BBA V SEM                     | BBA 501 | 1   | -   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | -     |

|                                                                                        |
|----------------------------------------------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                        |
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>Course Handout</b>                                                                  |
| Course : <b>INTERNATIONAL BUSINESS MANAGEMENT</b>                                      |
| Course Code: BBA 501, Credits: 03, Session :2021- 22(Odd Sem.), Class : BBA V Semester |
|                                                                                        |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 501.1** Understand International Business, challenges and problems of international business

**BBA 501. 2** Analyse International Economic Environment, Understand Trade policies and relations

**BBA 501.3** Identify and evaluate different modes of entry into foreign markets, Apply Licensing.

**BBA 501.4** Understand the role of World Trade Organization and other international Trade Organizations.

### **Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **A. Assessment Plan:**



| Component of Evaluation        | Description                                                                                                                                                                                                   | Code      | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT        | 15%         |
|                                | Seminar/Viva-Voce/ Quiz/Home Assignment                                                                                                                                                                       | S/V/Q/ HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A         | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE        | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |           | <b>100%</b> |

## A. Syllabus

### **Module I:** International Business

Definition evaluation, nature, international business approaches theories of International business, problems of international business.

**Module II:** International Economic Environment Business, Social, Cultural, technological, economic and political environment. International trade policies and relations – tariffs, subsidies, import quota, voluntary export restraints, administrative policies, international Law and business firms.

**Module III:** Modes of Entering International Business Modes of entry-exporting, licensing, Franchising, contracts, contracts of manufacturing, management contracts, turnkey projects, mergers, acquisitions. Joint ventures.

**Module IV:** World Trade Organization and Trade Blocks Economic Integrations – free trade area, custom unions, common markers, economic unions, GATT, GATS, liberalization of agriculture trade, EEC, ASEAN, SAARC, AFTA.

Examination Scheme:

|            |    |        |   |    |
|------------|----|--------|---|----|
| Components | CT | HA/C/V | A | EE |
|------------|----|--------|---|----|

|               |    |    |   |    |
|---------------|----|----|---|----|
| Weightage (%) | 15 | 10 | 5 | 70 |
|---------------|----|----|---|----|

### Text & References:

- Frame Works – International Business – II Edition by Roger Benneet – Financial Times management – Pitman Publishing, London.
- International Business – Text and cases. By P. Subba Rao, Himalaya Publishing House.

### Lecture Plan

| Lecture | Topics                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO              |
|---------|----------------------------------------|------------------|------------------|-----------------------------------|
| 1       | Introduction to International Business | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 2       | International business approaches      | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. .Exam |
| 3       | Theories of International business     | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 4       | Problems of international business.    | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 5       | Problems of international business.    | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 6       | problems of                            | Lecture          | BBA 501.1        | Mid                               |

|    |                                                                               |         |           |                                  |
|----|-------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | international business.                                                       |         |           | Term-1, Quiz & End Sem. Exam     |
| 7  | Business, Social, Cultural, technological, economic and political environment | Lecture | BBA 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Business, Social, Cultural, technological, economic and political environment | Lecture | BBA 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | International trade policies and relations                                    | Lecture | BBA 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | – tariffs, subsidies, import quota, voluntary export restraints               | Lecture | BBA 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | administrative policies                                                       | Lecture | BBA 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | International Law and business firms.                                         | Lecture | BBA 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Modes of entry-exporting, licensing                                           | Lecture | BBA 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Franchising, contracts                                                        | Lecture | BBA 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | contracts of manufacturing,                                                   | Lecture | BBA 501.3 | Mid Term-1,                      |

|    |                                                 |         |           |                                  |
|----|-------------------------------------------------|---------|-----------|----------------------------------|
|    | management contracts                            |         |           | Quiz & End Sem. Exam             |
| 16 | turnkey projects,                               | Lecture | BBA 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | mergers, acquisitions                           | Lecture | BBA 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Joint ventures.                                 | Lecture | BBA 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Economic Integrations                           | Lecture | BBA 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Economic Integrations                           | Lecture | BBA 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Custom unions                                   | Lecture | BBA 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | common markers, economic unions                 | Lecture | BBA 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | GATT, GATS, liberalization of agriculture trade | Lecture | BBA 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | EEC, ASEAN, SAARC, AFTA                         | Lecture | BBA 501.4 | Mid Term-2, Quiz &               |

|  |  |  |  |                  |
|--|--|--|--|------------------|
|  |  |  |  | End Sem.<br>Exam |
|--|--|--|--|------------------|

### A. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |
|-----------|---------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|
|           |                                                                                       | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |
| BBA 501.1 | Understand International Business, challenges and problems of international business  | 1                                   | –           | 3           | 2           | –           | 2           | 1           | –           | 2           | –            |  |
| BBA 501.2 | Analyse International Economic Environment, Understand Trade policies and relations   | 3                                   | 3           | 3           | 3           | 3           | 2           | –           | 1           | 1           | 1            |  |
| BBA 501.3 | Identify and evaluate different modes of entry into foreign markets, Apply Licensing. | 3                                   | 3           | 3           | 3           | 3           | 2           | –           | –           | 1           | –            |  |
| BBA 501.4 | Understand the role of World Trade Organization and other international               | 1                                   | –           | 2           | 2           | –           | 2           | –           | 1           | 1           | –            |  |

|  |                      |  |  |  |  |  |  |  |  |  |  |  |
|--|----------------------|--|--|--|--|--|--|--|--|--|--|--|
|  | Trade Organizations. |  |  |  |  |  |  |  |  |  |  |  |
|--|----------------------|--|--|--|--|--|--|--|--|--|--|--|

### Sample Question Paper

|                                                                                                                                                                         |              |                                                           |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>MID-SEMESTER (2020-21)                                                                                                                         |              |                                                           |          |           |                |          |
| Class: BBA V Semester                                                                                                                                                   |              |                                                           |          |           |                |          |
| Subject Name:<br>BBA 501 International Business                                                                                                                         |              | Time: 1.5 Hours                                           |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                          | Remembering  | Understanding                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                        | Q.1,4        | Q.2,3                                                     | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand International Business, challenges and problems of international business<br>CO2: Analyse International Economic Environment |              |                                                           |          |           |                |          |
| CO Map                                                                                                                                                                  | Question No. | Question                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                     | Q.1          | Explain in brief the importance of International Business |          |           |                | 3        |
| CO1                                                                                                                                                                     | Q.2a         | Define International Business                             |          |           |                | 3        |
|                                                                                                                                                                         | Q.2b         | Explain technological Environment                         |          |           |                | 3        |
| CO1                                                                                                                                                                     | Q.3          | Differentiate between International and local business    |          |           |                | 6        |
| CO2                                                                                                                                                                     | Q.4          | Explain Tariff                                            |          |           |                | 3        |
| CO2                                                                                                                                                                     | Q.5a         | Explain purpose of subsidies                              |          |           |                | 3        |
|                                                                                                                                                                         | Q.5b         | Explain importance of import quota                        |          |           |                | 3        |
| CO2                                                                                                                                                                     | Q.6          | Explain evolution of licensing                            |          |           |                | 6        |

|             |        |
|-------------|--------|
| Attainments | Rubric |
|-------------|--------|

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

.....

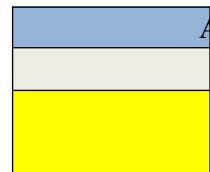
# Attainment

|                         |                                   |
|-------------------------|-----------------------------------|
| <b>Session</b>          | 2020-21                           |
| <b>Course Name</b>      | BBA                               |
| <b>Semester</b>         | 5th Semester                      |
| <b>Subject Code</b>     | BBA 501                           |
| <b>Subject Name</b>     | INTERNATIONAL BUSINESS MANAGEMENT |
| <b>Attainment Level</b> | Level 2                           |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





### **Programme Outcomes**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-“

| <b>PROGRAMME ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|--------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                      |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM                      | BBA<br>502 | 3           | -           | -           | 2           | 1           | 1           | 3           | 3           | 1       | -        | 1        | 2        | 1    |

| <b>AMITY BUSINESS SCHOOL</b>                                                     |
|----------------------------------------------------------------------------------|
| <b>Course Handout</b>                                                            |
| <b>Course : Personal Financial Planning</b>                                      |
| Course Code: BBA 502, Credits: 03, Session :2020-21 (Odd Sem.), Class: BBA V Sem |

**Introduction:** The aim of the course is to orient the student to the recent changes in the financial institutions and financial services industry and their link to economic development. The financial institutions and services are changing rapidly. A course that merely describes the existing institutions and services will not prepare you for the change. Thus you must familiarize yourself with the services available in the industry today and understand why they are the way they are and why they are changing. An Indian perspective will be given.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA 502.1.** Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.

**BBA 502.2.** Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ.

**BBA 502.3.** Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.

**BBA 502.4.** Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.

**BBA 502.5.** Get an conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds.

**BBA 502.6.** Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.

**Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1          | CT          | 15%                |
|                                | Project/Assignment/ | P/A/Q/PR    | 10%                |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | Quiz/Presentation                                                                                                                                                                                             |    |             |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |

## E. Syllabus

### Module I: Introduction to personal financial planning and personal accounting

Concept of Personal Financial Planning: Need, Significance, Scope; Ethical issues in Personal Financial Planning; Changing per capita investors. Need to maintain Accounts, Methods: Traditional & Using Electronic Media. Applying for PAN & filing of Income Tax returns.

### Module II: Investment Avenues

Real Assets: Investment in Real Assets: Real Estate, Precious Metals, Other Fixed assets. Their relative merits & demerits. Change in their returns over the past few years.

Financial Assets: Investments in securities: Through IPO, Secondary Market. Investment in G-sec; Debt instruments, Post Office instruments, Insurance Policies, Mutual Funds, Certificate of Deposits, Foreign Market.

### Module III: Introduction to Income tax and Income from salary

Introduction to Income tax act 1961 and Finance Act. Previous year, Assessment year, Income, Total Income, Gross Total Income, Capital and Revenue Receipts / Expenditures, Exempted Incomes, Residential Status and incidence of Tax. Salary, Exemption:- Leave encashment, Gratuity, Pension, Annuity, Pension fund, Allowance (HRA, Entertainment, Special allowance – dependent of expense ad not dependent on expenae, perquisites – rent free accommodation, Leave travel concession, medical facility), Deductions 80c to 80u. ). Sections (2(9), 2(31), 2(7), 2(24), 3, 6, 14, 288A, 288B, 2(17), 4, 9, 45, 9(1)(ii), 9(1)(iv), 9(1)(v), 10, 11, 12, 17(1), 22

#### **Module IV: Income from house property, capital gains and other sources**

Income from House Property (Types of house property, Exempted house property income, Computation of GAV and NAV, Treatment of unrealized, recovered and arrears of rent), Capital Gains and other Sources (Short term & Long term capital gain, Cost of acquisition, Cost of improvement, Index cost, Income that are taxed under other sources, Deduction under other sources, Tax treatment of lotteries, puzzles. Sections 23, 24, 2528, 30, 31, 32.

#### **Module V: Tax planning**

Concept, significance and problems of tax planning, Tax evasion and tax avoidance, Individual Taxation Slabs, Wealth Tax, Gift Tax, Capital Gains Tax, Service tax, Recent Tax saving schemes

#### **Module VI: Retirement & Goal Planning**

Concept of risk assessment of individual, Introduction to portfolio management, Retirement planning & investment: Income generation after retirement, liability management, anticipation of expenses. Investment for major goals: House, Family, Education, Medical, Wealth Management/ Financial Advisory companies. Their role, significance & growth.

#### **Module VII Insurance Planning (Life & Medical)**

Concept of Insurance, Characteristics of insurance, Concept of risk financing, Nature, Functions of Insurance and Types of Insurance, Requirements of an Insurable risk, Advantages and Disadvantages of Insurance, Approaches of life insurance. Medical Insurance, Its Features, advantages & Disadvantages.

#### **F. Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b>     | <b>5</b> | <b>70</b> |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

#### **G. Suggested Text/Reference Books:**

##### **Text:**

- Khan, M. Y. Indian Financial System, Tata McGraw Hill

**References:**

- Khan, M.Y. Financial Services, Tata McGraw Hill

**H. Lecture Plan:**

| <b>Lecture</b> | <b>Topics</b>                                                                                                                                                                | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|-------------------------------------------------|
| 1              | <b>Concept of Personal Financial Planning:</b>                                                                                                                               | Lecture                 | BBA 502.1               | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2              | Need, Significance, Scope; Ethical issues in Personal Financial Planning; Changing per capita investors. Need to maintain Accounts                                           | Lecture                 | BBA 502.1               | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3              | , Methods: Traditional & Using Electronic Media. Applying for PAN & filing of Income Tax returns.                                                                            | Lecture                 | BBA 502.1               | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4              | Real Assets: Investment in Real Assets: Real Estate, Precious Metals, Other Fixed assets. Their relative merits & demerits. Change in their returns over the past few years. | Lecture                 | BBA 502.1               | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5              | Financial Assets: Investments in securities                                                                                                                                  | Lecture                 | BBA 502.1               | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6              | Through IPO, Secondary Market. Investment in G-sec; Debt instruments, Post Office instruments, Insurance Policies                                                            | Lecture                 | BBA 502.1               | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7              | Mutual Funds, Certificate of Deposits, Foreign                                                                                                                               | Lecture                 | BBA 502.1               | Mid-Term, Assignment/Quiz & End Sem             |

|    |                                                                                                                                                                                                                                                |         |           |                                                 |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|-------------------------------------------------|
|    | Market                                                                                                                                                                                                                                         |         |           | Examination                                     |
| 8  | Introduction to Income tax act 1961 and Finance Act. Previous year, Assessment year, Income, Total Income, Gross Total Income, Capital and Revenue Receipts / Expenditures, Exempted Incomes,                                                  | Lecture | BBA 502.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9  | Introduction to Venture Capital                                                                                                                                                                                                                | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10 | Meaning and Stages of Venture Capital Financing                                                                                                                                                                                                | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | Venture Capital Financing in India                                                                                                                                                                                                             | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | International Experiences in VCI                                                                                                                                                                                                               | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Income from House Property (Types of house property, Exempted house property income, Computation of GAV and NAV, Treatment of unrealized, recovered and arrears of rent), Capital Gains and other Sources (Short term & Long term capital gain | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Key features of depository system in India                                                                                                                                                                                                     | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Tax treatment of lotteries, puzzles. Sections 23, 24, 2528, 30, 31, 32.                                                                                                                                                                        | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Concept, significance                                                                                                                                                                                                                          | Lecture | BBA 502.2 | Mid-Term,                                       |



|    |                                                                                                                  |         |           |                                       |
|----|------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------------|
|    | and problems of tax planning, Tax evasion and tax avoidance, Individual Taxation Slabs, Wealth Tax               |         |           | Assignment/Quiz & End Sem Examination |
| 17 | Organization and functions of CDSL                                                                               | Lecture | BBA 502.2 | Viva/Quiz & End Sem Examination       |
| 18 | Gift Tax, Capital Gains Tax, Service tax, Recent Tax saving schemes                                              | Lecture | BBA 502.2 | Viva/Quiz & End Sem Examination       |
| 19 | Brief Introduction of NYSE and NASDAQ                                                                            | Lecture | BBA 502.2 | Viva/Quiz & End Sem Examination       |
| 20 | Introduction to Factoring Services                                                                               | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination       |
| 21 | Features of Factoring Services                                                                                   | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination       |
| 22 | Merits and Demerits of Factoring Services                                                                        | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination       |
| 23 | Cost Benefit analysis                                                                                            | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination       |
| 24 | Introduction to Forfeiting Services                                                                              | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination       |
| 25 | Features                                                                                                         | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination       |
| 26 | Merits and Demerits                                                                                              | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination       |
| 27 | Concept of risk assessment of individual, Introduction to portfolio management, Retirement planning & investment | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination       |
| 28 | Introduction to Leasing                                                                                          | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination       |
| 29 | Development of leasing Services                                                                                  | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination       |
| 30 | Definition And types of leasing                                                                                  | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination       |
| 31 | Income generation after retirement, liability management, anticipation of                                        | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination       |

|    |                                                                                |         |           |                                 |
|----|--------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | expenses                                                                       |         |           |                                 |
| 32 | Merits and Demerits                                                            | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 33 | Difference between Leasing and Hire Purchase                                   | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 34 | Concept of Insurance, Characteristics of insurance, Concept of risk financing, | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 35 | Financial Analysis                                                             | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 36 | Taxation aspects                                                               | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |

### I. Course Articulation Matrix (Mapping of COs with Pos,PSO)

| CO               | STATEMENT                                                                                                                                                                                                                                                         | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                                                                                                                                                   | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 502.1</b> | <b>BBA 502.1.</b> Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking. | 3                                   | -           | 3           | -           | -           | 3           | 1           | 1           | -           | 1            | -                                            | 2                | 1                |
| <b>BBA 502.</b>  | <b>BBA 502.2.</b> Understand the concept of Venture                                                                                                                                                                                                               | 3                                   | -           | 3           | -           | 1           | 3           | -           | 1           | -           | 1            | 3                                            | 3                | -                |

|                  |                                                                                                                                                                                                                                                                                                    |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>2</b>         | Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ. |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 502.3</b> | <b>BBA 502.3.</b> Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.                                                                                                                                                                        | 3 | - | 2 | 2 | - | 2 | - | 1 | - | 1 | 3 | 3 | - |
| <b>BBA 502.4</b> | <b>BBA 502.4.</b> Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.                                                   | 3 | 2 | - | 1 | - | 2 | - | 1 | - | - | 3 | 3 | - |
| <b>BBA 502.5</b> | <b>BBA 502.5.</b> Get a conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products,                                           | 3 | 2 | - | 1 | - | 2 | - | 1 | - | 2 | 2 | - | 1 |

|                  |                                                                                                                                                                            |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  | measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds.                                                                                      |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 502.6</b> | <b>BBA 502.6.</b> Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process. | 3 | - | 1 | 1 | - | 2 | - | 1 | - | 1 | 3 | 3 | - |

### J. Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                   |               |                                                            |                |                   |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|------------------------------------------------------------|----------------|-------------------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –V) 2020-21</p>                                                                                                                                                                                                                                                                                                                                                      |               |                                                            |                |                   |                |          |
| Class: BBA V Semester                                                                                                                                                                                                                                                                                                                                                                                                                             |               |                                                            |                |                   |                |          |
| Subject Name:<br>BBA 502 Financial Services                                                                                                                                                                                                                                                                                                                                                                                                       |               | Time: 1.5 Hrs                                              |                |                   | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                    | Remembering   | Understanding                                              | Applying       | Analysing         | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q. 1, 2, 4, 5 | Q.1, 2, 3,6                                                | Q.2 (b, 3)4, 5 | Q.2 b, Q 3 , 5, 6 | Q 2(b), 3,     |          |
| <p><b>CO1:</b> Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.</p> <p><b>CO2:</b> Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing</p> |               |                                                            |                |                   |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                            | Question No.  | Question                                                   |                |                   |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.1           | Explain Financial System and Its different Component       |                |                   |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.2a          | Explain the concept of Venture Capital Financing.          |                |                   |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2b          | Explain the different stages of Venture Capital Financing? |                |                   |                | 3        |

|     |     |                                                      |   |
|-----|-----|------------------------------------------------------|---|
| CO1 | Q.3 | Explain Cost benefit analysis in factoring services. | 6 |
| CO1 | Q.4 | Discuss the process of Forfeiting services.          | 3 |
| CO2 | Q.5 | Write a short note on Depository services in India.  | 3 |
|     | Q.5 | Write a brief note on stock exchanges in India.      | 3 |
| CO2 | Q 6 | What is Investment Banking? Explain its functions.   | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

# Attainment

|                         |                             |
|-------------------------|-----------------------------|
| <b>Session</b>          | 2020-21                     |
| <b>Course Name</b>      | BBA                         |
| <b>Semester</b>         | 5th Semester                |
| <b>Subject Code</b>     | BBA 502                     |
| <b>Subject Name</b>     | PERSONAL FINANCIAL PLANNING |
| <b>Attainment Level</b> | Level 2                     |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

Course: Consumer Behaviour



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

### **PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2020-2023**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** *Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.*

**[PO.2]. Research and Business Intelligence:** *Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.*

**[PO.3]. Creativity and Innovation:** *Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.*

**[PO.4]. Environment Analysis:** *Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.*

**[PO.5]. Working in team:** *Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams*

**[PO.6]. Continuous learning:** *Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.*

**[PO.7]. Problem Solving and Decision Making:** *Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.*

**[PO.8]. Intercultural Competence/Communication:** *Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.*

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** *Define, explain and illustrate the foundations of business ethics, and in preparing for*

*citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.*

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **Programme Specific Outcomes:**

*After graduating in this program, the students will be able to:*

**[PSO.1] Leadership and Management:** *Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.*

**[PSO.2]. Domain Knowledge:** *Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.*

**[PSO.3]. Problem Solving & Innovation:** *Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.*

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM               | BBA<br>504 | 3           | 2           | 3           | 2           | 3           | 1           | 3           | 3           | 1       | -        | 3        | 2        | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010



| DEPARTMENT OF BUSINESS MANAGEMENT                                                            |
|----------------------------------------------------------------------------------------------|
| Course Handout                                                                               |
| Course : Consumer Behaviour                                                                  |
| Course Code : BBA504, Credits: 04,<br>Session : 2020-21 (Odd Sem.), Class : BBA 5th Semester |
|                                                                                              |

**A. Introduction:** *To develop an understanding of how consumers behave and use the knowledge to adopt appropriate marketing strategies.*

**B. Course Outcomes:** *At the end of the course, students will be able to:*

**BBA504.1.** *Demonstrate how knowledge of consumer behaviour can be applied to marketing.*

**BBA504.2.** *Identify and explain factors which influence consumer behaviour.*

**BBA504.3.** *Use appropriate personal influence and leadership in diffusing innovative practices to evaluate consumer behaviour.*

**BBA504.4.** *Relate internal individual dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.*

**BBA504.5.** *Use appropriate research approach in consumer decision making process.*

**BBA504.6.** *Define behavioural issues within an organisation as a consumer to the industry.*

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** *Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.*

**[PO.2]. Research and Business Intelligence:** *Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.*

**[PO.3]. Creativity and Innovation:** *Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.*

**[PO.4]. Environment Analysis:** *Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.*

**[PO.5]. Working in team:** *Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams*

**[PO.6]. Continuous learning:** *Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.*

**[PO.7]. Problem Solving and Decision Making:** *Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.*

**[PO.8]. Intercultural Competence/Communication:** *Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.*

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** *Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.*

**[PO.10] Responsible Professionals/Future leaders:** *The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.*

#### **Programme Specific Outcomes:**

*After graduating in this program, the students will be able to:*

**[PSO.1] Leadership and Management:** *Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.*

**[PSO.2]. Domain Knowledge:** *Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.*

**[PSO.3]. Problem Solving & Innovation:** *Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.*

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b>        | <b>Description</b>        | <b>Code</b> | <b>Weightage %</b> |
|---------------------------------------|---------------------------|-------------|--------------------|
| <i>Continuous Internal Evaluation</i> | <i>Mid Term 1</i>         | <i>CT</i>   | <i>15%</i>         |
|                                       | <i>Mid Term 2</i>         |             |                    |
|                                       | <i>Seminar/Viva-Voce/</i> | <i>S/V/</i> | <i>10%</i>         |

|                                 | <i>Quiz/Home Assignment</i>                                                                                                                                                                                          | <i>Q/HA</i> |             |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|
| <i>Attendance</i>               | <i>A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.</i> | <i>A</i>    | <i>5%</i>   |
| <i>End Semester Examination</i> | <i>End Semester Examination</i>                                                                                                                                                                                      | <i>EE</i>   | <i>70%</i>  |
| <b>Total</b>                    |                                                                                                                                                                                                                      |             | <b>100%</b> |

## **F. Syllabus**

### **Module I: Introduction**

*Consumer Behaviour: Definition and significance. Understanding consumer and market. Difference in individual buyer behaviour and organizational buyer behaviour. Market segmentation: lifestyle and demographic segmentation, usage segmentation, benefit segmentation. Product positioning.*

### **Module II: Environmental influences**

*Culture: Meaning and Characteristics. Cross Cultural understanding of Consumer Behaviour. Subculture. Social Groups: Meaning and formation of a group. Reference groups. Influence of reference groups on consumer behaviour. Family: Lifecycle and it's significance on consumer behaviour. Family purchase decision process.*

### **Module III: Personal influence and Diffusion of Innovation**

*Concept, nature and significance of personal influence. Opinion leadership and its role in consumer behaviour. Concept of product adoption and adoption process. Diffusion of innovation and process of diffusion.*

### **Module IV: Individual determinants of Consumer Behaviour**

*Personality and self- concept and it's relevance in consumer behaviour. Motivation: Nature and role of motives and their significance in marketing. Information processing: Concept and Process. Attitudes: Characteristics, functions and it's importance in buyer behaviour.*

### **Module V: Consumer Decision process**

*Consumer decision process model. Problem Recognition, Search and Evaluation, Purchasing Process. Post-purchase Behaviour: Post Purchase evaluation and Product disposition.*

## **Module VI: Organizational buyer behaviour**

*Nature of Organizational Buying. Factors influencing organizational buyer behaviour. Types of decision situations. Organizational buyers decision process.*

### **G. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | <i>5</i> | <i>15</i> | <i>10</i>       | <i>70</i> |

*CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance*

### **H. Suggested Text/Reference Books:**

#### **Text:**

- *Loudon David L. & Della Bitta Albert J. Consumer Behaviour, Fourth Edition, Tata McGraw Hill.*

#### **References:**

- *Schiffman and Kanuk, Consumer Behaviour, Eighth Edition, Printice Hall.*
- *Hawkins, Best, Coney, Consumer Behaviour, Building Marketing Strategy, Ninth Edition, Tata McGraw Hill*

### **I. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                                             | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                |
|----------------|-----------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|--------------------------------------------|
| <i>1.</i>      | <b>Introduction</b> – <i>Consumer Behaviour: Definition and significance.</i>                             | <i>Lecture</i>          | <i>BBA504.1</i>         | <i>Mid Term-1, Quiz &amp; End Sem Exam</i> |
| <i>2.</i>      | <b>Introduction</b> – <i>Understanding consumer and market</i>                                            | <i>Group Discussion</i> | <i>BBA504.1</i>         | <i>Mid Term-1, Quiz &amp; End Sem Exam</i> |
| <i>3.</i>      | <b>Introduction</b> – <i>Difference in individual buyer behaviour and organizational buyer behaviour.</i> | <i>Lecture</i>          | <i>BBA504.1</i>         | <i>Mid Term-1, Quiz &amp; End Sem Exam</i> |
| <i>4.</i>      | <b>Introduction</b> – <i>Difference in individual buyer behaviour and organizational buyer behaviour</i>  | <i>Lecture</i>          | <i>BBA504.1</i>         | <i>Mid Term-1, Quiz &amp; End Sem Exam</i> |

|     |                                                                                                                             |                  |          |                                 |
|-----|-----------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 5.  | <b>Introduction</b> – Difference in individual buyer behaviour and organizational buyer behaviour                           | Lecture          | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 6.  | <b>Introduction</b> – Market segmentation: lifestyle and demographic segmentation                                           | Home Assignment  | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | <b>Introduction</b> – Market segmentation: lifestyle and demographic segmentation                                           | Lecture          | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | <b>Introduction</b> – usage segmentation, benefit segmentation. Product positioning.                                        | Case Study       | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | <b>Introduction</b> – usage segmentation, benefit segmentation. Product positioning.                                        | Lecture          | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Environmental influences</b> - Culture: Meaning and Characteristics. Cross Cultural understanding of Consumer Behaviour. | Lecture          | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Environmental influences</b> - Subculture.                                                                               | Home Assignment  | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Environmental influences</b> - Meaning and formation of a group. Reference groups.                                       | Lecture          | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Environmental influences</b> - Reference groups. Influence of reference groups on consumer behaviour.                    | Group Discussion | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Environmental influences</b> - Family: Lifecycle and its significance on consumer behaviour.                             | Lecture          | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Environmental influences</b> - Family: Lifecycle and its significance on consumer behaviour.                             | Lecture          | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Environmental influences</b> - Family purchase decision process.                                                         | Lecture          | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Environmental influences</b> - Family purchase decision process.                                                         | Group Discussion | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Personal influence and Diffusion of Innovation</b> -                                                                     | Case Study       | BBA504.3 | Mid Term-1, Quiz & End          |

|     |                                                                                                                                     |                         |                 |                                            |
|-----|-------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-----------------|--------------------------------------------|
|     | <i>Concept, nature and significance of personal influence.</i>                                                                      |                         |                 | <i>Sem Exam</i>                            |
| 19. | <b>Personal influence and Diffusion of Innovation</b> - <i>Concept, nature and significance of personal influence.</i>              | <i>Group Discussion</i> | <i>BBA504.3</i> | <i>Mid Term-1, Quiz &amp; End Sem Exam</i> |
| 20. | <b>Personal influence and Diffusion of Innovation</b> - <i>Opinion leadership and its role in consumer behaviour.</i>               | <i>Lecture</i>          | <i>BBA504.3</i> | <i>Mid Term-1, Quiz &amp; End Sem Exam</i> |
| 21. | <b>Personal influence and Diffusion of Innovation</b> - <i>Opinion leadership and its role in consumer behaviour.</i>               | <i>Lecture</i>          | <i>BBA504.3</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 22. | <b>Personal influence and Diffusion of Innovation</b> - <i>Concept of product adoption and adoption process.</i>                    | <i>Group Discussion</i> | <i>BBA504.3</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 23. | <b>Personal influence and Diffusion of Innovation</b> - <i>Concept of product adoption and adoption process.</i>                    | <i>Home Assignment</i>  | <i>BBA504.3</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 24. | <b>Personal influence and Diffusion of Innovation</b> - <i>Diffusion of innovation and process of diffusion.</i>                    | <i>Lecture</i>          | <i>BBA504.3</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 25. | <b>Personal influence and Diffusion of Innovation</b> - <i>Diffusion of innovation and process of diffusion.</i>                    | <i>Lecture</i>          | <i>BBA504.3</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 26. | <b>Individual determinants of Consumer Behaviour</b> - <i>Personality and self-concept and its relevance in consumer behaviour.</i> | <i>Lecture</i>          | <i>BBA504.5</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 27. | <b>Individual determinants of Consumer Behaviour</b> - <i>Personality and self-concept and its relevance in consumer behaviour.</i> | <i>Lecture</i>          | <i>BBA504.5</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 28. | <b>Individual determinants of Consumer Behaviour</b> - <i>Personality and self-concept and its relevance in consumer behaviour.</i> | <i>Lecture</i>          | <i>BBA504.5</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 29. | <b>Individual determinants of Consumer Behaviour</b> -                                                                              | <i>Group Discussion</i> | <i>BBA504.5</i> | <i>Mid Term-2, Quiz &amp; End</i>          |

|     |                                                                                                                                                                                         |                        |                 |                                            |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-----------------|--------------------------------------------|
|     | <i>Motivation: Nature and role of motives and their significance in marketing. functions and its importance in buyer behaviour.</i>                                                     |                        |                 | <i>Sem Exam</i>                            |
| 30. | <b>Individual determinants of Consumer Behaviour</b> - <i>Motivation: Nature and role of motives and their significance in marketing.</i>                                               | <i>Lecture</i>         | <i>BBA504.5</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 31. | <b>Individual determinants of Consumer Behaviour</b> - <i>Information processing: Concept and Process. Attitudes: Characteristics, functions and its importance in buyer behaviour.</i> | <i>Lecture</i>         | <i>BBA504.6</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 32. | <b>Individual determinants of Consumer Behaviour</b> - <i>Information processing: Concept and Process. Attitudes: Characteristics, functions and its importance in buyer behaviour.</i> | <i>Lecture</i>         | <i>BBA504.6</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 33. | <b>Consumer Decision process</b> - <i>Consumer decision process model.</i>                                                                                                              | <i>Lecture</i>         | <i>BBA504.6</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 34. | <b>Consumer Decision process</b> - <i>Consumer decision process model.</i>                                                                                                              | <i>Lecture</i>         | <i>BBA504.6</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 35. | <b>Consumer Decision process</b> - <i>Problem Recognition, Search and Evaluation, Purchasing Process.</i>                                                                               | <i>Home Assignment</i> | <i>BBA504.6</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 36. | <b>Consumer Decision process</b> - <i>Problem Recognition, Search and Evaluation, Purchasing Process.</i>                                                                               | <i>Case Study</i>      | <i>BBA504.6</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 37. | <b>Consumer Decision process</b> - <i>Problem Recognition, Search and Evaluation, Purchasing Process.</i>                                                                               | <i>Lecture</i>         | <i>BBA504.6</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 38. | <b>Consumer Decision process</b> - <i>Post-purchase Behaviour: Post Purchase evaluation and Product</i>                                                                                 | <i>Lecture</i>         | <i>BBA504.6</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |

|     |                                                                                                                      |                        |                 |                                            |
|-----|----------------------------------------------------------------------------------------------------------------------|------------------------|-----------------|--------------------------------------------|
|     | <i>disposition.</i>                                                                                                  |                        |                 |                                            |
| 39. | <b>Consumer Decision process</b> - <i>Post-purchase Behaviour: Post Purchase evaluation and Product disposition.</i> | <i>Lecture</i>         | <i>BBA504.6</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 40. | <b>Consumer Decision process</b> - <i>Post-purchase Behaviour: Post Purchase evaluation and Product disposition.</i> | <i>Lecture</i>         | <i>BBA504.6</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 41. | <b>Organizational buyer behaviour</b> - <i>Nature of Organizational Buying.</i>                                      | <i>Home Assignment</i> | <i>BBA504.6</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 42. | <b>Organizational buyer behaviour</b> - <i>Nature of Organizational Buying.</i>                                      | <i>Case Study</i>      | <i>BBA504.6</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 43. | <b>Organizational buyer behaviour</b> - <i>Factors influencing organizational buyer behaviour.</i>                   | <i>Lecture</i>         | <i>BBA504.6</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 44. | <b>Organizational buyer behaviour</b> - <i>Factors influencing organizational buyer behaviour.</i>                   | <i>Lecture</i>         | <i>BBA504.6</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 45. | <b>Organizational buyer behaviour</b> - <i>Factors influencing organizational buyer behaviour.</i>                   | <i>Lecture</i>         | <i>BBA504.6</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 46. | <b>Organizational buyer behaviour</b> - <i>Types of decision situations.</i>                                         | <i>Lecture</i>         | <i>BBA504.6</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 47. | <b>Organizational buyer behaviour</b> - <i>Types of decision situations.</i>                                         | <i>Home Assignment</i> | <i>BBA504.6</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |
| 48. | <b>Organizational buyer behaviour</b> <i>Organizational buyers decision process.</i>                                 | <i>Case Study</i>      | <i>BBA504.6</i> | <i>Mid Term-2, Quiz &amp; End Sem Exam</i> |

#### J. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAM |
|----|-----------|-------------------------------------|--------------------------|
|----|-----------|-------------------------------------|--------------------------|



|                           |                                                                                                                                             |             |             |             |             |             |             |             |             |             |              | ME<br>SPECIFIC<br>OUTCOME<br>S |                  |                  |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------------------------|------------------|------------------|
|                           |                                                                                                                                             | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1               | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA<br/>504.<br/>1</b> | <i>Demonstrate how knowledge of consumer behaviour can be applied to marketing.</i>                                                         | 3           | 1           | 1           | -           | 3           | 2           | -           | -           | 1           | 1            | 3                              | 1                | 2                |
| <b>BBA<br/>504.<br/>2</b> | <i>Identify and explain factors which influence consumer behaviour.</i>                                                                     | 2           | 2           | 1           | 3           | 1           | 3           | 3           | -           | -           | -            | 3                              | -                | 1                |
| <b>BBA<br/>504.<br/>3</b> | <i>Use appropriate personal influence and leadership in diffusing innovative practices to evaluate consumer behaviour.</i>                  | 3           | 3           | 1           | 3           | 3           | 1           | 2           | 1           | -           | 1            | -                              | -                | 1                |
| <b>BBA<br/>504.<br/>4</b> | <i>Relate internal individual dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.</i> | 3           | 1           | -           | 1           | 3           | 1           | 3           | 2           | 1           | 1            | -                              | -                | 2                |
| <b>BBA<br/>504.<br/>5</b> | <i>Use appropriate research approach in consumer decision making process.</i>                                                               | 3           | 2           | 3           | 3           | 3           | 2           | 3           | 3           | 1           | 1            | -                              | 1                | 1                |
| <b>BBA<br/>504.<br/>6</b> | <i>Define behavioural issues within an organisation as a consumer to the industry</i>                                                       | 3           | 1           | 2           | 3           | 3           | -           | 3           | 2           | 1           | 1            | -                              | 1                | 1                |



## Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM – V) 2020-21</b><br><b>Class: BBA V Semester</b>                                                                                                                      |                    |                                                                                          |                 |                  |                   |                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|------------------------------------------------------------------------------------------|-----------------|------------------|-------------------|-----------------|
| Subjects Name: BBA 504 Consumer Behavior                                                                                                                                                                                     |                    |                                                                                          | Time: 1.5 hours |                  | Max. Marks: 30    |                 |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                               | <i>Remembering</i> | <i>Understanding</i>                                                                     | <i>Applying</i> | <i>Analyzing</i> | <i>Evaluating</i> | <i>Creating</i> |
| Question Mapping                                                                                                                                                                                                             | Q. 2, Q. 4         | Q. 6                                                                                     | Q. 1            | -                | Q. 5              | Q. 3            |
| <b>Students will be able to:</b><br><b>CO 1:</b> <i>Demonstrate how knowledge of consumer behaviour can be applied to marketing.</i><br><b>CO 2:</b> <i>Identify and explain factors which influence consumer behaviour.</i> |                    |                                                                                          |                 |                  |                   |                 |
| CO Map                                                                                                                                                                                                                       | Question No.       | Question                                                                                 |                 |                  |                   | Marks           |
| CO 1                                                                                                                                                                                                                         | 1.                 | Define consumer behavior                                                                 |                 |                  |                   | 5               |
| CO 1                                                                                                                                                                                                                         | 2.                 | State the difference between individual and organisational buying behaviour.             |                 |                  |                   | 5               |
| CO 1                                                                                                                                                                                                                         | 3.                 | How can you specify the segmentation of market through lifestyle? Explain with examples. |                 |                  |                   | 5               |
| CO 2                                                                                                                                                                                                                         | 4.                 | What are the internal and external factors that influence buying behaviour?              |                 |                  |                   | 5               |
| CO 2                                                                                                                                                                                                                         | 5.                 | What issues of cross- cultural population influence consumer?                            |                 |                  |                   | 5               |
| CO 2                                                                                                                                                                                                                         | 6.                 | Describe family life cycle.                                                              |                 |                  |                   | 5               |

### **Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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# Attainment

|                         |                    |
|-------------------------|--------------------|
| <b>Session</b>          | 2020-21            |
| <b>Course Name</b>      | BBA                |
| <b>Semester</b>         | 5th Semester       |
| <b>Subject Code</b>     | BBA 504            |
| <b>Subject Name</b>     | CONSUMER BEHAVIOUR |
| <b>Attainment Level</b> | Level 2            |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

COURSE: SERVICE MARKETING



AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

### **PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2020-2021**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** *Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.*

**[PO.2]. Research and Business Intelligence:** *Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.*

**[PO.3]. Creativity and Innovation:** *Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.*

**[PO.4]. Environment Analysis:** *Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.*

**[PO.5]. Working in team:** *Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams*

**[PO.6]. Continuous learning:** *Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.*

**[PO.7]. Problem Solving and Decision Making:** *Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.*

**[PO.8]. Intercultural Competence/Communication:** *Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.*

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** *Define, explain and illustrate the foundations of business ethics, and in preparing for*

*citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.*

**[PO.10] Responsible Professionals/Future leaders:** *The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.*

### **Programme Specific Outcomes:**

*After graduating in this program the students will be able to:*

**[PSO.1] Leadership and Management:** *Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.*

**[PSO.2]. Domain Knowledge:** *Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.*

**[PSO.3]. Problem Solving & Innovation:** *Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.*

**Note:** - Correlation levels 1, 2 and 3 as defined below:

*1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)*

*If there is no correlation, put “-”*

| <b>PROGRAMME ARTICULATION MATRIX</b> |        |             |             |             |             |             |             |             |             |         |          |          |          |      |
|--------------------------------------|--------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                      |        | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM                      | BBA505 | 1           | 2           | 1           | 2           | 3           | 1           | -           | -           | 1       | 1        | 3        | 2        | -    |

|                                                                                              |
|----------------------------------------------------------------------------------------------|
| <b>AMITY BUSINESS SCHOOL</b>                                                                 |
| <b>Course Handout</b>                                                                        |
| <b>Course : Service Marketing</b>                                                            |
| Course Code: BBA 505, Credits: 04,<br>Session : 2020-21 (Odd Sem.), Class : BBA 5th Semester |
|                                                                                              |

**A. Introduction:** *The course has been designed to familiarize students with characteristics of services, their design and delivery and the complexities of handling intangibles.*

**B. Course Outcomes:** *At the end of the course, students will be able to:*

**BBA505.1.** *Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products*

**BBA505.2.** *Identify the characteristics of the services industry and the modus operandi of consumers.*

**BBA505.3.** *Analyse the role and relevance of Quality in Services*

**BBA505.4.** *Measure service quality and assess the impact of service quality on consumer Behaviour.*

**BBA505.5.** *Identify GAPS between end user and service provider and devise strategies to close them.*

**BBA505.6.** *Develop services pricing strategies and identify and analyse best service practices in the industry.*

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** *Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.*

**[PO.2]. Research and Business Intelligence:** *Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.*

**[PO.3]. Creativity and Innovation:** *Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.*

**[PO.4]. Environment Analysis:** *Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.*

**[PO.5]. Working in team:** *Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams*

**[PO.6]. Continuous learning:** *Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.*

**[PO.7]. Problem Solving and Decision Making:** *Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.*

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**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** *Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.*

**[PO.10] Responsible Professionals/Future leaders:** *The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.*

#### **D. Programme Specific Outcomes:**

*After graduating in this program the students will be able to:*

**[PSO.1] Leadership and Management:** *Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.*

**[PSO.2]. Domain Knowledge:** *Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.*

**[PSO.3]. Problem Solving & Innovation:** *Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.*

#### **E. Assessment Plan:**

| Component of Evaluation | Description | Code | Weightage % |
|-------------------------|-------------|------|-------------|
|-------------------------|-------------|------|-------------|



|                                       |                                                                                                                                                                                                                      |                 |             |
|---------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------|
| <i>Continuous Internal Evaluation</i> | <i>Mid Term 1</i>                                                                                                                                                                                                    | <i>CT</i>       | <i>15%</i>  |
|                                       | <i>Mid Term 2</i>                                                                                                                                                                                                    |                 |             |
|                                       | <i>Seminar/Viva-Voce/ Quiz/Home Assignment</i>                                                                                                                                                                       | <i>S/V/Q/HA</i> | <i>10%</i>  |
| <i>Attendance</i>                     | <i>A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.</i> | <i>A</i>        | <i>5%</i>   |
| <i>End Semester Examination</i>       | <i>End Semester Examination</i>                                                                                                                                                                                      | <i>EE</i>       | <i>70%</i>  |
| <b>Total</b>                          |                                                                                                                                                                                                                      |                 | <b>100%</b> |

## **F. Syllabus**

### **Module I: Services an Overview**

*Services: concept, characteristics. Marketing of goods v/s marketing of services. Significance of services marketing. Role of services sector in economy. Growth of service sector. Services- Global and Indian Scenario. Introduction to service marketing mix: Seven Ps of Service Marketing, Classification of services,*

### **Module II: Consumer Behaviour in Services**

*Consumer decision-making process. Consumer Expectations: Concept. Factors influencing customer expectation of services. Service encounter and moments of truths. Managing Customer Satisfaction. Service failure and recovery.*

### **Module III: Service Quality & Productivity**

*Managing service operations. Concept of productivity in service context. Approaches to improve productivity. Managing service demand and capacity: Understanding capacity constraints, understanding demand patterns. Strategies for matching demand and supply; service blueprinting, physical evidence & Servicescape.*

### **Module IV: Service Quality**

*Concept of service quality, Gap model of service quality, measuring & improving service quality, concept of SERVQUAL system, concept of CRM & enhancing quality through it. Introduction to Six Sigma.*

### **Module V: Managing Service Personnel**

*Role of service personnel and developing customer-focused personnel. Job characteristics. Internal marketing, Strategies for delivering quality through people.*

## **Module VI: Pricing and Distribution for Services**

*Price determinants, pricing modifications. Approaches to pricing services. Pricing strategies linking to value definitions. Customer-focused pricing. Channel structures, distribution-growth options. Service industries: insurance, banking, air transportation, courier, education etc.*

### **G. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

*CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance*

### **H. Suggested Text/Reference Books:**

*Text:*

- *Clow Kenneth E. and Kurtz David L., Services marketing operations, management and strategy, biztantra innovations in management, John Willey & Sons*

*References:*

- *Valarie A Zeithaml and mary J Bitner, Services Marketing, Third Edition, Tata McGraw Hill Companies*
- *Christopher Lovelock, Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.*
- *Rampal M.K., Gupta S.L., Service Marketing, 2006 Galgotia Publishing Company.*

### **I. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b> | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b> |
|----------------|---------------|-------------------------|-------------------------|-----------------------------|
|----------------|---------------|-------------------------|-------------------------|-----------------------------|

|     |                                                                                                                 |                  |          |                                 |
|-----|-----------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 1.  | <b>Services an Overview</b> - Services: concept, characteristics. Marketing of goods v/s marketing of services. | Lecture          | BBA505.1 | Mid Term-1, Quiz & End Sem Exam |
| 2.  | <b>Services an Overview</b> - Significance of services marketing.                                               | Group Discussion | BBA505.1 | Mid Term-1, Quiz & End Sem Exam |
| 3.  | <b>Services an Overview</b> - Role of services sector in economy.                                               | Lecture          | BBA505.1 | Mid Term-1, Quiz & End Sem Exam |
| 4.  | <b>Services an Overview</b> - Role of services sector in economy.                                               | Lecture          | BBA505.1 | Mid Term-1, Quiz & End Sem Exam |
| 5.  | <b>Services an Overview</b> - Growth of service sector. Services- Global and Indian Scenario.                   | Lecture          | BBA505.1 | Mid Term-1, Quiz & End Sem Exam |
| 6.  | <b>Services an Overview</b> - Growth of service sector. Services- Global and Indian Scenario.                   | Home Assignment  | BBA505.1 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | <b>Services an Overview</b> - Introduction to service marketing mix: Seven Ps of Service Marketing,             | Lecture          | BBA505.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | <b>Services an Overview</b> - Introduction to service marketing mix: Seven Ps of Service Marketing,             | Case Study       | BBA505.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | <b>Services an Overview</b> - Classification of services                                                        | Lecture          | BBA505.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Consumer Behaviour in Services</b> - Consumer decision-making process. Consumer Expectations: Concept.       | Lecture          | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Consumer Behaviour in Services</b> - Factors influencing customer expectation of services                    | Home Assignment  | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Consumer Behaviour in Services</b> - Service encounter and moments of truths.                                | Lecture          | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Consumer Behaviour in Services</b> - Service encounter and moments of truths.                                | Group Discussion | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                      |                  |          |                                 |
|-----|----------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 14. | <b>Consumer Behaviour in Services</b> - Managing Customer Satisfaction.                                              | Lecture          | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Consumer Behaviour in Services</b> - Managing Customer Satisfaction.                                              | Lecture          | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Consumer Behaviour in Services</b> - Service failure and recovery.                                                | Lecture          | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Consumer Behaviour in Services</b> - Service failure and recovery.                                                | Group Discussion | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Service Quality &amp; Productivity</b> - Managing service operations. Concept of productivity in service context. | Case Study       | BBA505.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Service Quality &amp; Productivity</b> - Approaches to improve productivity. Managing service demand and capacity | Group Discussion | BBA505.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>Service Quality &amp; Productivity</b> - Understanding capacity constraints, understanding demand patterns.       | Lecture          | BBA505.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Service Quality &amp; Productivity</b> - Strategies for matching demand and supply                                | Lecture          | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Service Quality &amp; Productivity</b> - service blueprinting,                                                    | Group Discussion | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Service Quality &amp; Productivity</b> - service blueprinting,                                                    | Home Assignment  | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Service Quality &amp; Productivity</b> - physical evidence & Servicescape.                                        | Lecture          | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Service Quality &amp; Productivity</b> - physical evidence & Servicescape.                                        | Lecture          | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Service Quality</b> - Concept of service quality                                                                  | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Service Quality</b> - Gap model of service quality.                                                               | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Service Quality</b> - Gap model of service quality                                                                | Lecture          | BBA505.4 | Mid Term-2, Quiz & End          |

|     |                                                                                                                           |                  |          |                                 |
|-----|---------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     |                                                                                                                           |                  |          | Sem Exam                        |
| 29. | <b>Service Quality</b> - measuring & improving service quality,                                                           | Group Discussion | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Service Quality</b> - Concept of SERVQUAL system.                                                                      | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Service Quality</b> - Concept of CRM & enhancing quality through it.                                                   | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Service Quality</b> - Concept of CRM & enhancing quality through it.                                                   | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Service Quality</b> - Introduction to Six Sigma.                                                                       | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Managing Service Personnel</b> - Role of service personnel and developing customer-focused personnel.                  | Lecture          | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Managing Service Personnel</b> - Job characteristics.                                                                  | Home Assignment  | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Managing Service Personnel</b> - Internal marketing,                                                                   | Case Study       | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 37. | <b>Managing Service Personnel</b> - Internal marketing,                                                                   | Lecture          | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 38. | <b>Managing Service Personnel</b> - Strategies for delivering quality through people.                                     | Lecture          | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 39. | <b>Managing Service Personnel</b> - Strategies for delivering quality through people.                                     | Lecture          | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 40. | <b>Managing Service Personnel</b> - Strategies for delivering quality through people.                                     | Lecture          | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 41. | <b>Pricing and Distribution for Services</b> - Price determinants, pricing modifications. Approaches to pricing services. | Home Assignment  | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 42. | <b>Pricing and Distribution for Services</b> - Pricing strategies linking to value definitions.                           | Case Study       | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 43. | <b>Pricing and Distribution for</b>                                                                                       | Lecture          | BBA505.6 | Mid Term-2,                     |

|     |                                                                                                                                   |                 |          |                                 |
|-----|-----------------------------------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
|     | <b>Services-</b> Customer-focused pricing.                                                                                        |                 |          | Quiz & End Sem Exam             |
| 44. | <b>Pricing and Distribution for Services-</b> Channel structures, distribution-growth options.                                    | Lecture         | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 45. | <b>Pricing and Distribution for Services-</b> Channel structures, distribution-growth options.                                    | Lecture         | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 46. | <b>Pricing and Distribution for Services-</b> Service industries: insurance, banking, air transportation, courier, education etc. | Lecture         | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 47. | <b>Pricing and Distribution for Services-</b> Service industries: insurance, banking, air transportation, courier, education etc. | Home Assignment | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 48. | <b>Pricing and Distribution for Services-</b> Service industries: insurance, banking, air transportation, courier, education etc. | Case Study      | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |

#### J. Course Articulation Matrix (Mapping of COs with Pos, PSO)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |
|----|-----------|-------------------------------------|----------------------------------------------|
|    |           |                                     |                                              |

|                           |                                                                                                                                          | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
| <b>BBA<br/>505.<br/>1</b> | <i>Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products</i> | 3           | 1           | 1           | -           | 3           | 2           | -           | -           | 1           | -<br><br>1   | 3                | 1                | 1                |
| <b>BBA<br/>505.<br/>2</b> | <i>Identify the characteristics of the services industry and the modus operandi of consumers.</i>                                        | 2           | 2           | 1           | 3           | 1           | 3           | 3           | -           | -           | 1            | 3                | 1                | 2                |
| <b>BBA<br/>505.<br/>3</b> | <i>Analyse the role and relevance of Quality in Services</i>                                                                             | 3           | 3           | 1           | 3           | 3           | 1           | 2           | 1           | -           | 1            | -                | -                | 1                |
| <b>BBA<br/>505.<br/>4</b> | <i>Measure service quality and assess the impact of service quality on consumer Behaviour.</i>                                           | 3           | 1           | -           | 1           | 3           | 1           | 3           | 2           | 1           | 1            | -                | -                | 2                |
| <b>BBA<br/>505.<br/>5</b> | <i>Identify GAPS between end user and service provider and devise strategies to close them.</i>                                          | 3           | 2           | 3           | 3           | 3           | 2           | 3           | 1           | 1           | 1            | -                | 1                | 1                |
| <b>BBA<br/>505.<br/>6</b> | <i>Develop services pricing strategies and identify and analyse best service practices in the industry.</i>                              | 3           | 1           | 2           | 3           | 3           | -           | 3           | 2           | 1           | -            | -                | 1                | 1                |





## Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM – V) 2020-21</b><br><b>Class: BBA V Semester</b> |                    |                      |                        |                  |                       |                 |
|---------------------------------------------------------------------------------------------------------|--------------------|----------------------|------------------------|------------------|-----------------------|-----------------|
| <b>Subject Name: BBA505 Services Marketing</b>                                                          |                    |                      | <b>Time: 1.5 hours</b> |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                   | <i>Remembering</i> | <i>Understanding</i> | <i>Applying</i>        | <i>Analyzing</i> | <i>Evaluating</i>     | <i>Creating</i> |
| <b>Question Mapping</b>                                                                                 | <b>Q. 2, Q. 4</b>  | <b>Q. 6</b>          | <b>Q. 1</b>            | <b>-</b>         | <b>Q. 5</b>           | <b>Q. 3</b>     |

**Students will be able to:**

**CO 1:** *Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products.*

**CO 2:** *Identify the characteristics of the services industry and the modus operandi of consumers.*

| CO Map | Question No. | Question                                                                                       | Marks    |
|--------|--------------|------------------------------------------------------------------------------------------------|----------|
| CO 1   | 1.           | <b>What is service marketing? State its features.</b>                                          | <b>5</b> |
| CO 1   | 2.           | <b>How does service industry influence the economy?</b>                                        | <b>5</b> |
| CO 1   | 3.           | <b>What impact does the service industry bring in the growth of global and Indian markets?</b> | <b>5</b> |
| CO 2   | 4.           | <b>Elaborate consumer decision process for services?</b>                                       | <b>5</b> |
| CO 2   | 5.           | <b>What are the factors that influence the customer expectations?</b>                          | <b>5</b> |
| CO 2   | 6.           | <b>State the reasons for service failure.</b>                                                  | <b>5</b> |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

# Attainment

|                         |                   |
|-------------------------|-------------------|
| <b>Session</b>          | 2020-21           |
| <b>Course Name</b>      | BBA               |
| <b>Semester</b>         | 5th Semester      |
| <b>Subject Code</b>     | BBA 505           |
| <b>Subject Name</b>     | SERVICE MARKETING |
| <b>Attainment Level</b> | Level 3           |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

Course: International Marketing



AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2020-2021**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Programme Specific Outcomes:**

After graduating in this program the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2] Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3] Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |             |             |             |             |             |             |             |             |         |          |          |          |      |
|-------------------------------|--------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                               |        | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM               | BBA506 | 3           | 2           | 1           | 2           | 3           | -           | 1           | 3           | 1       | 2        | 2        | 2        | 1    |

|                                                                                              |  |
|----------------------------------------------------------------------------------------------|--|
| AMITY BUSINESS SCHOOL                                                                        |  |
| Course Handout                                                                               |  |
| Course : International Marketing                                                             |  |
| Course Code : BBA506, Credits: 04,<br>Session : 2020-21 (Odd Sem.), Class : BBA 5th Semester |  |
|                                                                                              |  |

**A. Introduction:** After giving students an introduction of marketing management, it is necessary to give them an overview about the international scenario keeping in view the ever growing importance of international market.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA506.1.** Building awareness for the concept of international marketing.

**BBA506.2.** Identifying the emerging markets and marketing challenges in the international marketing environment

**BBA506.3.** Identifying the emerging markets and marketing challenges in the international marketing environment

**BBA506.4.** Use appropriate research approaches and information systems in planning for international marketing situations

**BBA506.5.** Evaluate different methods of marketing decisions in international environment.

**BBA506.6.** Understanding the policies and procedures prevalent in India for export and import.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b>  | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT           | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |              |                    |
|                                | Seminar/Viva-Voce/<br>Quiz/Home Assignment                                                                                                                                                                    | S/V/<br>Q/HA | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A            | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE           | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |              | <b>100%</b>        |

## **F. Syllabus**

### **Module I: Introduction**

Meaning, scope and challenges of international marketing. International dimensions of marketing, international marketing v/s domestic marketing. Benefits of International Marketing.

### **Module II: Global Business Environment**

WTO and its impact on international business operations. Tariff and non-tariff barriers. Regional economic groupings and their significance.

### **Module III: International Marketing Environment**

International marketing environment- Geographical, demographic, economic, political, legal, socio cultural environment- Elements of culture. Cultural challenges Business customs and practices. Emerging markets and marketing challenges.

### **Module IV: Planning for International Marketing**

International Marketing Research and Information System. Modes of entering into foreign markets. International Product Life Cycle. International market segmentation, targeting and positioning.

## Module V: International Marketing Decisions

International pricing strategy- Factors influencing price, pricing methods. Global Branding Decisions. International distribution – Types and functions of foreign distribution channels; distribution logistics. Promotion Decisions- International advertising, selection of media, challenges of international advertising, personal selling publicity and sales promotion.

## Module VI: The Indian Scenario

The Export Import Scene in India. EXIM Policy. Export Documentation, Export Procedure

### G. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### H. Suggested Text/Reference Books:

Text:

- Onkvist Sak Onkvist, Shaw John J. International Marketing Analysis & Strategy, Third Edition, Prentice Hall.

References:

- Graham Cateora, International Marketing, Twelfth Edition, Tata McGraw Hill.
- Keegan Warren J. Global Marketing Management, Seventh Edition, Prentice Hall.

### I. Lecture Plan

| Lecture | Topics                                                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Introduction</b> - Meaning, scope and challenges of international marketing. | Lecture          | BBA506.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Introduction</b> - Meaning, scope and challenges of international marketing. | Group Discussion | BBA506.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Introduction</b> - Meaning, scope and challenges of international marketing. | Lecture          | BBA506.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Introduction</b> - Meaning, scope and challenges of international marketing  | Lecture          | BBA506.1         | Mid Term-1, Quiz & End Sem Exam |



|     |                                                                                                              |                  |          |                                 |
|-----|--------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 5.  | <b>Introduction</b> - International dimensions of marketing, international marketing v/s domestic marketing. | Lecture          | BBA506.1 | Mid Term-1, Quiz & End Sem Exam |
| 6.  | <b>Introduction</b> - International dimensions of marketing, international marketing v/s domestic marketing. | Home Assignment  | BBA506.1 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | <b>Introduction</b> - International dimensions of marketing, international marketing v/s domestic marketing. | Lecture          | BBA506.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | <b>Introduction</b> - Benefits of International Marketing.                                                   | Case Study       | BBA506.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | <b>Introduction</b> - Benefits of International Marketing.                                                   | Lecture          | BBA506.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Global Business Environment</b> - WTO and its impact on international business operations.                | Lecture          | BBA506.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Global Business Environment</b> - WTO and its impact on international business operations.                | Home Assignment  | BBA506.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Global Business Environment</b> - WTO and its impact on international business operations.                | Lecture          | BBA506.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Global Business Environment</b> - Tariff and non-tariff barriers.                                         | Group Discussion | BBA506.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Global Business Environment</b> - Tariff and non-tariff barriers.                                         | Lecture          | BBA506.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Global Business Environment</b> - Regional economic groupings and their significance.                     | Lecture          | BBA506.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Global Business Environment</b> - Regional economic groupings and their significance.                     | Lecture          | BBA506.2 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                           |                  |          |                                 |
|-----|---------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 17. | <b>Global Business Environment</b> - Regional economic groupings and their significance.                                  | Group Discussion | BBA506.2 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>International Marketing Environment</b> - International marketing environment- Geographical, demographic, environment. | Case Study       | BBA506.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>International Marketing Environment</b> - International marketing environment- economic, political, legal environment  | Group Discussion | BBA506.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>International Marketing Environment</b> - socio cultural environment- Elements of culture.                             | Lecture          | BBA506.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>International Marketing Environment</b> - Cultural challenges Business customs and practices.                          | Lecture          | BBA506.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>International Marketing Environment</b> - Cultural challenges Business customs and practices.                          | Group Discussion | BBA506.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>International Marketing Environment</b> - markets and marketing challenges.                                            | Home Assignment  | BBA506.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>International Marketing Environment</b> - Emerging markets and marketing challenges.                                   | Lecture          | BBA506.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>International Marketing Environment</b> - Emerging markets and marketing challenges.                                   | Lecture          | BBA506.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Planning for International Marketing</b> - International Marketing Research and Information System.                    | Lecture          | BBA506.4 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Planning for International Marketing</b> - International Marketing Research and Information System.                    | Lecture          | BBA506.4 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                                                       |                  |          |                                 |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 28. | <b>Planning for International Marketing</b> - Modes of entering into foreign markets.                                                                 | Lecture          | BBA506.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Planning for International Marketing</b> - Modes of entering into foreign markets.                                                                 | Group Discussion | BBA506.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Planning for International Marketing</b> - International market segmentation, targeting and positioning.                                           | Lecture          | BBA506.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Planning for International Marketing</b> - International market segmentation, targeting and positioning.                                           | Lecture          | BBA506.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Planning for International Marketing</b> - International market segmentation, targeting and positioning.                                           | Lecture          | BBA506.4 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>International Marketing Decisions</b> - International pricing strategy- Factors influencing price, pricing methods. Global Branding Decisions.     | Lecture          | BBA506.5 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>International Marketing Decisions</b> - International pricing strategy- Factors influencing price, pricing methods. Global Branding Decisions.     | Lecture          | BBA506.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>International Marketing Decisions</b> - International distribution – Types and functions of foreign distribution channels; distribution logistics. | Home Assignment  | BBA506.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>International Marketing Decisions</b> - International distribution – Types and functions of foreign distribution channels; distribution logistics. | Case Study       | BBA506.5 | Mid Term-2, Quiz & End Sem Exam |
| 37. | <b>International Marketing Decisions</b> - Promotion Decisions- International                                                                         | Lecture          | BBA506.5 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                               |                 |          |                                 |
|-----|---------------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
|     | advertising, selection of media                                                                               |                 |          |                                 |
| 38. | <b>International Marketing Decisions</b> - Promotion Decisions- International advertising, selection of media | Lecture         | BBA506.5 | Mid Term-2, Quiz & End Sem Exam |
| 39. | <b>International Marketing Decisions</b> - challenges of international advertising                            | Lecture         | BBA506.5 | Mid Term-2, Quiz & End Sem Exam |
| 40. | <b>International Marketing Decisions</b> - personal selling publicity and sales promotion.                    | Lecture         | BBA506.5 | Mid Term-2, Quiz & End Sem Exam |
| 41. | <b>International Marketing Decisions</b> - personal selling publicity and sales promotion.                    | Home Assignment | BBA506.5 | Mid Term-2, Quiz & End Sem Exam |
| 42. | <b>The Indian Scenario</b> - The Export Import Scene in India.                                                | Case Study      | BBA506.6 | Mid Term-2, Quiz & End Sem Exam |
| 43. | <b>The Indian Scenario</b> - EXIM Policy.                                                                     | Lecture         | BBA506.6 | Mid Term-2, Quiz & End Sem Exam |
| 44. | <b>The Indian Scenario</b> - Export Documentation                                                             | Lecture         | BBA506.6 | Mid Term-2, Quiz & End Sem Exam |
| 45. | <b>The Indian Scenario</b> - Export Documentation                                                             | Lecture         | BBA506.6 | Mid Term-2, Quiz & End Sem Exam |
| 46. | <b>The Indian Scenario</b> - Export Procedure                                                                 | Lecture         | BBA506.6 | Mid Term-2, Quiz & End Sem Exam |
| 47. | <b>The Indian Scenario</b> - Export Procedure                                                                 | Home Assignment | BBA506.6 | Mid Term-2, Quiz & End Sem Exam |
| 48. | <b>The Indian Scenario</b> - Export Procedure                                                                 | Case Study      | BBA506.6 | Mid Term-2, Quiz & End Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| CO | STATEMENT | CORRELATION WITH PROGRAMME | CORRELATION WITH |
|----|-----------|----------------------------|------------------|
|----|-----------|----------------------------|------------------|

|                           |                                                                                                                | OUTCOMES    |             |             |             |             |             |             |             |             |              | PROGRAMM<br>E SPECIFIC<br>OUTCOMES |                  |                  |
|---------------------------|----------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------------------------|------------------|------------------|
|                           |                                                                                                                | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                   | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA<br/>506.<br/>1</b> | Building awareness for the concept of international marketing.                                                 | <b>3</b>    | <b>1</b>    | <b>1</b>    | <b>-</b>    | <b>3</b>    | <b>2</b>    | <b>-</b>    | <b>-</b>    | <b>1</b>    | <b>-</b>     | <b>-</b>                           | <b>1</b>         | <b>2</b>         |
| <b>BBA<br/>506.<br/>2</b> | Acquire Knowledge and understand the global business environment and their operations                          | <b>2</b>    | <b>2</b>    | <b>1</b>    | <b>3</b>    | <b>1</b>    | <b>3</b>    | <b>3</b>    | <b>-</b>    | <b>-</b>    | <b>1</b>     | <b>-</b>                           | <b>3</b>         | <b>2</b>         |
| <b>BBA<br/>506.<br/>3</b> | Identifying the emerging markets and marketing challenges in the international marketing environment           | <b>3</b>    | <b>3</b>    | <b>1</b>    | <b>3</b>    | <b>3</b>    | <b>1</b>    | <b>2</b>    | <b>1</b>    | <b>3</b>    | <b>-</b>     | <b>2</b>                           | <b>-</b>         | <b>1</b>         |
| <b>BBA<br/>506.<br/>4</b> | Use appropriate research approaches and information systems in planning for international marketing situations | <b>3</b>    | <b>1</b>    | <b>-</b>    | <b>1</b>    | <b>3</b>    | <b>1</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>2</b>     | <b>-</b>                           | <b>-</b>         | <b>2</b>         |
| <b>BBA<br/>506.<br/>5</b> | Evaluate different methods of marketing decisions in international environment.                                | <b>3</b>    | <b>2</b>    | <b>3</b>    | <b>3</b>    | <b>3</b>    | <b>2</b>    | <b>3</b>    | <b>3</b>    | <b>1</b>    | <b>-</b>     | <b>-</b>                           | <b>1</b>         | <b>1</b>         |
| <b>BBA<br/>506.<br/>6</b> | Understanding the policies and procedures prevalent in India for export and import.                            | <b>3</b>    | <b>1</b>    | <b>2</b>    | <b>3</b>    | <b>3</b>    | <b>-</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>3</b>     | <b>-</b>                           | <b>2</b>         | <b>1</b>         |



## Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM – V) 2020-21</b><br><b>Class: BBA V Semester</b>                                                                                                               |              |                                                                                         |                 |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------|-----------------|-----------|----------------|----------|
| Subject Name: BBA506 International Marketing                                                                                                                                                                          |              |                                                                                         | Time: 1.5 hours |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                        | Remembering  | Understanding                                                                           | Applying        | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                      | Q. 2, Q. 4   | Q. 6                                                                                    | Q. 1            | -         | Q. 5           | Q. 3     |
| <b>Students will be able to:</b><br><b>CO 1:</b> Building awareness for the concept of international marketing.<br><b>CO 2:</b> Acquire Knowledge and understand the global business environment and their operations |              |                                                                                         |                 |           |                |          |
| CO Map                                                                                                                                                                                                                | Question No. | Question                                                                                |                 |           |                | Marks    |
| CO 1                                                                                                                                                                                                                  | 1.           | State the challenges of International Marketing.                                        |                 |           |                | 5        |
| CO 1                                                                                                                                                                                                                  | 2.           | What are the dimensions of international marketing?                                     |                 |           |                | 5        |
| CO 1                                                                                                                                                                                                                  | 3.           | What benefits can be attained if marketed in international territories?                 |                 |           |                | 5        |
| CO 2                                                                                                                                                                                                                  | 4.           | Give the difference between tariff and non- tariff barriers of international marketing. |                 |           |                | 5        |
| CO 2                                                                                                                                                                                                                  | 5.           | What factors influence regional economic groupings?                                     |                 |           |                | 5        |
| CO 2                                                                                                                                                                                                                  | 6.           | Write a note on WTO.                                                                    |                 |           |                | 5        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

# Attainment

|                         |                                |
|-------------------------|--------------------------------|
| <b>Session</b>          | 2020-21                        |
| <b>Course Name</b>      | BBA                            |
| <b>Semester</b>         | 5th Semester                   |
| <b>Subject Code</b>     | BBA 506                        |
| <b>Subject Name</b>     | <b>International Marketing</b> |
| <b>Attainment Level</b> | Level 3                        |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course: Financial Services**



**AMITY UNIVERSITY**

**MADHYA PRADESH**

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

### **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2020-2021**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|--------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                      |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM                      | BBA<br>507 | 3           | 1           | 3           | -           | -           | 3           | 2           | 1           | -       | -        | 3        | 1        | 1    |

| AMITY BUSINESS SCHOOL                                                                  |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course: Financial Services                                                             |
| Course Code: BBA 507, Crédits: 04, Session :2020-21 (Odd Sem.), Class : BBA V Semester |

**Introduction:** The aim of the course is to orient the student to the recent changes in the financial institutions and financial services industry and their link to economic development. The financial institutions and services are changing rapidly. A course that merely describes the existing institutions and services will not prepare you for the change. Thus, you must familiarize yourself with the services available in the industry today and understand why they are the way they are and why they are changing. An Indian perspective will be given.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA507.1.** Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.

**BBA507.2.** Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ.

**BBA507.3.** Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.

**BBA507.4.** Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.

**BBA507.5.** Get an conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds.

**BBA507.6.** Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.

## **B. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### C. PROGRAM SPECIFIC OUTCOMES:

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## **D. Syllabus**

### **Course Contents:**

#### **Module I: Financial Services**

Introduction: An Overview of Indian Financial System, Components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India. Investment Banking: Introduction and Functions

#### **Module II: Venture Capital & Depository System**

Venture Capital, Stages of Venture Capital Financing, International Experiences in Venture Capital Financing, Venture Capital Financing in India, Pitfalls to be Avoided.

Overview of Depository system, Key features of depository system in India, Agreement between depository and Issuer, Organisation and functions of NSDL and CDSL. Brief introduction of BSE, NSE, NYSE AND NASDAQ.

#### **Module III: Factoring & Forfaiting**

Factoring Services – Features, Merits and Demerits, Cost Benefit Analysis. Forfaiting: Features, Merits & Limitations

#### **Module IV: Leasing and Hire Purchase**

Development and Definition of Leasing and Hire Purchase, Types of Leasing, Differences between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.

#### **Module V: Mutual funds**

The concept & Role of M/Fs, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent, Selecting the Right Investment Products for Investors, Comparison of Investment products, Measuring of Risk In M/Fs, recommending model Portfolios & selecting the right funds.

#### **Module VI: Credit rating**

Credit rating concept of Credit rating, Types of credit rating, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process, Individual Credit rating, Sovereign Credit Rating Practices.

### **E. Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b>     | <b>5</b> | <b>70</b> |

**(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)**

**F. Suggested Text/Reference Books:**

**Text:**

- Khan, M. Y. Indian Financial System, Tata McGraw Hill

**References:**

- Khan, M.Y. Financial Services, Tata McGraw Hill

**E. Lecture Plan:**

| <b>Lecture</b> | <b>Topics</b>                                      | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|----------------|----------------------------------------------------|-------------------------|-------------------------|-------------------------------------------------|
| 1              | Introduction-Financial Services                    | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2              | Overview of Indian Financial System                | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3              | Overview of Indian Financial System                | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4              | Components of Indian Financial System              | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5              | Role of Financial Services in Economic Development | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6              | Evolution of Financial Services Sector in India    | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7              | Investment Banking: Introduction                   | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8              | Functions of Investment Banking                    | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9              | Introduction to Venture Capital                    | Lecture                 | BBA507.2                | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                 |         |          |                                                 |
|----|-------------------------------------------------|---------|----------|-------------------------------------------------|
| 10 | Meaning and Stages of Venture Capital Financing | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | Venture Capital Financing in India              | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | International Experiences in VCI                | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Introduction to Depository System               | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Key features of depository system in India      | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Agreement Between Depository and Issuer         | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Organization and functions of NSDL              | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Organization and functions of CDSL              | Lecture | BBA507.2 | Viva/Quiz & End Sem Examination                 |
| 18 | Brief Introduction of NSE AND BSE               | Lecture | BBA507.2 | Viva/Quiz & End Sem Examination                 |
| 19 | Brief Introduction of NYSE and NASDAQ           | Lecture | BBA507.2 | Viva/Quiz & End Sem Examination                 |
| 20 | Introduction to Factoring Services              | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 21 | Features of Factoring Services                  | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 22 | Merits and Demerits of Factoring Services       | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 23 | Cost Benefit analysis                           | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 24 | Introduction to Forfeiting Services             | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 25 | Features                                        | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 26 | Merits and Demerits                             | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 27 | Flowchart of Forfeiting services                | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |



|    |                                                                                       |         |           |                                 |
|----|---------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 28 | Introduction to Leasing                                                               | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 29 | Development of leasing Services                                                       | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 30 | Definition And types of leasing                                                       | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 31 | Meaning of Hire Purchase                                                              | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 32 | Merits and Demerits                                                                   | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 33 | Difference between Leasing and Hire Purchase                                          | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 34 | Pricing methodology                                                                   | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 35 | Financial Analysis                                                                    | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 36 | Taxation aspects                                                                      | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 38 | Legal Framework for Leasing and Hire Purchase                                         | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 39 | Concept and Role of Mutual Funds                                                      | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 40 | History and Types of Mutual Funds                                                     | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 41 | Fund Structure & Constituent,                                                         | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 42 | Selecting the Right Investment Products for Investors,                                | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 43 | Comparison of Investment products,                                                    | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 44 | Measuring of Risk In M/Fs, Recommending model Portfolios & selecting the right funds. | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 45 | Credit rating concept                                                                 | Lecture | BBA507.6  | Viva/Quiz & End Sem             |

|    |                                                                                                                        |         |          |                                 |
|----|------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | of Credit rating                                                                                                       |         |          | Examination                     |
| 46 | Types of credit rating,                                                                                                | Lecture | BBA507.6 | Viva/Quiz & End Sem Examination |
| 47 | Advantages and Disadvantages of credit rating,                                                                         | Lecture | BBA507.6 | Viva/Quiz & End Sem Examination |
| 48 | Credit rating agencies and their methodology and process, Individual Credit rating, Sovereign Credit Rating Practices. | Lecture | BBA507.6 | Viva/Quiz & End Sem Examination |

#### F. Course Articulation Matrix (Mapping of COs with Pos & PSOs)

| CO               | STATEMENT                                                                                                                                                                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                                                                                                                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 507.1</b> | <b>BBA507.1.</b> Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking. | 3                                   | -           | 3           | -           | -           | 3           | -           | 1           | -           | 2            | 3                                            | 2                | 1                |
| <b>BBA 507.</b>  | <b>BBA507.2.</b> Understand the concept of Venture                                                                                                                                                                                                               | 3                                   | -           | 3           | -           | -           | 3           | -           | 3           | -           | 1            | 3                                            | 3                | 2                |

|                  |                                                                                                                                                                                                                                                                                                    |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>2</b>         | Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ. |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 507.3</b> | <b>BBA507.3.</b> Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.                                                                                                                                                                         | 3 | - | - | - | - | 2 | 1 | - | 2 | - | - | 2 | 1 |
| <b>BBA 507.4</b> | <b>BBA507.4.</b> Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.                                                    | 3 | - | 2 | - | - | 2 | - | 1 | 1 | - | 3 | 3 | - |
| <b>BBA 507.5</b> | <b>BBA507.5.</b> Get an conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment                                                                                                           | 3 | 2 | - | - | - | 2 | - | - | 1 | - | 1 | 1 | - |

|                  |                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  | Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds.                     |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 507.6</b> | <b>BBA507.6.</b> Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process. | 3 | 1 | - | 1 | - | 2 | - | 2 | 2 | - | 3 | 1 | - |

### G. Sample Question Paper

| Amity Business School<br>MID-SEMESTER (SEM –V) 2020-21                                                                                                                                                                                                                                                                                                                                                                                 |               |                                                      |                |                   |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|------------------------------------------------------|----------------|-------------------|----------------|----------|
| Class: BBA V Semester                                                                                                                                                                                                                                                                                                                                                                                                                  |               |                                                      |                |                   |                |          |
| Subject Name:<br>BBA 507 Financial Services                                                                                                                                                                                                                                                                                                                                                                                            |               | Time: 1.5 Hrs                                        |                |                   | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                         | Remembering   | Understanding                                        | Applying       | Analysing         | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                       | Q. 1, 2, 4, 5 | Q.1, 2, 3,6                                          | Q.2 (b, 3)4, 5 | Q.2 b, Q 3 , 5, 6 | Q 2(b), 3,     |          |
| <b>CO1:</b> Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.<br><b>CO2:</b> Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing |               |                                                      |                |                   |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                 | Question No.  | Question                                             |                |                   |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.1           | Explain Financial System and Its different Component |                |                   |                | 3        |

|     |      |                                                            |   |
|-----|------|------------------------------------------------------------|---|
| CO2 | Q.2a | Explain the concept of Venture Capital Financing.          | 3 |
|     | Q.2b | Explain the different stages of Venture Capital Financing? | 3 |
| CO1 | Q.3  | Explain Cost benefit analysis in factoring services.       | 6 |
| CO1 | Q.4  | Discuss the process of Forfeiting services.                | 3 |
| CO2 | Q.5  | Write a short note on Depository services in India.        | 3 |
|     | Q.5  | Write a brief note on stock exchanges in India.            | 3 |
| CO2 | Q.6  | What is Investment Banking? Explain its functions.         | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

.....

# Attainment

|                         |                    |
|-------------------------|--------------------|
| <b>Session</b>          | 2020-21            |
| <b>Course Name</b>      | BBA                |
| <b>Semester</b>         | 5th Semester       |
| <b>Subject Code</b>     | BBA 507            |
| <b>Subject Name</b>     | FINANCIAL SERVICES |
| <b>Attainment Level</b> | Level 3            |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**COURSE: PRINCIPLES OF INVESTMENT MANAGEMENT**



**AMITY UNIVERSITY**

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2020-2023**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

| <b>PROGRAMME ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |             |              |          |          |      |
|--------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------|----------|------|
|                                      |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | PS<br>O1 | PSO<br>2 | PSO3 |
| BBA<br>V<br>SEM                      | BBA<br>508 | 2           | -           | 1           | 3           | -           | 3           | 1           | 1           | -           | 2            | 1        | -        | 2    |

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

|                                                                                        |
|----------------------------------------------------------------------------------------|
| <b>Course: PRINCIPLES OF INVESTMENT MANAGEMENT</b>                                     |
| Course Code: BBA 508, Crédits: 04, Session :2020-21 (Odd Sem.), Class : BBA V Semester |



**Introduction:** The course aims at equipping the undergraduate students with financial tools, which help in making decisions for investment in financial securities. It is also aimed at imparting a basic understanding of the influence of changing economic scenario on the decisions and important theories and models, techniques and regulations underlying these decisions.

**AMITY BUSINESS SCHOOL**

**Course Handout**

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA508.1.** Get an overview on concept of Investments, Avenues for Investment including introduction to derivatives, Investments and Speculation, Features of a Good Investment programme, Process of Investment Decision Making, Risks involved in Investments including the concept of beta, Principle of Dominance.

**BBA508.2.** Get an overview of the Stock Markets in India, its Nature and Functions, about OTCEI & BSE, NSE & Role of Depositories, Market Indices, The Brokerage Business.

**BBA508.3.** Know about valuation of securities such as bonds, preference shares and equity shares.

**BBA508.4.** Learn the security analysis on fundamental and technical basis.

**BBA508.5.** Get acquainted with portfolio analysis and its management, different models for selection of securities for portfolio management.

**A. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

#### **D. Assessment Plan:**

| Component | Description | Code | Weightage |
|-----------|-------------|------|-----------|
|-----------|-------------|------|-----------|

| <b>of<br/>Evaluation</b>             |                                                                                                                                                                                                               |          | <b>%</b>    |
|--------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous<br>Internal<br>Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                      | Project/Assignment/<br>Quiz/Presentation                                                                                                                                                                      | P/A/Q/PR | 10%         |
| Attendance                           | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End<br>Semester<br>Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                         |                                                                                                                                                                                                               |          | <b>100%</b> |

## **E. Syllabus**

### **Module I: Introduction to Investments**

Investments: Introduction, Avenues for Investment including introduction to derivatives, Investments and Speculation, Features of a Good Investment programme, Process of Investment Decision Making, Risks involved in Investments including the concept of beta, Principle of Dominance.

### **Module II: The Stock Markets in India**

Nature and Functions of the Stock Market, OTCEI & BSE, NSE & Role of Depositories, Market Indices, The Brokerage Business

### **Module III: Valuation of Securities**

Bond Valuation and Analysis, Preference share Valuation and Analysis, Equity Share Valuation

### **Module IV: Security Analysis**

Fundamental Security Analysis, Technical Security Analysis

### **Module V: Portfolio Analysis and Management**

Portfolio Analysis: Risk and Return, Portfolio Choice: Utility Theory and Indifference Curves,

Markowitz: Portfolio Selection Model, Capital Asset Pricing Model, Sharpe's Single Index Model and Portfolio Evaluation Treynor, Sharpe and Jensen.

#### **F. Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b>     | <b>5</b> | <b>70</b> |

**(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)**

#### **G. Suggested Text/Reference Books:**

**Text:**

- Sharpe, William F. Alexander and Bailey, Investments, Sixth Edition Prentice - Hall, India

#### **References:**

- Fisher, Donald E & Jordan, Ronald., Securities Analysis & Portfolio Management:, Sixth Edition, Prentice Hall
- Haugen, Robert. Modern Investment Theory, Fifth Edition, Prentice Hall
- Bhalla, V. K. Investment Management, S. Chand & Co.

#### **H. Lecture Plan:**

| <b>Lecture</b> | <b>Topics</b>                               | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|----------------|---------------------------------------------|-------------------------|-------------------------|-------------------------------------------------|
| 1              | Introduction to Subject/Syllabus Discussion | Lecture                 | BBA508.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2              | Investments: Introduction                   | Lecture                 | BBA508.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3              | Avenues for Investment                      | Lecture                 | BBA508.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4              | Introduction to derivatives                 | Lecture                 | BBA508.1                | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                                 |         |          |                                                 |
|----|---------------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 5  | ,Investments and Speculation,.                                                  | Lecture | BBA508.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6  | Features of a Good Investment programme, Process of Investment Decision Making, | Lecture | BBA508.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7  | Risks involved in Investments including the concept of beta,                    | Lecture | BBA508.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8  | Principle of Dominance                                                          | Lecture | BBA508.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9  | Problem Solving Session                                                         | Lecture | BBA508.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10 | Overview on The Stock Markets in India                                          | Lecture | BBA508.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | Nature and Functions of the Stock Market,                                       | Lecture | BBA508.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | About OTCEI                                                                     | Lecture | BBA508.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Introduction to BSE, NSE                                                        | Lecture | BBA508.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Role of Depositories,                                                           | Lecture | BBA508.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Market Indices                                                                  | Lecture | BBA508.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | The Brokerage Business                                                          | Lecture | BBA508.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Group Discussion Session                                                        | Lecture | BBA508.2 | Viva/Quiz & End Sem Examination                 |

|    |                                         |         |          |                                 |
|----|-----------------------------------------|---------|----------|---------------------------------|
| 18 | Introduction to Valuation of Securities | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination |
| 19 | Bond Valuation and Analysis             | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination |
| 20 | Bond Valuation and Analysis             | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination |
| 21 | Preference share Valuation and Analysis | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination |
| 22 | Preference share Valuation and Analysis | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination |
| 23 | Equity Share Valuation                  | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination |
| 24 | Equity Share Valuation                  | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination |
| 25 | Numericals                              | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination |
| 26 | Problem Solving Session                 | Lecture | BBA508.3 | Viva/Quiz & End Sem Examination |
| 27 | Introduction to Security Analysis       | Lecture | BBA508.4 | Viva/Quiz & End Sem Examination |
| 28 | Fundamental Security Analysis           | Lecture | BBA508.4 | Viva/Quiz & End Sem Examination |
| 29 | Fundamental Security Analysis           | Lecture | BBA508.4 | Viva/Quiz & End Sem Examination |
| 30 | Fundamental Security Analysis           | Lecture | BBA508.4 | Viva/Quiz & End Sem Examination |
| 31 | Fundamental Security Analysis           | Lecture | BBA508.4 | Viva/Quiz & End Sem Examination |
| 32 | Technical Security Analysis             | Lecture | BBA508.4 | Viva/Quiz & End Sem Examination |
| 33 | Technical Security Analysis             | Lecture | BBA508.4 | Viva/Quiz & End Sem Examination |

|    |                                                   |         |           |                                 |
|----|---------------------------------------------------|---------|-----------|---------------------------------|
| 34 | Technical Security Analysis                       | Lecture | BBA508.4  | Viva/Quiz & End Sem Examination |
| 35 | Technical Security Analysis                       | Lecture | BBA508.4  | Viva/Quiz & End Sem Examination |
| 36 | Technical Security Analysis                       | Lecture | BBA508.4  | Viva/Quiz & End Sem Examination |
| 38 | Problem Solving Session                           | Lecture | BBA508.4  | Viva/Quiz & End Sem Examination |
| 39 | Introduction to Portfolio Analysis and Management | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 40 | Portfolio Analysis: Risk and Return,              | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 41 | Portfolio Choice:                                 | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 42 | Utility Theory and Indifference Curves,           | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 43 | Markowitz: Portfolio Selection Model,             | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 44 | Capital Asset Pricing Model,                      | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 45 | Sharpe's Single Index Model and                   | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 46 | Portfolio Evaluation Treynor,                     | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 47 | Sharpe and Jensen.                                | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |
| 48 | Problem Solving Session                           | Lecture | BBA 508.5 | Viva/Quiz & End Sem Examination |

## I. Course Articulation Matrix (Mapping of COs with Pos, PSO)

| CO                 | STATEMENT                                                                                                                                                                                                                                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                    |                                                                                                                                                                                                                                                                                                            | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 508. 1.</b> | Get an overview on concept of Investments, Avenues for Investment including introduction to derivatives, Investments and Speculation, Features of a Good Investment programme, Process of Investment Decision Making, Risks involved in Investments including the concept of beta, Principle of Dominance. | 1                                   | 2           | -           | 1           | 3           | -           | 3           | -           | -           | 1            | 2                                            | -                | 1                |
| <b>BBA 508. 2</b>  | Get an overview of the Stock Markets in India, its Nature and Functions, about OTCEI & BSE, NSE & Role of Depositories, Market Indices, The Brokerage Business.                                                                                                                                            | -                                   | -           | 2           | 1           | -           | 1           | 1           | -           | 1           | -            | 2                                            | -                | 1                |
| <b>BBA 508. 3</b>  | Know about valuation of securities such as bonds, preference shares and equity shares.                                                                                                                                                                                                                     | 1                                   | -           | -           | 2           | -           | 1           | 1           | 2           | 2           | -            | 3                                            | -                | 2                |
| <b>BBA</b>         | Learn the security                                                                                                                                                                                                                                                                                         | 1                                   | 2           | -           | -           | 1           | 2           | -           | 1           | -           | 1            | -                                            | 1                | 2                |



|                  |                                                                                                                                   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|--|
| <b>508.4</b>     | analysis on fundamental and technical basis.                                                                                      |   |   |   |   |   |   |   |   |   |   |   |   |   |  |
| <b>BBA 508.5</b> | Get acquainted with portfolio analysis and its management, different models for selection of securities for portfolio management. | 2 | - | 3 | - | - | 2 | 1 | 1 | - | - | 1 | 3 | 3 |  |
|                  |                                                                                                                                   |   |   |   |   |   |   |   |   |   |   |   |   |   |  |

### J. Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –V) 2020-21                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |             |               |              |                  |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|---------------|--------------|------------------|----------------|----------|
| Class: BBA V Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |             |               |              |                  |                |          |
| Subject Name:<br>BBA 508 Principles of Investment Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |             | Time: 1.5 Hrs |              |                  | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Remembering | Understanding | Applying     | Analyzing        | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q. 1, 2     | Q.1, 2a, 5    | Q.2, 4, 5, 6 | Q.2 b, Q 3, 5, 6 | Q 5 and 6      |          |
| <p>Student will be able to</p> <p>CO1: Get an overview on concept of Investments, Avenues for Investment including introduction to derivatives, Investments and Speculation, Features of a Good Investment programme, Process of Investment Decision Making, Risks involved in Investments including the concept of beta, Principle of Dominance.</p> <p>CO2: Get an overview of the Stock Markets in India, its Nature and Functions, about OTCEI &amp; BSE, NSE &amp; Role of Depositories, Market Indices, The Brokerage Business.</p> <p>CO4: Learn the security analysis on fundamental and technical basis.</p> |             |               |              |                  |                |          |
| CO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Question    | Question      |              |                  |                | Mar      |

| Map | No.   |                                                                         | ks |
|-----|-------|-------------------------------------------------------------------------|----|
| CO1 | Q.1   | Discuss the different avenues for investment                            | 3  |
| CO1 | Q.2a  | Discuss the features of Good Investment Programme.                      | 3  |
|     | Q.2b  | Differentiate between investment and speculation.                       | 3  |
| CO2 | Q.3   | Explain the different functions of stock market.                        | 6  |
| CO2 | Q.4   | Explain 5 types of stock indices.                                       | 3  |
| CO4 | Q.5 a | Explain in detail the fundamental analysis for securities of Companies. | 3  |
|     | Q.5 b |                                                                         | 3  |
| CO4 | Q 6   | Explain technical analysis in detail.                                   | 6  |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

# Attainment

|                         |                                     |
|-------------------------|-------------------------------------|
| <b>Session</b>          | 2020-21                             |
| <b>Course Name</b>      | BBA                                 |
| <b>Semester</b>         | 5th Semester                        |
| <b>Subject Code</b>     | BBA 508                             |
| <b>Subject Name</b>     | PRINCIPLES OF INVESTMENT MANAGEMENT |
| <b>Attainment Level</b> | Level 3                             |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course: Financial Derivatives**



**AMITY UNIVERSITY**

**MADHYA PRADESH**

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

### **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2020-2021**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### PROGRAM SPECIFIC OUTCOMES:

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-“

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|-------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                     |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| V<br>SE<br>M                        | BBA5<br>09 | -           | -           | 3           | 2           | -           | 3           | 3           | -           | -       | -        | 3        | 3        | 3    |

| AMITY BUSINESS SCHOOL                                                                 |
|---------------------------------------------------------------------------------------|
| Course Handout                                                                        |
| Course: Financial Derivatives                                                         |
| Course Code: BBA 509, Crédits: 04, Session: 2020-21 (Odd Sem.), Class: BBA V Semester |

**Introduction:** This course attempts to give an overview of the derivatives market with special reference to India. A financial manager must understand how derivatives can be used to the advantage of the firm. An introduction to Derivatives will equip the students to understand the mechanics of this highly intriguing & innovative field of study.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA509.1.** Get an overview of derivative trading, concept of Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives, types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India.

**BBA509.2.** Get a conceptual understanding on Forward and future contracts, Differences between forwards and futures, concept of Early delivery, extension & cancellation of forward contracts, Futures terminology and pricing of futures contract and types of future contracts.

**BBA509.3.** Learn the options fundamentals and its Terminology like call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM, Options positions (payoff graphs), Types of Stock options.

**BBA509.4.** Understand the concept of Option Valuation and Trading strategies.

**BBA509.5.** Get an overview on **Swaps**, LIBOR, MIBOR, Swap basis, Interest rate swaps,. Learn how to determine LIBOR/MIBOR, Various types of swaps & features and about Swaptions.

**BBA509.6.** Get aware of recent developments in derivatives market., New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc. and different scams in derivatives market.

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get

equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**E. Syllabus**

**Module I:**

Introduction to financial derivatives Introduction to derivative trading, Characteristics of derivatives, Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives as an investment option, introduction to types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India.

**Module II:**

Forwards & Futures: Forward contracts: Limitations of forward markets, Differences between forwards and futures, Early delivery, extension & cancellation of forward



contracts, Futures terminology, pricing of futures contract, Introduction to currency futures, Interest rate futures, Treasury bond futures, Eurodollar futures, commodity futures, Index futures & Stock Futures (Hedging, speculation and arbitrage).

### **Module III:**

Options: Fundamentals, Terminology - call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM, Options positions (payoff graphs), Types of Stock options, futures options vs spot options, Options on stock Indices, currencies & futures, Warrants & executive stock options, Exotic options

### **Module IV: Principles of trading & Hedging with Options**

Option Valuation: The BS-Merton Model (Solving for BS model, assumption application and criticism), Trading strategies - Option trading using bull and bear spreads (payoff graphs)

### **Module V: Swaps**

Terminology: LIBOR, MIBOR, Swap basis, Interest rate swaps, Determining LIBOR/MIBOR swap zero rates, Currency swaps: Various types of swaps & features, Introduction to Swaptions.

### **Module VI: Recent Developments**

New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc. Role of derivatives in the economic meltdown of 2007 - 2008, Major Derivative mishaps in the world including The Baring Bank disaster (1995), The Sumitomo corporation scandal (1996) the Swiss Bank scam (2011), US Subprime Crisis (2008), Forex derivatives scam by Indian banks (25 lakh crores)

### **F. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

### **G. Suggested Text/Reference Books:**

**Text:**

- Hull, John C, An introduction to futures and options markets, Second Edition Prentice Hall of India

## References:

Gupta, S .L., Financial Derivatives Theory, Concepts and Problem 2005, Prentice - Hall, India

## H. Lecture Plan:

| Lecture | Topics                                                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO                            |
|---------|---------------------------------------------------------------------------------|------------------|------------------|-------------------------------------------------|
| 1       | Introduction to the course                                                      | Lecture          | BBA509.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2       | Derivative Trading-Meaning, Characteristics of Derivatives                      | Lecture          | BBA509.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3       | Concept of Underlying Assets (Equity, Bonds /Loans, Foreign Currency, Commodity | Lecture          | BBA509.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4       | Importance of derivatives as an investment option                               | Lecture          | BBA509.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5       | Introduction to types of derivatives                                            | Lecture          | BBA509.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6       | Participants in derivatives market (Hedgers, Speculators , Arbitrageurs         | Lecture          | BBA509.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7       | Evolution of Derivates markets in India                                         | Lecture          | BBA509.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8       | Forward Contracts: Limitations of Forward Markets                               | Lecture          | BBA509.2         | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                |         |          |                                                 |
|----|----------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 9  | Difference between forwards and futures                        | Lecture | BBA509.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10 | Early Delivery, Extensions & Cancellation of forward contracts | Lecture | BBA509.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | Futures terminology                                            | Lecture | BBA509.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | Pricing of Futures contract, introduction to currency future   | Lecture | BBA509.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Interest Rate Futures                                          | Lecture | BBA509.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Treasury Bond Futures                                          | Lecture | BBA509.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Eurodollar futures, commodity futures                          | Lecture | BBA509.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Problem solving session                                        | Lecture | BBA509.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Introduction to Options                                        | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |
| 18 | Terminology - call, put, writer, buyer, premium                | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |
| 19 | Intrinsic value, time value, expiry date, settlement date      | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |
| 20 | Strike price, ATM, OTM & ITM                                   | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |
| 21 | Options positions (payoff graphs)                              | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |
| 22 | Types of Stock options, futures options vs spot options        | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |
| 23 | Options on stock Indices, currencies & futures                 | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |
| 24 | Warrants & executive stock options, Exotic options             | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |

|    |                                                                                 |         |          |                                 |
|----|---------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 25 | Problem Solving Session                                                         | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination |
| 26 | Principles of trading & Hedging with Options                                    | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 27 | Option Valuation: The BS-Merton Model                                           | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 28 | Solving for BS model, assumption                                                | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 29 | application and criticism),                                                     | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 30 | Trading strategies - Option trading using bull and bear spreads (payoff graphs) | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 31 | Trading strategies - Option trading using bull and bear spreads (payoff graphs  | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 32 | Trading strategies - Option trading using bull and bear spreads (payoff graphs  | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 33 | Trading strategies - Option trading using bull and bear spreads (payoff graphs  | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 34 | Practical session on using option strategies in derivatives trading             | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 35 | Practical session on using option strategies in derivatives trading             | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 36 | Swaps: Introduction                                                             | Lecture | BBA509.5 | Viva/Quiz & End Sem Examination |
| 38 | Terminology:- LIBOR, MIBOR,                                                     | Lecture | BBA509.5 | Viva/Quiz & End Sem Examination |
| 39 | Swap basis, Interest rate swaps,                                                | Lecture | BBA509.5 | Viva/Quiz & End Sem Examination |
| 40 | swap zero rates                                                                 | Lecture | BBA509.5 | Viva/Quiz & End Sem Examination |
| 41 | Currency swaps:                                                                 | Lecture | BBA509.5 | Viva/Quiz & End Sem Examination |

|    |                                                                                                                                                       |         |           |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 42 | Various types of swaps & features,                                                                                                                    | Lecture | BBA509.5  | Viva/Quiz & End Sem Examination |
| 43 | Introduction to Swaptions.                                                                                                                            | Lecture | BBA509.5  | Viva/Quiz & End Sem Examination |
| 44 | New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc.                                                  | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |
| 45 | Role of derivatives in the economic meltdown of 2007 - 2008,                                                                                          | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |
| 46 | Major Derivative mishaps in the world including The Baring Bank disaster (1995),                                                                      | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |
| 47 | The Sumitomo corporation scandal(1996) the Swiss Bank scam (2011), US Subprime Crisis (2008), Forex derivatives scam by Indian banks (25 lakh crores) | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |
| 48 | Problem Solving Session                                                                                                                               | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |

## I. Course Articulation Matrix (Mapping of COs with Pos, PSOs)

| CO                 | STATEMENT                                                                                                                                                                                                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                    |                                                                                                                                                                                                                                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 509. 1.</b> | Get an overview of derivative trading, concept of Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives, types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India. | -                                   | -           | 3           | -           | 2           | 3           | -           | 1           | -           | 1            | 3                                            | 3                | 3                |
| <b>BBA 509. 2</b>  | Get a conceptual understanding on Forward and future contracts, Differences between forwards and futures, concept of Early delivery, extension & cancellation of forward contracts, Futures terminology and pricing of futures contract and types of future contracts                          | 2                                   | -           | 3           | 2           | 2           | 3           | -           | 1           | -           | -            | 3                                            | 3                | 2                |
| <b>BBA 509. 3</b>  | Learn the options fundamentals and its Terminology like call, put, writer, buyer,                                                                                                                                                                                                              | 1                                   | -           | -           | 3           | -           | 3           | 2           | -           | -           | 1            | 3                                            | 3                | 2                |

|                   |                                                                                                                                                                                                          |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM , Options positions(payoff graphs), Types of Stock options.                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 509. 4</b> | Understand the concept of Option Valuation and Trading strategies.                                                                                                                                       | 1 | - | 3 | - | - | 2 | 3 | - | - | - | 1 | - | 2 |
| <b>BBA 509. 5</b> | Get an overview on <b>Swaps</b> , LIBOR, MIBOR, Swap basis, Interest rate swaps,. Learn how to determine LIBOR/MIBOR, Various types of swaps & features and about Swaptions.                             | - | 1 | 3 | - | - | 2 | 3 | - | - | 1 | 2 | - | 2 |
| <b>BBA 509. 6</b> | Get aware of recent developments in derivatives market., New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc. and different scams in derivatives market. | 1 | 2 | 3 | 3 | - | 2 | - | - | - |   | 1 | 2 | - |

## J. Sample Question Paper

Amity Business School  
I MID-SEMESTER (SEM –V) 2020-21

Class: BBA V Semester

|                                                |             |               |           |                   |                |          |
|------------------------------------------------|-------------|---------------|-----------|-------------------|----------------|----------|
| Subject Name:<br>BBA 509 Financial Derivatives |             | Time: 1.5 Hrs |           |                   | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying  | Analyzing         | Evaluating     | Creating |
| Question Mapping                               | Q. 1, 2     | Q.1, 2, 5     | Q.4, 5, 6 | Q.2 b, Q 3 , 5, 6 | Q 5 and 6      |          |

Student will be able to

CO1: Get an overview of derivative trading, concept of Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives, types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India.

CO2: Get a conceptual understanding on Forward and future contracts, Differences between forwards and futures, concept of Early delivery, extension & cancellation of forward contracts, Futures terminology and pricing of futures contract and types of future contracts.

CO3: Learn the options fundamentals and its Terminology like call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM , Options positions(payoff graphs), Types of Stock options.

| CO Map | Question No. | Question                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Marks |
|--------|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | What is a derivative? Explain the characteristics of a derivative.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 3     |
| CO2    | Q.2a         | What is meant by a futures? Explain different types of futures contracts.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 3     |
|        | Q.2b         | A sugar mill in Uttar Pradesh is expected to produce 100 MT of sugar in the month of April. The current price today (in the month of February) is Rs. 22 per kg. April future contract in sugar due on 20 April is trading at Rs. 25 per kg. The sugar mill apprehends that a lesser price than Rs. 25 per kg will prevail in April due to excessive supply expected at that time. How can the sugar mill hedge its position against the anticipated decline in sugar prices in April? (Quantity to be hedged is 100 MT and Quantity in each future contract is 10 MT) | 3     |
| CO2    | Q.3          | Explain the following concepts with reference to future contracts:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 6     |



|     |       |                                                                                              |   |
|-----|-------|----------------------------------------------------------------------------------------------|---|
|     |       | 1- Short Position and Long Position<br>2- Speculation with Futures<br>3- Margin              |   |
| CO3 | Q.4   | What are options? Explain the concepts of strike price, underlying price and option premium. | 3 |
| CO2 | Q.5 a | Explain the different types of future contracts.                                             | 3 |
|     | Q.5 b | Differentiate between future and forwards contracts.                                         | 3 |
| CO1 | Q 6   | What are stock indices? Discuss about few of the Indian stock indices with their basis.      | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |
|             |   |                                                            |

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# Attainment

|                         |                       |
|-------------------------|-----------------------|
| <b>Session</b>          | 2020-21               |
| <b>Course Name</b>      | BBA                   |
| <b>Semester</b>         | 5th Semester          |
| <b>Subject Code</b>     | BBA 509               |
| <b>Subject Name</b>     | FINANCIAL DERIVATIVES |
| <b>Attainment Level</b> | Level 3               |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

|                                                      |
|------------------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR             |
| AMITY BUSINESS SCHOOL                                |
| Course: <b>ORGANISATIONAL DEVELOPMENT AND CHANGE</b> |



**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

### **PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2020-2021**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labor law with its applications at national and international level in the individual, team and at organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM               | BBA<br>510 | 3           | 1           | 3           | -           | 2           | 3           | 2           | 1           | -       | -        | 3        | 1        | 1    |

| AMITY BUSINESS SCHOOL                                                                 |
|---------------------------------------------------------------------------------------|
| Course Handout                                                                        |
| Course: <b>ORGANISATIONAL DEVELOPMENT AND CHANGE</b>                                  |
| Course Code: BBA 510, Crédits: 04, Session: 2020-21 (Odd Sem.), Class: BBA V Semester |

**Introduction:** The objective of this course is to familiarize the budding managers with how course will help students to acquire the conceptual input of meaning, characteristics, process and influences of organizational development and change management. It gives comprehensive overview of human capital from the prospective of organizational excellence in the light of transitional phase of Indian Industries. It gives the imperatives, assumptions, role and skills of O.D. specialists through experiential learning methods it facilitates teamwork, team building and the concepts of transformational Leadership

**Course Outcomes:** At the end of the course, students will be able to:

- 1.**BBA 510.1.** Able to Understand the concept of organizational development and analysing the values and assumption underlying organization development (OD).
- 2.**BBA 510.2.** Know the basic of organisational development process and steps involved in OD with relevant factors affecting OD with contemporary techniques of organisational diagnosis.
- 3.**BBA 510.3.** Able to Recognize the need of Classification of OD interventions in relations to Human Strategic interventions with Evaluation and institutionalization of interventions.
- 4.**BBA 510.4.** Describe the role of change management and factors causing change with contemporary model and techniques involved in change management.
- 5.**BBA 510.5.** Demonstrate the applications and implementation of change models by implementing the Lewin's force model field analysis and Kotler's eight step model with action research model to improve Total Quality Management, Business Process Reengineering, Learning Organization.

**6.BBA 510.6.** Able to understand the trends in OD by analyse the different role & styles of OD practitioners and HRD interface in relations to OD in global settings with contemporary OD issues for today's managers.

**Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens,

establishing the importance of ethical conduct in business at national and international levels.

**A. Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

**Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/ Quiz/Home Assignment                                                                                                                                                                       |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## B. Syllabus

### Module I: Organizational Development

Nature, basic assumptions, characteristics & importance, values and assumption underlying organization development (OD).

### Module II: Organizational Development Process

OD process, Steps involved in OD, Role of Managers, Factors affecting OD, Techniques of organizational diagnosis - Questionnaires, interviews.

### Module III: Structural and Comprehensive OD interventions

Classification of OD interventions: Human Process, Techno structural, HRM, Strategic interventions, Evaluation and institutionalization of interventions.

### Module IV: Change Management

Need for the change, Factors causing change, environmental, Technological, Legal, Political, Social and cultural factors of change, Models and Techniques involved in change management,

### Module V: Implementation of Change Models

Lewin's force field analysis, Kotler's eight step model, action research model.  
Total Quality Management, Business Process Reengineering, Learning Organization.

### Module VI: Trends in OD

Role & styles of OD practitioners, OD-HRD interface; OD in global settings; contemporary OD issues for today's managers.

**Assignment:** Experiential learning: Managing leadership talent to support change (Class activity)  
Designing organizational diagnosis tool (Class activity)  
Cases study: Change management success and failure

### Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

#### Text:

- French W L & Bell, Organizational Development, Prentice Hall of India
- Ravishankar S & Mishra R.K., Organizational Development, Vision Books Pvt. Ltd.

#### References:



- Perek U & Rao T V, Designing & Managing HR System, Oxford & IBH Publishing company
- Perek U & Rao T V Making Organization Roles Effective, TATA McGraw Hill

### C. Lecture Plan

| Lecture | Topics                                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Organizational development: Definition and scope.               | Lecture          | BBA 510.1.       | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of characteristics & importance OF OD                   | Lecture          | BBA 510.1.       | Mid Term-1, Quiz & End Sem Exam |
| 3       | values and assumption underlying organization development (OD). | Lecture          | BBA 510.1.       | Mid Term-1, Quiz & End Sem Exam |
| 4       | Organizational Development: Case studies                        | Lecture          | BBA 510.1.       | Mid Term-1, Quiz & End Sem Exam |
| 5       | Organizational Development Process: Introduction                | Lecture          | BBA 510.2.       | Mid Term-1, Quiz & End Sem Exam |
| 6       | OD process                                                      | Lecture          | BBA 510.2.       | Mid Term-1, Quiz & End Sem Exam |
| 7       | Steps involved in OD                                            | Lecture          | BBA 510.2.       | Mid Term-1, Quiz & End Sem Exam |
| 8       | Role of Managers                                                | Lecture          | BBA 510.2.       | Mid Term-1,                     |

|    |                                               |         |            |                                 |
|----|-----------------------------------------------|---------|------------|---------------------------------|
|    |                                               |         |            | Quiz & End Sem Exam             |
| 9  | Factors affecting OD                          | Lecture | BBA 510.2. | Mid Term-1, Quiz & End Sem Exam |
| 10 | Techniques of organizational diagnosis -.     | Lecture | BBA 510.2. | Mid Term-1, Quiz & End Sem Exam |
| 11 | Questionnaires, interviews.                   | Lecture | BBA 510.2. | Mid Term-1, Quiz & End Sem Exam |
| 12 | Structural and Comprehensive OD interventions | Lecture | BBA 510.3. | Mid Term-1, Quiz & End Sem Exam |
| 13 | Classification of OD interventions            | Lecture | BBA 510.3. | Mid Term-1, Quiz & End Sem Exam |
| 14 | Human Process, Techno structural              | Lecture | BBA 510.3. | Mid Term-1, Quiz & End Sem Exam |
| 15 | HRM, Strategic interventions,                 | Lecture | BBA 510.3. | Mid Term-1, Quiz & End Sem Exam |
| 16 | Evaluation of interventions                   | Lecture | BBA 510.3. | Mid Term-1, Quiz & End Sem Exam |
| 17 | Institutionalization of intervention          | Lecture | BBA 510.3. | Mid Term-1, Quiz &              |

|    |                                                                                                                                                                     |         |            |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------|---------------------------------|
|    |                                                                                                                                                                     |         |            | End Sem Exam                    |
| 18 | Change Management: Need for the change                                                                                                                              | Lecture | BBA 510.4. | Mid Term-1, Quiz & End Sem Exam |
| 19 | Factors causing change, environmental, Technological, Legal, Political, Social and cultural factors of change, Models and Techniques involved in change management, | Lecture | BBA 510.4. | Mid Term-1, Quiz & End Sem Exam |
| 20 | Technological Techniques involved in change management,                                                                                                             | Lecture | BBA 510.4. | Mid Term-1, Quiz & End Sem Exam |
| 21 | Legal techniques involved in change management,                                                                                                                     | Lecture | BBA 510.4. | Quiz & End Sem Exam             |
| 22 | Political, Social and cultural factors of change, Models and Techniques involved in change management,                                                              | Lecture | BBA 510.4. | Quiz & End Sem Exam             |
| 23 | cultural factors of change, Models and Techniques involved in change management,                                                                                    | Lecture | BBA 510.4. | Quiz & End Sem Exam             |
| 24 | Models and Techniques involved in change management.                                                                                                                | Lecture | BBA 510.4. | Quiz & End Sem Exam             |
| 25 | Implementation of Change Models                                                                                                                                     | Lecture | BBA 510.5. | Quiz & End Sem Exam             |
| 26 | Lewin's force field                                                                                                                                                 | Lecture | BBA 510.5. | Quiz &                          |

|    |                                               |         |            |                     |
|----|-----------------------------------------------|---------|------------|---------------------|
|    | analysis,                                     |         |            | End Sem Exam        |
| 27 | Kotler's eight step model                     | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 28 | Action research model.                        | Lecture | BBA 510.5  | Quiz & End Sem Exam |
| 29 | Action research model: case study             | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 30 | Total Quality Management: meaning             | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 31 | Business Process Reengineering                | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 32 | Business Process Reengineering: case study    | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 33 | Learning Organization: Introduction           | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 34 | Learning Organization: case study             | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 35 | Trends in OD: introduction                    | Lecture | BBA 510.6  | Quiz & End Sem Exam |
| 36 | Trends in OD: case study                      | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 37 | Role of OD: Introduction                      | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 38 | Styles of OD practitioners                    | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 39 | Role & styles of OD practitioners: case study | Lecture | BBA 510.6. | Quiz & End Sem Exam |

|    |                                                                     |         |            |                           |
|----|---------------------------------------------------------------------|---------|------------|---------------------------|
| 40 | OD-HRD interface:<br>Introduction                                   | Lecture | BBA 510.6. | Quiz &<br>End Sem<br>Exam |
| 41 | OD-HRD interface:<br>case study                                     | Lecture | BBA 510.6. | Quiz &<br>End Sem<br>Exam |
| 42 | OD in global settings                                               | Lecture | BBA 510.6. | Quiz &<br>End Sem<br>Exam |
| 43 | contemporary OD<br>issues for today's<br>managers.                  | Lecture | BBA 510.6. | Quiz &<br>End Sem<br>Exam |
| 44 | Experiential<br>learning                                            | Lecture | BBA 510.6. | Quiz &<br>End Sem<br>Exam |
| 45 | Managing leadership<br>talent to support<br>change (Class activity) | Lecture | BBA 510.6. | Quiz &<br>End Sem<br>Exam |
| 46 | Designing<br>organizational<br>diagnosis tool (Class<br>activity)   | Lecture | BBA 510.6. | Quiz &<br>End Sem<br>Exam |
| 47 | Cases study: Change<br>management success<br>and failure            | Lecture | BBA 510.6. | Quiz &<br>End Sem<br>Exam |
| 48 | OD in global settings:<br>case study                                | Lecture | BBA 510.6. | Quiz &<br>End Sem<br>Exam |

### Course Articulation Matrix (Mapping of COs with Pos & PSOs)

| CO               | STATEMENT                                                                                                                                                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                                                                                           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 510.1</b> | Able to understand the trends in OD by analyse the different role & styles of OD practitioners and HRD interface in relations to OD in global settings with contemporary OD issues for today's managers . | 1                                   | 1           | 3           | 2           | 1           | 1           | 1           | 1           | 3           | 2            | 3                                            | 2                | 1                |
| <b>BBA 510.2</b> | Able to Understand the concept of organizational development and analysing the values and assumption underlying organization development (OD).                                                            | 1                                   | 1           | 3           | 3           | 1           | 1           | 2           | 2           | 1           | 1            | 3                                            | 3                | 2                |
| <b>BBA 510.3</b> | Know the basic of organisational development process and steps involved in OD with relevant factors affecting OD with contemporary techniques of organisational diagnosis.                                | 1                                   | 1           | 3           | 3           | 2           | 1           | 1           | 1           | 3           | -            | -                                            | 2                | 1                |
| <b>BBA 510.4</b> | Able to Recognize the need of Classification of OD interventions in relations to Human Strategic                                                                                                          | 3                                   | 1           | 2           | 1           | 1           | 1           | 2           | 1           | 1           | -            | 3                                            | 3                | -                |

|                  |                                                                                                                                                                                                                                                                              |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  | interventions with Evaluation and institutionalization of interventions.                                                                                                                                                                                                     |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 510.5</b> | Describe the role of change management and factors causing change with contemporary model and techniques involved in change management.                                                                                                                                      | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | - | 1 | 1 | - |
| <b>BBA 510.6</b> | Demonstrate the applications and implementation of change models by implementing the Lewin's force model field analysis and Kotler's eight step model with action research model to improve Total Quality Management, Business Process Reengineering, Learning Organization. | 3 | 1 | - | 1 | - | 2 | - | 2 | 2 | - | 3 | 1 | - |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –V) 2020-21       |             |               |          |           |                |          |
|----------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Class: BBA V Semester                                          |             |               |          |           |                |          |
| Subject Name: BBA 510<br>Organizational development and Change |             | Time: 1.5 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                 | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                               | Q.1,4       | Q.2,3         | Q.4      | Q.5,6     |                |          |

Student will be able to -

CO1: Able to Understand the concept of organizational development and analysing the values and assumption underlying organization development (OD).

CO2: Know the basic of organisational development process and steps involved in OD with relevant factors affecting OD with contemporary techniques of organisational diagnosis.

CO3: Able to Recognize the need of Classification of OD interventions in relations to Human Strategic interventions with Evaluation and institutionalization of interventions.

| CO Map | Question No. | Question                                                                                            | Marks |
|--------|--------------|-----------------------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief the basic concept of Organisational Development and its importance and philosophy. | 6     |
| CO2    | Q.2          | What are the different values and assumptions underlying organisational development?                | 6     |
| CO3    | Q.3          | Write the name of Classifications of organizational Development Interventions.                      | 3     |
| CO1    | Q.4          | Describe the different Techniques of organizational development.                                    | 6     |
| CO1    | Q.5          | Demonstrate the functions related to training styles.                                               | 6     |
| CO2    | Q .6.        | Write short note on steps involved in OD.                                                           | 3     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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# Attainment

|                         |                                     |
|-------------------------|-------------------------------------|
| <b>Session</b>          | 2020-21                             |
| <b>Course Name</b>      | BBA                                 |
| <b>Semester</b>         | 5th Semester                        |
| <b>Subject Code</b>     | BBA 510                             |
| <b>Subject Name</b>     | ORGANIZATIONAL DEVELOPMENT & CHANGE |
| <b>Attainment Level</b> | Level 3                             |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
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|                                          |
|------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |
| AMITY BUSINESS SCHOOL                    |
| COURSE: TRAINING AND DEVELOPMENT         |



**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

### **PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2020-2023**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|--------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                      |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM                      | BBA<br>511 | 3           | 1           | 1           | 3           | 1           | 2           | 2           | 1           | 1       | -        | 3        | 1        | 1    |

|                                                                                        |
|----------------------------------------------------------------------------------------|
| <b>Course Handout</b>                                                                  |
| <b>Course: Training and Development</b>                                                |
| Course Code: BBA 511, Crédits: 04, Session :2020-21 (Odd Sem.), Class : BBA V Semester |

**Introduction:** The objective of this course is to familiarize the budding managers with how course will help students to help students acquire and enhance their knowledge of how to plan, develop, carry out, and evaluate training and executive development programmes in Business Organizations and familiarize students with the dynamics of training and development for an organization and individuals. It will develop an understanding of various training and their evaluation. Further it will develop a right perspective in them towards managing and improving performance. It aims to equip the students to focuses on understanding the basic concepts, theories and functioning of training system on organisation and its applications.

**A. Course Outcomes:** At the end of the course, students will be able to:

**1.BBA 511.1.** Able to Understand the concept of Training and its strategy in relations to education, culture and context.

**2.BBA 511.2.** Know the basic of process of training with need assessment in relations to person analysis, task analysis and organisational analysis, focus on recent on training methods with styles.

**3.BBA 511.3.** Able to Recognize the need for Training Evaluation and Measuring Training Effectiveness in relation to Return on Investment and Cost – Benefit Analysis with models of Training Evaluation.

**4.BBA 511.4.** Describe the role of training system and its actions for better career development and succession planning to gain the full advantage of diversity training.

**5.BBA 511.5.** Demonstrate the applications functions of Changes in Training Needs for Modern Organizations focus on Learning Organizations by which the Training for Trainers concept by conducting a sensitivity Training, Computer Based Training, Training transfer to workplace.

**6.BBA 511.6.** Able to understand the Executive Development significance and identify the role of HRD in 21<sup>st</sup> century.

## **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

## **B. Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

**Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/ Quiz/Home Assignment                                                                                                                                                                       |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## C. Syllabus

### Module I: Introduction

Meaning and definition of training, Training vs education, Culture and Context, Introduction to training Strategy.

### **Module II: Process of Training**

Establishing objectives, training need assessment (Person Analysis, Task Analysis, Organization Analysis, designing the programs, training methods, trainers and training styles, Introduction to Management Development program.

### **Module III: Evaluation of Training & Development**

Training Evaluation – Need for evaluation, Measuring Training Effectiveness, Concept of Return on Investment, Cost – Benefit Analysis, Models of Training Evaluation.

### **Module IV: Training Systems**

Action Research for better training, knowledge management, career development, succession planning, diversity training, orientation training.

**Module V:** Changes in Training Needs for Modern Organizations, Concept and Need for Learning Organizations, Trainer Identification) & Training for Trainers, Leadership, Basics of Sensitivity Training, Computer Based Training. Training transfer to workplace

### **Module VI: Development**

Executive Development – significance & nature, identifying development needs and setting objectives. Techniques of development and advantages. Role of HRD in 21<sup>st</sup> Century.

**Assignment** – Visit an organization & find out their training needs.

### **Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

### **Text & References:**

#### *Text:*

- Lynton R.P and Pareek U (1990). Training for Development. Vistaar Publications, New Delhi

#### *References:*

- Goldstein, Training in Organizations, Thomson Learning.
- Pareek Udai, Training and Development, Tata McGraw Hill.
- Srivastava, S., Recruitment, Selection & Retention, ABS Course pack, 1999.
- Wexley, K & Lathan Gary, Developing & Training HR in Organization. P. Hall, 2002.

### **D. Lecture Plan**

| Lecture | Topics | Mode | Corresponding | Mode of |
|---------|--------|------|---------------|---------|
|---------|--------|------|---------------|---------|

|   |                                                                  | of<br>Delivery | CO         | Assessing<br>CO                             |
|---|------------------------------------------------------------------|----------------|------------|---------------------------------------------|
| 1 | What is training?<br>definition and<br>scope.                    | Lecture        | BBA 511.1. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 2 | Concept of training<br>Strategy.                                 | Lecture        | BBA 511.1. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 3 | Nature,<br>Importance,<br>Philosophy,<br>Objectives:<br>Training | Lecture        | BBA 511.1. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 4 | Definition, Goals:<br>Training vs. education                     | Lecture        | BBA 511.1. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 5 | Process of<br>Training                                           | Lecture        | BBA 511.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 6 | Establishing<br>objectives, training<br>need assessment          | Lecture        | BBA 511.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 7 | Person Analysis                                                  | Lecture        | BBA 511.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 8 | Task Analysis                                                    | Lecture        | BBA 511.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 9 | Organization<br>Analysis                                         | Lecture        | BBA 511.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem         |



|    |                                                              |         |            |                                 |
|----|--------------------------------------------------------------|---------|------------|---------------------------------|
|    |                                                              |         |            | Exam                            |
| 10 | Designing the programs:<br>Introduction and steps            | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 11 | Designing the programs                                       | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 12 | Training methods: off the job                                | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 13 | Training methods: on the job                                 | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 14 | Training methods: off the job : implications                 | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 15 | Trainers: Role ,importance and significance                  | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 16 | Training styles : Introduction and methods                   | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 17 | Training styles : case studies                               | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 18 | Introduction to Management Development program: Introduction | Lecture | BBA 511.2. | Mid Term-1, Quiz& End Sem Exam  |

|    |                                                                   |         |            |                                 |
|----|-------------------------------------------------------------------|---------|------------|---------------------------------|
|    |                                                                   |         |            |                                 |
| 19 | Evaluation of Training & Development: Introduction                | Lecture | BBA 511.3. | Mid Term-1, Quiz & End Sem Exam |
| 20 | Training Evaluation role and significance                         | Lecture | BBA 511.3. | Mid Term-1, Quiz & End Sem Exam |
| 21 | Need for evaluation: Training                                     | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 22 | Measuring Training Effectiveness: Introduction                    | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 23 | Concept of Return on Investment: Introduction                     | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 24 | Cost – Benefit Analysis: Introduction :                           | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 25 | Models of Training Evaluation: Introduction                       | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 26 | Models of Training Evaluation: The Kirkpatrick-Phillips Model     | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 27 | Models of Training Evaluation: Anderson's Value of Learning Model | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 28 | Models of Training Evaluation:                                    | Lecture | BBA 511.3  | Quiz & End Sem Exam             |

|    |                                                         |         |            |                     |
|----|---------------------------------------------------------|---------|------------|---------------------|
|    | Brinkerhoff's Success Case Method.                      |         |            |                     |
| 29 | Learning Transfer Evaluation Model (LTEM).              | Lecture | BBA 511.3. | Quiz & End Sem Exam |
| 30 | Models of Training Evaluation: summary                  | Lecture | BBA 511.3. | Quiz & End Sem Exam |
| 31 | Training Systems: Introductions                         | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 32 | Action Research for better training: Introductions      | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 33 | knowledge management: Importance                        | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 34 | career development: Introductions                       | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 35 | Retirement benefits, Employees' service benefits: Types | Lecture | BBA 511.4  | Quiz & End Sem Exam |
| 36 | succession planning: Introduction: steps                | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 37 | Diversity training: Introduction and steps              | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 38 | Orientation training: introduction and steps            | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 39 | Changes in Training Needs for Modern Organizations      | Lecture | BBA 511.5. | Quiz & End Sem Exam |
| 40 | Concept and                                             | Lecture | BBA 511.5. | Quiz &              |

|    |                                                              |         |            |                     |
|----|--------------------------------------------------------------|---------|------------|---------------------|
|    | Need for Learning Organizations, Trainer Identification)     |         |            | End Sem Exam        |
| 41 | Training for Trainers                                        | Lecture | BBA 511.5. | Quiz & End Sem Exam |
| 42 | Leadership                                                   | Lecture | BBA 511.5. | Quiz & End Sem Exam |
| 43 | Basics of Sensitivity Training, Computer Based Training.     | Lecture | BBA 511.5. | Quiz & End Sem Exam |
| 44 | Training transfer to workplace                               | Lecture | BBA 511.5. | Quiz & End Sem Exam |
| 45 | Executive Development: significance & nature                 | Lecture | BBA 511.6. | Quiz & End Sem Exam |
| 46 | Identifying development needs                                | Lecture | BBA 511.6. | Quiz & End Sem Exam |
| 47 | Setting objectives. Techniques of development and advantages | Lecture | BBA 511.6. | Quiz & End Sem Exam |
| 48 | Role of HRD in 21 <sup>st</sup> Century.                     | Lecture | BBA 511.6. | Quiz & End Sem Exam |

### E. Course Articulation Matrix (Mapping of COs with Pos & PSOs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME | CORRELATION |
|----|-----------|----------------------------|-------------|
|----|-----------|----------------------------|-------------|

|                           |                                                                                                                                                                                             | OUTCOMES    |             |             |             |             |             |             |             |             |              | WITH<br>PROGRAMME<br>SPECIFIC<br>OUTCOMES |                  |                  |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|-------------------------------------------|------------------|------------------|
|                           |                                                                                                                                                                                             | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                          | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA<br/>511.<br/>1</b> | Able to Understand the concept of Training and its strategy in relations to education, culture and context.                                                                                 | 1           | 1           | 3           | 2           | 1           | 1           | 1           | 1           | 3           | 2            | 3                                         | 2                | 1                |
| <b>BBA<br/>511.<br/>2</b> | Know the basic of process of training with need assessment in relations to person analysis, task analysis and organisational analysis, focus on recent on training methods with styles.     | 1           | 1           | 3           | 3           | 1           | 1           | 2           | 2           | 1           | 1            | 3                                         | 3                | 2                |
| <b>BBA<br/>511.<br/>3</b> | Able to Recognize the need for Training Evaluation and Measuring Training Effectiveness in relation to Return on Investment and Cost – Benefit Analysis with models of Training Evaluation. | 1           | 1           | 3           | 3           | 2           | 1           | 1           | 1           | 3           | -            | -                                         | 2                | 1                |
| <b>BBA<br/>511.<br/>4</b> | Describe the role of training system and its actions for better career development and succession planning to                                                                               | 3           | 1           | 2           | 1           | 1           | 1           | 2           | 1           | 1           | -            | 3                                         | 3                | -                |

|                  |                                                                                                                                                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  | gain the full advantage of diversity training.                                                                                                                                                                                                                         |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 511.5</b> | Demonstrate the applications functions of Changes in Training Needs for Modern Organizations focus on Learning Organizations by which the Training for Trainers concept by conducting a sensitivity Training, Computer Based Training, Training transfer to workplace. | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | - | 1 | 1 | - |
| <b>BBA 511.6</b> | Able to understand the Executive Development significance and identify the role of HRD in 21 <sup>st</sup> century.                                                                                                                                                    | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | - | 3 | 1 | - |

**Sample question Paper**

| Amity Business School<br>I MID-SEMESTER (SEM –V) 2020-21                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |              |                                                                                   |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BBA V Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              |                                                                                   |          |           |                |          |
| Subject Name: BBA 511<br>Training and Development                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              | Time: 1.5 Hrs                                                                     |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Remembering  | Understanding                                                                     | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                                             | Q.4      | Q.5,6     |                |          |
| <p>Student will be able to</p> <p>CO1: Able to Understand the concept of Training and its strategy in relations to education, culture and context.</p> <p>CO2: Know the basic of process of training with need assessment in relations to person analysis, task analysis and organisational analysis, focus on recent on training methods with styles.</p> <p>CO3: Able to Recognize the need for Training Evaluation and Measuring Training Effectiveness in relation to Return on Investment and Cost – Benefit Analysis with models of Training Evaluation.</p> |              |                                                                                   |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Question No. | Question                                                                          |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.1          | Explain in brief the basic concept of Training and its importance and philosophy. |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.2          | What are the different training need assessment?                                  |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.3          | Write a short note on: Management development program.                            |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.4          | Describe the different classification of training and methods.                    |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.5          | Demonstrate the functions related to training styles.                             |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q .6.        | Write short note on: Training strategy                                            |          |           |                | 3        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

.....



# Attainment

|                         |                        |
|-------------------------|------------------------|
| <b>Session</b>          | 2020-21                |
| <b>Course Name</b>      | BBA                    |
| <b>Semester</b>         | 5th Semester           |
| <b>Subject Code</b>     | BBA 511                |
| <b>Subject Name</b>     | TRAINING & DEVELOPMENT |
| <b>Attainment Level</b> | Level 3                |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |

|                                                         |
|---------------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>         |
| <b>AMITY BUSINESS SCHOOL</b>                            |
| <b>Course : International Human Resource Management</b> |



**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

### **PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2020-2023**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

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**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

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**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

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**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|--------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                      |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA<br>V<br>SEM                      | BBA<br>512 | 3           | 1           | 1           | 3           | 1           | 2           | 2           | 1           | 1       | 1        | 3        | 1        | 1    |

| AMITY BUSINESS SCHOOL                                                                    |
|------------------------------------------------------------------------------------------|
| Course Handout                                                                           |
| Course : International Human Resource Management                                         |
| Course Code : BBA 512, Crédits : 04, Session :2020-21 (Odd Sem.), Class : BBA V semester |

**Introduction:** The main objective of this course is to explore the dynamics of global business development and to prepare the students about examining significant business investment opportunities and maximization of returns in context with human resources.

**Course Outcomes:** At the end of the course, students will be able to:

- 1.**BBA512.1.** Able to Understand the concept and benefits of International Human Resource Management with basic factors influencing the global work environment.
- 2.**BBA512.2.** Know the basic of strategic Human Resource Management with integrating the business and formulating HR Strategies with relationship at SIHRM.
- 3.**BBA512.3.** Able to Recognize the need of Cross- cultural management with cultural diversity in consortia formation with basic determinants of cultural identify frameworks in context to Hofstede model.
- 4.**BBA512.4.** Describe the role of international recruitment from host county and reward strategies for international execution with expatriate approach along with training global executives.
- 5.**BBA512.5.** Demonstrate the applications and implementation performance management and compensation in international business with compensation issues of double taxation.
- 6.**BBA512.6.** Able to understand the trends in best HR Practices across northern Europe , China emerging economy and Japan culture of enfolding relationship with trends and future of HR in high performing .

**Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

## A. Programme Specific Outcomes:

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

### Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/ Quiz/Home Assignment                                                                                                                                                                       |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## B. Syllabus

**Module I: Internationalization:** Broad overview of International Human Resource Management features, elements, benefits and limitations, Domestic and International HRM, Factors influencing the global work environment.

### **Module II: Strategic Human Resource Management**

Strategic HRM, Aims of SHRM, Integrating the business and HR strategies, Formulating HR strategy, Content of HR strategies, Relationship between International Strategy and SIHRM.

### **Module III: Cross-Cultural Management**

Cultural diversity in consortia formation, Developing cognitive framework to appreciate the impact of culture on managerial behaviour, Introduction, Understanding Culture, Key Concepts, Determinants of Cultural Identity, Frameworks for Mapping the Culture, Concept of Geert Hofstede

### **Module IV: International Recruitment, Training and Rewards**

Recruiting from Host country, Reward strategies for international execution, the expatriate approach, international values and reward policy, designing rewards for the international business unit, Training Global executives.

### **Module V: Performance Management and Compensation in International Business**

Context for international performance management, framework for performance management, Compensation, issue of double taxation.

### **Module VI: Best HR Practices**

Emerging Trends, North America, South America, some key pointers, Northern Europe, Value based management in Nordic countries, China emerging economy,, Japan – a culture of enfolding relationship, Trends and Future of HR in high performing Co., Essay on Dream Organisational.

### **Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

## Text & References:

### Text:

- Dowling, Peter; Title: International human resource management - Managing people in a multinational context; Publisher: Thompson.

### References:

- By Monir H. Tayeb International Human Resource Management: A Multinational Company Perspective, Oxford University Press.
- By Paul Sparrow, Chris Brewster, Hilary Harris; Pub. Taylor and Francis, Globalizing Human Resource Management; Oxford University Press.

## C. Lecture Plan

| Lecture | Topics                                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Internationalization: Definition                               | Lecture          | BBA51 2.1.       | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of characteristics human resource management features. | Lecture          | BBA51 2.1.       | Mid Term-1, Quiz & End Sem Exam |
| 3       | Benefits and limitations, Domestic and International HRM       | Lecture          | BBA51 2.1.       | Mid Term-1, Quiz & End Sem Exam |
| 4       | Global work environment.                                       | Lecture          | BBA51 2.1.       | Mid Term-1, Quiz & End Sem Exam |
| 5       | Factors influencing the global work environment.               | Lecture          | BBA51 2.1.       | Mid Term-1, Quiz & End Sem Exam |
| 6       | Strategic Human Resource Management:                           | Lecture          | BBA51 2.1.       | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                           |         |            |                                 |
|----|-------------------------------------------------------------------------------------------|---------|------------|---------------------------------|
|    | Introduction                                                                              |         |            |                                 |
| 7  | Strategic Human Resource Management                                                       | Lecture | BBA51 2.2. | Mid Term-1, Quiz & End Sem Exam |
| 8  | Strategic HRM: Introduction                                                               | Lecture | BBA51 2.2. | Mid Term-1, Quiz & End Sem Exam |
| 9  | Aims of SHRM                                                                              | Lecture | BBA51 2.2. | Mid Term-1, Quiz & End Sem Exam |
| 10 | Integrating the business and HR strategies : Introduction                                 | Lecture | BBA51 2.2. | Mid Term-1, Quiz & End Sem Exam |
| 11 | Content of HR strategies                                                                  | Lecture | BBA51 2.2. | Mid Term-1, Quiz & End Sem Exam |
| 12 | Relationship between International Strategy and SIHRM.                                    | Lecture | BBA51 2.2. | Mid Term-1, Quiz & End Sem Exam |
| 13 | Cross-Cultural Management: Introduction                                                   | Lecture | BBA51 2.3. | Mid Term-1, Quiz & End Sem Exam |
| 14 | Cultural diversity in consortia formation: Introduction and classification                | Lecture | BBA51 2.3. | Mid Term-1, Quiz & End Sem Exam |
| 15 | Developing cognitive framework to appreciate the impact of culture on managerial behavior | Lecture | BBA51 2.3. | Mid Term-1, Quiz & End Sem Exam |
| 16 | Understanding Culture: Introduction                                                       | Lecture | BBA51 2.3. | Mid Term-1, Quiz & End Sem Exam |
| 17 | Understanding Culture: Key                                                                | Lecture | BBA51 2.3. | Mid Term-1, Quiz & End          |

|    |                                                  |         |            |                                 |
|----|--------------------------------------------------|---------|------------|---------------------------------|
|    | concepts                                         |         |            | Sem Exam                        |
| 18 | Understanding Culture: case study                | Lecture | BBA51 2.3. | Mid Term-1, Quiz& End Sem Exam  |
| 19 | Determinants of Cultural Identity: Meaning       | Lecture | BBA51 2.3. | Mid Term-1, Quiz & End Sem Exam |
| 20 | Frameworks for Mapping the Culture: Introduction | Lecture | BBA51 2.3. | Mid Term-1, Quiz & End Sem Exam |
| 21 | Concept of Geert Hofstede: case study            | Lecture | BBA51 2.3. | Quiz & End Sem Exam             |
| 22 | Geert Hofstede model: characteristics            | Lecture | BBA51 2.3. | Quiz & End Sem Exam             |
| 23 | International Recruitment, Training and Rewards  | Lecture | BBA51 2.4. | Quiz & End Sem Exam             |
| 24 | Recruiting from Host country                     | Lecture | BBA51 2.4. | Quiz & End Sem Exam             |
| 25 | Recruiting from Host country: case study         | Lecture | BBA51 2.4. | Quiz & End Sem Exam             |
| 26 | Reward strategies for international execution    | Lecture | BBA51 2.4. | Quiz & End Sem Exam             |
| 27 |                                                  | Lecture | BBA51 2.4. | Quiz & End Sem Exam             |
| 28 | The expatriate approach                          | Lecture | BBA51 2.4  | Quiz & End Sem Exam             |
| 29 |                                                  | Lecture | BBA51 2.4. | Quiz & End Sem Exam             |
| 30 | International values and reward policy           | Lecture | BBA51 2.4. | Quiz & End Sem Exam             |
| 31 |                                                  | Lecture | BBA51 2.4. | Quiz & End Sem Exam             |
| 32 | Designing rewards for the                        | Lecture | BBA51 2.4. | Quiz & End Sem Exam             |

|    |                                                                               |         |            |                     |
|----|-------------------------------------------------------------------------------|---------|------------|---------------------|
|    | international business unit                                                   |         |            |                     |
| 33 | Training Global executives                                                    | Lecture | BBA51 2.4. | Quiz & End Sem Exam |
| 34 | Performance Management and Compensation in International Business             | Lecture | BBA51 2.5. | Quiz & End Sem Exam |
| 35 | Context for international performance management,                             | Lecture | BBA51 2.5  | Quiz & End Sem Exam |
| 36 | Framework for performance management                                          | Lecture | BBA51 2.5. | Quiz & End Sem Exam |
| 37 | Framework for performance management, Compensation, issue of double taxation. | Lecture | BBA51 2.5. | Quiz & End Sem Exam |
| 38 | Best HR Practices                                                             | Lecture | BBA51 2.6. | Quiz & End Sem Exam |
| 39 | Best HR Practices : Emerging Trends                                           | Lecture | BBA51 2.6. | Quiz & End Sem Exam |
| 40 | HR Practices : North America, South America                                   | Lecture | BBA51 2.6. | Quiz & End Sem Exam |
| 41 | Some key pointers, Northern Europe                                            | Lecture | BBA51 2.6. | Quiz & End Sem Exam |
| 42 | Value based management in Nordic countries,                                   | Lecture | BBA51 2.6. | Quiz & End Sem Exam |
| 43 | China emerging economy                                                        | Lecture | BBA51 2.6. | Quiz & End Sem Exam |
| 44 | Japan – a culture of enfolding relationship                                   | Lecture | BBA51 2.6. | Quiz & End Sem Exam |
| 45 | Trends and Future of HR in high performing Co.,                               | Lecture | BBA51 2.6. | Quiz & End Sem Exam |

|    |                                                           |         |            |                     |
|----|-----------------------------------------------------------|---------|------------|---------------------|
| 46 | Trends and Future of HR in high performing Co: Case study | Lecture | BBA51 2.6. | Quiz & End Sem Exam |
| 47 | Dream Organizational                                      | Lecture | BBA51 2.6. | Quiz & End Sem Exam |
| 48 | Dream Organisational: case study                          | Lecture | BBA51 2.6. | Quiz & End Sem Exam |

### D. Course Articulation Matrix (Mapping of COs with Pos & PSO)

| CO               | STATEMENT                                                                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 512.1</b> | Able to Understand the concept and benefits of International Human Resource Management with basic factors influencing the global work environment. | 1                                   | 1           | 3           | 2           | 1           | 1           | 1           | 1           | 3           | -            | 3                                            | 2                | 1                |
| <b>BBA 512.2</b> | Know the basic of strategic Human Resource Management with integrating the business and formulating HR Strategies with                             | 1                                   | 1           | 3           | 3           | 1           | 1           | 2           | 2           | 1           | 1            | 3                                            | 3                | 2                |

|                           |                                                                                                                                                                                              |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                           | relationship at SIHRM.                                                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA<br/>512.<br/>3</b> | Able to Recognize the need of Cross-cultural management with cultural diversity in consortia formation with basic determinants of cultural identify frameworks in context to Hofstede model. | 1 | 1 | 3 | 3 | 2 | 1 | 1 | 1 | 3 | 1 | - | 2 | 1 |
| <b>BBA<br/>512.<br/>4</b> | Describe the role of international recruitment from host county and reward strategies for international execution with expatriate approach along with training global executives.            | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | - | 3 | 3 | - |

|                           |                                                                                                                                                                                              |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>512.<br/>5</b> | Demonstrate the applications and implementation performance management and compensation in international business with compensation issues of double taxation.                               | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | - | 1 | 1 | - |
| <b>BBA<br/>512.<br/>6</b> | Able to understand the trends in best HR Practices across northern Europe, China emerging economy and Japan culture of enfoldng relationship with trends and future of HR in high performing | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | 1 | 3 | 1 | - |

## Sample question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –V) 2020-21                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |              |                                                                         |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BBA V Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              |                                                                         |          |           |                |          |
| Subject Name: BBA 512<br>International Human Resource Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              | Time: 1.5 Hrs                                                           |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Remembering  | Understanding                                                           | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                                   | Q.4      | Q.5,6     |                |          |
| <p>Student will be able to-</p> <p>CO1: Able to Understand the concept and benefits of International Human Resource Management with basic factors influencing the global work environment.</p> <p>CO2: Know the basic of strategic Human Resource Management with integrating the business and formulating HR Strategies with relationship at SIHRM.</p> <p>CO3: Able to Recognize the need of Cross- cultural management with cultural diversity in consortia formation with basic determinants of cultural identify frameworks in context to Hofstede model.</p> |              |                                                                         |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Question No. | Question                                                                |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.1          | Explain in brief the basic concept of Internationalization.             |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.2          | What are the different factors influencing the global work environment? |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.3          | Write a short note on formulating HR Strategy.                          |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.4          | Describe the relationship between international strategy and SIHRM.     |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.5          | Demonstrate the Geert Hofstede model.                                   |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.6          | Write short note on - Cross cultural management.                        |          |           |                | 3        |

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| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*



# Attainment

|                         |                                         |
|-------------------------|-----------------------------------------|
| <b>Session</b>          | 2020-21                                 |
| <b>Course Name</b>      | BBA                                     |
| <b>Semester</b>         | 5th Semester                            |
| <b>Subject Code</b>     | BBA 512                                 |
| <b>Subject Name</b>     | International Human Resource Management |
| <b>Attainment Level</b> | Level 3                                 |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):**

Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BBA VI SEM                    | BBA605 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                          |
|------------------------------------------------------------------------------------------------|
| Course Handout                                                                                 |
| Course : Brand Management                                                                      |
| Course Code : BBA 605, Credits: 04,<br>Session : 2020-21 (Even Sem.), Class : BBA 6th Semester |
|                                                                                                |

**A. Introduction:** The objective of the course is to help the students understand and appreciate the theoretical concepts of brands. To generate the ability to apply the concepts in real life.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA605.1.** Building awareness for the concept of branding and brand equity and to identify the scope and significance of brand management in domain industry.

**BBA605.2.** Identifying the emerging markets and marketing challenges in the developing brand equity and brand value

**BBA605.3.** Acquire knowledge and understand the brand elements and develop product and price strategies.

**BBA605.4.** Evaluate different methods and use appropriate research approaches for building brand hierarchy and brand extension.

**BBA605.5.** Understanding the policies and procedures prevalent to audit brand and also acquiring knowledge to develop global brand strategy.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| VI<br>SE<br>M                 | BBA6<br>05 | -           | -           | -           | -           | -           | 3           | 2           | -           | 2       | -        | -        | -        | 3    |

#### E. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### F. Syllabus

##### Module I: Introduction

Meaning and importance of brands. Brands v/s products. Challenges and opportunities of branding. Concept of Brand Equity. Brand management process. Role of CRM in building brands.

##### Module II: Brand Positioning and value

Sources of brand equity. Brand Building. Implications of brand building. Brand positioning: Brand value. Internal branding.

##### Module III: Brand Marketing

Criteria for choosing Brand elements. Building brand equity: Product strategy, pricing strategy. Integrated marketing communication. Brand Personality, Brand Image, Celebrity endorsements. Concept of co-branding

#### **Module IV: Brand Performance and Branding strategies**

Brand value chain, Brand equity management system. Brand hierarchy. Designing branding strategy. Brand extension: Concept, Advantages and disadvantages. Evaluating opportunities of brand extension, Managing Brands over time, Branding strategy over PLC.

#### **Module V: Managing Brands**

Brand Audit: Meaning, Need and Significance, Reinforcing Brands. Brands revitalization Managing brands internationally, Standardization v/s customization. Global Brand strategy.

#### **Module VI: The Indian Scenario**

The Export Import Scene in India. EXIM Policy. Export Documentation, Export Procedure

#### **G. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **H. Suggested Text/Reference Books:**

Text:

- Keller Kevin Lane, Strategic Brand Management: Building, Measuring and Managing Brand Equity, Second Edition, Prentice Hall.

References:

- Jean Noel Kampferer, Kogan Page, Strategic Brand Management, Second Edition
- Understanding Brands, Cowley D.

## I. Lecture Plan

| Lecture | Topics                                                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Introduction</b> - Meaning and importance of brands.                              | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Introduction</b> - Meaning and importance of brands.                              | Group Discussion | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Introduction</b> - Brands v/s products. Challenges and opportunities of branding. | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Introduction</b> - Challenges and opportunities of branding.                      | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 5.      | <b>Introduction</b> - Concept of Brand Equity                                        | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 6.      | <b>Introduction</b> - Concept of Brand Equity.                                       | Home Assignment  | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 7.      | <b>Introduction</b> - Brand management process.                                      | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 8.      | <b>Introduction</b> - Brand management process.                                      | Case Study       | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 9.      | <b>Introduction</b> - Role of CRM in building brands.                                | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 10.     | <b>Introduction</b> - Role of CRM in building brands.                                | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 11.     | <b>Brand Positioning and value</b> - Sources of brand equity.                        | Home Assignment  | BBA605.2         | Mid Term-1, Quiz & End Sem Exam |
| 12.     | <b>Brand Positioning and value</b> - Brand Building.                                 | Lecture          | BBA605.2         | Mid Term-1, Quiz & End Sem Exam |
| 13.     | <b>Brand Positioning and value</b> - Implications of brand building.                 | Group Discussion | BBA605.2         | Mid Term-1, Quiz & End Sem Exam |
| 14.     | <b>Brand Positioning and value</b> - Implications of brand building                  | Lecture          | BBA605.2         | Mid Term-1, Quiz & End Sem Exam |



|     |                                                                                                      |                  |          |                                 |
|-----|------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 15. | <b>Brand Positioning and value</b> - Brand positioning:                                              | Lecture          | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Brand Positioning and value</b> - Brand positioning                                               | Lecture          | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Brand Positioning and value</b> - Brand value.                                                    | Group Discussion | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Brand Positioning and value</b> - Internal branding.                                              | Case Study       | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Brand Positioning and value</b> - Internal branding.                                              | Group Discussion | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>Brand Marketing</b> - Criteria for choosing Brand elements.                                       | Lecture          | BBA605.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Brand Marketing</b> - Building brand equity: Product strategy, pricing strategy.                  | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Brand Marketing</b> - Building brand equity: Product strategy, pricing strategy.                  | Group Discussion | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Brand Marketing</b> - Integrated marketing communication.                                         | Home Assignment  | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Brand Marketing</b> - Integrated marketing communication.                                         | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Brand Marketing</b> - Brand Personality                                                           | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Brand Marketing</b> - Brand Image                                                                 | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Brand Marketing</b> - Celebrity endorsements.                                                     | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Brand Marketing</b> - Concept of co-branding                                                      | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Brand Marketing</b> - Concept of co-branding                                                      | Group Discussion | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Brand Performance and Branding strategies</b> - Brand value chain, Brand equity management system | Lecture          | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                            |                 |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 31. | <b>Brand Performance and Branding strategies</b> - Brand hierarchy.                                        | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Brand Performance and Branding strategies</b> - Designing branding strategy                             | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Brand Performance and Branding strategies</b> - Brand extension: Concept, Advantages and disadvantages. | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Brand Performance and Branding strategies</b> - Brand extension: Concept, Advantages and disadvantages. | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Brand Performance and Branding strategies</b> - Evaluating opportunities of brand extension             | Home Assignment | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Brand Performance and Branding strategies</b> - Evaluating opportunities of brand extension             | Case Study      | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 37. | <b>Brand Performance and Branding strategies</b> - Managing Brands over time                               | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 38. | <b>Brand Performance and Branding strategies</b> - Branding strategy over PLC.                             | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 39. | <b>Brand Performance and Branding strategies</b> - Branding strategy over PLC.                             | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 40. | <b>Managing Brands</b> - Brand Audit: Meaning, Need and Significance                                       | Lecture         | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |
| 41. | <b>Managing Brands</b> - Reinforcing Brands.                                                               | Home Assignment | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |
| 42. | <b>Managing Brands</b> - Reinforcing Brands.                                                               | Case Study      | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |
| 43. | <b>Managing Brands</b> - Brands revitalization                                                             | Lecture         | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |
| 44. | <b>Managing Brands</b> - Brands revitalization                                                             | Lecture         | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                    |                 |          |                                 |
|-----|------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 45. | <b>Managing Brands</b> - Managing brands internationally,                          | Lecture         | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |
| 46. | <b>Managing Brands</b> - Standardization v/s customization. Global Brand strategy. | Lecture         | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |
| 47. | <b>Managing Brands</b> - Standardization v/s customization. Global Brand strategy. | Home Assignment | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |
| 48. | <b>Managing Brands</b> -. Global Brand strategy.                                   | Case Study      | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs, PSOs)**

| CO               | STATEMENT                                                                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |       | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |       |       |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|----------------------------------------------|-------|-------|
|                  |                                                                                                                                                    | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PSO 1                                        | PSO 2 | PSO 3 |
| <b>BBA 605.1</b> | Building awareness for the concept of branding and brand equity and to identify the scope and significance of brand management in domain industry. | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    | -     | -                                            | 1     | 2     |
| <b>BBA 605.2</b> | Identifying the emerging markets and marketing challenges in the developing brand equity and brand value                                           | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    | 3     | 1                                            | 1     | 1     |

|                           |                                                                                                                                   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>605.<br/>3</b> | Acquire knowledge and understand the brand elements and develop product and price strategies.                                     | 3 | 3 | 1 | 3 | 3 | 1 | 2 | 1 | - | 2 | - | - | 1 |
| <b>BBA<br/>605.<br/>4</b> | Evaluate different methods and use appropriate research approaches for building brand hierarchy and brand extension.              | 3 | 1 | - | 1 | 3 | 1 | 3 | 2 | 1 | 2 | - | 2 | 1 |
| <b>BBA<br/>605.<br/>5</b> | Understanding the policies and procedures prevalent to audit brand and also acquiring knowledge to develop global brand strategy. | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 1 | - | 1 | 3 | - |

## Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM - VI) 2020-21</b><br><b>Class: BBA VI Semester</b>                                                                                                                                                                                                                     |              |                                                               |                 |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------|-----------------|-----------|----------------|----------|
| Subject Name: BBA605 Brand Management                                                                                                                                                                                                                                                                                         |              |                                                               | Time: 1.5 hours |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                | Remembering  | Understanding                                                 | Applying        | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                              | Q. 2, Q. 4   | Q. 6                                                          | Q. 1            | -         | Q. 5           | Q. 3     |
| <b>Students will be able to:</b><br><b>CO 1:</b> Building awareness for the concept of branding and brand equity and to identify the scope and significance of brand management in domain industry.<br><b>CO 2:</b> Identifying the emerging markets and marketing challenges in the developing brand equity and brand value. |              |                                                               |                 |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                        | Question No. | Question                                                      |                 |           |                | Marks    |
| CO 1                                                                                                                                                                                                                                                                                                                          | 1.           | Define branding and state the importance of brands.           |                 |           |                | 5        |
| CO 1                                                                                                                                                                                                                                                                                                                          | 2.           | Differentiate between brands and products.                    |                 |           |                | 5        |
| CO 1                                                                                                                                                                                                                                                                                                                          | 3.           | Elaborate the process of brand management.                    |                 |           |                | 5        |
| CO 2                                                                                                                                                                                                                                                                                                                          | 4.           | What are the sources of brand equity?                         |                 |           |                | 5        |
| CO 2                                                                                                                                                                                                                                                                                                                          | 5.           | Discuss the concept of Internal Branding.                     |                 |           |                | 5        |
| CO 2                                                                                                                                                                                                                                                                                                                          | 6.           | State the importance of developing brand value in the market. |                 |           |                | 5        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

# Attainment

|                         |                  |
|-------------------------|------------------|
| <b>Session</b>          | 2020-21          |
| <b>Course Name</b>      | BBA              |
| <b>Semester</b>         | 6th Semester     |
| <b>Subject Code</b>     | BBA 605          |
| <b>Subject Name</b>     | BRAND MANAGEMENT |
| <b>Attainment Level</b> | Level 1          |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course: Advertising & Sales Promotion**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management, and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain, and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand, and analyze the knowledge of principles of management to find solutions to real-world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

After graduating in this Program, the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b> |        |             |             |             |             |             |             |             |             |         |          |          |          |      |
|----------------------------------------------|--------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                              |        | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| BBA VI<br>SEM                                | BBA606 | 3           | 2           | 3           | 2           | 3           | 1           | 3           | 3           | 1       | 1        | 2        | -        | 3    |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course: Advertising & Sales Promotion                                                   |
| Course Code: BBA606, Crédits: 04, Session: 2022-23 (Even Sem.), Class: BBA 6th Semester |

**Introduction:** The objective of the course is to familiarize students with advertising concepts and strategies, the methods and tools used. Enabling them to develop advertising strategies and plans and to develop the judgment parameters required in product management, to evaluate advertising.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA606.1.** Understand the concept of advertising and evaluate the concept of integrated communication

**BBA606.2.** Identify the objectives and importance of advertising as a promotional tool.

**BBA606.3.** Remember the approaches of advertising campaign planning and develop ethics in advertising.

**BBA606.4.** Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market.

**BBA606.5.** Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.

**BBA606.6.** Create sales promotion strategies and identify the latest trends and practices in the industry.

**B. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **C. Programme Specific Outcomes:**

After graduating in this Program, the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q /HA   | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **E. Syllabus**

##### **Module I: Introduction**

Role of Promotion in Marketing Mix. Components of promotion mix viz Advertising Publicity, Personal selling, Public relations and Sales promotion. Concept of integrated marketing communication.

##### **Module II: Advertising**

Need, scope objectives and importance of advertising, Strengths and Weaknesses of Advertising as a Promotion Tool, role of advertising in current market, advertising and society- latest trends in advertisements different types of advertisements.

##### **Module III: Advertising Campaign Planning**

Setting advertising goals and objectives- The DAGMAR Approach. Message strategies and tactics- Creative approaches, Copywriting and testing. Advertising copy design. Copy

layout, Advertising appeals and themes, Classification of advertisement copies-Essentials of a good copy Ethics in advertising.

#### **Module IV: Advertising Media and Agencies**

Types of media, media planning and scheduling. Advertising budgets. Approaches to advertising budgeting. Measuring advertising effectiveness. Advertising business in India. Rural advertising. Legal and ethical aspects of advertising, Advertising and society. Advertising in international perspective.

#### **Module V: Sales Promotion**

Need, scope objectives and importance of sales promotion. Management of sales Promotion at the consumer, trade and sales force levels. Strengths and weaknesses of Sales Promotion.

#### **Module VI: Sales Promotion Strategy**

Planning and designing sales promotion programme with specific reference to sales contest, trade in discount coupons etc. sales display and merchandising. Latest trends in sales promotion.

#### **F. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **G. Suggested Text/Reference Books:**

Text:

- Belch and Belch, Advertising and Promotion, Sixth Edition, Tata McGraw Hill

References:

- Batra Rajeev, Aaker, David A and Myere John G. Advertising Management, Fifth Edition, Pearson Education
- Advertising Management – Chunawalla

## H. Lecture Plan

| Lecture | Topics                                                                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Introduction</b> - Role of Promotion in Marketing Mix.                                      | Lecture          | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Introduction</b> - Role of Promotion in Marketing Mix.                                      | Group Discussion | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Introduction</b> - Role of Promotion in Marketing Mix.                                      | Lecture          | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Introduction</b> - Components of promotion mix viz Advertising Publicity, Personal selling, | Lecture          | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 5.      | <b>Introduction</b> - Components of promotion mix viz Advertising Publicity, Personal selling, | Lecture          | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 6.      | <b>Introduction</b> - Public relations and Sales promotion.                                    | Home Assignment  | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 7.      | <b>Introduction</b> - Public relations and Sales promotion.                                    | Lecture          | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 8.      | <b>Introduction</b> - Concept of integrated marketing communication.                           | Case Study       | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 9.      | <b>Introduction</b> - Concept of integrated marketing communication.                           | Lecture          | BBA606.1         | Mid Term-1, Quiz & End Sem Exam |
| 10.     | <b>Advertising</b> - Need, scope objectives and importance of advertising                      | Lecture          | BBA606.2         | Mid Term-1, Quiz & End Sem Exam |
| 11.     | <b>Advertising</b> - Strengths and Weaknesses of Advertising as a Promotion Tool.              | Home Assignment  | BBA606.2         | Mid Term-1, Quiz & End Sem Exam |
| 12.     | <b>Advertising</b> -Strengths and Weaknesses of Advertising as a Promotion Tool                | Lecture          | BBA606.2         | Mid Term-1, Quiz & End Sem Exam |
| 13.     | <b>Advertising</b> - role of advertising in current market, advertising and society            | Group Discussion | BBA606.2         | Mid Term-1, Quiz & End Sem Exam |
| 14.     | <b>Advertising</b> - role of advertising in current                                            | Lecture          | BBA606.2         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                        |                  |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | market, advertising and society-                                                                                       |                  |          |                                 |
| 15. | <b>Advertising</b> - trends in advertisements different types of advertisements.                                       | Lecture          | BBA606.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Advertising</b> - latest trends in advertisements different types of advertisements.                                | Lecture          | BBA606.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Advertising Campaign Planning</b> - Setting advertising goals and objectives                                        | Group Discussion | BBA606.3 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Advertising Campaign Planning</b> - The DAGMAR Approach.                                                            | Case Study       | BBA606.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Advertising Campaign Planning</b> - The DAGMAR Approach.                                                            | Group Discussion | BBA606.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>Advertising Campaign Planning</b> - - Message strategies and tactics- Creative approaches, Copywriting and testing. | Lecture          | BBA606.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Advertising Campaign Planning</b> - Message strategies and tactics- Creative approaches, Copywriting and testing.   | Lecture          | BBA606.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Advertising Campaign Planning</b> - Advertising copy design. Copy layout, Advertising appeals and themes            | Group Discussion | BBA606.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Advertising Campaign Planning</b> - Advertising copy design. Copy layout, Advertising appeals and themes            | Home Assignment  | BBA606.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Advertising Campaign Planning</b> - Classification of advertisement copies- Essentials of a good copy               | Lecture          | BBA606.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Advertising Campaign Planning</b> - Ethics in advertising.                                                          | Lecture          | BBA606.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Advertising Media and Agencies</b> - Types of media, media planning and scheduling. Advertising budgets.            | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                    |                  |          |                                 |
|-----|--------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 27. | <b>Advertising Media and Agencies</b> -. Approaches to advertising budgeting. Measuring advertising effectiveness. | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Advertising Media and Agencies</b> - Advertising business in India. Rural advertising.                          | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Advertising Media and Agencies</b> - Advertising business in India. Rural advertising.                          | Group Discussion | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Advertising Media and Agencies</b> - Legal and ethical aspects of advertising,                                  | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Advertising Media and Agencies</b> - Legal and ethical aspects of advertising,                                  | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Advertising Media and Agencies</b> - Advertising in international perspective.                                  | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Advertising Media and Agencies</b> - Advertising in international perspective.                                  | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Sales Promotion</b> - Need, scope objectives of sales promotion.                                                | Lecture          | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Sales Promotion</b> - Need, scope objectives and importance of sales promotion.                                 | Home Assignment  | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Sales Promotion</b> - importance of sales promotion.                                                            | Case Study       | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 37. | <b>Sales Promotion</b> - Management of sales Promotion Promotion.                                                  | Lecture          | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 38. | <b>Sales Promotion</b> - Promotion at the consumer, trade and sales force levels.                                  | Lecture          | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 39. | <b>Sales Promotion</b> - Promotion at the consumer, trade and sales force levels.                                  | Lecture          | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 40. | <b>Sales Promotion</b> - Strengths and weaknesses of Sales Promotion.                                              | Lecture          | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 41. | <b>Sales Promotion</b> - Strengths and weaknesses of Sales Promotion.                                              | Home Assignment  | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                              |                 |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 42. | <b>Sales Promotion Strategy</b> - Planning and designing sales promotion programme with specific reference to sales contest, | Case Study      | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |
| 43. | <b>Sales Promotion Strategy</b> - Planning and designing sales promotion programme with specific reference to sales contest, | Lecture         | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |
| 44. | <b>Sales Promotion Strategy</b> - trade in discount coupons etc.                                                             | Lecture         | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |
| 45. | <b>Sales Promotion Strategy</b> - trade in discount coupons etc.                                                             | Lecture         | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |
| 46. | <b>Sales Promotion Strategy</b> - sales display and merchandising.                                                           | Lecture         | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |
| 47. | <b>Sales Promotion Strategy</b> - Latest trends in sales promotion.                                                          | Home Assignment | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |
| 48. | <b>Sales Promotion Strategy</b> - Latest trends in sales promotion.                                                          | Case Study      | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                         | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                   | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 606.1.</b> | Understand the concept of advertising and evaluate the concept of | <b>3</b>                            | <b>1</b>    | <b>1</b>    | <b>-</b>    | <b>3</b>    | <b>2</b>    | <b>-</b>    | <b>-</b>    | <b>1</b>    | <b>1</b>     | <b>3</b>                                     | <b>2</b>         | <b>-</b>         |



|                   |                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | integrated communication.                                                                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 606. 2</b> | Identify the objectives and importance of advertising as a promotional tool.                                                          | 2 | 2 | 1 | 3 | 1 | 3 | 3 | - | - | 1 | - | 2 | 1 |
| <b>BBA 606. 3</b> | Remember the approaches of advertising campaign planning and develop ethics in advertising.                                           | 3 | 3 | 1 | 3 | 3 | 1 | 2 | 1 | - | 1 | 1 | 1 | - |
| <b>BBA 606. 4</b> | Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market. | 3 | 1 | - | 1 | 3 | 1 | 3 | 2 | 1 | 1 | 3 | 1 | - |
| <b>BBA 606. 5</b> | Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.                                | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 1 | 1 | - | 2 | 1 |
| <b>BBA 606. 6</b> | Create sales promotion strategies and identify the latest trends and practices in the industry.                                       | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 1 | 1 | 2 | 1 | 1 |

## **Sample Question Paper**

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM – VI) 2020-21</b><br><b>Class: BBA VI Semester</b> |                   |               |                        |           |                       |             |
|-----------------------------------------------------------------------------------------------------------|-------------------|---------------|------------------------|-----------|-----------------------|-------------|
| <b>Subject Name: BBA606 Advertising &amp; Sales Promotion</b>                                             |                   |               | <b>Time: 1.5 hours</b> |           | <b>Max. Marks: 30</b> |             |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                     | Remembering       | Understanding | Applying               | Analyzing | Evaluating            | Creating    |
| <b>Question Mapping</b>                                                                                   | <b>Q. 2, Q. 4</b> | <b>Q. 6</b>   | <b>Q. 1</b>            | <b>-</b>  | <b>Q. 5</b>           | <b>Q. 3</b> |

**Students will be able to:**

**CO 1:** Understand the concept of advertising and evaluate the concept of integrated communication.

**CO 2:** Identify the objectives and importance of advertising as a promotional tool.

| <b>CO Map</b> | <b>Question No.</b> | <b>Question</b>                                                          | <b>Marks</b> |
|---------------|---------------------|--------------------------------------------------------------------------|--------------|
| <b>CO 1</b>   | <b>1.</b>           | <b>Elaborate the role of marketing mix in advertising.</b>               | <b>5</b>     |
| <b>CO 1</b>   | <b>2.</b>           | <b>Differentiate between Publicity, Personal Selling and advertising</b> | <b>5</b>     |
| <b>CO 1</b>   | <b>3.</b>           | <b>Define integrated marketing communications.</b>                       | <b>5</b>     |
| <b>CO 2</b>   | <b>4.</b>           | <b>Give the SWOT analysis of advertising as a promotional tool.</b>      | <b>5</b>     |
| <b>CO 2</b>   | <b>5.</b>           | <b>How does the prevailing market influence advertising? Elaborate.</b>  | <b>5</b>     |
| <b>CO 2</b>   | <b>6.</b>           | <b>Describe the types of advertisements.</b>                             | <b>5</b>     |

| <b>Attainments</b> |          | <b>Rubric</b>                                              |
|--------------------|----------|------------------------------------------------------------|
| <b>Level</b>       | <b>1</b> | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | <b>2</b> | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | <b>3</b> | IF 80% of students secure more than 60% marks then level 3 |

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# Attainment

|                         |                               |
|-------------------------|-------------------------------|
| <b>Session</b>          | 2020-21                       |
| <b>Course Name</b>      | BBA                           |
| <b>Semester</b>         | 6th Semester                  |
| <b>Subject Code</b>     | BBA 606                       |
| <b>Subject Name</b>     | Advertising & Sales Promotion |
| <b>Attainment Level</b> | Level 1                       |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

Course: Retail Management

## PROGRAMME OUTCOMES

Bachelor of Business Administration

2020-2023

### Programme Outcomes:

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

After graduating in this Program, the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “ - ”

| <b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|----------------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                              |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| VI<br>SE<br>M                                | BBA<br>607 | 3           | 2           | 3           | 2           | 3           | 1           | 3           | 3           | 1       | 1        | -        | 2        | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                       |
|---------------------------------------------------------------------------------------------|
| Course Handout                                                                              |
| Course: Retail Management                                                                   |
| Course Code: BBA 607, Crédits : 04, Session : 2020-21 (Even Sem.), Class : BBA 6th Semester |

**A. Introduction:** Keeping in view the growth of the retail industry, the course has been designed to familiarize students with the basics of retail industry and give them an overview about rural marketing practices.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA607.1.** Remember the concept of retailing and evaluate the change due to the influencing environment, lifestyle and technological changes.

**BBA607.2.** Identify the buying decision process in retailing and the types of buying decisions used by consumers.

**BBA607.3.** Create strategies for retail marketing and analyse the customer loyalty programmes. Identify GAPs between end user and service provider and devise strategies to close them.

**BBA607.4.** Understand the concept of merchandise management, its planning and establishing strategies of retail.

**BBA607.5.** Evaluate the concept of store management, store layout and atmospherics. Develop compensation schemes and control of store employees.

**BBA607.6.** Develop strategies to implement rural marketing and evaluate social and sustainability aspects of rural retailing in the industry.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

After graduating in this Program, the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using

criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **F. Syllabus**

##### **Module I: Introduction**

Nature, scope and importance of retailing, retail competition theories, Retail management process, Influence of changing environment on retailing viz demographic changes, lifestyle changes, technology changes (e-business), Retail Environment.

##### **Module II: Consumer Behaviour in Retailing**

Consumer Behaviour in retailing, Buying decision process in retailing, Types of buying decision, market segmentation for retailing, generational cohorts.

##### **Module III: Retail Marketing Strategy& Customer Service**

Types of retailers, multichannel retailing, Retail strategy concept & its elements, Strategic retail planning process, Retail Pricing, Retail Promotion tool, Customer Loyalty Programme, global retailing growth strategies & international market entry strategies, Advantages through customer service, Customer evaluation of service quality, GAP model for improving service.



## **Module IV: Merchandise management**

Retail Information system & supply chain management, Concept of merchandise management. Planning Merchandise – organizing buying process, developing an assortment plan, allocating merchandise to stores meeting vendors and establishing strategic relations with them, branding strategies for retail (e.g., private labels).

## **Module V: Store management & visual merchandising**

Store layout & space planning, atmospherics, Choosing store location, visual merchandising, Recruitment, selection, Training, motivation, Compensation and Control of store employees.

## **Module VI: Rural Retailing**

Introduction to rural retailing, Relevance, Importance and the Emerging Scenario of Rural markets, Major problem areas in rural retailing, Strategies for Rural Retailing, Social and sustainability aspects of rural retailing.

### **G. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### **H. Suggested Text/Reference Books:**

Text:

- Levy & Weitz, Retailing Management, Fifth edition, Tata McGraw Hill,
- Kashyap Pradeep, Raut Siddhartha, The Rural Marketing Book, 2006, Biztantra.

References:

- Retailing management, Swapna Pradhan, 3rd edition Tata McGraw Hill.
- Retail Marketing Management, David Gilbert.
- Barry Berman & Joel R. Evans, Retail Management, A Strategic Approach, Ninth Edition, Pearson Education.

## I. Lecture Plan

| Lecture | Topics                                                                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Introduction</b> - Nature, scope and importance of retailing,                                    | Lecture          | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Introduction</b> - Nature, scope and importance of retailing,                                    | Group Discussion | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Introduction</b> - retail competition theories,                                                  | Lecture          | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Introduction</b> - retail competition theories,                                                  | Lecture          | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 5.      | <b>Introduction</b> - Retail management process, Influence of changing environment on retailing     | Lecture          | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 6.      | <b>Introduction</b> - Retail management process, Influence of changing environment on retailing viz | Home Assignment  | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 7.      | <b>Introduction</b> - demographic changes, lifestyle changes, technology changes (e-business)       | Lecture          | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 8.      | <b>Introduction</b> - demographic changes, lifestyle changes, technology changes (e-business)       | Case Study       | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 9.      | <b>Introduction</b> - Retail Environment.                                                           | Lecture          | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 10.     | <b>Consumer Behaviour in Retailing</b> - Consumer Behaviour in retailing,                           | Lecture          | BBA607.2         | Mid Term-1, Quiz & End Sem Exam |
| 11.     | <b>Consumer Behaviour in Retailing</b> - Buying decision process in retailing                       | Home Assignment  | BBA607.2         | Mid Term-1, Quiz & End Sem Exam |
| 12.     | <b>Consumer Behaviour in Retailing</b> - Buying decision process in retailing,                      | Lecture          | BBA607.2         | Mid Term-1, Quiz & End Sem Exam |
| 13.     | <b>Consumer Behaviour in Retailing</b> - Types of buying                                            | Group Discussion | BBA607.2         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                                                                  |                  |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | decision, market segmentation for retailing,                                                                                                                     |                  |          |                                 |
| 14. | <b>Consumer Behaviour in Retailing</b> - Types of buying decision, market segmentation for retailing,                                                            | Lecture          | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Consumer Behaviour in Retailing</b> - generational cohorts.                                                                                                   | Lecture          | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Consumer Behaviour in Retailing</b> - generational cohorts.                                                                                                   | Lecture          | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Types of retailers, multichannel retailing.                                                            | Group Discussion | BBA607.3 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Retail strategy concept & its elements,                                                                | Case Study       | BBA607.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Strategic retail planning process, Retail Pricing, Retail Promotion tool                               | Group Discussion | BBA607.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Strategic retail planning process, Retail Pricing, Retail Promotion tool                               | Lecture          | BBA607.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Customer Loyalty Programme, global retailing growth strategies & international market entry strategies | Lecture          | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Advantages through customer service                                                                    | Group Discussion | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Advantages through customer service,                                                                   | Home Assignment  | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Customer evaluation of service quality                                                                 | Lecture          | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                                  |                  |          |                                 |
|-----|----------------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 25. | <b>Retail Marketing Strategy &amp; Customer Service</b> - GAP model for improving service.                                       | Lecture          | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Merchandise management</b> - Retail Information system & supply chain management,                                             | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Merchandise management</b> - Concept of merchandise management.                                                               | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Merchandise management</b> - Concept of merchandise management.                                                               | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Merchandise management</b> - Planning Merchandise – organizing buying process, developing an assortment plan                  | Group Discussion | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Merchandise management</b> - Planning Merchandise – organizing buying process, developing an assortment plan                  | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Merchandise management</b> - allocating merchandise to stores meeting vendors and establishing strategic relations with them, | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Merchandise management</b> - branding strategies for retail (e.g., private labels).                                           | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Merchandise management</b> - branding strategies for retail (e.g., private labels).                                           | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Store management &amp; visual merchandising</b> - Store layout & space planning, atmospherics,                                | Lecture          | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Store management &amp; visual merchandising</b> - Store layout & space planning, atmospherics,                                | Home Assignment  | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Store management &amp; visual merchandising</b> - Choosing store location                                                     | Case Study       | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |
| 37. | <b>Store management &amp; visual merchandising</b> - visual merchandising                                                        | Lecture          | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                   |                 |          |                                 |
|-----|---------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 38. | <b>Store management &amp; visual merchandising</b> - Recruitment, selection of store employees.   | Lecture         | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |
| 39. | <b>Store management &amp; visual merchandising</b> - Training, motivation, store employees.       | Lecture         | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |
| 40. | <b>Store management &amp; visual merchandising</b> - Compensation and Control of store employees. | Lecture         | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |
| 41. | <b>Store management &amp; visual merchandising</b> - Compensation and Control of store employees. | Home Assignment | BBA607.5 | Mid Term-2, Quiz & End Sem Exam |
| 42. | <b>Rural Retailing</b> - Introduction to rural retailing                                          | Case Study      | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 43. | <b>Rural Retailing</b> - Relevance, Importance and the Emerging Scenario of Rural markets         | Lecture         | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 44. | <b>Rural Retailing</b> - Major problem areas in rural retailing,                                  | Lecture         | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 45. | <b>Rural Retailing</b> - Major problem areas in rural retailing,                                  | Lecture         | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 46. | <b>Rural Retailing</b> - Strategies for Rural Retailing,                                          | Lecture         | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 47. | <b>Rural Retailing</b> - Social and sustainability aspects of rural retailing.                    | Home Assignment | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 48. | <b>Rural Retailing</b> - Social and sustainability aspects of rural retailing.                    | Case Study      | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |

# J. Course Articulation Matrix (Mapping of COs with POs and P)

| CO                | STATEMENT                                                                                                                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |       | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |      |      |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|----------------------------------------------|------|------|
|                   |                                                                                                                                                                              | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 1                                         | PO 2 | PO 3 |
| <b>BBA 607.1.</b> | Remember the concept of retailing and evaluate the change due to the influencing environment, lifestyle and technological changes.                                           | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    | 2     | -                                            | 1    | 1    |
| <b>BBA 607.2</b>  | Identify the buying decision process in retailing and the types of buying decisions used by consumers.                                                                       | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | 2    | -     | 1                                            | 2    | 1    |
| <b>BBA 607.3</b>  | Create strategies for retail marketing and analyse the customer loyalty programmes. Identify GAPs between end user and service provider and devise strategies to close them. | 3                                   | 3    | 1    | 3    | 3    | 1    | 2    | 1    | -    | 2     | -                                            | 3    | 1    |
| <b>BBA 607.4</b>  | Understand the concept of merchandise management, its planning and establishing strategies of retail.                                                                        | 3                                   | 1    | -    | 1    | 3    | 1    | 3    | 2    | 1    | 2     | -                                            | 1    | -    |

|                      |                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>607.5</b> | Evaluate the concept of store management, store layout and atmospherics. Develop compensation schemes and control of store employees. | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 1 | 1 | 1 | - | 3 |
| <b>BBA<br/>607.6</b> | Develop strategies to implement rural marketing and evaluate social and sustainability aspects of rural retailing in the industry.    | 3 | 2 | 3 | 3 | 3 | 2 | 3 | 3 | 1 | 2 | - | 2 | - |

### Sample Question Paper

| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM – VI) 2020-21</b><br><b>Class: BBA VI Semester</b>                                                                                                                                                                                                  |                     |                                                                                 |                        |           |                       |              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|---------------------------------------------------------------------------------|------------------------|-----------|-----------------------|--------------|
| <b>Subject Name: BBA607 Retail Management</b>                                                                                                                                                                                                                                                              |                     |                                                                                 | <b>Time: 1.5 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                      | Remembering         | Understanding                                                                   | Applying               | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                    | <b>Q. 2, Q. 4</b>   | <b>Q. 6</b>                                                                     | <b>Q. 1</b>            | <b>-</b>  | <b>Q. 5</b>           | <b>Q. 3</b>  |
| <b>Students will be able to:</b><br><b>CO 1:</b> Remember the concept of retailing and evaluate the change due to the influencing environment, lifestyle and technological changes.<br><b>CO 2:</b> Identify the buying decision process in retailing and the types of buying decisions used by consumers. |                     |                                                                                 |                        |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                              | <b>Question No.</b> | <b>Question</b>                                                                 |                        |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                | <b>1.</b>           | <b>Define retailing. State its importance and scope.</b>                        |                        |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                | <b>2.</b>           | <b>Elaborate the factors influencing the changing environment of retailing.</b> |                        |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                | <b>3.</b>           | <b>Write a note on Retail Environment.</b>                                      |                        |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                | <b>4.</b>           | <b>What are the types of buying decisions in retail industry?</b>               |                        |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                | <b>5.</b>           | <b>How does consumer behaviour influence retail sector?</b>                     |                        |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                | <b>6.</b>           | <b>Write a note on generation cohorts.</b>                                      |                        |           |                       | <b>5</b>     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*



# Attainment

|                         |                   |
|-------------------------|-------------------|
| <b>Session</b>          | 2020-21           |
| <b>Course Name</b>      | BBA               |
| <b>Semester</b>         | 6th Semester      |
| <b>Subject Code</b>     | BBA 607           |
| <b>Subject Name</b>     | RETAIL MANAGEMENT |
| <b>Attainment Level</b> | Level 2           |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                          |
|------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |
| AMITY BUSINESS SCHOOL                    |
| Course: CORPORATE TAX PLANNING           |

## PROGRAMME OUTCOMES

Bachelor of Business Administration  
2020-2023

### Programme Outcomes:

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| VI<br>SE<br>M                 | BBA<br>608 | 1           | -           | 2           | 2           | -           | 3           | 3           | -           | 3       | -        | 1        | -        | 3    |

| AMITY BUSINESS SCHOOL                                                                |
|--------------------------------------------------------------------------------------|
| Course Handout                                                                       |
| Course: CORPORATE TAX PLANNING                                                       |
| Course Code: BBA 608, Credits: 04, Session :2020-21 (Even Sem.), Class: BBA 3rd Year |

**Introduction:** To provide understanding of Direct Tax including Rules pertaining there to and application to different business situations. To understand principles underlying the Service Tax and concepts of VAT.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA608.1.** Get an overview on tax management, Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation.

**BBA608.2.** Determine the Residential Status of companies, and computing Taxable income under Business and Profession, Assessment of Retail Business and Deemed incomes.

**BBA608.3.** Learn about different Deductions allowed under business and profession

**BBA608.4.** Get an overview of International accounting and Taxation concepts.

**BBA608.5.** Get an overview of GST, Classification of goods and services with GST rates, Basic terminologies- CGST/SGST, IGST, Input Tax Credit, Transitional Provisions, Electronic Commerce etc

**BBA608.6.** Understand the Tax planning concepts relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports. Learn about Tax deductions and collection at source, Advance payment of tax.

**A. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**E. Syllabus****Module I: Introduction to Tax Management**

Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation.

**Module II Income from business**

Residential Status of companies, Taxable income under Business and Profession, Computation of Profit and Gains from business & profession, Deemed business profits, Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of accounts)

**Module III: Deductions allowed under business and profession**

Deduction Expressly allowed section 30-35, Depreciation deduction calculation, Setoff and carry forward of unabsorbed depreciation section 32(2). Determining Actual Cost<sup>43</sup>(1), Set-off and Carry Forward Losses, Bonus or commission to employees section, Interest on borrowed capital, Insurance premium 36(1(i)), Employees contribution to provident fund, Bad debts 36, Revenue expenditure incurred by statutory corporation, Banking transaction tax, Security transaction tax, Commodity transaction tax, provision for admissibility of general deduction 37(1),

#### **Module IV: International accounting and Taxation**

Comparison of GST of Two Western Country with India. Analysis of foreign financial statement, Accounting standard: US GAAP, Indian GAAP, IAS, IFRS. Transfer Pricing – Meaning, measurement, strategic considerations Norms & Practices, tax havens, Double taxation agreement among countries, Tax implication of activities of foreign enterprise in India: Mode of entry and taxation respectively.

#### **Module V: Introduction to Goods and Services Tax (GST)**

Meaning, Scope and Significance of GST, Principles of sub summation and taxes subsumed, Classification of goods and services with GST rates, Basic terminologies- CGST/SGST, IGST, Input Tax Credit, Transitional Provisions, Electronic Commerce.

#### **Module VI: Tax Planning and Financial Management Decisions**

Tax planning relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports. Tax deductions and collection at source, Advance payment of tax.

#### **F. Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b>     | <b>5</b> | <b>70</b> |

**(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)**

#### **G. Suggested Text/Reference Books:**

Text:

- Lal & Vashisht, Direct Taxes, 29<sup>th</sup> Edition, Pearson

References:

- Singhania & Singhania, Income Tax, 39<sup>th</sup> Edition, Taxmann

## H. Lecture Plan

| Lecture | Topics                                                    | Mode of Delivery | Corresponding CO | Mode of Assessing CO                            |
|---------|-----------------------------------------------------------|------------------|------------------|-------------------------------------------------|
| 1       | Introduction to syllabus                                  | Lecture          | BBA608.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2       | Introduction to Tax Management                            | Lecture          | BBA608.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3       | Concept of tax planning,                                  | Lecture          | BBA608.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4       | Tax avoidance and tax evasions,                           | Lecture          | BBA608.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5       | Concept of Corporate taxation.                            | Lecture          | BBA608.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6       | Introduction to Income from Business & Profession         | Lecture          | BBA608.2         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7       | Residential Status of companies                           | Lecture          | BBA608.2         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8       | Taxable income under Business and Profession,             | Lecture          | BBA608.2         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9       | Computation of Profit and Gains from business profession, | Lecture          | BBA608.2         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10      | Deemed business profits,                                  | Lecture          | BBA608.2         | Mid-Term, Assignment/Quiz & End Sem Examination |



|    |                                                                                                                                                                                                                                 |         |          |                                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 11 | Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of accounts). | Lecture | BBA608.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of accounts)  | Lecture | BBA608.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of Accounts)  | Lecture | BBA608.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Problem Solving Session                                                                                                                                                                                                         | Lecture | BBA608.2 | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                                                     |         |          |                                                 |
|----|-----------------------------------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 15 | Deductions allowed under business and profession                                                    | Lecture | BBA608.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Deduction Expressly allowed section 30-35,                                                          | Lecture | BBA608.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Depreciation deduction calculation                                                                  | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 18 | Setoff and carry forward of unabsorbed depreciation section 32(2).                                  | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 19 | Determining Actual Cost43(1)                                                                        | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 20 | Set-off and Carry Forward Losses                                                                    | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 21 | Bonus or commission to employees section, Interest on borrowed capital, Insurance premium 36(1(i)), | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 22 | Employees contribution to provident fund,                                                           | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 23 | Bad debts 36, Revenue expenditure incurred by statutory corporation,                                | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 24 | Banking transaction tax, Security transaction tax,)                                                 | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 25 | Commodity transaction tax                                                                           | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 26 | provision for adminisibility of general deduction 37(1)                                             | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 27 | Problem Solving Session                                                                             | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                 |
| 28 | Comparison of GST of Two Western Country with India.                                                | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination                 |
| 29 | Analysis of foreign financial statement,                                                            | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination                 |

|    |                                                                |         |          |                                 |
|----|----------------------------------------------------------------|---------|----------|---------------------------------|
| 30 | Accounting standard: US GAAP, Indian GAAP, IAS,                | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 31 | IFRS. Transfer Pricing – Meaning, measurement,                 | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 32 | Strategic considerations Norms & Practices,                    | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 33 | Tax havens, Double taxation agreement among countries          | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 34 | Tax implication of activities of foreign enterprise in India:  | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 35 | Mode of entry and taxation                                     | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 36 | Problem Solving Session                                        | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 38 | Meaning, Scope and Significance of GST,                        | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 39 | Principles of sub summation and taxes subsumed                 | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 40 | Classification of goods and services with GST rates,           | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 41 | Basic terminologies- CGST/SGST, IGST,                          | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 42 | Input Tax Credit, Transitional Provisions, Electronic Commerce | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 43 | Tax planning relating to capital structure decision            | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |
| 44 | Dividend policy, Inter – corporate,                            | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |
| 45 | Dividends and bonus shares                                     | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |

|    |                                                                                       |         |          |                                 |
|----|---------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 46 | Tax provisions relating to free trade zones, Infrastructure sector and backward areas | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |
| 47 | Tax incentives for exports.                                                           | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |
| 48 | Tax deductions and collection at source, Advance payment of tax.                      | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |

### I. Course Articulation Matrix (Mapping of COs with Pos, PSOs)

| CO                | STATEMENT                                                                                                       | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                 | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 608.1.</b> | Get an overview on tax management, Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation. | -                                   | -           | 3           | -           | -           | 3           | 3           | -           | -           |              | -                                            | -                | 3                |

|                            |                                                                                                                                                                                                                                                                                                |   |   |   |   |   |   |   |   |   |  |   |   |   |
|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|--|---|---|---|
| <b>BBA<br/>608.<br/>2.</b> | Determine the Residential Status of companies, and computing Taxable income under Business and Profession, Assessment of Retail Business and Deemed incomes.                                                                                                                                   | - | - | 3 | - | - | 3 | 3 | - | - |  | - | - | 3 |
| <b>BBA<br/>608.<br/>3.</b> | Learn about different Deductions allowed under business and profession                                                                                                                                                                                                                         | - | 3 | - | 3 | - | 3 | 3 | - | - |  | - | - | 3 |
| <b>BBA<br/>608.<br/>4.</b> | Get an overview of International accounting and Taxation concepts.                                                                                                                                                                                                                             | - | - | 3 | - | - | 2 | 3 | - | - |  | - | - | 3 |
| <b>BBA<br/>608.<br/>5.</b> | Get an overview of GST, Classification of goods and services with GST rates, Basic terminologies- CGST/SGST, IGST, Input Tax Credit, Transitional Provisions, Electronic Commerce etc                                                                                                          | - | - | 3 | - | - | 2 | - | - | - |  | - | - | 3 |
| <b>BBA<br/>608.<br/>6.</b> | Understand the Tax planning concepts relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports. Learn about Tax deductions and | - | - | 3 | - | - | 2 | 3 | - | - |  | - | - | 3 |

|  |                                                  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|
|  | collection at source,<br>Advance payment of tax. |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|--------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|

### J. Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –VI) 2020-21                                                                                                                                                                                                                                                                                                                                                                |              |                                                                          |              |                  |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------|--------------|------------------|----------------|----------|
| Class: BBA III Year                                                                                                                                                                                                                                                                                                                                                                                                      |              |                                                                          |              |                  |                |          |
| Subject Name: Corporate Tax Planning BBA 608                                                                                                                                                                                                                                                                                                                                                                             |              | Time: 1.5 Hrs                                                            |              |                  | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                           | Remembering  | Understanding                                                            | Applying     | Analyzing        | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                         | Q. 1, 2a, 3  | Q.1, 2a and b, 5                                                         | Q.3, 4, 5, 6 | Q.2 b, Q 3, 5, 6 | Q 2, 5 and 6   |          |
| <p>Student will be able to -</p> <p>CO1: Get an overview on tax management, Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation</p> <p>CO2: Determine the Residential Status of companies, and computing Taxable income under Business and Profession, Assessment of Retail Business and Deemed incomes.</p> <p>CO3: Learn about different Deductions allowed under business and profession.</p> |              |                                                                          |              |                  |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                   | Question No. | Question                                                                 |              |                  |                | Marks    |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1          | Explain the rules for determining the residential status of companies.   |              |                  |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.2a         | Explain the concept of tax planning.                                     |              |                  |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.2b         | What do you mean by tax avoidance and tax evasions? Differentiate.       |              |                  |                | 3        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.3          | Briefly describe the deductions allowed from sec 30-35.                  |              |                  |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                      | Q4           | Explain banking transaction tax and security transaction tax.            |              |                  |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.5          | Differentiate between US GAAP and Indian GAAP?                           |              |                  |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                      | Q 6          | Describe in detail the tax implications of foreign enterprises in India. |              |                  |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

# Attainment

|                         |                        |
|-------------------------|------------------------|
| <b>Session</b>          | 2020-21                |
| <b>Course Name</b>      | BBA                    |
| <b>Semester</b>         | 6th Semester           |
| <b>Subject Code</b>     | BBA 608                |
| <b>Subject Name</b>     | CORPORATE TAX PLANNING |
| <b>Attainment Level</b> | Level 3                |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course: Banking and Financial Institutions**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |          |
|--------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|----------|
|                                      |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PSO<br>1 | PSO<br>2 | PSO<br>3 |
| BBA<br>VI<br>SEM                     | BBA<br>609 | 2           | -           | 1           | 3           | -           | 3           | 2           | -           | 1       | -        | 3        | 2        | -        |

| AMITY BUSINESS SCHOOL                                                                |
|--------------------------------------------------------------------------------------|
| Course Handout                                                                       |
| Course: Banking and Financial Institutions                                           |
| Course Code: BBA 609, Credits: 04, Session :2020-21 (Even Sem.), Class: BBA 3rd Year |

**Introduction:** The aim of the course is to orient the finance students to the change in the banking industry. The financial industry much like the computer industry is changing rapidly. The students will be familiarized with institutions of today and developing an understanding why they are the way they are, and why they are changing is the core aim of the course. An Indian perspective will be added but conceptually the Global frameworks will be used.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA609.1.** Understand the concept of Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing.

**BBA609.2.** Understand the Banking System & Operations, Types of banks, about NBFCs- its types; comparison between Banks and NBFCs, International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing), Banking Operation: An overview Principles of Lending, Study of Borrowers & Project Evaluation Criteria

**BBA609.3.** Know about Banking Sector Reforms, Provisions of Banking Regulation Act, Regulatory Institutions RBI & SEBI, Basle Committee Recommendations, Asset Liability Management in Commercial Banks.

**BBA609.4.** Understand the Insurance & Pension Institutions. Learn about IRDA, Its objectives, functions, concept of Bancassurance, Role of Insurance companies in Industrial Financing, New Pension Scheme, Pension Fund Regulatory and Development Authority (PFRDA) Role and guidelines.

**BBA609.5.** Get a conceptual understanding on Financial Inclusion, Challenges in India, Scope of Financial Inclusion in banking activities & financial services, Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, Principles of microfinance- institutional structures and delivery mechanisms. Enforcement and savings

**BBA609.6.** Know about recent Trends in Banking and Banking Innovations. Marketing of banking services and Latest Banking Technology.

## **B. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **E. Syllabus**

### **Module I: Introduction**

Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing.

### **Module II: Banking System & Operations.**

Banking system and structure in India- Types of banks in operation and their functions, Retail and Wholesale Banking, Near Banks, Rural Banking. Cooperative Banking. Universal Banking, Payment Banks, NBFCs- its types; comparison between Banks and NBFCs; International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing) Banking Operation: An overview Principles of Lending, Study of Borrowers & Project Evaluation Criteria

### **Module III: Banking Sector Reforms**

Provisions of Banking Regulation Act, Prudential Norms - Narsimhan Committee Recommendations, Regulatory Institutions RBI & SEBI, Basle Committee Recommendations- I, II, III & IV. Asset Liability Management in Commercial Banks.

### **Module IV: Insurance & Pension Institutions**

Introduction to Insurance – Elements of Insurance Risk, Principles of Insurance, Types of Insurance – Life Insurance and General Insurance Products including unit linked plans, Re-insurance, regulatory institution: IRDA – Objective and key functions; Bancassurance- concepts, critical issues & functional aspects. Role of Insurance companies in Industrial Financing, New Pension Scheme, Pension Fund Regulatory and Development Authority (PFRDA) Role and guidelines.

### **Module V: Financial Inclusion**

Concept, Financial Inclusion in India: Challenges, Scope of Financial Inclusion in banking activities & financial services. Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, Principles of microfinance- institutional structures and delivery mechanisms. Enforcement and savings

### **Module VI: Trends in Banking**

Banking Innovations. Marketing of banking services; Latest Banking Technology - Core banking solution (CBS); RTGS, Internet banking, Personal Banking, ATMs, mobile banking; Banking Technology - ECS, debit, credit and smart cards, Securitization (SARFAECI Act, SPV, ARC)

**F. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

**G. Suggested Text/Reference Books:****Text:**

Khan,M. 3rd Reprint, 1998, Financial Institutions and Markets, Tata McGraw Hill Publishing Company Limited.

**References:**

Cornett and Sauunders, 1999, Fundamentals of Financial Institutions Management, 1999 McGraw Hill Publishing Company Limited.

**H. Lecture Plan:**

| <b>I.</b> | <b>Topics</b>                                               | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|-----------|-------------------------------------------------------------|-------------------------|-------------------------|-------------------------------------------------|
| 1         | Introduction to syllabus                                    | Lecture                 | BBA609.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2         | Money, Process of Capital Formation.                        | Lecture                 | BBA609.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3         | Banking and Financial Institutions and economic development | Lecture                 | BBA609.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4         | Role of Development Banks in Industrial Financing.          | Lecture                 | BBA609.1                | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                    |         |          |                                                       |
|----|--------------------------------------------------------------------|---------|----------|-------------------------------------------------------|
| 5  | Case Study Discussion                                              | Lecture | BBA609.1 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 6  | Banking system and structure in India                              | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 7  | Types of banks in operation and their functions                    | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 8  | Retail and Wholesale Banking,                                      | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 9  | Near Banks, Rural Banking.                                         | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 10 | Cooperative Banking. Universal Banking                             | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 11 | Payment Banks                                                      | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 12 | NBFCs- its types;                                                  | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 13 | Comparison between Banks and NBFCs;                                | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 14 | International Banking- financing exporters and importers           | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 15 | Important ECGC Policies and guarantees governing export financing) | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 16 | Banking Operation: An overview Principles of Lending,              | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 17 | Study of Borrowers & Project Evaluation Criteria                   | Lecture | BBA609.2 | Viva/Quiz & End Sem Examination                       |
| 18 | Case Study Discussion                                              | Lecture | BBA609.2 | Viva/Quiz & End Sem Examination                       |



|    |                                                                                                   |         |          |                                 |
|----|---------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 19 | Introduction to banking sector reforms                                                            | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 20 | Provisions of Banking Regulation Act                                                              | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 21 | Prudential Norms - Narsimhan Committee Recommendations,                                           | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 22 | Regulatory Institutions RBI                                                                       | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 23 | Regulatory Institutions - SEBI,                                                                   | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 24 | Basle Committee Recommendations- I, II, III & IV. Asset Liability Management in Commercial Banks. | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 25 | Basle Committee Recommendations- I, II, III & IV.                                                 | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 26 | Asset Liability Management in Commercial Banks.                                                   | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 27 | Group Discussion                                                                                  | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 28 | Introduction to Insurance – Elements of Insurance Risk,                                           | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 29 | Principles of Insurance                                                                           | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 30 | <u>Types of Insurance</u> – Life Insurance and <u>General Insurance</u>                           | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 31 | Products including unit linked plans, Re-insurance, regulatory institution:                       | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |

|    |                                                                                                                |         |          |                                 |
|----|----------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 32 | IRDA – Objective and key functions;                                                                            | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 33 | Bancassurance- concepts, critical issues & functional aspects.                                                 | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 34 | Role of Insurance companies in Industrial Financing, New Pension Scheme,                                       | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 35 | Pension Fund Regulatory and Development Authority (PFRDA) Role and guidelines.                                 | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 36 | Group Discussion                                                                                               | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 38 | Concept of Financial Inclusion                                                                                 | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |
| 39 | Financial Inclusion in India: Challenges                                                                       | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |
| 40 | Scope of Financial Inclusion in banking activities & financial services.                                       | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |
| 41 | Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |
| 42 | Principles of microfinance- institutional structures and delivery mechanisms. Enforcement and savings          | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |
| 43 | Recent Trends in Banking                                                                                       | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |
| 44 | Banking Innovations. Marketing of banking services;                                                            | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |

|    |                                                                                                          |         |          |                                 |
|----|----------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 45 | Latest Banking Technology - Core banking solution (CBS); RTGS, Internet banking, Personal Banking, ATMs, | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |
| 46 | Mobile banking; Banking Technology - ECS, debit, credit and smart cards,                                 | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |
| 47 | Securitization (SARFAECI Act, SPV, ARC)                                                                  | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |
| 48 | Case Study Discussion                                                                                    | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |

#### J. Course Articulation Matrix (Mapping of COs with POs & PSO)

| CO                | STATEMENT                                                                                                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 609.1.</b> | <b>BBA609.1.</b> Understand the concept of Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing. | 3                                   | -           | -           | 2           | -           | 2           | -           | 1           | -           | -            | 3                                            | 1                | 3                |

|                           |                                                                                                                                                                                                                                                                                                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>609.<br/>2</b> | Understand the Banking System & Operations, Types of banks, about NBFCs- its types; comparison between Banks and NBFCs, International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing), Banking Operation: An overview Principles of Lending, Study of Borrowers & Project Evaluation Criteria | 3 | - | 3 | - | - | 3 | - | 2 | - | 1 | 3 | - | - |
| <b>BBA<br/>609.<br/>3</b> | Know about Banking Sector Reforms, Provisions of Banking Regulation Act, Regulatory Institutions RBI & SEBI, Basle Committee Recommendations, Asset Liability Management in Commercial Banks.                                                                                                                                                                 | 3 | 3 | - | 3 | - | 3 | 3 | - | - | 1 | - | 1 | 2 |

|                           |                                                                                                                                                                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>609.<br/>4</b> | Understand the Insurance & Pension Institutions. Learn about IRDA, Its objectives, functions, concept of Bancassurance, Role of Insurance companies in Industrial Financing, New Pension Scheme, Pension Fund Regulatory and Development Authority (PFRDA) Role and guidelines,                                                                                           | 3 | - | 3 | 2 | - | 2 | - | - | - | 1 | 3 | - | 2 |
| <b>BBA<br/>609.<br/>5</b> | Get an conceptual understanding on Financial Inclusion, Challenges in India, Scope of Financial Inclusion in banking activities & financial services, Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, Principles of microfinance-institutional structures and delivery mechanisms. Enforcement and savings | 3 | - | - | 3 | - | 2 | 1 | 1 | 1 | - | 3 | - | 2 |
| <b>BBA<br/>609.<br/>6</b> | Know about recent Trends in Banking and Banking Innovations. Marketing of banking services and Latest Banking Technology.                                                                                                                                                                                                                                                 | 3 | - | - | 2 | - | 2 | - | 1 | - | 2 | 3 | - | 2 |

## K. Sample Question Paper

| Amity Business School<br>MID-SEMESTER (SEM –VI) 2020-21                                                                                                                                                                                                                                                                                                                                                                                                                                               |              |                                                            |           |                  |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------|-----------|------------------|----------------|----------|
| Class: BBA III Year                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                            |           |                  |                |          |
| Subject Name: BBA 609 Banking and Financial Institution                                                                                                                                                                                                                                                                                                                                                                                                                                               |              | Time: 1.5 Hrs                                              |           |                  | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Remembering  | Understanding                                              | Applying  | Analyzing        | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q. 1, 2, 3   | Q.1, 2, 3, 5                                               | Q.4, 5, 6 | Q.2 b, Q 3, 5, 6 | Q 4            |          |
| <p>Student will be able to -</p> <p>CO1: Understand the concept of Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing.</p> <p>CO2: Understand the Banking System &amp; Operations, Types of banks, about NBFCs- its types and can compare between Banks and NBFCs, International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing</p> |              |                                                            |           |                  |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                                   |           |                  |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1          | Define Money.                                              |           |                  |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2a         | Explain the process of capital formation.                  |           |                  |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.2b         | Write a short note on role of development banks in India.  |           |                  |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.3          | Explain retail and whole sale banking and their functions. |           |                  |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.4          | Explain the criteria for project evaluation.               |           |                  |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5 a        | Write 5 functions of RBI.                                  |           |                  |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.5 b        | Briefly explain the provisions of Banking sector reform.   |           |                  |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q 6          | What is asset liability management?                        |           |                  |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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# Attainment

|                         |                                  |
|-------------------------|----------------------------------|
| <b>Session</b>          | 2020-21                          |
| <b>Course Name</b>      | BBA                              |
| <b>Semester</b>         | 6th Semester                     |
| <b>Subject Code</b>     | BBA 609                          |
| <b>Subject Name</b>     | BANKING & FINANCIAL INSTITUTIONS |
| <b>Attainment Level</b> | Level 3                          |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| <b>Course: ADVANCE CORPORATE FINANCE</b>        |

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2020-2023**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.



**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|-------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                               |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| VI<br>SEM                     | BBA61<br>0 | 1           | 1           | -           | 2           | -           | 3           | 2           | -           | 2       | -        | 1        | -        | 3    |

| AMITY BUSINESS SCHOOL                                                                            |
|--------------------------------------------------------------------------------------------------|
| Course Handout                                                                                   |
| Course: ADVANCE CORPORATE FINANCE                                                                |
| Course Code: BBA 610, Credits: 04, Session :2022-23 (Even Sem.), Class: BBA 3 <sup>rd</sup> Year |
|                                                                                                  |

**Introduction:** The basic objective of this course is to acquaint the students with the latest developments in the field of corporate finance. This course will be a step above Financial Management II where they will learn advanced topics related to behavioural finance, corporate restructuring & corporate governance.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA610.1.** Get a conceptual overview on Corporate finance and its objective, Shareholder wealth maximization. Agency Problems, Management Compensation & measurement of Performance

**BBA610.2.** Learn the different **Valuation Models, Application of Valuation Model, EVA/MVA, Balanced scorecard** and other methods/measures of financial performance.

**BBA610.3.** Know Corporate restructuring, Theory of Mergers, Operating Synergy & Pure Diversification: Theory of mergers, Costs and Benefits of Merger, Evaluation of Merger as a Capital Budgeting Decision, Poison Pills, Turnaround Strategies, Tax Planning relating to mergers and Amalgamation

**BBA610.4.** Understand the concept **Corporate Governance & Business Ethics**, Implementation of Corporate Governance, Ethics and finance, Ethical practices in market place, corporate responsibility, social audit and ethical investing.

**BBA610.5.** Get an overview of concept of Behavioural Finance, Expected Utility, Non-Expected Utility Preferences, A review of classical probability theory, Beliefs, Biases and Heuristics, Preferences and Anomalies in the Financial markets

**BBA610.6.** Understand the concept **Strategic Cost management**, Financial aspects of supply chain management, Operations management perspective on Costs, Strategic cost analysis (using activity based costing, target costing and life cycle costing) and product pricing at Different stages of product's life cycle

**Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **E. Syllabus**

### **Module I: Introduction**

Objectives of Corporate finance. Shareholder wealth maximization. Agency Problems, Management Compensation & measurement of Performance

### **Module II: Valuation Concepts**

Valuation Models, Application of Valuation Model, EVA/MVA, Balanced scorecard and other methods/measures of financial performance.

### **Module III: Corporate restructuring**

Differential Efficiency & Financial Synergy: Theory of Mergers, Operating Synergy & Pure Diversification: Theory of mergers, Costs and Benefits of Merger, Evaluation of Merger as a Capital Budgeting Decision, Poison Pills, Turnaround Strategies, Tax Planning relating to mergers and Amalgamation

### **Module IV: Corporate Governance & Business Ethics**

Implementation of Corporate Governance, Ethics and finance, Ethical practices in market place, corporate responsibility, social audit and ethical investing.

### **Module V: Behavioural Finance**

Introduction and Expected Utility, Non-Expected Utility Preferences, A review of classical probability theory, Beliefs, Biases and Heuristics, Preferences and Anomalies in the Financial markets

### **Module VI: Strategic Cost management**

Financial aspects of supply chain management, Operations management perspective on Costs, Strategic cost analysis (using activity based costing, target costing and life cycle costing) and product pricing at Different stages of product's life cycle.

## **F. Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b>     | <b>5</b> | <b>70</b> |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

## **G. Suggested Text/Reference Books:**

**Text:**

- Brealey and Myers, Principles of Corporate Finance, Eighth Edition, Tata McGraw Hill Publishing Company Limited.

**References:**

- Ross, Westerfield and Jaffe, Seventeenth Edition, Tata McGraw Hill.
- Quiry, P., Dallochio, M., YannLE Fur,.Antonio Salvi, Seventh Edition, John Wiley and Sons

**H. Lecture Plan:**

| Lecture | Topics                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO                            |
|---------|------------------------------------------------------|------------------|------------------|-------------------------------------------------|
| 1       | Introduction to Syllabus                             | Lecture          | BBA610.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2       | Objectives of Corporate finance.                     | Lecture          | BBA610.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3       | Shareholder wealth maximization.                     | Lecture          | BBA610.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4       | Agency Problems                                      | Lecture          | BBA610.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5       | Management Compensation measurement & of Performance | Lecture          | BBA610.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6       | Group discussion                                     | Lecture          | BBA610.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7       | Valuation Concepts                                   | Lecture          | BBA610.2         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8       | Valuation Models                                     | Lecture          | BBA610.2         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9       | Valuation Models                                     | Lecture          | BBA610.2         | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                               |         |          |                                                 |
|----|---------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 10 | Application of Valuation Model,                               | Lecture | BBA610.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | EVA/MVA                                                       | Lecture | BBA610.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | Balanced scorecard                                            | Lecture | BBA610.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Other methods/measures of financial performance.              | Lecture | BBA610.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Other methods/measures of financial performance.              | Lecture | BBA610.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Valuation Models                                              | Lecture | BBA610.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Case Study Discussion                                         | Lecture | BBA610.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Corporate restructuring                                       | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination                 |
| 18 | Differential Efficiency & Financial Synergy Theory of Mergers | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination                 |
| 19 | Theory of Mergers                                             | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination                 |
| 20 | Operating Synergy & Pure Diversification: Theory of mergers,  | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination                 |
| 21 | Costs and Benefits of Merger,                                 | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination                 |
| 22 | Evaluation of Merger as a Capital Budgeting Decision,         | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination                 |
| 23 | Poison Pills, Turnaround Strategies,                          | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination                 |

|    |                                                   |         |          |                                 |
|----|---------------------------------------------------|---------|----------|---------------------------------|
| 24 | Tax Planning relating to mergers and Amalgamation | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination |
| 25 | Tax Planning relating to mergers and Amalgamation | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination |
| 26 | Case study discussion                             | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination |
| 27 | Case study discussion                             | Lecture | BBA610.3 | Viva/Quiz & End Sem Examination |
| 28 | Corporate Governance & Business Ethics            | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 29 | Implementation of Corporate Governance,           | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 30 | Ethics and finance,                               | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 31 | Ethical practices in market place,                | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 32 | Corporate responsibility,                         | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 33 | social audit and ethical investing.               | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 34 | Group Discussion                                  | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 35 | Case Study Discussion                             | Lecture | BBA610.4 | Viva/Quiz & End Sem Examination |
| 36 | Behavioural Finance                               | Lecture | BBA610.5 | Viva/Quiz & End Sem Examination |
| 38 | Introduction and Expected Utility,                | Lecture | BBA610.5 | Viva/Quiz & End Sem Examination |
| 39 | Non-Expected Utility Preferences,                 | Lecture | BBA610.5 | Viva/Quiz & End Sem Examination |
| 40 | A review of classical probability theory,         | Lecture | BBA610.5 | Viva/Quiz & End Sem Examination |
| 41 | Beliefs, Biases and Heuristics,                   | Lecture | BBA610.5 | Viva/Quiz & End Sem Examination |



|    |                                                                                               |         |          |                                 |
|----|-----------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 42 | Preferences and Anomalies in the Financial markets                                            | Lecture | BBA610.5 | Viva/Quiz & End Sem Examination |
| 43 | Strategic Cost management -Concept                                                            | Lecture | BBA610.6 | Viva/Quiz & End Sem Examination |
| 44 | Financial aspects of supply chain management,                                                 | Lecture | BBA610.6 | Viva/Quiz & End Sem Examination |
| 45 | Operations management perspective on Costs,                                                   | Lecture | BBA610.6 | Viva/Quiz & End Sem Examination |
| 46 | Strategic cost analysis (using activity based costing, target costing and life cycle costing) | Lecture | BBA610.6 | Viva/Quiz & End Sem Examination |
| 47 | Product pricing at Different stages of product's life cycle                                   | Lecture | BBA610.6 | Viva/Quiz & End Sem Examination |
| 48 | Case Study Discussion                                                                         | Lecture | BBA610.6 | Viva/Quiz & End Sem Examination |

#### I. Course Articulation Matrix (Mapping of COs with POs, PSO)

| CO                | STATEMENT                                                                                                                                                                | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                          | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 610.1.</b> | Get a conceptual overview on Corporate finance and its objective, Shareholder wealth maximization. Agency Problems, Management Compensation & measurement of Performance | 1                                   | -           | 2           | 3           | -           | 3           | -           | -           | 2           | 1            | 1                                            | -                | 3                |

|                            |                                                                                                                                                                                                                                                                                          |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>610.<br/>2.</b> | Learn the different Valuation Models, Application of Valuation Model, EVA/MVA, Balanced scorecard and other methods/measures of financial performance.                                                                                                                                   | 2 | - | 2 | 3 | - | 3 | 2 | 2 | 2 | 1 | 2 | - | 3 |
| <b>BBA<br/>610.<br/>3.</b> | Know Corporate restructuring, Theory of Mergers, Operating Synergy & Pure Diversification: Theory of mergers, Costs and Benefits of Merger, Evaluation of Merger as a Capital Budgeting Decision, Poison Pills, Turnaround Strategies, Tax Planning relating to mergers and Amalgamation | 2 | 1 | - | 3 | - | 3 | 3 | 1 | - | 1 | 1 | - | 3 |
| <b>BBA<br/>610.<br/>4.</b> | Understand the concept <b>Corporate Governance &amp; Business Ethics</b> , Implementation of Corporate Governance, Ethics and finance, Ethical practices in market place, corporate responsibility, social audit and ethical investing.                                                  | 2 | - | 1 | 1 | - | 3 | 2 | - | 3 | 1 | 1 | - | 3 |
| <b>BBA<br/>610.<br/>5.</b> | Get an overview of concept of Behavioural Finance, Expected Utility, Non-Expected Utility Preferences, A review of classical probability theory, Beliefs, Biases and Heuristics, Preferences and                                                                                         | 1 | - | 2 | 2 | - | 3 | 3 | - | 3 | 1 | 2 | - | 3 |

|                   |                                                                                                                                                                                                                                                                                                                   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | Anomalies in the Financial markets                                                                                                                                                                                                                                                                                |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 610.6.</b> | Understand the concept <b>Strategic Cost management</b> , Financial aspects of supply chain management, Operations management perspective on Costs, Strategic cost analysis (using activity based costing, target costing and life cycle costing) and product pricing at Different stages of product's life cycle | 3 | - | 2 | - | 2 | 3 | 3 | - | 2 | 1 | - | 1 | 3 |

#### J. Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –VI) 2020-21                                                                                                                                                                                                                                                                                                                                    |              |               |           |                   |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------|-----------|-------------------|----------------|----------|
| Class: BBA III Year                                                                                                                                                                                                                                                                                                                                                                          |              |               |           |                   |                |          |
| Subject Name: BBA 610 Advance Corporate Finance                                                                                                                                                                                                                                                                                                                                              |              | Time: 1.5 Hrs |           |                   | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                               | Remembering  | Understanding | Applying  | Analyzing         | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                             | Q. 1, 2, 3   | Q.1, 2, 5     | Q.4, 5, 6 | Q.2 b, Q 3 , 5, 6 | Q 5 and 6      |          |
| <p>Student will be able to -</p> <p>CO1: Get a conceptual overview on Corporate finance and its objective, Shareholder wealth maximization. Agency Problems, Management Compensation &amp; measurement of Performance</p> <p>CO2: Learn the different Valuation Models, Application of Valuation Model, EVA/MVA, Balanced scorecard and other methods/measures of financial performance.</p> |              |               |           |                   |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                       | Question No. | Question      |           |                   |                | Marks    |

|     |      |                                                                      |   |
|-----|------|----------------------------------------------------------------------|---|
| CO1 | Q.1  | What do you mean Corporate Finance?                                  | 3 |
| CO1 | Q.2a | Define shareholder wealth maximization concept.                      | 3 |
|     | Q.2b | Explain the objectives of corporate finance.                         | 3 |
| CO2 | Q.3  | Explain the Balanced Scorecard and its different perspectives.       | 6 |
| CO2 | Q.4  | Define EVA/MVA.                                                      | 3 |
| CO1 | Q.5  | What is Corporate Restructuring.                                     | 3 |
|     | Q.5  | Explain cost and benefits of merger.                                 | 3 |
| CO2 | Q 6  | Explain operating synergy and pure diversification theory of merger. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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# Attainment

|                         |                           |
|-------------------------|---------------------------|
| <b>Session</b>          | 2020-21                   |
| <b>Course Name</b>      | BBA                       |
| <b>Semester</b>         | 6th Semester              |
| <b>Subject Code</b>     | BBA 610                   |
| <b>Subject Name</b>     | ADVANCE CORPORATE FINANCE |
| <b>Attainment Level</b> | Level 3                   |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
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# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

Course : **PERFORMANCE MANAGEMENT SYSTEM**

## PROGRAMME OUTCOMES

**Bachelor of Business Administration**

**2020-2023**

### Programme Outcomes:

**[PO.1]. Knowledge of Business, Management, and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand, and analyze the knowledge of principles of management to find solutions to real-world problems.

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**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need to be proactive and keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communication skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate, and Resolve Conflicts):** Define, explain, and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognize, explain, and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future Leaders:** The program will develop the foundations of business ethics, and prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **PROGRAM SPECIFIC OUTCOMES:**

**PSO1:** - Understand the basic concepts of Human resources management and the role of Industrial relations and labour law with its applications at national and international levels in the individual, team, and at organizational levels.

**PSO2:** - Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** - Practical knowledge of training and development in various areas and hands-on session compensation and reward management with current trends and its benefits.

**Note:** - Correlation levels 1, 2, and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium), and 3: Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|----------------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                              |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| VI<br>SEM                                    | BBA6<br>12 | 3           | 1           | 1           | 3           | 1           | 2           | 2           | 1           | 1       | 1        | -        | 1        | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                 |
|---------------------------------------------------------------------------------------|
| Course Handout                                                                        |
| Course: PERFORMANCE MANAGEMENT SYSTEM                                                 |
| Course Code: BBA 612, Crédits : 04, Session: 2020-21 (Even Sem.), Class: BBA 3rd Year |

**Introduction:** The objective of this course is to familiarize the budding managers with how the course will help students understand the significance of appraisal for an organization and individuals. It will develop an understanding of various Performance Appraisal tools and their applications and potential appraisal. Further it will develop a right perspective in them towards managing and improving performance. It aims to equip the students to focus on understanding the basic concepts, theories and functioning of performance management system on organisation and its applications.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA 612. 1.** Able to Understand the concept of performance management and basic elements of performance appraisal and motivational-related theory that impact planning performance.

**BBA 612. 2.** Know the basic process of performance appraisal and its objectives with methods of appraisal with its contemporary methods.

**BBA 612. 3.** Able to Recognize the essential features of 360-degree feedback with the RSDQ Model and its applicability.

**BBA 612. 4.** Describe the role of potential appraisal in relation to competency mapping with relevant case studies.



**BBA 612. 5.** Demonstrate the application functions in performance management related to creating high-performance organizations.

**BBA 612. 6.** Able to understand the emerging concerns with performance management beyond tangible performance with HR Scorecard.

**B. Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management, and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain, and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyze the knowledge of principles of management to find solutions to real-world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real-world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need to be proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communication skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain, and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognize, explain, and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### C. Programme Specific Outcomes:

**PSO1:** Understand the basic concepts of Human resources management and the role of Industrial relations and labour law with its applications at national and international level in the individual, team, and at organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands-on session compensation and reward management with current trends and its benefits.

### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## D. Syllabus

### Module I: Overview of Performance Management

Employee Motivation & Needs (Vroom's & Adam's Theory of Motivation), Performance Appraisal: The past & the future, Human Resource Development & Performance Appraisal, Planning Performance & Role Clarity, Accountability and Effectiveness.

### Module II: Process of Performance Appraisal

Measuring Performance Appraisal – Objectives & Indicators, Methods of Appraisal – Contemporary & Modern methods, Performance feedback & counseling, PMS.

### Module III: 360-degree Feedback

Definition, methodology, advantages/disadvantages of Feedback, RSDQ Model, and Criteria for Success, Experiences in 360 appraisals.

### Module IV: Potential Appraisal

Concept, difference between performance appraisal and potential appraisal, Competency mapping & potential appraisal –case studies

### Module V: Performance Management in Application

Performance Management and development, Performance Management and Pay, Creating a High-Performance organization.

### Module VI: Emerging Concerns & Performance Management

Appraisal for future – going beyond tangible performance, HR Scorecard.

Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

Text & References:

#### Text:

- T.V. Rao; Performance Management and Appraisal; Jaico Publication
- Dinesh K. Srivastava, "Strategies for Performance Management", New Delhi, 2005, Excel Books,

#### References:

- K Aswathappa; Human Resource and Personnel Management; McGraw- Hill Companies
- Desimone; Human Resource Development Thomson Learning.

### E. Lecture Plan

| Lecture | Topics                                                | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | What is Performance Management? definition and scope. | Lecture          | BBA 612.1.       | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of Employee Motivation & Needs.               | Lecture          | BBA 612.1.       | Mid Term-1, Quiz & End Sem Exam |
| 3       | Vroom's & Adam's Theory of Motivation                 | Lecture          | BBA 612.1.       | Mid Term-1, Quiz & End Sem Exam |
| 4       | Performance Appraisal                                 | Lecture          | BBA 612.1.       | Mid Term-1, Quiz & End Sem Exam |
| 5       | Performance appraisal: The past & the future          | Lecture          | BBA 612.1.       | Mid Term-1, Quiz & End Sem Exam |
| 6       | Human Resource Development & Performance              | Lecture          | BBA 612.1.       | Mid Term-1, Quiz & End Sem Exam |
| 7       | Planning Performance & Role Clarity,                  | Lecture          | BBA 612.1.       | Mid Term-1, Quiz & End Sem Exam |
| 8       | Accountability and Effectiveness                      | Lecture          | BBA 612.1.       | Mid Term-1, Quiz & End Sem Exam |

|    |                                                           |         |            |                                 |
|----|-----------------------------------------------------------|---------|------------|---------------------------------|
| 9  | Process of Performance Appraisal                          | Lecture | BBA 612.2. | Mid Term-1, Quiz & End Sem Exam |
| 10 | Measuring Performance Appraisal – Objectives & Indicators | Lecture | BBA 612.2. | Mid Term-1, Quiz & End Sem Exam |
| 11 | Methods of Appraisal                                      | Lecture | BBA 612.2. | Mid Term-1, Quiz & End Sem Exam |
| 12 | Contemporary & Modern methods                             | Lecture | BBA 612.2. | Mid Term-1, Quiz & End Sem Exam |
| 13 | Performance feedback                                      | Lecture | BBA 612.2. | Mid Term-1, Quiz & End Sem Exam |
| 14 | counseling, PMS.                                          | Lecture | BBA 612.2. | Mid Term-1, Quiz & End Sem Exam |
| 15 | 360-degree Feedback                                       | Lecture | BBA 612.3. | Mid Term-1, Quiz & End Sem Exam |
| 16 | 360-degree Feedback: Definition, methodology              | Lecture | BBA 612.3. | Mid Term-1, Quiz & End Sem Exam |
| 17 | Advantages/disadvantages of Feedback.                     | Lecture | BBA 612.3. | Mid Term-1, Quiz & End Sem Exam |
| 18 | RSDQ Model:                                               | Lecture | BBA 612.3. | Mid                             |

|    |                                                                           |         |            |                                             |
|----|---------------------------------------------------------------------------|---------|------------|---------------------------------------------|
|    | introduction                                                              |         |            | Term-1,<br>Quiz&<br>End Sem<br>Exam         |
| 19 | Criteria for success,<br>Experiences in 360<br>appraisals.                | Lecture | BBA 612.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 20 | Potential Appraisal:<br>Introduction                                      | Lecture | BBA 612.4. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 21 | Potential Appraisal:<br>concept                                           | Lecture | BBA 612.4. | Quiz &<br>End Sem<br>Exam                   |
| 22 | Difference between<br>performance<br>appraisal and<br>potential appraisal | Lecture | BBA 612.4. | Quiz &<br>End Sem<br>Exam                   |
| 23 | Competency mapping                                                        | Lecture | BBA 612.4. | Quiz &<br>End Sem<br>Exam                   |
| 24 | Potential appraisal-<br>case studies                                      | Lecture | BBA 612.4. | Quiz &<br>End Sem<br>Exam                   |
| 25 | Competency<br>mapping:<br>Introduction .                                  | Lecture | BBA 612.4. | Quiz &<br>End Sem<br>Exam                   |
| 26 | Competency<br>mapping: Factors.                                           | Lecture | BBA 612.4. | Quiz &<br>End Sem<br>Exam                   |
| 27 | Competency<br>mapping: Case<br>studies.                                   | Lecture | BBA 612.4. | Quiz &<br>End Sem<br>Exam                   |
| 28 | Competency<br>mapping: model and<br>skill gap.                            | Lecture | BBA 612.4  | Quiz &<br>End Sem<br>Exam                   |
| 29 | Performance<br>Management in<br>application:<br>Introduction              | Lecture | BBA 612.5. | Quiz &<br>End Sem<br>Exam                   |
| 30 | Performance<br>Management in<br>application: case                         | Lecture | BBA 612.5. | Quiz &<br>End Sem<br>Exam                   |

|    |                                                          |         |            |                     |
|----|----------------------------------------------------------|---------|------------|---------------------|
|    | study                                                    |         |            |                     |
| 31 | Performance Management and development                   | Lecture | BBA 612.5. | Quiz & End Sem Exam |
| 32 | Performance Management and development: case studies     | Lecture | BBA 612.5. | Quiz & End Sem Exam |
| 33 | Performance Management and Pay                           | Lecture | BBA 612.5. | Quiz & End Sem Exam |
| 34 | Performance Management and Pay: Case studies             | Lecture | BBA 612.5. | Quiz & End Sem Exam |
| 35 | Creating High Performance organization: Introduction     | Lecture | BBA 612.5. | Quiz & End Sem Exam |
| 36 | Emerging Concerns & Performance Management               | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 37 | Emerging Concerns & Performance Management: Introduction | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 38 | Appraisal for future: Introduction                       | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 39 | Appraisal for future: case studies                       | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 40 | Going beyond tangible performance: Introduction          | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 41 | Tangible performance: case studies                       | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 42 | HR Scorecard.                                            | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 43 | HR Scorecard: Introduction                               | Lecture | BBA 612.6. | Quiz & End Sem Exam |

|    |                                                          |         |            |                     |
|----|----------------------------------------------------------|---------|------------|---------------------|
| 44 | HR Scorecard: relevance                                  | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 45 | HR Scorecard: case studies                               | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 46 | Emerging Concerns & Performance Management: summary      | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 47 | Emerging Concerns & Performance Management: case studies | Lecture | BBA 612.6. | Quiz & End Sem Exam |
| 48 | various Performance Appraisal tools                      | Lecture | BBA 612.6. | Quiz & End Sem Exam |

**F. Course Articulation Matrix (Mapping of COs with POs & PSO)**

| CO                | STATEMENT                                                                                                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |       | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |       |       |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|----------------------------------------------|-------|-------|
|                   |                                                                                                                                                                            | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PSO 1                                        | PSO 2 | PSO 3 |
| <b>BBA 612.1.</b> | Able to Understand the concept of performance management and basic elements of performance appraisal and motivational related theory which impact on planning performance. | 1                                   | 1    | 3    | 2    | 1    | 1    | 1    | 1    | 3    | 1     | -                                            | 1     | 3     |



|                           |                                                                                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BBA<br/>612.<br/>2</b> | Know the basic process of performance appraisal and its objectives with methods of appraisal with its contemporary methods. | 1 | 1 | 3 | 3 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | - |
| <b>BBA<br/>612.<br/>3</b> | Able to Recognize the essential features of 360-degree feedback with RSDQ Model and its applicability.                      | 1 | 1 | 3 | 3 | 2 | 1 | 1 | 1 | 3 | 1 | - | 1 | 3 |
| <b>BBA<br/>612.<br/>4</b> | Describe the role of potential appraisal in relations to competency mapping with relevant case studies                      | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 3 | - | 2 |
| <b>BBA<br/>612.<br/>5</b> | Demonstrate the applications functions in performance management related to creating high performance organization          | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | 1 | 2 | 2 | 1 |
| <b>BBA<br/>612.<br/>6</b> | Able to understand the emerging concerns with performance management beyond tangible performance with HR Scorecard.         | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | 1 | 3 | 1 | 1 |

## Sample question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –VI) 2020-21                                                                                                                                                                                                                                                                                                                                                                                                                        |              |                                                                                                                                        |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BBA III Year                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              |                                                                                                                                        |          |           |                |          |
| Subject Name: BBA 612<br>Performance Management System                                                                                                                                                                                                                                                                                                                                                                                                                           |              | Time: 1.5 Hrs                                                                                                                          |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                   | Remembering  | Understanding                                                                                                                          | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.1,4        | Q.2,3                                                                                                                                  | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Able to Understand the concept of performance management and basic elements of performance appraisal and motivational related theory which impact on planning performance.</p> <p>CO2: Know the basic process of performance appraisal and its objectives with methods of appraisal with its contemporary methods.</p> <p>CO3: Able to Recognize the essential features of 360-degree feedback with RSDQ Model and its applicability.</p> |              |                                                                                                                                        |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Question No. | Question                                                                                                                               |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.1          | Explain in brief the basic elements of performance appraisal and one motivational related theory which impact on planning performance. |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.2          | What is the process of performance appraisal.                                                                                          |          |           |                | 3        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.3          | Write a short note on: Performance management with RSDQ Model.                                                                         |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.4          | Describe the role concept of performance appraisal.                                                                                    |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.5          | Demonstrate the functions related to planning performance.                                                                             |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.6.         | Write short note on :360 degree feedback .                                                                                             |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

# Attainment

|                         |                               |
|-------------------------|-------------------------------|
| <b>Session</b>          | 2020-21                       |
| <b>Course Name</b>      | BBA                           |
| <b>Semester</b>         | 6th Semester                  |
| <b>Subject Code</b>     | BBA 612                       |
| <b>Subject Name</b>     | PERFORMANCE MANAGEMENT SYSTEM |
| <b>Attainment Level</b> | Level 3                       |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**Course: Compensation and Reward Management**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

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**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future Leaders:** The program will develop the foundations of business ethics, and prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**PROGRAM SPECIFIC OUTCOMES:**

**PSO1:** Understand the basic concepts of Human resources management and the role of Industrial relations and labour law with its applications at national and international levels in the individual, team, and organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands-on session compensation and reward management with current trends and its benefits.

**Note:** - Correlation levels 1, 2, and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium), and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |          |
|----------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|----------|
|                                  |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PSO<br>1 | PSO<br>2 | PSO<br>3 |
| VI SEM                           | BBA<br>613 | 3           | 1           | 1           | 3           | 1           | 2           | 2           | 1           | 1       | 1        | 3        | 1        | -        |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course: Compensation and Reward Management                                              |
| Course Code : BBA 613, Crédits : 04, Session: 2020-21( Even Sem.), Class : BBA 3rd Year |

**Introduction:** The objective of this course is to familiarize the budding managers with how course will help students to familiarize students with the dynamics of wage and salary administration and current trends in India and understand the significance of compensation and reward management for an organization and individuals. It will develop an understanding of various compensation tools and their applications and potential appraisal. Further it will develop a right perspective in them towards managing and improving performance. It aims to equip the students to focus on understanding the basic concepts, theories and functioning of compensation and reward management system on organisation and its applications.

**A. Course Outcomes:** At the end of the course, students will be able to:

- 1. BBA 613. 1.** Able to Understand the concept of compensation management and basic elements of wages and salary administration and the Role of various parties with Legislation for compensation.
- 2. BBA 613. 2.** Know the basics of Developing Compensation Programs and Job Evaluation, with Basic wage payment systems with total Salary Structure with the help of Compensation Surveys.
- 3. BBA 613. 3.** Able to Recognize the Derivatives of Compensation with Merit pay and Performance Evaluation and Performance-based rewards with Performance Criteria Choices.

4. **BBA 613.4.** Describe the role of Incentive Plans: individual and group incentive plans and its impact on Productivity Gain sharing plans with financial incentives.

5. **BBA 613.5.** Demonstrate the application functions of Supplemented Pay benefits insurance benefits and Retirement benefits, and Employee service benefits in performance management related to creating a high-performance organization That depends on ESOPs, Flexible benefits, and Benefits Surveys. Measuring Cost-to-Company (CTC).

6. **BBA 613.6.** Able to understand the current trends in compensation and reward management.

### **Program Outcomes:**

**[PO.1]. Knowledge of Business, Management, and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain, and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyze the knowledge of principles of management to find solutions to real-world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate, and provide innovative solution frameworks to real-world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weaknesses, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive and keep continuous learning in the broadest context of changes happening in business management.

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local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **B. Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and the role of Industrial relations and labour law with its applications at national and international levels in the individual, team, and organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands-on session compensation and reward management with current trends and its benefits.

#### **C. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **D. Syllabus**

### **Module I: Introduction**

Overview of Compensation Management, Wage and Salary Administration – Nature, Importance, Philosophy, Objectives, Definition, Goals, Role of various parties – Employees, Employers, Unions & Government and

Consequences of pay, Legislations for compensation – PF, Gratuity, Pension, Bonus

### **Module II: Developing Compensation Programs**

Job Evaluation, Basic systems Time wage, Piece wage, Incentives, Wage payments and Total Salary Structure, Compensation Surveys, Hay Plan, Developing Competitive Compensation Programs, Developing Salary Structures

### **Module III: Derivatives of Compensation**

Pay for Performance, Merit pay and Performance Evaluation, Performance-based rewards, Performance Criteria Choices, and Performance-based Compensation Schemes, Benefits.

### **Module IV: Incentive Plans**

Incentive Plans: individual and group incentive plans, Productivity Gain sharing plans, Profit Sharing Plans, Non - Financial and Financial incentives,

### **Module V: Employee Benefits**

Employee Benefits: Supplemented Pay benefits (pay for time not worked) insurance benefits, Retirement benefits, Employees' service benefits, Introduction to ESOPs, Flexible benefits and Benefits Surveys. Measuring Cost-to-Company (CTC)

### **Module VI: Current Trends:**

Current Trends in Compensation and Reward Management.

### **Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b>     | <b>5</b> | <b>70</b> |

## Text & References:

Text:

- Garry Dressler, "Personnel / Human Resource Management", London, Prentice Hall, 1994.
- William B. Werther Jr. and Keith Davis "Human Resource Management". New Jersey: McGraw Hill. (1993)
- Milkovich & Newman, Compensation, Irwin/McGraw-Hill 8<sup>th</sup> Ed.

References:

- Frans Poets, The Art of HRD – Job Evaluation & Remuneration, Crest Publishing, Volume 7 1<sup>st</sup> Edition
- Michael Armstrong, Helen Murlis, The Art of HRD – Reward Management, Crest Publishing
- Michael Armstrong, Employee Reward, (University Press)
- P. Zingheim, The New Pay, Linking Employee & Organization Performance, Schuster, (Jossey-Bass)
- Sara Rynes, Compensation in Organization, Gerhart (Jossey BASS)
- Wendell L French, "Human Resource Management", USA, Houghton Mifflin Company, 1994.
- David D. Decenzo and Stephen P. Robbins, "Human Resource Management", New Delhi, Prentice Hall, 3<sup>rd</sup> Edn., 1988.

## E. Lecture Plan

| Lecture | Topics                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | What is Compensation Management? definition and scope. | Lecture          | BBA 613.1.       | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of Wage and Salary Administration              | Lecture          | BBA 613.1.       | Mid Term-1, Quiz & End Sem Exam |
| 3       | Nature, Importance, Philosophy, Objectives             | Lecture          | BBA 613.1.       | Mid Term-1, Quiz & End Sem Exam |
| 4       | Definition, Goals                                      | Lecture          | BBA 613.1.       | Mid Term-1,                     |

|    |                                                   |         |            |                                             |
|----|---------------------------------------------------|---------|------------|---------------------------------------------|
|    |                                                   |         |            | Quiz &<br>End Sem<br>Exam                   |
| 5  | Role of various<br>parties                        | Lecture | BBA 613.1. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 6  | Employees,<br>Employers, Unions &<br>Government . | Lecture | BBA 613.1. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 7  | Legislations for<br>compensation                  | Lecture | BBA 613.1. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 8  | PF, Gratuity,<br>Pension, Bonus                   | Lecture | BBA 613.1. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 9  | Developing<br>Compensation<br>Programs            | Lecture | BBA 613.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 10 | Job Evaluation                                    | Lecture | BBA 613.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 11 | Basic systems<br>Time wage                        | Lecture | BBA 613.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 12 | Piece wage,<br>Incentives                         | Lecture | BBA 613.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 13 | Wage payments                                     | Lecture | BBA 613.2. | Mid<br>Term-1,                              |

|    |                                                        |         |            |                                             |
|----|--------------------------------------------------------|---------|------------|---------------------------------------------|
|    |                                                        |         |            | Quiz &<br>End Sem<br>Exam                   |
| 14 | Total Salary Structure,                                | Lecture | BBA 613.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 15 | Compensation<br>Surveys                                | Lecture | BBA 613.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 16 | Hay Plan                                               | Lecture | BBA 613.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 17 | Developing<br>Competitive<br>Compensation<br>Programs. | Lecture | BBA 613.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 18 | Developing Salary<br>Structures                        | Lecture | BBA 613.2. | Mid<br>Term-1,<br>Quiz&<br>End Sem<br>Exam  |
| 19 | Derivatives of<br>Compensation                         | Lecture | BBA 613.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 20 | Pay for Performance,<br>Merit pay .                    | Lecture | BBA 613.3. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 21 | Incentive Plans                                        | Lecture | BBA 613.4. | Quiz &<br>End Sem<br>Exam                   |
| 22 | Individual and group<br>incentive plans,               | Lecture | BBA 613.4. | Quiz &<br>End Sem<br>Exam                   |
| 23 | Individual and group<br>incentive plans.               | Lecture | BBA 613.4. | Quiz &<br>End Sem                           |

|    |                                                                                       |         |            |                     |
|----|---------------------------------------------------------------------------------------|---------|------------|---------------------|
|    | Introduction, classifications                                                         |         |            | Exam                |
| 24 | Individual and group incentive plans: Importance                                      | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 25 | Productivity Gain sharing plans: Introduction                                         | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 26 | Productivity Gain sharing plans: classifications                                      | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 27 | Productivity Gain sharing plans: summary                                              | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 28 | Productivity Gain sharing plans :case study                                           | Lecture | BBA 613.4  | Quiz & End Sem Exam |
| 29 | Profit Sharing Plans: Introduction                                                    | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 30 | Non - Financial and Financial incentives : Introduction , classification              | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 31 | Employee Benefits: Introductions                                                      | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 32 | Supplemented Pay benefits (pay for time not worked) insurance benefits: Introductions | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 33 | Insurance benefits: Introductions                                                     | Lecture | BBA 613.5. | Quiz & End Sem Exam |

|    |                                                                 |         |            |                     |
|----|-----------------------------------------------------------------|---------|------------|---------------------|
| 34 | Retirement benefits, Employees' service benefits: Introductions | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 35 | Retirement benefits, Employees' service benefits : Types        | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 36 | Introduction to ESOPs                                           | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 37 | ESOPs: Case studies                                             | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 38 | Flexible benefits : Introduction                                | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 39 | Benefit Surveys: classification and benefits                    | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 40 | Measuring Cost- to – Company (CTC) : meaning                    | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 41 | Measuring Cost- to – Company (CTC) : different heads under CTC. | Lecture | BBA 613.6. | Quiz & End Sem Exam |
| 42 | Measuring Cost- to – Company (CTC) : Importance                 | Lecture | BBA 613.6. | Quiz & End Sem Exam |
| 43 | Current Trends in compensation                                  | Lecture | BBA 613.6. | Quiz & End Sem Exam |
| 44 | Current Trends: case study.                                     | Lecture | BBA 613.6. | Quiz & End Sem Exam |
| 45 | Current Trends in reward management                             | Lecture | BBA 613.6. | Quiz & End Sem Exam |

|    |                                             |         |            |                     |
|----|---------------------------------------------|---------|------------|---------------------|
| 46 | Current Trends in compensation: case study  | Lecture | BBA 613.6. | Quiz & End Sem Exam |
| 47 | Reward management: summary                  | Lecture | BBA 613.6. | Quiz & End Sem Exam |
| 48 | Derivatives of Compensation: Current trends | Lecture | BBA 613.6. | Quiz & End Sem Exam |

#### F. Course Articulation Matrix (Mapping of COs with POs & PSO)

| CO                | STATEMENT                                                                                                                                                                       | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                                 | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA 613.1</b>  | Able to Understand the concept of compensation management and basic elements of wages and salary administration and Role of various parties with Legislations for compensation. | 1                                   | 1           | 3           | 2           | 1           | 1           | 1           | 1           | 3           | 1            | 1                                            | 1                | -                |
| <b>BBA 613.2.</b> | Know the basic of Developing Compensation Programs and Job Evaluation, with Basic wage payment systems with total Salary Structure with help of Compensation Surveys.           | 1                                   | 1           | 3           | 3           | 1           | 1           | 2           | 2           | 1           | 1            | 2                                            | 1                | 3                |
| <b>BBA 613.3.</b> | Able to Recognize the Derivatives of Compensation with Merit                                                                                                                    | 1                                   | 1           | 3           | 3           | 2           | 1           | 1           | 1           | 3           | 1            | 1                                            | 1                | 2                |



|                    |                                                                                                                                                                                                                                                                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                    | pay and Performance Evaluation and Performance based rewards with Performance Criteria Choices.                                                                                                                                                                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 613. 4.</b> | Describe the role of Incentive Plans: individual and group incentive plans and its impact on Productivity Gain sharing plans with financial incentives.                                                                                                                                                                       | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 3 | 1 | 1 |
| <b>BBA 613. 5.</b> | Demonstrate the applications functions of Supplemented Pay benefits insurance benefits and Retirement benefits, Employees' service benefits in performance management related to creating high performance organisation Which is depends on ESOPs, Flexible benefits and Benefit Surveys. Measuring Cost- to – Company (CTC). | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | 1 | 1 | 3 | 3 |
| <b>BBA 613. 6.</b> | Able to understand the current trends in compensation and reward management.                                                                                                                                                                                                                                                  | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | 1 | 2 | - | 1 |

### Sample question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |              |                                                                                            |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –VI) 2020-21                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              |                                                                                            |          |           |                |          |
| Class: BBA III Year                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                                                            |          |           |                |          |
| Subject Name: BBA 613<br>Compensation and Reward<br>Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              | Time: 1.5 Hrs                                                                              |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Remembering  | Understanding                                                                              | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                                                      | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Able to Understand the concept of compensation management and basic elements of wages and salary administration and Role of various parties with Legislations for compensation.</p> <p>CO2: Know the basic of Developing Compensation Programs and Job Evaluation, with Basic wage payment systems with total Salary Structure with help of Compensation Surveys.</p> <p>CO3: Able to Recognize the Derivatives of Compensation with Merit pay and Performance Evaluation and Performance based rewards with Performance Criteria Choices.</p> |              |                                                                                            |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                                                                   |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1          | Explain in brief the basic elements of compensation management: importance and philosophy. |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2          | What are the different developing compensation programs?                                   |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.3          | Write a short note on: Gratuity, pension.                                                  |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.4          | Describe the role of developing competitive compensation programs.                         |          |           |                | 6        |

|     |       |                                                                               |   |
|-----|-------|-------------------------------------------------------------------------------|---|
| CO1 | Q.5   | Demonstrate the functions related to various parties related to compensation. | 6 |
| CO2 | Q .6. | Write short note on: wages and salary administration.                         | 3 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

\*\*\*\*\*

# Attainment

|                         |                                  |
|-------------------------|----------------------------------|
| <b>Session</b>          | 2020-21                          |
| <b>Course Name</b>      | BBA                              |
| <b>Semester</b>         | 7th Semester                     |
| <b>Subject Code</b>     | BBA 613                          |
| <b>Subject Name</b>     | COMPENSATION & REWARD MANAGEMENT |
| <b>Attainment Level</b> | Level 3                          |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



|                                                     |
|-----------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>     |
| <b>AMITY BUSINESS SCHOOL</b>                        |
| <b>Course : INDUSTRIAL RELATIONS AND LABOUR LAW</b> |

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2020-2023**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels.

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION MATRIX</b> |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|--------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                      |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| VI<br>SE<br>M                        | BBA<br>629 | 3           | 1           | 1           | 3           | 1           | 2           | 2           | 1           | 1       | 1        | -        | -        | 3    |

| AMITY BUSINESS SCHOOL                                                                    |
|------------------------------------------------------------------------------------------|
| Course Handout                                                                           |
| Course : INDUSTRIAL RELATIONS AND LABOUR LAW                                             |
| Course Code : BBL 629, Crédits : 04, Session :2020-21 (Even Sem.), Class : BBA. 3rd Year |
|                                                                                          |

**A. Introduction:** The objective of this course is to familiarize the budding managers with how industrial relations and labour law is an identifiable governing general functioning of employees in an organisation and also to educate student with the important provisions under these laws .This will enable them to develop the right perspective of this delicate responsibility to deal with union constructively and to maintain industrial democracy, and have a capacity to deal different laws mobilize resources and power accordingly.

**B. Course Outcomes:** At the end of the course, students will be able to:

**1.BBL629.1.** Able to Understand the concept of the industrial Relations and basic elements of labour unrest and Labour-Management Relations During Five Year Plans.

**2.BBL629.2.** Know the basic functioning of laws relating to industry and details discussion on the factories Act,1948 and industrial disputes act ,1947 .

**3.BBL629.3.** Able to Recognize the essential features of Laws relating to remunerations in relations to the payment of wages Act,1936. Minimum wages act 1948 and employees state insurance act 1948 with its applicability.

**4.BBL629.4.** Describe the role of Trade union act 1926 and recognition.

**5.BBL629.5.** Demonstrate the functions related to compensation and insurance, with respect to defense mechanism available to employer and employees etc.

**6.BBL629.6.** Able to understand the concept of provident fund, Bonus and gratuity in organisational social structure of India with respect to social security judicial activism.

**A. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **C. Programme Specific Outcomes:**

**PSO1:** Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

**PSO2:** Theoretical Knowledge of Law relating to industry which impacts the whole performance management system.

**PSO3:** Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits.



**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**E. Syllabus****Module I: Basic Concepts**

Background Study of Industrial Relations in India, Industrial Relations, Industrial Peace, Industrial unrest and Industrial Discipline, Labour-Management Relations During Five Year Plans. Technological Change and Industrial Relations.

**Module II: Laws Relating to Industry**

The factories Act, 1948 - Definition - Approval licencing and registration of factories - Notice by occupier, Health, and welfare measures - weekly holidays. Leave with wages, Employment of women and young person - Penalties and returns. The Industrial Disputes Act, 1947 - Definition – conciliation, court of enquiry and voluntary process for the settlement of industrial disputes - power of the Govt. under ID Act - Instrument of economic coercion - Strike & lock out, Lay off Retrenchment, Transfer and closures - Discharge and Dismissal - Managements prerogative during pendency of proceeding – Work Committee, arbitration and adjudication.

**Module III: Laws Relating to Remuneration**

The Payment of Wages Act, 1936 - Definition - Rules for payment of wages and deductions from wage. The Minimum Wages Act 1948 - Fixing of minimum wages, Procedure for raising

minimum wage - Concept of living wages, Fair wage and minimum wage. The Employees State Insurance Act 1948 - Definition - Applicability of the Act - Insurable workmen - Contribution Benefit – Penalties, The Maternity Benefit Act 1961

#### **Module IV: Laws Relating to Trade Union**

The Trade Union Act 1926. Statutory Definition - Registration of TU, Immunity granted to Registered Trade Union - Recognition of TU.

#### **Module V: Laws relating to Compensation and Insurance**

The workmen's compensation Act 1923 - Definition - Rules regarding workmen's compensation - Defense available to employer and employees.

#### **Module VI: Laws relating to Provident Fund, Bonus and Gratuity**

The Employees Provident Fund and Miscellaneous Provisions Act, 1952 and Employees family pension scheme - definition - Coverage of the organization and employees under the Act - Employees Provident Fund and pension fund scheme - Calculation of contribution withdrawal of Provident Fund amount - Penalties for offence. The. The Payment of Bonus Act 1965 - Applicability of Act - Coverage of employee - Calculation of bonus Rate of Payable bonus - available surplus - allocable surplus Payment of Gratuity Act, 1972 - Definition - Scope and Coverage of the Act - Eligibility criteria - Calculation of Gratuity Nomination

#### **Assignment:**

1. Students need to select an organization and gather information of any industrial dispute in the said organization. Each student is required to articulate on the following:

- a. The key issues in the situation
- b. The key role players in solving or increasing the conflict
- c. To give suggestions as how such situations can be avoided in future.

2. Case Study Air India Pilots, Monnapa Arun, Industrial Relations, Pages(218-242), TataMacGrow Hill,2010.

#### **Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

## Text & References:

### Text:

- P L Malik, Handbook of Labour and Industrial Law Eastern Book Publication 9th Edition 2005

### References:

- R. C. Chawla and K.C. Garg, "Industrial Law", Ludhiana, Kalyani Publishers, 1993.
- P.L. Malik, "Industrial Law", Lucknow, Eastern Book Co., 1995. 19<sup>th</sup> edition reprinted 2006
- J.K. Bareja, "Industrial Law", New Delhi, Galgotia Publishing Co., 2001.
- M.Y. Pylee and George Simon, "Industrial Relations and Personnel Management", New Delhi, Vikas Publishing House, 1996.
- P. Subba Rao, "Essentials of Human Resource Management and Industrial Relations: Text, Cases and Games", Mumbai, Himalaya, 2000.
- S.C. Shrivastava, "Industrial Relations and Labour Laws", New Delhi, Vikas Publishing House, 2000 Fourth revised Edition. Reprinted 2006

## F. Lecture Plan

| Lecture | Topics                                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | What is Background Study of Industrial Relations in India? definition and scope. | Lecture          | BBL629.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of Industrial Peace.                                                     | Lecture          | BBL629.1.        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Industrial unrest and Industrial Discipline                                      | Lecture          | BBL629.1.        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Labour-Management Relations During Five Year Plans.                              | Lecture          | BBL629.1.        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                        |         |           |                                 |
|----|------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 5  | Technological Change and Industrial Relations.                                                                         | Lecture | BBL629.1. | Mid Term-1, Quiz & End Sem Exam |
| 6  | Laws Relating to Industry: The factories Act, 1948 - Definition                                                        | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 7  | Approval licensing and registration of factories - Notice by occupier, Health, and welfare measures - weekly holidays. | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 8  | Leave with wages, Employment of women and young person - Penalties and returns.                                        | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 9  | The Industrial Disputes Act, 1947 - Definition                                                                         | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 10 | conciliation, court of enquiry and voluntary process for the settlement of industrial disputes.                        | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 11 | Power of the Govt. under ID Act - Instrument of economic coercion - Strike & lock out, Lay off Retrenchment,           | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 12 | Discharge and Dismissal -                                                                                              | Lecture | BBL629.2. | Mid Term-1, Quiz &              |

|    |                                                                   |         |           |                                 |
|----|-------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                   |         |           | End Sem Exam                    |
| 13 | Managements prerogative during pendency of proceeding             | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 14 | Work Committee                                                    | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 15 | Arbitration and adjudication.                                     | Lecture | BBL629.2. | Mid Term-1, Quiz & End Sem Exam |
| 16 | Laws Relating to Remuneration                                     | Lecture | BBL629.3. | Mid Term-1, Quiz & End Sem Exam |
| 17 | The Payment of Wages Act, 1936                                    | Lecture | BBL629.3. | Mid Term-1, Quiz & End Sem Exam |
| 18 | Definition - Rules for payment of wages and deductions from wage. | Lecture | BBL629.3. | Mid Term-1, Quiz& End Sem Exam  |
| 19 | The Minimum Wages Act 1948                                        | Lecture | BBL629.3. | Mid Term-1, Quiz & End Sem Exam |
| 20 | Fixing of minimum wages,                                          | Lecture | BBL629.3. | Mid Term-1, Quiz & End Sem Exam |
| 21 | Procedure for raising minimum wage                                | Lecture | BBL629.3. | Quiz & End Sem Exam             |
| 22 | Concept of living wages, Fair wage                                | Lecture | BBL629.3. | Quiz & End Sem                  |

|    |                                                      |         |           |                     |
|----|------------------------------------------------------|---------|-----------|---------------------|
|    | and minimum wage                                     |         |           | Exam                |
| 23 | The Employees State Insurance Act 1948               | Lecture | BBL629.3. | Quiz & End Sem Exam |
| 24 | Applicability of the Act                             | Lecture | BBL629.3. | Quiz & End Sem Exam |
| 25 | Insurable workmen - Contribution Benefit – Penalties | Lecture | BBL629.3. | Quiz & End Sem Exam |
| 26 | The Maternity Benefit Act 1961                       | Lecture | BBL629.3. | Quiz & End Sem Exam |
| 27 | Laws Relating to Trade Union                         | Lecture | BBL629.4. | Quiz & End Sem Exam |
| 28 | The Trade Union Act 1926.                            | Lecture | BBL629.4  | Quiz & End Sem Exam |
| 29 | Statutory Definition - Registration of TU            | Lecture | BBL629.4. | Quiz & End Sem Exam |
| 30 | Registered Trade Union - Recognition of TU.          | Lecture | BBL629.4. | Quiz & End Sem Exam |
| 31 | Laws relating to Compensation and Insurance          | Lecture | BBL629.5. | Quiz & End Sem Exam |
| 32 | The workmen's compensation Act 1923                  | Lecture | BBL629.5. | Quiz & End Sem Exam |
| 33 | Definition: The workmen's compensation Act 1923      | Lecture | BBL629.5. | Quiz & End Sem Exam |
| 34 | Defense available to employer and employees.         | Lecture | BBL629.5. | Quiz & End Sem Exam |

|    |                                                                     |         |           |                     |
|----|---------------------------------------------------------------------|---------|-----------|---------------------|
|    |                                                                     |         |           |                     |
| 35 | Laws relating to Provident Fund, Bonus and Gratuity                 | Lecture | BBL629.1. | Quiz & End Sem Exam |
| 36 | The Employees Provident Fund and Miscellaneous Provisions Act, 1952 | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 37 | Employees family pension scheme - definition                        | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 38 | Coverage of the organization and employees under the Act            | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 39 | Employees Provident Fund                                            | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 40 | pension fund scheme                                                 | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 41 | Calculation of contribution withdrawal of Provident Fund amount     | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 42 | The Payment of Bonus Act 1965 - Applicability of Act                | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 43 | Coverage of employee - Calculation of bonus Rate of Payable bonus   | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 44 | Available surplus - allocable surplus                               | Lecture | BBL629.6. | Quiz & End Sem Exam |

|    |                                    |         |           |                     |
|----|------------------------------------|---------|-----------|---------------------|
|    | Payment of Gratuity Act, 1972      |         |           |                     |
| 45 | Definition – Scope of the Act      | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 46 | Coverage of the gratuity Act       | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 47 | Eligibility criteria               | Lecture | BBL629.6. | Quiz & End Sem Exam |
| 48 | Calculation of Gratuity Nomination | Lecture | BBL629.6. | Quiz & End Sem Exam |

**G. Course Articulation Matrix (Mapping of COs with POs & PSO)**

| CO                 | STATEMENT                                                                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |       | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |       |       |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|----------------------------------------------|-------|-------|
|                    |                                                                                                                                                        | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PSO 1                                        | PSO 2 | PSO 3 |
| <b>BBA 629. 1.</b> | Able to Understand the concept of the industrial Relations and basic elements of labour unrest and Labour-Management Relations During Five Year Plans. | 1                                   | 1    | 3    | 2    | 1    | 1    | 1    | 1    | 3    | 1     | -                                            | 1     | 3     |
| <b>BBA 629. 2.</b> | Know the basic functioning of laws relating to industry and details discussion on the factories Act,1948 and                                           | 1                                   | 1    | 3    | 3    | 1    | 1    | 2    | 2    | 1    | 1     | -                                            | 1     | 3     |



|                    |                                                                                                                                                                                                                 |   |   |   |   |   |   |   |   |   |   |   |   |   |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                    | industrial disputes act ,1947 .                                                                                                                                                                                 |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BBA 629. 3.</b> | Able to Recognize the essential features of Laws relating to remunerations in relations to the payment of wages Act,1936. Minimum wages act 1948 and employees state insurance act 1948 with its applicability. | 1 | 1 | 3 | 3 | 2 | 1 | 1 | 1 | 3 | 1 | 1 | - | 3 |
| <b>BBA 629. 4.</b> | Describe the role of Trade union act 1926 and recognition.                                                                                                                                                      | 3 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 2 | 2 | 3 |
| <b>BBA 629. 5.</b> | Demonstrate the functions related to compensation and insurance, with respect to defense mechanism available to employer and employees etc.                                                                     | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 1 | 1 | 1 | - | 3 |
| <b>BBA 629. 6.</b> | Able to understand the concept of provident fund, Bonus and gratuity in organisational social security.                                                                                                         | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 | 1 | - | 1 | 3 |

### Sample question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              |                                                                                           |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –VI) 2020-21                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              |                                                                                           |          |           |                |          |
| Class: BBA III Year                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |              |                                                                                           |          |           |                |          |
| Subject Name: BBL 629 Industrial Relations and Labor Laws                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              | Time: 1.5 Hrs                                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Remembering  | Understanding                                                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.1,4        | Q.2,3                                                                                     | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Able to Understand the concept of the industrial Relations and basic elements of labour unrest and Labour-Management Relations During Five Year Plans.</p> <p>CO2: Know the basic functioning of laws relating to industry and details discussion on the factories Act,1948 and industrial disputes act ,1947 .</p> <p>CO3: Able to Recognize the essential features of Laws relating to remunerations in relations to the payment of wages Act,1936. Minimum wages act 1948 and employees state insurance act 1948 with its applicability.</p> |              |                                                                                           |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Question No. | Question                                                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.1          | Explain in brief the functions of Management Relations During Five Year Plans.            |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.2          | What are the essential features of factories Act ,1948?                                   |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.3          | Write a short note on: Minimum wages act 1948                                             |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.4          | Describe the role concept of the industrial Relations and labour unrest.                  |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.5          | Demonstrate the functions related to compensation and insurance.                          |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q .6.        | Write short note on: industrial disputes act ,1947 . and different of functioning of laws |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

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# Attainment

|                         |                                   |
|-------------------------|-----------------------------------|
| <b>Session</b>          | 2020-21                           |
| <b>Course Name</b>      | BBA                               |
| <b>Semester</b>         | 6th Semester                      |
| <b>Subject Code</b>     | BBL629                            |
| <b>Subject Name</b>     | INDUSTRIAL RELATIONS & LABOUR LAW |
| <b>Attainment Level</b> | Level 3                           |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA 201 | 2   | 3   | 1   | 3   | 2   | 3   | 3   | 2   | 2   | 2    |  |  |  |



| AMITY BUSINESS SCHOOL                                                                       |
|---------------------------------------------------------------------------------------------|
| Course Handout                                                                              |
| Course : HUMAN RESOURCE MANAGEMENT                                                          |
| Course Code : MBA 201, Crédits : 03, Session : 2020-2021 (Even Sem.), Class : MBA. 1st Year |

A. Introduction: *This course will help students to develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices. The course focuses on Leadership & Team Work, critical thinking, problem solving and understanding of Business Environment. It will also facilitate learning of ethical issues in Business Organization.*

B. **Course Outcomes:** At the end of the course, students will be able to:

**MBA 201.1.** To develop the understanding of the concept of human resource management and to understand its relevance in organizations for meeting human resource requirements.

**MBA 201.2.** To develop necessary skill set for application of various HR functions including training, development and compensation.

**MBA 201.3.** To integrate the knowledge of HR concepts to maintain employee relations.

**MBA 201.4.** Demonstrate emerging issues in human resource management.

C. **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**E. Syllabus**

**Module I: Human Resource Management**

Nature and scope of HRM, HRM functions, Line and staff responsibility of HR Managers, HR as a Factor of Competitive Advantage, Human Resource Development, Changing Role of HR (Workforce diversity, Technological change, Restructuring)

**Module II: Meeting Human Resource Requirements**

Job Analysis, Job Description, Job Specification, Strategic Human Resource Planning, Recruitment, Selection Process, Methods – Interview, Tests (Online tests, Written tests, Psychological tests for selection), Placement and Induction.

**Module III: Training & Developing of Employees**



Training and Development, Training need analysis, Delivery Methodology, Evaluation , Capacity Building, Understanding of Performance Management Systems, Performance

Appraisal-methods, limitations and problems, Ethics in Performance Management, Potential Appraisal.

#### **Module IV: Managing Compensation**

Compensation Management-,Job evaluation, Methods of Job Evaluation, Components of Pay Structure, incentives, bonus, ESOPs , Fringe Benefit, Designing and Administration of Wage and Salary Structure.

#### **Module V: Employee Relations**

Overview of Industrial Relations and Labour Laws, Industrial disputes, Retirement/ Separation (Superannuation-Voluntary Retirement Schemes- Resignation-Discharge-Dismissal-Suspension-Layoff).

#### **Module VI: Emerging Trends in HRM**

Career Planning & Development, Downsizing & Outplacement, Overview of Human Resource Information System (HRIS), Human Resource Outsourcing.

**Case Studies: Some cases of real business world to supplement learning from the course.**

**Case Study** - Manpower Trimming Strategy at Wipro: Replacing Human Employees with Software Robots  
<http://www.icmrindia.org/casestudies/catalogue/Human%20Resource%20and%20Organization%20Behavior/HROB176.htm>

#### **F. Examination Scheme:**

| <b>Components</b> | <b>Midterm Exam</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>Attendance</b> | <b>ESE</b> |
|-------------------|---------------------|---------------------------------------------|-------------------|------------|
| Weightage (%)     | 15                  | 10                                          | 5                 | 70         |

#### **G. Suggested Text/Reference Books:**

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6<sup>th</sup> Edn.), McGraw Hill, New Delhi
- Dessler G (2006). Human Resource Management, Pearson Education, India
- Mathis R L and Jackson J H (2006). Human Resource Management, (10<sup>th</sup> Edn.) Cengage Learning, Indian Print.
- Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition
- Pattanayak B, (2014), Human Resource Management, 4<sup>th</sup> Edition , PHI

## H. Lecture Plan

| Lecture | Topics                                                                                                                                                                                                                                    | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Nature and scope of HRM, HRM functions, Line and staff responsibility of HR Managers, HR as a Factor of Competitive Advantage, Human Resource Development, Changing Role of HR (Workforce diversity, Technological change, Restructuring) | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | HRM functions, Line and staff responsibility of HR Managers                                                                                                                                                                               | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | HR as a Factor of Competitive Advantage                                                                                                                                                                                                   | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Human Resource Development                                                                                                                                                                                                                | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Changing Role of HR (Workforce diversity, Technological change, Restructuring)                                                                                                                                                            | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Job Analysis, Job Description                                                                                                                                                                                                             | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Job Specification                                                                                                                                                                                                                         | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Strategic Human Resource Planning                                                                                                                                                                                                         | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Recruitment, Selection Process,                                                                                                                                                                                                           | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Methods – Interview, Tests ( Online tests, Written tests ,Psychological tests for selection)                                                                                                                                              | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Placement and Induction                                                                                                                                                                                                                   | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Training and development                                                                                                                                                                                                                  | Lecture          | MBA 201.2        | Mid Term-1, Quiz & End          |

|    |                                                               |         |           |                                       |
|----|---------------------------------------------------------------|---------|-----------|---------------------------------------|
|    |                                                               |         |           | Sem Exam                              |
| 13 | Training need analysis                                        | Lecture | MBA 201.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 14 | Delivery Methodology,<br>Evaluation                           | Lecture | MBA 201.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 15 | Capacity Building                                             | Lecture | MBA 201.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 16 | Understanding of Performance<br>Management Systems            | Lecture | MBA 201.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 17 | Performance<br>Appraisal-methods,<br>limitations and problems | Lecture | MBA 201.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 18 | Ethics in Performance<br>Management, Potential<br>Appraisal.  | Lecture | MBA 201.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 19 | Compensation Management-<br>,Job evaluation                   | Lecture | MBA 201.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 20 | Methods of Job Evaluation                                     | Lecture | MBA 201.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 21 | Components of Pay<br>Structure                                | Lecture | MBA 201.2 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 22 | incentives, bonus, ESOPs ,<br>Fringe Benefit                  | Lecture | MBA 201.2 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 23 | Designing and Administration of<br>Wage and Salary Structure. | Lecture | MBA 201.2 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 24 | Overview of Industrial Relations<br>and Labour Laws           | Lecture | MBA 201.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 25 | Industrial disputes                                           | Lecture | MBA 201.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 26 | Retirement/ Separation                                        | Lecture | MBA 201.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 27 | Superannuation-Voluntary                                      | Lecture | MBA 201.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 28 | Retirement Schemes-                                           | Lecture | MBA 201.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 29 | Resignation-Discharge-                                        | Lecture | MBA 201.3 | Mid Term-2,                           |

|    |                                                                                                                                             |         |           |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Dismissal-Suspension-Layoff                                                                                                                 |         |           | Quiz & End Sem Exam             |
| 30 | Career Planning & Development, Downsizing & Outplacement, Overview of Human Resource Information System (HRIS), Human Resource Outsourcing. | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Downsizing                                                                                                                                  | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Outplacement                                                                                                                                | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Overview of Human Resource Information System (HRIS)                                                                                        | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Human Resource Information System (HRIS)                                                                                                    | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Human Resource Outsourcing.                                                                                                                 | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Human Resource Outsourcing.                                                                                                                 | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |

|                  |                                                                                                                                                                    |   |   |   |   |   |   |   |   |   |   |  |  |  |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
| <b>MBA 201.1</b> | To develop the understanding of the concept of human resource management and to understand its relevance in organizations for meeting human resource requirements. | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 |  |  |  |
| <b>MBA 201.2</b> | To develop necessary skill set for application of various HR functions including training, development and compensation.                                           | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |  |  |  |
| <b>MBA 201.3</b> | To integrate the knowledge of HR concepts to maintain employee relations.                                                                                          | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 |  |  |  |
| <b>MBA 201.4</b> | Demonstrate emerging issues in human resource management.                                                                                                          | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 2 |  |  |  |

**Sample Question Paper**

|                                                                                                                                                                                                                                                                                                                                     |              |                                                                        |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –II) 2020-2021                                                                                                                                                                                                                                                                         |              |                                                                        |          |           |                |          |
| Class: MBA II Semester                                                                                                                                                                                                                                                                                                              |              |                                                                        |          |           |                |          |
| Subject Name:<br>MBA 201 Human Resource Management                                                                                                                                                                                                                                                                                  |              | Time: 1.5 Hrs                                                          |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                      | Remembering  | Understanding                                                          | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                    | Q.1,4        | Q.2,3                                                                  | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: To develop the understanding of the concept of human resource management and to understand its relevance in organizations for meeting human resource requirements.<br>CO2: To develop necessary skill set for application of various HR functions including training, development and compensation. |              |                                                                        |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                              | Question No. | Question                                                               |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                 | Q.1          | Explain in brief the scope and nature of HRM.                          |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                 | Q.2a         | What are the functions of HRM?                                         |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                     | Q.2b         | Discuss the methods of interview?                                      |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                 | Q.3          | Elaborate the analysis of training need.                               |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                 | Q.4          | Explain the significance of job description.                           |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                 | Q.5a         | Differentiate between training and development.                        |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                     | Q.5b         | Describe the changing role of HRM.                                     |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                 | Q.6          | Explain the term 'performance Appraisal' and also discuss its process. |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

Session Course: 2020-2021

Name: MBA

Semester: II

Subject Code: 201

Subject Name: **HUMAN RESOURCE MANAGEMENT**

Attainment Level: level 3

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## PROGRAMME OUTCOMES

Master of Business Administration

2020-2021

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## PROGRAMME OUTCOMES

Master of Business Administration

2020-2023

### Programme Outcomes:

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.



**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II<br>SEM                     | MBA 201 | 2   | 3   | 1   | 3   | 2   | 3   | 3   | 2   | 2   | 2    |  |  |  |



## DEPARTMENT OF BUSINESS MANAGEMENT

### Course Handout

Course : Corporate Finance

Course Code : MBA202, Crédits : 03, Session : 2020-2021 (Even Sem.), Class : MBA 1st Year

**J. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**K. Course Outcomes:** At the end of the course, students will be able to:

**MBA202.1.** Solve the problems of Financial Management and Agency Problem, Know about Finance Function, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return

**MBA202.2.** Come to know the valuation of Stocks and Bonds

**MBA202.3.** Will be able to make Financing Decisions and know about sources of finance - short term, long term, capital structure and cost of capital

**MBA202.4.** Will be able to do Capital Budgeting and Capital Investment Analysis

**MBA202.5.** Know about working capital management and know the factors influencing working capital policy

**MBA202.6.** Will be able to make Dividend Policy Decisions

**L. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and

motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**M. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## N. Syllabus

**Module I: Introduction:** Introduction to Financial Management: Meaning, Scope, Finance Function, Financial Goals, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return, Financial and Operating Leverage

**Module II: Valuation of stocks and Bonds:** Valuation of Stocks and Bonds

**Module III: Financing Decisions:** Sources of Finance: Short term, Long term, Capital Structure and Cost of Capital

**Module IV: Capital Budgeting/ Capital Investment Analysis:** Estimation of Cash Flows, Criteria for Capital Budgeting Decisions, Issues Involved in Capital Budgeting, Risk analysis in Capital Budgeting – An Introduction.

**Module V: Working Capital Management:** Factors Influencing Working Capital Policy, Operating Cycle Analysis, Management of Inventory, Management of Receivables, Management of Cash, Financing of Working Capital.

**Module VI: Dividend Policy Decisions:** An introduction: Different Schools of Thought on Dividend Policy.

**Assignment:** A specific company which is listed in NSE/BSE has to be allotted group of 3-5 Students. Student will analyze the whole financial structure of the company as per the movement of course by using the last five years data. This assignment will be given at the starting of module I and submission will be taken at the end.

## O. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/<br>Presentation | ESE |
|---------------|---------------|------------|----------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                                 | 70  |

## Text & References:

- Chandra, P. (2006), Financial Management: Theory and Practice, Tata McGraw Hill.
- Damodaran, A.(2004), Corporate Finance: Theory and Practice, Wiley & Sons.
- Van Horne, J.C. (2006), Financial Management and Policy, Prentice Hall of India.
- Brearly, R. A. and Myers, S. C. (2006), Principles of Corporate Finance, Tata McGraw Hill
- Pike, R and Neale, B. (1998), Corporate Finance and Investment: Decisions and Strategies, Prentice Hall of India
- Rustagi, R.P. (1999), Financial Management: Theory, Concepts and Problems, Galgotia Publishing Company.
- Pandey, I.M. (1999), Financial Management, Vikas Publishing House

**P. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                       | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|-----------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Introduction to Financial Management                | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Introduction to Financial Management                | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | Financial Management                                | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | Finance Function                                    | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | Financial Goals                                     | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 6              | Agency Problem                                      | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 7              | Relationship of Finance with Accounts and Economics | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 8              | Time Value of Money                                 | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 9              | Risk and Return                                     | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 10             | Risk and Return                                     | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 11             | Financial and Operating Leverage                    | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 12             | Financial and Operating Leverage                    | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 13             | Valuation of Stocks and Bonds                       | Lecture                 | MBA202.2                | Mid Term-1, Quiz & End Sem Exam |
| 14             | Valuation of Stocks and Bonds                       | Lecture                 | MBA202.2                | Mid Term-1, Quiz & End Sem Exam |
| 15             | Valuation of Stocks and Bonds                       | Lecture                 | MBA202.2                | Mid Term-1, Quiz & End Sem Exam |
| 16             | Valuation of Stocks and Bonds                       | Lecture                 | MBA202.2                | Mid Term-1, Quiz & End Sem Exam |
| 17             | Financing Decisions                                 | Lecture                 | MBA202.3                | Mid Term-1, Quiz & End Sem Exam |
| 18             | Short term                                          | Lecture                 | MBA202.3                | Mid Term-1, Quiz & End Sem Exam |
| 19             | Long term                                           | Lecture                 | MBA202.3                | Mid Term-1, Quiz & End Sem Exam |
| 20             | Capital Structure                                   | Lecture                 | MBA202.3                | Mid Term-1, Quiz & End Sem Exam |
| 21             | Cost of Capital                                     | Lecture                 | MBA202.3                | Mid Term-2, Quiz & End Sem Exam |

|    |                                                   |         |          |                                 |
|----|---------------------------------------------------|---------|----------|---------------------------------|
| 22 | Capital Budgeting and Capital Investment Analysis | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Estimation of Cash Flows                          | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Criteria for Capital Budgeting Decisions          | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Issues Involved in Capital Budgeting              | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Risk analysis in Capital Budgeting                | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Working Capital Management                        | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Factors Influencing Working Capital Policy        | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Operating Cycle Analysis                          | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Management of Inventory                           | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Management of Receivables                         | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Financing of Working Capital                      | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Dividend Policy Decisions                         | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Different Schools of Thought on Dividend Policy   | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Different Schools of Thought on Dividend Policy   | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Different Schools of Thought on Dividend Policy   | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |

**Q. Course Articulation Matrix (Mapping of COs with POs)**

| CO                   | STATEMENT                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|----------------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                      |                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA2<br/>02.1</b> | Solve the problems of Financial Management and Agency Problem, Know about Finance Function, Agency Problem, | <b>2</b>                            | <b>3</b>    | <b>3</b>    | <b>1</b>    | <b>2</b>    | <b>3</b>    | <b>3</b>    | <b>1</b>    | <b>2</b>    | <b>1</b>     |  |  |  |

|                  |                                                                                                                                           |          |          |          |          |          |          |          |          |          |          |  |  |  |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|--|--|--|
|                  | Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return                                                 |          |          |          |          |          |          |          |          |          |          |  |  |  |
| <b>MBA2 02.2</b> | Come to know the valuation of Stocks and Bonds                                                                                            | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> |  |  |  |
| <b>MBA2 02.3</b> | Will be able to make Financing Decisions and know about sources of finance - short term, long term, capital structure and cost of capital | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>2</b> |  |  |  |
| <b>MBA2 02.4</b> | Will be able to do Capital Budgeting and Capital Investment Analysis                                                                      | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> |  |  |  |
| <b>MBA2 02.5</b> | Know about working capital management and know the factors influencing working capital policy                                             | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>3</b> |  |  |  |
| <b>MBA2 02.6</b> | Will be able to make Dividend Policy Decisions                                                                                            | <b>2</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>2</b> |  |  |  |

### Sample Question Paper

| AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –II) 2020-2021                                                                                                                                                                                                                                    |              |                                                           |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA II Semester                                                                                                                                                                                                                                                                         |              |                                                           |          |           |                |          |
| Subject Name:<br>MBA202 Corporate Finance                                                                                                                                                                                                                                                      |              | Time: 1.5 Hrs                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                 | Remembering  | Understanding                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                               | Q.1,3,4      | Q.2,3                                                     | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Solve the problems of Financial Management and Agency Problem, Know about Finance Function, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return.<br>CO2: Come to know the valuation of Stocks and Bonds. |              |                                                           |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                         | Question No. | Question                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                            | Q.1          | Explain in brief the Financial Management concept.        |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                            | Q.2a         | What are the characteristics of Financial Management?     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                | Q.2b         | How is Finance and Economics related to each other?       |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                            | Q.3          | Write short notes on Risk and Return.                     |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                            | Q.4          | Explain the significance of valuation of Stocks and Bonds |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                            | Q.5a         | Elaborate Stocks with example.                            |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                | Q.5b         | Write characteristics of Stocks and Bonds.                |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                            | Q.6          | How valuation of Stocks and Bonds are done?               |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

MBA 202

## Attainment

|                  |                   |
|------------------|-------------------|
| Session          | 2020-21           |
| Course Name      | MBA               |
| Semester         | 2nd Semester      |
| Subject Code     | MBA 202           |
| Subject Name     | CORPORATE FINANCE |
| Attainment Level | level 3           |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## **PROGRAMME OUTCOMES**

### **Master of Business Administration 2020-2023**

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

### **Master of Business Administration**

**2020- 2021**

#### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA203 | 2   | 3   | 2   | 2   | 2   | 3   | 2   | 2   | 3   | 3    |  |  |  |



| DEPARTMENT OF BUSINESS MANAGEMENT                                                                    |
|------------------------------------------------------------------------------------------------------|
| Course Handout                                                                                       |
| Course : INDIAN ECONOMY AND POLICIES                                                                 |
| Course Code : MBA203, Crédits : 02, Session : <b>2020- 2021</b><br>(Even Sem.), Class : MBA 1st Year |

**R. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**S. Course Outcomes:** At the end of the course, students will be able to:

**MBA203.1.** To provide the basic knowledge of Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises- Growth and economic reforms in Indian Economy.

**MBA203.2.** Come to know the Macroeconomic Overview, Fiscal Policy, Monetary Policy of India, Financial Sector Reforms- Policy and Performance, Poverty and Inequality.

**MBA203.3.** Will be able to understand Policies and Performance in Agriculture Growth; productivity; agrarian structure and technology; capital formation; trade; pricing and procurement. Policies and Performance in Industry Growth; productivity; diversification; small scale industries; public sector; competition policy; foreign investment, Trends and Performance in Services.

**MBA203.4.** Know about Basic Drivers of Energy Demand, Relationship between Economic Growth and Energy Demand, Environmental externalities and state regulation of the environment; economic activity and climate change.

**T. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### U. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## V. Syllabus

**Module I:** Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises-Growth and economic reforms in Indian Economy.

**Module II:** Macroeconomic Overview, Fiscal Policy, Monetary Policy of India, Financial Sector Reforms-Policy and Performance, Poverty and Inequality.

**Module III:** Policies and Performance in Agriculture Growth; productivity; agrarian structure and technology; capital formation; trade; pricing and procurement. Policies and Performance in Industry Growth; productivity; diversification; small scale industries; public sector; competition policy; foreign investment. Trends and Performance in Services.

**Module IV:** Basic Drivers of Energy Demand, Relationship between Economic Growth and Energy Demand, Environmental externalities and state regulation of the environment; economic activity and climate change.

### W. Examination Scheme:

| Components    | A | CT | C | H | EE |
|---------------|---|----|---|---|----|
| Weightage (%) | 5 | 15 | 5 | 5 | 70 |

### Text & References:

- Datt, R. and K.P.M. Sundharam, Indian Economy, S. Chand & Company Ltd., New Delhi.
- Dhingra, I.C, The Indian economy: Environment and Policy, Sultan Chand & Sons, New Delhi.
- Dutt, R.C, The Economic History of India Under Early British Rule, Low Prince Publications, Delhi.
- Misra, S.K. and V.K. Puri, Indian Economy - Its Development Experience, Himalaya Publishing House, Mumbai.

## X. Lecture Plan

| Lecture | Topics                                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction to INDIAN ECONOMY AND POLICIES                         | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction to INDIAN ECONOMY AND POLICIES                         | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Economy of India under British Raj                                  | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Economy of India under British Raj                                  | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Major Features of the economy at independence                       | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Economic Development since Independence                             | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Business enterprises- Growth and economic reforms in Indian Economy | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Business enterprises- Growth and economic reforms in Indian Economy | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Business enterprises- Growth and economic reforms in Indian Economy | Lecture          | MBA203.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Macroeconomic Overview                                              | Lecture          | MBA203.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Fiscal Policy and Monetary Policy of India                          | Lecture          | MBA203.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Financial Sector Reforms- Policy and Performance                    | Lecture          | MBA203.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Poverty and Inequality                                              | Lecture          | MBA203.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Poverty and Inequality                                              | Lecture          | MBA203.2         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Policies and Performance in Agriculture Growth                      | Lecture          | MBA203.3         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Productivity, agrarian structure and technology                     | Lecture          | MBA203.3         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Productivity, agrarian structure and technology                     | Lecture          | MBA203.3         | Mid Term-1, Quiz & End Sem Exam |
| 18      | Capital formation, trade, pricing and procurement                   | Lecture          | MBA203.3         | Mid Term-1, Quiz & End Sem Exam |
| 19      | Policies and Performance in Industry Growth                         | Lecture          | MBA203.3         | Mid Term-1, Quiz & End Sem Exam |
| 20      | Diversification: small scale industries, public sector,             | Lecture          | MBA203.3         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                     |         |          |                                 |
|----|---------------------------------------------------------------------|---------|----------|---------------------------------|
|    | competition policy, foreign investment                              |         |          |                                 |
| 21 | Basic Drivers of Energy Demand                                      | Lecture | MBA203.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Relationship between Economic Growth and Energy Demand              | Lecture | MBA203.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Environmental externalities and state regulation of the environment | Lecture | MBA203.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Economic activity and climate change                                | Lecture | MBA203.4 | Mid Term-2, Quiz & End Sem Exam |

#### Y. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                                                                                            | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                 |                                                                                                                                                                                                      | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA203.1</b> | Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises- Growth and economic reforms in Indian Economy. | 2                                   | 3           | 3           | 1           | 2           | 3           | 2           | 2           | 2           | 2            |  |  |  |
| <b>MBA203.2</b> | Macroeconomic Overview, Fiscal Policy, Monetary Policy of India, Financial Sector Reforms- Policy and Performance, Poverty and Inequality                                                            | 2                                   | 3           | 2           | 2           | 1           | 3           | 2           | 1           | 2           | 2            |  |  |  |
| <b>MBA203.3</b> | Policies and Performance in Agriculture Growth;                                                                                                                                                      | 2                                   | 3           | 3           | 2           | 2           | 3           | 3           | 1           | 2           | 2            |  |  |  |



|                 |                                                                                                                                                                                                                                                                                                            |          |          |          |          |          |          |          |          |          |          |  |  |  |  |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|--|--|--|--|
|                 | <p>productivity; agrarian structure and technology; capital formation; trade; pricing and procurement. Policies and Performance in Industry Growth; productivity; diversification ; small scale industries; public sector; competition policy; foreign investment. Trends and Performance in Services.</p> |          |          |          |          |          |          |          |          |          |          |  |  |  |  |
| <b>MBA203.4</b> | <p>Basic Drivers of Energy Demand, Relationship between Economic Growth and Energy Demand, Environmental externalities and state regulation of the environment; economic activity and climate change.</p>                                                                                                  | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> |  |  |  |  |

**Sample Question Paper**

| AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –II) 2021-22                                                                                                                                                                                                                                                                                                                                                                                                |              |                                                                                 |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA II Semester                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                                                 |          |           |                |          |
| Subject Name:<br>MBA203 INDIAN ECONOMY AND<br>POLICIES                                                                                                                                                                                                                                                                                                                                                                                                   |              | Time: 1.5 Hrs                                                                   |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                  | Remembering  | Understanding                                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1,3,4      | Q.2,3                                                                           | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: To provide the basic knowledge of Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises-Growth and economic reforms in Indian Economy.</p> <p>CO2: Come to know the Macroeconomic Overview, Fiscal Policy, Monetary Policy of India, Financial Sector Reforms- Policy and Performance, Poverty and Inequality.</p> |              |                                                                                 |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Question No. | Question                                                                        |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1          | Explain in brief the Economy of India under British Raj.                        |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.2a         | What are the major features of the Indian economy at independence?              |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.2b         | Explain the economic reforms in Indian Economy?                                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.3          | Write short notes on Economic Development since Independence.                   |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.4          | Explain the significance of Macroeconomics.                                     |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.5a         | Elaborate Fiscal Policy and Monetary Policy of India.                           |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.5b         | Discuss the Financial Sector Reforms in India.                                  |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.6          | How Business enterprises-Growth and economic reforms are related to each other? |          |           |                | 6        |

| Attainments | Rubric |
|-------------|--------|
|-------------|--------|

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Attainment

|                  |                         |
|------------------|-------------------------|
| Session          | 2020-21                 |
| Course Name      | MBA                     |
| Semester         | 2nd Semester            |
| Subject Code     | MBA 203                 |
| Subject Name     | INDIAN ECONOMY & POLICY |
| Attainment Level | Level 3                 |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**PROGRAMME OUTCOMES**

**Master of Business Administration  
2020-2021**

|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |

**PROGRAMME OUTCOMES**

**Master of Business Administration  
2020-2023**

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II<br>SEM                     | MBA 201 | 2   | 3   | 1   | 3   | 2   | 3   | 3   | 2   | 2   | 2    |  |  |  |



| DEPARTMENT OF BUSINESS MANAGEMENT                                                         |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : Corporate Finance                                                                |
| Course Code : MBA202, Crédits : 03, Session : 2020-2021 (Even Sem.), Class : MBA 1st Year |

- Z. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**AA.Course Outcomes:** At the end of the course, students will be able to:

**MBA202.1.** Solve the problems of Financial Management and Agency Problem, Know about Finance Function, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return

**MBA202.2.** Come to know the valuation of Stocks and Bonds

**MBA202.3.** Will be able to make Financing Decisions and know about sources of finance - short term, long term, capital structure and cost of capital

**MBA202.4.** Will be able to do Capital Budgeting and Capital Investment Analysis

**MBA202.5.** Know about working capital management and know the factors influencing working capital policy

**MBA202.6.** Will be able to make Dividend Policy Decisions

**BB. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and

motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**CC. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |



## **DD. Syllabus**

**Module I: Introduction:** Introduction to Financial Management: Meaning, Scope, Finance Function, Financial Goals, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return, Financial and Operating Leverage

**Module II: Valuation of stocks and Bonds:** Valuation of Stocks and Bonds

**Module III: Financing Decisions:** Sources of Finance: Short term, Long term, Capital Structure and Cost of Capital

**Module IV: Capital Budgeting/ Capital Investment Analysis:** Estimation of Cash Flows, Criteria for Capital Budgeting Decisions, Issues Involved in Capital Budgeting, Risk analysis in Capital Budgeting – An Introduction.

**Module V: Working Capital Management:** Factors Influencing Working Capital Policy, Operating Cycle Analysis, Management of Inventory, Management of Receivables, Management of Cash, Financing of Working Capital.

**Module VI: Dividend Policy Decisions:** An introduction: Different Schools of Thought on Dividend Policy.

**Assignment:** A specific company which is listed in NSE/BSE has to be allotted group of 3-5 Students. Student will analyze the whole financial structure of the company as per the movement of course by using the last five years data. This assignment will be given at the starting of module I and submission will be taken at the end.

## **EE.Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/<br>Presentation | ESE |
|---------------|---------------|------------|----------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                                 | 70  |

## **Text & References:**

- Chandra, P. (2006), Financial Management: Theory and Practice, Tata McGraw Hill.
- Damodaran, A.(2004), Corporate Finance: Theory and Practice, Wiley & Sons.
- Van Horne, J.C. (2006), Financial Management and Policy, Prentice Hall of India.
- Brearly, R. A. and Myers, S. C. (2006), Principles of Corporate Finance, Tata McGraw Hill
- Pike, R and Neale, B. (1998), Corporate Finance and Investment: Decisions and Strategies, Prentice Hall of India
- Rustagi, R.P. (1999), Financial Management: Theory, Concepts and Problems, Galgotia Publishing Company.
- Pandey, I.M. (1999), Financial Management, Vikas Publishing House

**FF. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                       | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|-----------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Introduction to Financial Management                | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Introduction to Financial Management                | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | Financial Management                                | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | Finance Function                                    | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | Financial Goals                                     | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 6              | Agency Problem                                      | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 7              | Relationship of Finance with Accounts and Economics | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 8              | Time Value of Money                                 | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 9              | Risk and Return                                     | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 10             | Risk and Return                                     | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 11             | Financial and Operating Leverage                    | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 12             | Financial and Operating Leverage                    | Lecture                 | MBA202.1                | Mid Term-1, Quiz & End Sem Exam |
| 13             | Valuation of Stocks and Bonds                       | Lecture                 | MBA202.2                | Mid Term-1, Quiz & End Sem Exam |
| 14             | Valuation of Stocks and Bonds                       | Lecture                 | MBA202.2                | Mid Term-1, Quiz & End Sem Exam |
| 15             | Valuation of Stocks and Bonds                       | Lecture                 | MBA202.2                | Mid Term-1, Quiz & End Sem Exam |
| 16             | Valuation of Stocks and Bonds                       | Lecture                 | MBA202.2                | Mid Term-1, Quiz & End Sem Exam |
| 17             | Financing Decisions                                 | Lecture                 | MBA202.3                | Mid Term-1, Quiz & End Sem Exam |
| 18             | Short term                                          | Lecture                 | MBA202.3                | Mid Term-1, Quiz & End Sem Exam |
| 19             | Long term                                           | Lecture                 | MBA202.3                | Mid Term-1, Quiz & End Sem Exam |
| 20             | Capital Structure                                   | Lecture                 | MBA202.3                | Mid Term-1, Quiz & End Sem Exam |
| 21             | Cost of Capital                                     | Lecture                 | MBA202.3                | Mid Term-2, Quiz & End Sem Exam |

|    |                                                   |         |          |                                 |
|----|---------------------------------------------------|---------|----------|---------------------------------|
| 22 | Capital Budgeting and Capital Investment Analysis | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Estimation of Cash Flows                          | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Criteria for Capital Budgeting Decisions          | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Issues Involved in Capital Budgeting              | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Risk analysis in Capital Budgeting                | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Working Capital Management                        | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Factors Influencing Working Capital Policy        | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Operating Cycle Analysis                          | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Management of Inventory                           | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Management of Receivables                         | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Financing of Working Capital                      | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Dividend Policy Decisions                         | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Different Schools of Thought on Dividend Policy   | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Different Schools of Thought on Dividend Policy   | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Different Schools of Thought on Dividend Policy   | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |

**GG. Course Articulation Matrix (Mapping of COs with POs)**

| CO                   | STATEMENT                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|----------------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                      |                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA2<br/>02.1</b> | Solve the problems of Financial Management and Agency Problem, Know about Finance Function, Agency Problem, | <b>2</b>                            | <b>3</b>    | <b>3</b>    | <b>1</b>    | <b>2</b>    | <b>3</b>    | <b>3</b>    | <b>1</b>    | <b>2</b>    | <b>1</b>     |  |  |  |

|                  |                                                                                                                                           |          |          |          |          |          |          |          |          |          |          |  |  |  |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|--|--|--|
|                  | Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return                                                 |          |          |          |          |          |          |          |          |          |          |  |  |  |
| <b>MBA2 02.2</b> | Come to know the valuation of Stocks and Bonds                                                                                            | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> |  |  |  |
| <b>MBA2 02.3</b> | Will be able to make Financing Decisions and know about sources of finance - short term, long term, capital structure and cost of capital | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>2</b> |  |  |  |
| <b>MBA2 02.4</b> | Will be able to do Capital Budgeting and Capital Investment Analysis                                                                      | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> |  |  |  |
| <b>MBA2 02.5</b> | Know about working capital management and know the factors influencing working capital policy                                             | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>3</b> |  |  |  |
| <b>MBA2 02.6</b> | Will be able to make Dividend Policy Decisions                                                                                            | <b>2</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>2</b> |  |  |  |

**Sample Question Paper**

|                                                                                                                                                                                                                                                                                                |              |                                                           |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------|----------|-----------|----------------|----------|
| AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –II) 2020-2021                                                                                                                                                                                                                                    |              |                                                           |          |           |                |          |
| Class: MBA II Semester                                                                                                                                                                                                                                                                         |              |                                                           |          |           |                |          |
| Subject Name:<br>MBA202 Corporate Finance                                                                                                                                                                                                                                                      |              | Time: 1.5 Hrs                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                 | Remembering  | Understanding                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                               | Q.1,3,4      | Q.2,3                                                     | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Solve the problems of Financial Management and Agency Problem, Know about Finance Function, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return.<br>CO2: Come to know the valuation of Stocks and Bonds. |              |                                                           |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                         | Question No. | Question                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                            | Q.1          | Explain in brief the Financial Management concept.        |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                            | Q.2a         | What are the characteristics of Financial Management?     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                | Q.2b         | How is Finance and Economics related to each other?       |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                            | Q.3          | Write short notes on Risk and Return.                     |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                            | Q.4          | Explain the significance of valuation of Stocks and Bonds |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                            | Q.5a         | Elaborate Stocks with example.                            |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                | Q.5b         | Write characteristics of Stocks and Bonds.                |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                            | Q.6          | How valuation of Stocks and Bonds are done?               |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



MBA 202

## Attainment

**Session** 2020-21  
**Course Name** MBA  
**Semester** 2nd Semester  
**Subject Code** MBA 202  
**Subject Name** CORPORATE FINANCE  
  
**Attainment Level** level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA 204 | 2   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 1   | 2    |  |  |  |





| AMITY BUSINESS SCHOOL                                                                                |
|------------------------------------------------------------------------------------------------------|
| Course Handout                                                                                       |
| Course : Marketing Research                                                                          |
| Course Code : MBA 204, Crédits : 03, Session : <b>2020-2021</b><br>(Odd Sem.), Class : MBA. 1st Year |

**HH. Introduction:** The course aims to provide a thorough understanding of the essential characteristics and the basic tenets of research methodology and report preparation. For this we begin by explicating the role of business environment and develop the domain knowledge of the course through critical thinking, business analysis, problem solving and honing skills for finding innovative solutions. The course will focus on quantitative and descriptive research methods and techniques that are essential for the validity and reliability of the research process. The course will identify and review the components essential for preparation of research proposals, research reports, business proposals and feasibility studies in order to develop report writing and formal presentation skills of the research projects undertaken. For the same, the course will also focus on enhancement of effective communication skills. A researcher also has to be sensitive towards their social responsiveness and the expected ethical standards of research. Through various class activities, the course will also aim at developing the abilities of working in teams and leading a team.

**II. Course Outcomes:** At the end of the course, students will be able to:

**MBA 204.1.** To develop the understanding of research concept and research methodology to design the research framework.

**MBA 204.2.** To develop necessary skill set for choosing the sample and collecting the data for research.

**MBA 204.3.** To integrate the knowledge of statistical test and designing the research experiment.

**MBA 204.4.** Demonstrate the art of writing the research report.

**JJ. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**KK. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**LL. Syllabus**

**Module I: Research Methodology and Research Methods:** Background to research: Developing a research proposal-Research paradigms-Contribution of research to theory and practice. Presentation and defence of proposal. Objective/purpose, evaluation, significance and types of research, Research Methods vis-à-vis Methodology.

**Module II: Research Problem and Research Design:** Literature review: Identifying, accessing and managing sources of information and scholarly literature. Academic writing and referencing. Steps in literature review development. Argumentation. Qualitative Methods: Nature and type of qualitative research. Quantitative research.

**Module III: Sampling Design and Scaling Techniques:** Census and sample survey, Criteria for selecting a sampling procedure, Measurement and Scaling techniques.

**Module IV: Data Collection and Field Force:** Data collection methods: Primary and secondary sources. Data entry and screening. Coding of questionnaires.

**Module V: Statistical Inference- Test of Significance:** Types of data analysis methods. Nature of Quantitative research: Descriptive and Inferential statistics. Quantitative methods: Data and variables.

**Module VI: Design and Analysis of Experiments:** Associations: Correlation coefficient, bivariate regression. Multivariate Techniques- Reliability, validity and rigour.

**Module VII: Report Writing:** Content and Format of the Marketing Research Report quantitative and qualitative, Practical considerations: Timelines, budgets, supervision and management. Common Problems Encountered when Preparing the Marketing Research Report. Writing up qualitative research.

**MM. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

**NN. Suggested Text/Reference Books:**

- Cooper, Donald R and Schindler, Ramela (2000) Business Research Methods, Tata Mc Graw Hill
- Kothari C R, (1990) Research Methodology: Methods & Techniques, Vikas Publishing House Pvt. Ltd. 1978.
- Levin & Rubin (2004), Statistics for Management, 8<sup>th</sup> Ed, Prentice Hall of India
- Srivastava, Shenoy and Sharma (2002). Quantitative Techniques for Business Decisions, 4<sup>th</sup> Ed, Allied Publishers
- Dr. S. Shajahan ( 2004), Research Methods for Management 2<sup>nd</sup> Edition, Jaico Publishers
- Ranjit Kumar, (2005), Research Methodology, Pearson Education

**OO. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                                           | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|---------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Background to research                                                                                  | Lecture                 | MBA 204.1               | Mid Term-1, Quiz & End Sem Exam |
| 2              | Developing a research proposal                                                                          | Lecture                 | MBA 204.1               | Mid Term-1, Quiz & End Sem Exam |
| 3              | Research paradigms- Contribution of research to theory and practice                                     | Lecture                 | MBA 204.1               | Mid Term-1, Quiz & End Sem Exam |
| 4              | Research paradigms- Contribution of research to theory and practice                                     | Lecture                 | MBA 204.1               | Mid Term-1, Quiz & End Sem Exam |
| 5              | Presentation and defence of proposal                                                                    | Lecture                 | MBA 204.1               | Mid Term-1, Quiz & End Sem Exam |
| 6              | Presentation and defence of proposal                                                                    | Lecture                 | MBA 204.1               | Mid Term-1, Quiz & End Sem Exam |
| 7              | Literature review: Identifying, accessing and managing sources of information and scholarly literature. | Lecture                 | MBA 204.1               | Mid Term-1, Quiz & End Sem Exam |
| 8              | Academic writing and referencing                                                                        | Lecture                 | MBA 204.1               | Mid Term-1, Quiz & End Sem Exam |
| 9              | Steps in literature review development                                                                  | Lecture                 | MBA 204.1               | Mid Term-1, Quiz & End Sem Exam |
| 10             | Argumentation                                                                                           | Lecture                 | MBA 204.1               | Mid Term-1, Quiz & End Sem Exam |
| 11             | Qualitative Methods                                                                                     | Lecture                 | MBA 204.1               | Mid Term-1, Quiz & End Sem Exam |
| 12             | Nature and type of qualitative research. Quantitative research.                                         | Lecture                 | MBA 204.1               | Mid Term-1, Quiz & End Sem Exam |
| 13             | Census and sample survey                                                                                | Lecture                 | MBA 204.2               | Mid Term-1, Quiz & End Sem Exam |
| 14             | Criteria for selecting a sampling procedure                                                             | Lecture                 | MBA 204.2               | Mid Term-1, Quiz & End          |

|    |                                                                                                                                                    |         |           |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                                                                                    |         |           | Sem Exam                        |
| 15 | Criteria for selecting a sampling procedure                                                                                                        | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Measurement and Scaling                                                                                                                            | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Measurement and Scaling techniques                                                                                                                 | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Data collection methods                                                                                                                            | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Data collection methods: Primary and secondary sources                                                                                             | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Data entry and screening                                                                                                                           | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Data entry and screening                                                                                                                           | Lecture | MBA 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Coding of questionnaires                                                                                                                           | Lecture | MBA 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Coding of questionnaires                                                                                                                           | Lecture | MBA 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Types of data analysis methods. Nature of Quantitative research: Descriptive and Inferential statistics. Quantitative methods: Data and variables. | Lecture | MBA 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Nature of Quantitative research                                                                                                                    | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Descriptive and Inferential statistics                                                                                                             | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Descriptive and Inferential statistics                                                                                                             | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Quantitative methods: Data and variables.                                                                                                          | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Associations: Correlation coefficient                                                                                                              | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | bivariate regression. Multivariate Techniques                                                                                                      | Lecture | MBA 204.3 | Mid Term-2, Quiz & End          |

|    |                                                                          |         |           |                                 |
|----|--------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                          |         |           | Sem Exam                        |
| 31 | Reliability, validity and rigour                                         | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Content and Format of the Marketing Research Report                      | Lecture | MBA 204.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Quantitative and qualitative, Practical considerations.                  | Lecture | MBA 204.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Timelines, budgets, supervision and management                           | Lecture | MBA 204.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Common Problems Encountered when Preparing the Marketing Research Report | Lecture | MBA 204.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Writing up qualitative research.                                         | Lecture | MBA 204.4 | Mid Term-2, Quiz & End Sem Exam |

**PP. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|------------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                  |                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA 204.1</b> | To develop the understanding of research concept and research methodology to design the research framework. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            |  |  |  |
| <b>MBA 204.2</b> | To develop necessary skill set for choosing the sample and collecting the data for research.                | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            |  |  |  |
| <b>MBA 204.3</b> | To integrate the knowledge of                                                                               | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            |  |  |  |

|                  |                                                                 |   |   |   |   |   |   |   |   |   |   |  |  |  |
|------------------|-----------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
|                  | statistical test<br>and designing<br>the research<br>experiment |   |   |   |   |   |   |   |   |   |   |  |  |  |
| <b>MBA 204.4</b> | Demonstrate the<br>art of writing the<br>research report.       | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 2 |  |  |  |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –II) <b>2020-2021</b>                                                                                                                                                                               |              |                                                               |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA II Semester                                                                                                                                                                                                                           |              |                                                               |          |           |                |          |
| Subject Name:<br>MBA 204 Marketing Research                                                                                                                                                                                                      |              | Time: 1.5 Hrs                                                 |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                   | Remembering  | Understanding                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                 | Q.1,4        | Q.2,3                                                         | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: To develop the understanding of research concept and research methodology to design the research framework.<br>CO2: To develop necessary skill set for choosing the sample and collecting the data for research. |              |                                                               |          |           |                |          |
| CO Map                                                                                                                                                                                                                                           | Question No. | Question                                                      |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                              | Q.1          | Define the term 'Research'.                                   |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                              | Q.2a         | What are the contribution of research to theory and practice? |          |           |                | 3        |
|                                                                                                                                                                                                                                                  | Q.2b         | What are the types of research?                               |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                              | Q.3          | Explain in detail the proposal of Research.                   |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                              | Q.4          | What do you mean by sample?                                   |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                              | Q.5a         | Differentiate between census and sample.                      |          |           |                | 3        |
|                                                                                                                                                                                                                                                  | Q.5b         | Discuss the types of sampling.                                |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                              | Q 6          | Elaborate the data collection methods.                        |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





**AMITY UNIVERSITY**  
MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## **Attainment**

Session Course: 2020-2021

Name: MBA

Semester: II

Subject Code MBA 204

Subject Name: **Marketing Research**

Attainment Level: level 3

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## PROGRAMME OUTCOMES

Master of Business Administration

2020-2023

### Programme Outcomes:

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA205 | 1   | 3   | 2   | 1   | 2   | 3   | 2   | 1   | 3   | 2    |  |  |  |



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MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                                 |
|-------------------------------------------------------------------------------------------------|
| Amity Business School                                                                           |
| Course Handout                                                                                  |
| Course : Operations Management                                                                  |
| Course Code: MBA205, Crédits: 03, Session: 2021-22(Even Sem.), Class: MBA. 1 <sup>st</sup> Year |

**QQ. Introduction:** The aim of this course is to develop understanding of the strategic and functional issues in the operational environment of any organization, of the various decisions involving the operational activities, and of the methods which enable taking the best possible alternative decision.

**RR. Course Outcomes:** At the end of the course, students will be able to:

**MBA205.1** Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.

**MBA205.2.** Analyse and evaluate various strategic decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments

**MBA205.3** To analyse operations decisions of different types in different conditions.

**MBA205.4** To integrate the concept of controlling under various conditions.

**SS. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

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**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**TT. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## UU. Syllabus

**Module I: Introduction:** Introduction of Operations Function and Operations Management; Input/output transformation; Operations as Competitive Advantage, Trade-offs and combinations

**Module II: Strategic Decisions:** Planning and Designing the Products/Services; Process Design and Planning; Designing the Facility Location and Layout; Selection and Management of Product Technology; Long-term and Short-term Capacity Planning.

**Module III: Operating Decisions:** Forecasting and its types, Inventory Management: Deterministic demand model–EOQ- Continuous and Periodic review Supply chain management; Operations Scheduling and Sequencing, Aggregate Planning and Master Production Scheduling and MRP Probabilistic Inventory Control Models, Materials Requirement Planning.

**Module IV: Controlling and Improvement Decision:** Productivity, Efficiency and Effectiveness; Measuring and Improving the Operations Processes; Green operations management.

## VV.Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

## WW. Suggested Text/Reference Books:

- Chase, Jacob, Aquilano, Agarwal (2008), Operations Management for Competitive Advantage, Tata McGraw-Hill
- Evans & Collier (2007), Operations Management: An Integrated Goods and Service Approach, Cengage
- Heizer, Render, Jagadeesh (2009), Operations Management, Pearson Education, India
- Klassen & Manor (2007), Cases in Operations Management, Sage Publishers
- Krajewski, Ritzman, Malhotra (2007), Operations Management: Processes and Value Chains, Prentice-Hall
- Mahadevan (2007), Operations Management: Theory and Practice, Pearson Education, India
- Russell and Taylor (2009), Operations Management along the Supply Chain, Wiley
- Shroeder (2009), Operations Management: Contemporary Concepts and Cases, Tata McGraw-Hill

**XX. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                  | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Introduction of Operations Function            | Lecture                 | MBA205.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Introduction of Operations Management          | Lecture                 | MBA205.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | Input/output transformation                    | Lecture                 | MBA205.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | Input/output transformation                    | Lecture                 | MBA205.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | Operations as Competitive Advantage            | Lecture                 | MBA205.1                | Mid Term-1, Quiz & End Sem Exam |
| 6              | Operations as Competitive Advantage            | Lecture                 | MBA205.1                | Mid Term-1, Quiz & End Sem Exam |
| 7              | Trade-offs and combinations                    | Lecture                 | MBA205.1                | Mid Term-1, Quiz & End Sem Exam |
| 8              | Trade-offs and combinations                    | Lecture                 | MBA205.1                | Mid Term-1, Quiz & End Sem Exam |
| 9              | Planning and Designing the Products/Services   | Lecture                 | MBA205.2                | Mid Term-1, Quiz & End Sem Exam |
| 10             | Planning and Designing the Products/Services   | Lecture                 | MBA205.2                | Mid Term-1, Quiz & End Sem Exam |
| 11             | Process Design and Planning                    | Lecture                 | MBA205.2                | Mid Term-1, Quiz & End Sem Exam |
| 12             | Process Design and Planning                    | Lecture                 | MBA205.2                | Mid Term-1, Quiz & End Sem Exam |
| 13             | Designing the Facility                         | Lecture                 | MBA205.2                | Mid Term-1, Quiz & End Sem Exam |
| 14             | Designing the Facility                         | Lecture                 | MBA205.2                | Mid Term-1, Quiz & End Sem Exam |
| 15             | Location and Layout                            | Lecture                 | MBA205.2                | Mid Term-1, Quiz & End Sem Exam |
| 16             | Selection and Management of Product Technology | Lecture                 | MBA205.2                | Mid Term-1, Quiz & End Sem Exam |
| 17             | Selection and Management of Product Technology | Lecture                 | MBA205.2                | Mid Term-1, Quiz & End Sem Exam |
| 18             | Long-term and Short-term Capacity Planning.    | Lecture                 | MBA205.2                | Mid Term-1, Quiz & End Sem Exam |
| 19             | Forecasting and its types                      | Lecture                 | MBA205.3                | Mid Term-1, Quiz & End Sem Exam |
| 20             | Inventory Management                           | Lecture                 | MBA205.3                | Mid Term-1, Quiz & End Sem Exam |

|    |                                                     |         |          |                                 |
|----|-----------------------------------------------------|---------|----------|---------------------------------|
| 21 | Deterministic demand model–EOQ                      | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Continuous and Periodic review                      | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Supply chain management                             | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Operations Scheduling and Sequencing                | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Aggregate Planning and Master Production Scheduling | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | MRP                                                 | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Probabilistic Inventory Control Models              | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Materials Requirement Planning                      | Lecture | MBA205.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Productivity                                        | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Efficiency                                          | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Effectiveness                                       | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Measuring the Operations Processes                  | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Improving the Operations Processes                  | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Green operations management                         | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Efficient operations management                     | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Effective operations management                     | Lecture | MBA205.4 | Mid Term-2, Quiz & End Sem Exam |



**YY. Course Articulation Matrix (Mapping of COs with POs)**

| CO              | STATEMENT                                                                                                                                                | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                 |                                                                                                                                                          | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA205.1</b> | Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.                         | -                                   | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  |  |
| <b>MBA205.2</b> | Analyse and evaluate various strategic decisions, develop a balanced line of production & scheduling and sequencing techniques in operation environments | 1                                   | 3           | 3           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |
| <b>MBA205.3</b> | To analyse operations decisions of different types in different conditions.                                                                              | -                                   | 3           | 2           | -           | 1           | 3           | 3           | 2           | 3           | 3            |  |  |  |

|                 |                                                                   |   |   |   |   |   |   |   |   |   |   |  |  |  |
|-----------------|-------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
| <b>MBA205.4</b> | To integrate the concept of controlling under various conditions. | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |
|-----------------|-------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|

**Sample Question Paper**

| Amity Business School<br>I MID-SEMESTER (SEM –II) 2020-2021                                                                                                                                                                                                                                                                                           |                 |                                                                             |              |               |                |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------------------------------------------------------------------|--------------|---------------|----------------|--------------|
| Class: MBA II Semester                                                                                                                                                                                                                                                                                                                                |                 |                                                                             |              |               |                |              |
| Subject Name:<br>MBA 205 Operations<br>Management                                                                                                                                                                                                                                                                                                     |                 | Time: 1.5 Hrs                                                               |              |               | Max. Marks: 30 |              |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                               | Rememberin<br>g | Understandin<br>g                                                           | Applyin<br>g | Analyzi<br>ng | Evaluati<br>ng | Creatin<br>g |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                   | Q.1,4           | Q.2,3                                                                       | Q.4          | Q.2,5,6       |                |              |
| <p>Student will be able to</p> <p>CO1: Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.</p> <p>CO2: Analyse and evaluate various strategic decisions, develop a balanced line of production &amp; scheduling and sequencing techniques in operation environments.</p> |                 |                                                                             |              |               |                |              |
| CO<br>Map                                                                                                                                                                                                                                                                                                                                             | Question<br>No. | Question                                                                    |              |               |                | Marks        |
| CO1                                                                                                                                                                                                                                                                                                                                                   | Q.1             | Explain in brief on operations management.                                  |              |               |                | 3            |
| CO2                                                                                                                                                                                                                                                                                                                                                   | Q.2a            | What is the nature of strategic decisions?                                  |              |               |                | 3            |
|                                                                                                                                                                                                                                                                                                                                                       | Q.2b            | How concept of production & scheduling is applied on operations decisions?  |              |               |                | 3            |
| CO2                                                                                                                                                                                                                                                                                                                                                   | Q.3             | Elaborate development of a balanced line of production & scheduling         |              |               |                | 6            |
| CO2                                                                                                                                                                                                                                                                                                                                                   | Q.4             | Explain the significance of sequencing techniques in operation environments |              |               |                | 3            |
| CO3                                                                                                                                                                                                                                                                                                                                                   | Q.5a            | Elaborate operations decisions of different types.                          |              |               |                | 3            |
|                                                                                                                                                                                                                                                                                                                                                       | Q.5b            | Describe different conditions for operations management                     |              |               |                | 3            |
| CO4                                                                                                                                                                                                                                                                                                                                                   | Q 6             | How controlling benefits to operations management?                          |              |               |                | 6            |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                       |
|-------------------------|-----------------------|
| <b>Session</b>          | 2020-21               |
| <b>Course Name</b>      | MBA                   |
| <b>Semester</b>         | 2nd Semester          |
| <b>Subject Code</b>     | MBA 205               |
| <b>Subject Name</b>     | OPERATIONS MANAGEMENT |
| <b>Attainment Level</b> | Level 3               |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
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**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Master of Business Administration**

**2020-2023**

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA206 | 1   | 3   | 2   | 1   | 2   | 3   | 2   | 1   | 3   | 2    |  |  |  |



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| Amity Business School                                                                                 |
|-------------------------------------------------------------------------------------------------------|
| Course Handout                                                                                        |
| Course : Quantitative Techniques                                                                      |
| Course Code : MBA206, Crédits : 03, Session :2020-2021 (Even Sem.), Class : MBA. 1 <sup>st</sup> Year |

A. **Introduction:** This course will help to students to understand the basic operations research concepts and terminologies involved in optimization techniques, and understand the mathematical tools that are needed to solve optimisation problems. Student should be able to apply probability distributions as an aid to business decision making and operational excellence may become a source of sustained competitive advantage in both manufacturing and service operations.

B. **Course Outcomes:** At the end of the course, students will be able to:

**MBA206.1** To understand the concepts of probability distribution and its relationship to Business.

**MBA206.2.** To apply concepts of forecasting under different conditions.

**MBA206.3** To analyse probability based decisions in of different types in different conditions.

**MBA206.4** To integrate the concept of linear programming and business under various conditions.

C. **Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

### E. Syllabus

**Module I:** Probability Distribution: Normal, Binomial and Poisson Distribution. Elementary Sampling Theory, Estimation Theory, Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations.

Non-parametric methods: Chi-square Tests for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit.

**Module II:** Forecasting Techniques: Karl Person coefficient of correlation, Spearman's Rank methods, Regression Analysis – Estimated regression equation, least squares method, coefficient of determination. Analysis of Time Series and Business Forecasting: Concept, Additive and Multiplicative models, Components of time series, Trend analysis: Using Graphical, Semi average and Moving Average method. Least Square method - Linear and Non-Linear equations, Applications in business decision-making.

**Module III:** Linear Programming Problem: Concept and formulation, structuring of LPP, solution of LPP by graphical method (Maximization and minimization cases), Simplex method.

**Module IV:** Transportation Problem: Initial Basic feasible solution method, Modified approximation method to find optimal solution of a TP, Introductory concept of Assignment Problem: Hungarian method for optimal assignment. Concept of Game theory and Queuing theory with simple business applications.

**F. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Presentation | ESE |
|---------------|---------------|------------|--------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                   | 70  |

**G. Suggested Text/Reference Books:**

- Gupta C B, Gupta V - An Introduction to Statistical Methods (Vikas1995, 23rd Edition).
- Sharma J K - Business statistics (Ane's Student Edition)

**H. Lecture Plan**

| Lecture | Topics                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Probability Distribution                                      | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Normal, Binomial and Poisson Distribution                     | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Elementary Sampling Theory                                    | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Estimation Theory                                             | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Hypothesis testing: one sample and two sample tests for means | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Hypothesis testing: proportions of large samples (z-test)     | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | one sample and two                                            | Lecture          |                  | Mid Term-1, Quiz                |

|    |                                                         |         |          |                                 |
|----|---------------------------------------------------------|---------|----------|---------------------------------|
|    | sample tests                                            |         | MBA206.1 | & End Sem Exam                  |
| 8  | F-test for two sample standard deviations               | Lecture | MBA206.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Chi-square Tests for single sample standard deviation   | Lecture | MBA206.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Chi-square tests for independence of attributes         | Lecture | MBA206.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | goodness of fit test                                    | Lecture | MBA206.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Forecasting Techniques                                  | Lecture | MBA206.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Karl Person coefficient of correlation                  | Lecture | MBA206.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Spearman's Rank methods                                 | Lecture | MBA206.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Estimated regression equation                           | Lecture | MBA206.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | least squares method                                    | Lecture | MBA206.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | coefficient of determination                            | Lecture | MBA206.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Analysis of Time Series                                 | Lecture | MBA206.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Business Forecasting                                    | Lecture | MBA206.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Concept, Additive and Multiplicative models,            | Lecture | MBA206.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Components of time series                               | Lecture | MBA206.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Trend analysis                                          | Lecture | MBA206.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Using Graphical, Semi average and Moving Average method | Lecture | MBA206.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Least Square method                                     | Lecture | MBA206.2 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Linear and Non- Linear equations                        | Lecture | MBA206.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | - Linear and Non- Linear equations                      | Lecture | MBA206.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Linear Programming Problem:                             | Lecture | MBA206.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Linear Programming Problem: Concept and                 | Lecture | MBA206.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                                        |         |          |                                 |
|----|----------------------------------------|---------|----------|---------------------------------|
|    | formulation                            |         |          |                                 |
| 29 | Structuring of LPP                     | Lecture | MBA206.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Maximization and minimization cases    | Lecture | MBA206.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Simplex method                         | Lecture | MBA206.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Transportation Problem                 | Lecture | MBA206.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Target-market prospects.               | Lecture | MBA206.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Introductory market strategy           | Lecture | MBA206.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Initial Basic feasible solution method | Lecture | MBA206.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Modified approximation method          | Lecture | MBA206.4 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |  |
|-----------------|------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|--|
|                 |                                                                                          | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |  |
| <b>MBA206.1</b> | To understand the concepts of probability distribution and its relationship to Business. | -                                   | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  |  |  |
| <b>MBA206.2</b> | To apply concepts of forecasting under different conditions.                             | 1                                   | 3           | 3           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |  |

|                 |                                                                                       |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |
|-----------------|---------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|
| <b>MBA206.3</b> | To analyse probability based decisions in of different types in different conditions. | - | 3 | 2 | - | 1 | 3 | 3 | 2 | 3 | 3 |  |  |  |  |  |
| <b>MBA206.4</b> | To integrate the concept of Linear programming and business under various conditions. | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |  |  |

**Sample Question Paper**

| Amity Business School<br>I MID-SEMESTER (SEM –II) 2020-2021                                                                                                                                    |                 |                                                                |              |               |                |              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------------------------------------------------------------|--------------|---------------|----------------|--------------|
| Class: MBA II Semester                                                                                                                                                                         |                 |                                                                |              |               |                |              |
| Subject Name:<br>MBA 206 Quantitative<br>Techniques                                                                                                                                            |                 | Time: 1.5 Hrs                                                  |              |               | Max. Marks: 30 |              |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                        | Rememberin<br>g | Understandin<br>g                                              | Applyin<br>g | Analyzi<br>ng | Evaluati<br>ng | Creatin<br>g |
| Question<br>Mapping                                                                                                                                                                            | Q.1,4           | Q.2,3                                                          | Q.4          | Q.2,5,6       |                |              |
| Student will be able to:<br>CO1: To understand the concepts of probability distribution and its relationship to Business.<br>CO2: To apply concepts of forecasting under different conditions. |                 |                                                                |              |               |                |              |
| CO<br>Map                                                                                                                                                                                      | Question<br>No. | Questi<br>on                                                   |              |               |                | Mar<br>ks    |
| CO1                                                                                                                                                                                            | Q.1             | Explain in brief concept of probability.                       |              |               |                | 3            |
| CO2                                                                                                                                                                                            | Q.2a            | What is the nature of Forecasting?                             |              |               |                | 3            |
|                                                                                                                                                                                                | Q.2b            | How concept of Forecasting is applied in business decisions?   |              |               |                | 3            |
| CO2                                                                                                                                                                                            | Q.3             | Elaborate Forecasting and determinants of Forecasting          |              |               |                | 6            |
| CO2                                                                                                                                                                                            | Q.4             | Explain the significance of Forecasting                        |              |               |                | 3            |
| CO3                                                                                                                                                                                            | Q.5a            | Elaborate different types of probability based decision making |              |               |                | 3            |
|                                                                                                                                                                                                | Q.5b            | Describe in brief probability based decisions.                 |              |               |                | 3            |
| CO4                                                                                                                                                                                            | Q.6             | How Linear programming enables small-scale entrepreneurs?      |              |               |                | 6            |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                         |
|-------------------------|-------------------------|
| <b>Session</b>          | 2020-21                 |
| <b>Course Name</b>      | MBA                     |
| <b>Semester</b>         | 2nd Semester            |
| <b>Subject Code</b>     | MBA 206                 |
| <b>Subject Name</b>     | QUANTITATIVE TECHNIQUES |
| <b>Attainment Level</b> | Level 3                 |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA207 | 1   | 3   | 2   | 1   | 2   | 3   | 2   | 1   | 3   | 2    |  |  |  |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Amity Business School                                                                                |
|------------------------------------------------------------------------------------------------------|
| Course Handout                                                                                       |
| Course: ENTREPRENEURSHIP                                                                             |
| Course Code: MBA207, Crédits: 02, Session : 2020-2021 (Even Sem.), Class : MBA. 1 <sup>st</sup> Year |

**A. Introduction:** The course is designed to understand the business environment and the domain knowledge of the entrepreneurial process. It will take the participants through the process of critical thinking, business analysis, problem solving and creating of innovative solution in the context of Organizational and Entrepreneurial behaviour - how it differs from that of professional management, organizational and Entrepreneurial processes - the activities involved in taking ideas to the commercial realization, group project to develop an appreciation for the special challenges in entrepreneurial companies that are important for today's innovative climate. With that the course will also aim at developing effective communication skills, leadership skills and the ability to work in teams. Finally the course will sensitise participants on the social responsiveness and expected ethical behaviour from an entrepreneur.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA207.1** the learner shall enlist the economic challenges and identify the Opportunities for creation of an Enterprise.

**MBA207.2.** Under exemplified conditions the Learner shall be able to discover the business models of Entrepreneurship.

**MBA207.3** Under different circumstances the learner will be able to select an appropriate form of enterprise.

**MBA207.4** Given the case the learner shall be able to interpret the business model and illustrate the reasons for success of an enterprise.

**C. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code         | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT           | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |              |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/<br>Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A            | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE           | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |              | <b>100%</b> |

## E. Syllabus

**Module I: Entrepreneurial Psyche:** The entrepreneurial mind-set. Key attributes of an entrepreneur: Desirable and acquirable Behaviour, The readiness : The right time, the right age, right conditions. Myths and realities of entrepreneurship. Struggles, causes of failure, Product/market, financing, managerial resilience. How many attempts. Similarities and variances between an Entrepreneur and an intrapreneur.

**Module II: Entrepreneurship Development:** Understanding the Entrepreneurial Perspective in Individuals: Ideas, opportunity and retrospective determinism- To solve something felt and experienced vs I want to be an entrepreneur – Where can ideas come from-creating and appropriating value- Scarcity, choice and trade-offs, Heuristics and gut-feel Funding and incubation, Informal capital, Friends and family. Formal capital: Personal finance, Angel- Introduction to the World of Venture Capitalists. Evaluation criteria employed by VC. Selecting the right VC. Financing mix and the financing continuum shareholding. explaining to family, entrepreneurial stress. Composition: complementarity-different

life stages. Relative importance-disagreements; India's start-up revolution. Trends, imperatives, benefits. The players involved in the eco-system, business incubators, rural entrepreneurship, social entrepreneurship, women entrepreneurs. Transition from college/regular job to the World of start-ups.

**Module III: Growth and Development of Entrepreneurial Ventures:** Identifying 'paying customer'. Developing market understanding- Narrowing focus-end user profiling. Ideal persona-market segmentation, market sizing- marketing plan, pricing- strategy Rigor of another kind. Cliff-vesting schedule. Relative importance of operational involvement, Idea/Patent, driving force and capital infusion. Go live, what proof of concept is needed- Minimum viable product – Name of product/service. Website, visiting card, office space. Valuation and harvesting. Valuation methods. Term sheet Strategic sale. Negotiations – Management succession.

**Module IV: Business Plan:** How to develop it. What all should it have. What it shouldn't have. Unit economics. Scalability. Defensibility. Venture feasibility analysis. Pitching. Legal matters. Organisational form. Sole Proprietorship, partnership, corporation. Intellectual property rights. Copyrights, trademarks, patents. Tax. Personnel Law. Contract Law. Law vs Ethics. Legal expenses. Hiring the service provider. Digital haves and have nots. Digital Economy as a resource. Promotion tools. The value of likes and shares. Matchmakers. Long tail markets. Micro Apps.

**F. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

**G. Suggested Text/Reference Books:**

- Histrich D. Robert and Peters P. Michal Shepherd A Dean (2007); Entrepreneurship, McGraw Hill
- Timmons A. Jethrfy and Jr. Stephen Spinell (2009), New Ventures Creation; Entrepreneurship for the 21<sup>st</sup> Century, McGraw Hill.
- Amabile, T. (1988), Model of Creativity and Innovation in Organizations, in Staw, B & Cummings L., Research in Organizational Behaviour, Vol.10, Jai Preee, Greenwich.
- Luthans, F. (1998), Organizational Behaviour, McGraw Hill
- Gnyawali D & Fogel D, (1984), Environments for Entrepreneurship Development: Key Dimensions and Research Implications, Entrepreneurship theory and Practice, Spring
- Shroeder (2009), Operations Management: Contemporary Concepts and Cases, Tata McGraw-Hill

## H. Lecture Plan

| Lecture | Topics                                                                                                                                                                                             | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | The entrepreneurial mind-set                                                                                                                                                                       | Lecture          | MBA207.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Key attributes of an entrepreneur: Desirable and acquirable Behaviour                                                                                                                              | Lecture          | MBA207.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | The readiness : The right time, the right age, right conditions. Myths and realities of entrepreneurship                                                                                           | Lecture          | MBA207.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Struggles, causes of failure, Product/market, financing, managerial resilience.                                                                                                                    | Lecture          | MBA207.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | How many attempts. Similarities and variances between an Entrepreneur and an intrapreneur.                                                                                                         | Lecture          | MBA207.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Ideas, opportunity and retrospective determinism- To solve something felt and experienced vs I want to be an entrepreneur                                                                          | Lecture          | MBA207.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Where can ideas come from-creating and appropriating value- Scarcity, choice and trade-offs, Heuristics and gut-feel Funding and incubation, Informal capital, Friends and family. Formal capital: | Lecture          | MBA207.2         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                                  |         |          |                                 |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Personal finance, Angel-Introduction to the World of Venture Capitalists.                                                                                        |         |          |                                 |
| 8  | Evaluation criteria employed by VC. Selecting the right VC. Financing mix and the financing continuum shareholding. Explaining to family, entrepreneurial stress | Lecture | MBA207.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Composition: complementarity-different life stages. Relative importance-disagreements; India's start-up revolution.                                              | Lecture | MBA207.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Trends, imperatives, benefits. The players involved in the eco-system, business incubators,                                                                      | Lecture | MBA207.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Rural entrepreneurship, social entrepreneurship, women entrepreneurs. Transition from college/regular job to the world of start-ups.                             | Lecture | MBA207.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Identifying 'paying customer'                                                                                                                                    | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Developing market understanding- Narrowing focus-end user profiling.                                                                                             | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Ideal persona-market segmentation, market sizing-marketing plan, pricing- strategy Rigor of another kind.                                                        | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Cliff-vesting schedule. Relative importance of operational involvement, Idea/Patent, driving force and capital infusion.                                         | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Go live, what proof of concept is needed- Minimum viable product – Name of product/service.                                                                      | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Website, visiting card, office space. Valuation and                                                                                                              | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                                                                                                                                                                                  |         |          |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | harvesting.                                                                                                                                                                                                                                      |         |          |                                 |
| 18 | Valuation methods. Term sheet Strategic sale. Negotiations – Management succession.                                                                                                                                                              | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | How to develop it. What all should it have. What it shouldn't have.                                                                                                                                                                              | Lecture | MBA207.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Unit economics. Scalability. Defensibility.                                                                                                                                                                                                      | Lecture | MBA207.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Venture feasibility analysis. Pitching. Legal matters.                                                                                                                                                                                           | Lecture | MBA207.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Organisational form. Sole Proprietorship, partnership, corporation.                                                                                                                                                                              | Lecture | MBA207.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Intellectual property rights. Copyrights, trademarks, patents. Tax.                                                                                                                                                                              | Lecture | MBA207.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Personnel Law. Contract Law. Law vs Ethics. Legal expenses. Hiring the service provider. Digital haves and have nots. Digital Economy as a resource. Promotion tools. The value of likes and shares. Matchmakers. Long tail markets. Micro Apps. | Lecture | MBA207.4 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                           | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-----------------|-------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                 |                                                                                     | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA207.1</b> | The learner shall enlist the economic challenges and identify the Opportunities for | 2                                   | 3           | 2           | 1           | 2           | 3           | 2           | 1           | 3           | 2            |  |  |  |

|                 |                                                                                                                                  |   |   |   |   |   |   |   |   |   |   |  |  |  |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
|                 | creation of an Enterprise.                                                                                                       |   |   |   |   |   |   |   |   |   |   |  |  |  |
| <b>MBA207.2</b> | Under exemplified conditions the Learner shall be able to discover the business models of Entrepreneurship.                      | 1 | 2 | 3 | 3 | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |
| <b>MBA207.3</b> | Under different circumstances the learner will be able to select an appropriate form of enterprise.                              | 3 | 3 | 2 | 3 | 1 | 3 | 3 | 2 | 3 | 3 |  |  |  |
| <b>MBA207.4</b> | Given the case the learner shall be able to interpret the business model and illustrate the reasons for success of a enterprise. | 1 | 3 | 2 | 3 | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |

**Sample Question Paper**

| Amity Business School<br>I MID-SEMESTER (SEM –II) 2020-2021                                                                                                                                                                                                                        |              |                                                                 |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA II Semester                                                                                                                                                                                                                                                             |              |                                                                 |          |           |                |          |
| Subject Name:<br>MBA 207 Entrepreneurship                                                                                                                                                                                                                                          |              | Time: 1.5 Hrs                                                   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                     | Remembering  | Understanding                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                           | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to:</p> <p>CO1: the learner shall enlist the economic challenges and identify the Opportunities for creation of an Enterprise.</p> <p>CO2: Under exemplified conditions the Learner shall be able to discover the business models of Entrepreneurship.</p> |              |                                                                 |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                             | Question No. | Question                                                        |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                | Q.1          | Briefly Explain the Myths and realities of entrepreneurship.    |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                | Q.2a         | What is Entrepreneurial Perspective in Individuals?             |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                    | Q.2b         | What is Financing mix and the financing continuum shareholding? |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                | Q.3          | Elaborate 'paying customer'                                     |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                | Q.4          | Explain Valuation and harvesting                                |          |           |                | 3        |
| CO3                                                                                                                                                                                                                                                                                | Q.5a         | Elaborate Venture feasibility analysis.                         |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                    | Q.5b         | Describe different conditions for operations management         |          |           |                | 3        |
| CO4                                                                                                                                                                                                                                                                                | Q 6          | Explain Intellectual property rights                            |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                  |
|-------------------------|------------------|
| <b>Session</b>          | 2020-21          |
| <b>Course Name</b>      | MBA              |
| <b>Semester</b>         | 2nd Semester     |
| <b>Subject Code</b>     | MBA 207          |
| <b>Subject Name</b>     | ENTREPRENEURSHIP |
| <b>Attainment Level</b> | Level 3          |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
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MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Master of Business Administration**

**2020-2023**

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA208 | 1   | 3   | 2   | 1   | 3   | 3   | 2   | 1   | 3   | 2    |  |  |  |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Amity Business School                                                                           |
|-------------------------------------------------------------------------------------------------|
| Course Handout                                                                                  |
| Course : <b>ORGANISATION DESIGN</b>                                                             |
| Course Code: MBA208, Crédits: 02, Session: 2020-21(Even Sem.), Class: MBA. 1 <sup>st</sup> Year |

**A. Introduction:** This course is designed to enhance the ability to analyze the soundness of the organizational structure of a company. It also focuses on enhancing ability to understand and overcome the main changes that entail the management of change inside an organization. It will be helpful to develop skills for understanding the impact of environment, strategy, technology, organizational culture, and organizational size on organizational and inter organizational relationships.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA208.1** Students will be able to explain the concept of Organisation Design and determine the factors that affect Organisation Design.

**MBA208.2.** The student will be able to evaluate and design functional level strategies for any organization.

**MBA208.3** The future managers/ students will be able to analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour and demonstrate skills required for working in groups (team building).

**MBA208.4** The students will be able to justify how organizational change and conflict affect working relationships within organizations and demonstrate how to apply relevant theories to solve problems of change and conflict within organizations.

**C. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**D. Assessment Plan:**



| Component of Evaluation        | Description                                                                                                                                                                                                   | Code      | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT        | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |           |             |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q /PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A         | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE        | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |           | <b>100%</b> |

#### E. Syllabus

**Module I: Understanding organizations:** Organization structure,-Organization and stakeholders- Organizations and environmental influences- The Environmental Domain. Environmental Uncertainty. Goals and Effectiveness Organizational strategy: Industry Analysis: Porter's five forces, Value Chain Activities.

**Module II: Organizational design:** The evolution of organization theory and design, Dimensions of organization design: structural and conceptual,Alternative structures-Management process - Authority and organizational control mechanisms.

**Module III: Managing organizational culture:** Technology and organizational design- Organizational Level Technology. Departmental technology. The Impact of Technology on People. Organizational decision making and organizational learning & knowledge management.

**Module IV: Organizational Change Management:** Organizational Life cycle ,Organizational change management- Managing organizational conflict, power and politics.

#### F. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Presentation | ESE |
|---------------|---------------|------------|--------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                   | 70  |

#### G. Suggested Text/Reference Books:

- Richard D. Daft (2013), Organization Theory and Design (11 th ed.), Mason, OH: South-Western, Cengage Learning
- French W L & Bell, Organizational Development, Prentice Hall of India
- Ravishankar S & Mishra R.K., Organizational Development, Visison Books Pvt. Ltd.
- Luthans, F. (2005), Organizational Behaviour, McGraw – Hill International Edition.
- Robbins, S.P, Judge TA, Sanghi S, Organizational Behaviour, Thirteenth Edition, Pearson.
- Newstrom John W. and Davis Keith, (1993), Organizational Behaviour: Human Behaviour at Work, Tata McGraw Hill, New Delhi
- Perek U & Rao T V, Designing & Managing HR System, Oxford & IBH Publishing company
- Perek U & Rao T V Making Organization Roles Effective, TATA McGraw Hill

#### H. Lecture Plan

| Lecture | Topics                                                                | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction of organizations                                         | Lecture          | MBA208.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Understanding organizations                                           | Lecture          | MBA208.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Organization structure,- Organization and stakeholders                | Lecture          | MBA208.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Organizations and environmental influences- The Environmental Domain. | Lecture          | MBA208.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Environmental Uncertainty                                             | Lecture          | MBA208.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Goals and Effectiveness<br>Organizational strategy:                   | Lecture          | MBA208.1         | Mid Term-1, Quiz & End Sem      |

|    |                                                                      |         |          |                                 |
|----|----------------------------------------------------------------------|---------|----------|---------------------------------|
|    |                                                                      |         |          | Exam                            |
| 7  | Industry Analysis: Porter's five forces,                             | Lecture | MBA208.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Value Chain Activities.                                              | Lecture | MBA208.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Organizational design                                                | Lecture | MBA208.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | The evolution of organization theory and design                      | Lecture | MBA208.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Dimensions of organization design structural                         | Lecture | MBA208.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Dimensions of organization design conceptual                         | Lecture | MBA208.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Alternative structures- Management process                           | Lecture | MBA208.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Authority and organizational control mechanisms                      | Lecture | MBA208.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Managing organizational culture Technology and organizational design | Lecture | MBA208.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Organizational Level Technology                                      | Lecture | MBA208.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Departmental technology                                              | Lecture | MBA208.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | The Impact of Technology on People                                   | Lecture | MBA208.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Organizational decision making                                       | Lecture | MBA208.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | organizational learning and knowledge management                     | Lecture | MBA208.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Organizational Life cycle                                            | Lecture | MBA208.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Organizational Change Management                                     | Lecture | MBA208.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                            |         |          |                                 |
|----|--------------------------------------------|---------|----------|---------------------------------|
| 23 | Managing organizational conflict           | Lecture | MBA208.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Managing organizational power and politics | Lecture | MBA208.4 | Mid Term-2, Quiz & End Sem Exam |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                                                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                 |                                                                                                                                                                                                                       | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA208.1</b> | Students will be able to explain the concept of Organisation Design and determine the factors that affect Organisation Design.                                                                                        | 3                                   | 3           | 2           | 3           | 3           | 3           | 2           | 1           | 3           | 2            |  |  |  |
| <b>MBA208.2</b> | Analyse and The student will be able to evaluate and design functional level strategies for any organization.                                                                                                         | 1                                   | 3           | 3           | 2           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |
| <b>MBA208.3</b> | The future managers/ students will be able to analyze the behaviour of individuals and groups in organizations in terms of the key factors that influence organizational behavior and demonstrate skills required for | 1                                   | 3           | 2           | 1           | 1           | 3           | 3           | 2           | 3           | 3            |  |  |  |

|          |                                                                                                                                                                                                                                             |   |   |   |   |   |   |   |   |   |   |  |  |  |
|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
|          | working in groups (team building).                                                                                                                                                                                                          |   |   |   |   |   |   |   |   |   |   |  |  |  |
| MBA208.4 | The students will be able to justify how organizational change and conflict affect working relationships within organizations and demonstrate how to apply relevant theories to solve problems of change and conflict within organizations. | 1 | 3 | 2 | 3 | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |

**Sample Question Paper**

|                                                                                                                                                                                                                                                                                                        |                 |                                                                                                         |              |               |                |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------------------------------------------------------------------------------------------------|--------------|---------------|----------------|--------------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –II) 2020-2021</p>                                                                                                                                                                                                        |                 |                                                                                                         |              |               |                |              |
| Class: MBA II Semester                                                                                                                                                                                                                                                                                 |                 |                                                                                                         |              |               |                |              |
| Subject Name:<br>MBA 208 ORGANISATION<br>DESIGN                                                                                                                                                                                                                                                        |                 | Time: 1.5 Hrs                                                                                           |              |               | Max. Marks: 30 |              |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                | Rememberin<br>g | Understandin<br>g                                                                                       | Applyin<br>g | Analyzi<br>ng | Evaluati<br>ng | Creatin<br>g |
| Question<br>Mapping                                                                                                                                                                                                                                                                                    | Q.1,4           | Q.2,3                                                                                                   | Q.4          | Q.2,5,6       |                |              |
| <p>Student will be able to:</p> <p><b>CO1:</b> Students will be able to explain the concept of Organisation Design and determine the factors that affect Organisation Design.</p> <p><b>CO2:</b> The student will be able to evaluate and design functional level strategies for any organization.</p> |                 |                                                                                                         |              |               |                |              |
| CO<br>Map                                                                                                                                                                                                                                                                                              | Question<br>No. | Question                                                                                                |              |               |                | Marks        |
| CO1                                                                                                                                                                                                                                                                                                    | Q.1             | Describe Porter's Five Forces Analysis.                                                                 |              |               |                | 3            |
| CO2                                                                                                                                                                                                                                                                                                    | Q.2a            | What are the dimensions in organizational design?                                                       |              |               |                | 3            |
|                                                                                                                                                                                                                                                                                                        | Q.2b            | What is meant by organizational learning?                                                               |              |               |                | 3            |
| CO2                                                                                                                                                                                                                                                                                                    | Q.3             | Explain in detail about organizational life cycle and its importance.                                   |              |               |                | 6            |
| CO2                                                                                                                                                                                                                                                                                                    | Q.4             | “In any organization, it is very vital to create and sustain the culture” – Substantiate the statement. |              |               |                | 3            |
| CO3                                                                                                                                                                                                                                                                                                    | Q.5a            | What is Conflict? What are its causes and how it can be managed effectively? Explain.                   |              |               |                | 3            |

|     |      |                                                                                                                 |   |
|-----|------|-----------------------------------------------------------------------------------------------------------------|---|
|     | Q.5b | Define organizational change and explain why do individual resist to change.                                    | 3 |
| CO4 | Q 6  | What are the types of organizational design?<br>Examine the need and significance of sound organization design. | 6 |

| Attainments  |   | Rubric                                                     |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                       |
|-------------------------|-----------------------|
| <b>Session</b>          | 2020-21               |
| <b>Course Name</b>      | MBA                   |
| <b>Semester</b>         | 2nd Semester          |
| <b>Subject Code</b>     | MBA 208               |
| <b>Subject Name</b>     | ORGANIZATIONAL DESIGN |
| <b>Attainment Level</b> | Level 3               |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## **PROGRAMME OUTCOMES**

### **Master of Business Administration**

**2020-2023**

#### **Programme Outcomes:**

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**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| II SEM                        | MBA209 | 1   | 3   | 2   | 1   | 3   | 3   | 2   | 1   | 3   | 2    |  |  |  |



| AMITY BUSINESS SCHOOL                                                                          |
|------------------------------------------------------------------------------------------------|
| Course Handout                                                                                 |
| Course : <b>CORPORATE STRATEGY</b>                                                             |
| Course Code : MBA 209, Crédits : 03, Session : 2020-2021 (Even Sem.),<br>Class : MBA. 1st Year |

**A. Introduction:** The course is designed to help students understand the concept of strategy and strategic management process. This starts with a clear understanding of business environment and the domain knowledge of what the top-management of an organisation does. The course will further enhance critical thinking skills, business analysis skills, problem solving skills and the ability to come up with creative and innovative solutions. The course also aims at acquainting students with basic concepts and principles of strategic management; develop and prepare organizational strategies that will be effective for the current dynamic environment and likewise to impart the strategic management conceptual framework which will increase students' skills and knowledge in identifying and describing organizations' strategic posture and direction. This will also cover global exposure and cross-cultural understanding to create an understanding of how global firms operate. The course will culminate with sensitizing participants regarding their responsibilities towards the society through training on social responsiveness and ethics.

**B. Course Outcomes:** At the end of the course, students will be able to

**MBA209.1.** Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.

**MBA209.2.** Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.

**MBA209.3.** Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level.

**MBA209.4.** Students will be able to develop their capacity to think and execute strategically.

**MBA209.5:** Enhanced ability to identify strategic issues and design appropriate courses of action.

### **C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### E. Syllabus

**Module I: Introduction and Purpose of Strategy Formulation:** Evolution and Introduction to strategic management. Concept and Classification of Corporate and Business Strategy with Hierarchy definition; Purpose of Strategy Formulation: Concept of Vision, Mission and Business Definition. Importance of stakeholders in business.

**Module II: Strategic Analysis:** The external environment. PESTLE Analysis, Stakeholder analysis, Strategic Advantage Profile (SAP), Porter's Value Chain Analysis, Resource Based View of the Firm-VRIO Framework; Competitor Analysis, Industry Analysis using Porter's five forces Model; Scenario analysis and SWOT Analysis, McKinsey's 7S Framework.

**Module III: Strategic Choice – Traditional Approach:** Portfolio Analysis using BCG, GE Nine Cell Matrix, Hofer's Model, Making Strategic Choices using Strickland's Grand Strategy

Selection Matrix; Ansoff's Product Market Grid; Choosing Generic Strategies using Porter's Model of competitive advantage.

**Module IV: Industry Structures and Competitive Strategies:** Industry Structures and Lifecycle stages, Non-market strategies, Advantages and Disadvantages of Defensive and Offensive strategies, Competing through business models. Competitive advantage and firm resources. The dynamics of competitive advantage, competitive advantage to corporate advantage – Integrative analysis.

**Module V: Strategy Implementation and Evaluation:** Issues in implementation: Resource Allocation, Organization Structure, Social responsibilities – Ethics and Corporate Social Responsibility (CSR). Measuring performance and establishing strategic controls.

**Module VI: Case Studies:** Concepts will be illustrated using case studies in a variety of industries

Case studies for reference: SUNMICROSYSTEMS, KODAK, GOOGLE, SONY, DELL

**Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/Presentation | ESE |
|---------------|---------------|------------|------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                             | 70  |

**Text & References:**

- Wheelen and Hunger (2008), Essentials of Strategic Management, Prentice Hall India.
- Ramaswamy and Namakumari (1999), Strategic Planning: Formulation of Corporate Strategy Text and Cases, Macmillan India Ltd.
- Jausch & Glueck (1988), Business Policy and Strategic Management, (5<sup>th</sup> Ed.), McGraw Hill.
- Thomson & Strickland (2008), Business Policy and Strategic Management, (12<sup>th</sup> Ed.), McGraw Hill.

## F. Lecture Plan

| Lecture | Topics                                                                                  | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Evolution and Introduction to strategic management                                      | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept and Classification of Corporate and Business Strategy with Hierarchy definition | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Purpose of Strategy Formulation                                                         | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Concept of Vision, Mission and Business Definition.                                     | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Importance of stakeholders in business                                                  | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | The external environment                                                                | Lecture          | MBA209.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | PESTLE Analysis                                                                         | Lecture          | MBA209.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Stakeholder analysis                                                                    | Lecture          | MBA209.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Strategic Advantage Profile (SAP), Porter's Value Chain Analysis                        | Lecture          | MBA209.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Risk & return of single security and portfolio of securities                            | Lecture          | MBA209.3         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Measurement of risk – calculation of Mean deviation                                     | Lecture          | MBA209.3         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Standard Deviation                                                                      | Lecture          | MBA209.3         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Beta value- Ex-ante and Ex-post beta                                                    | Lecture          | MBA209.4         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Negative beta and its significance in investment decision.                              | Lecture          | MBA209.4         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Fundamental analysis: Economy analysis, Industry analysis                               | Lecture          | MBA209.4         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Company analysis- financial and non- financial analysis                                 | Lecture          | MBA209.4         | Mid Term-1, Quiz & End Sem Exam |
| 17      | International events and its impact on security market                                  | Lecture          | MBA209.4         | Mid Term-1, Quiz & End Sem Exam |
| 18      | Technical analysis - Various Technical analysis tools like                              | Lecture          | MBA209.4         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                  |         |          |                                 |
|----|----------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Moving averages                                                                  |         |          |                                 |
| 19 | Volume Analysis, Indicators                                                      | Lecture | MBA209.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | RSI, Patten analysis, Candle sticks, Market breadth analysis                     | Lecture | MBA209.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Trend analysis, Elliot wave, ROC/RSI                                             | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 22 | lagging indicators and leading indicators analysis                               | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Reading and interpretations of technical patterns and charts                     | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Other tools to Forecast the market and take Entry and exit decisions; Dow Theory | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Introduction to portfolio management                                             | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | efficient market theory                                                          | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | efficient portfolio and efficient frontier                                       | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Valuation by PE ratio /Book value to price value analysis                        | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Markowitz diversification                                                        | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Single Index Model, CAPM, Arbitrage pricing theory                               | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Estimation of Portfolio beta                                                     | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Separation of risks into systematic and unsystematic risk                        | Lecture | MBA209.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | motivation for partitioning of risk                                              | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | calculation of portfolio risk and return, optimal portfolio selection.           | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Role of Fund Manager                                                             | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Portfolio management services                                                    | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Churning and revision of Portfolio - Need for revision                           | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 38 | different techniques of revision                                                 | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |



|    |                                                                                                 |         |          |                                 |
|----|-------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 39 | Modified formula plan: Dollar cost Averaging; practical problems in portfolio revision          | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 40 | Portfolio re balancing and up gradation, Sharpe"performance Index                               | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 41 | Trennor"performance Index, Jensen's performance Index                                           | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 42 | Managing equity and bond funds- Managing Mutual Funds                                           | Lecture | MBA209.6 | Mid Term-2, Quiz & End Sem Exam |
| 43 | Practical assignment of virtual trading mechanism of stock markets on popular trading platforms | Lecture | MBA311.5 | Mid Term-2, Quiz & End Sem Exam |
| 44 | Trennor"performance Index, Jensen's performance Index                                           | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 45 | Managing equity and bond funds- Managing Mutual Funds                                           | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |

**G. Course Articulation Matrix (Mapping of COs with POs)**

| CO              | STATEMENT                                                                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                 |                                                                                                                                       | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA209.1</b> | Students will be able to describe major theories, background work, concepts and research output in the field of strategic management. | 2                                   | 2           | 2           | -           | 3           | 1           | -           | 3           | 2           | 2            |  |  |  |

|                      |                                                                                                                                                                                                                 |   |   |   |   |   |   |   |   |   |   |  |  |  |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
| <b>MBA209.<br/>2</b> | Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature. | 2 | 2 | 1 | - | 2 | - | - | 2 | 3 | 2 |  |  |  |
| <b>MBA209.<br/>3</b> | Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level.                                                                            | 2 | 2 | - | 1 | 2 | - | - | 2 | 2 | 3 |  |  |  |
| <b>MBA209.<br/>4</b> | Students will be able to develop their capacity to think and execute strategically.                                                                                                                             | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 |  |  |  |
| <b>MBA209.<br/>5</b> | Enhanced ability to identify strategic issues and design appropriate courses of action.                                                                                                                         | 3 | 2 | - | 2 | 3 | 1 | - | 2 | 2 | 2 |  |  |  |

### Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                                            |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –II) 2020-2021                                                                                                                                                                                                                                                                                                                                                       |              |                                                                            |          |           |                |          |
| Class: MBA II Semester                                                                                                                                                                                                                                                                                                                                                                                            |              |                                                                            |          |           |                |          |
| Subject Name:<br>MBA 209 CORPORATE STRATEGY                                                                                                                                                                                                                                                                                                                                                                       |              | Time: 1.5 Hrs                                                              |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                    | Remembering  | Understanding                                                              | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                  | Q.1,4        | Q.2,3                                                                      | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to:</p> <p>CO1: Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.</p> <p>CO2: Students will demonstrate a clear understanding of the concepts, tools &amp; techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.</p> |              |                                                                            |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                            | Question No. | Question                                                                   |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                               | Q.1          | Explain the Concept and Classification of Corporate and Business Strategy. |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                               | Q.2a         | What do you understand by mission and vision?                              |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2b         | Briefly explain the external environment. PESTLE Analysis.                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                               | Q.3          | Write a note on McKinsey's 7S Framework                                    |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                               | Q.4          | Explain Importance of stakeholders in business.                            |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                               | Q.5a         | Elaborate Annual Budget Regime.                                            |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5b         | Discuss Porter's Model of competitive advantage.                           |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                               | Q 6          | What do you understand by SWOT Analysis. Explain with example              |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                    |
|-------------------------|--------------------|
| <b>Session</b>          | 2020-21            |
| <b>Course Name</b>      | MBA                |
| <b>Semester</b>         | 2nd Semester       |
| <b>Subject Code</b>     | MBA 209            |
| <b>Subject Name</b>     | CORPORATE STRATEGY |
| <b>Attainment Level</b> | Level 3            |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## PROGRAMME OUTCOMES

### Master of Business Administration

AMITY UNIVE

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

2020-2023

### Programme Outcomes:

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |
|-------------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|
|                                     |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |
| III SEM                             | MBA301 | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 1   | 2    |  |  |  |

| AMITY BUSINESS SCHOOL                                                                                  |
|--------------------------------------------------------------------------------------------------------|
| Course Handout                                                                                         |
| Course : <b>PROJECT MANAGEMENT</b>                                                                     |
| Course Code : MBA 301, Crédits : 03, Session : 2020-2021 (Odd Sem.), Class : MBA. 2 <sup>nd</sup> Year |

**A. Introduction:** Project Management is a broad multi-level activity. The objectives of this course are to provide a thorough understanding of its various essentials to the student. At the completion of the course, the student should be able to apply criteria of selection for identification of a project and carry out a rational appraisal. He/ She should be able to do project planning and be familiar with project control systems. To develop the thorough understanding of the subject, tools and techniques used for managing projects.

**B. Course Outcomes:** At the end of the course, students will be able to:

MBA 301.1: To understand the context of project management

MBA 301.2: To analyse and elaborate on the Project Selection and Appraisal.

MBA 301.3: To gain knowledge of project planning and organisation.

MBA 301.4: To identify the role of risk management plan and cost estimation.

MBA 301.5: To understand how subcontract administration and control are practiced in the industry.

***Programme Outcomes:***

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**C. Assessment Plan:**

| Component of Evaluation        | Description                          | Code     | Weightage % |
|--------------------------------|--------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                           | CT       | 15%         |
|                                | Project/Assignment/Quiz/Presentation | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance I        | A        | 5%          |



|                          |                                                                                                                                                  |    |             |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | required to be maintained by a student to be qualified for taking up the End Semester examination. The allow of 25% includes all types of leaves |    |             |
| End Semester Examination | End Semester Examination                                                                                                                         | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                  |    | <b>100%</b> |

#### **D. Syllabus**

##### **Module I: Context of Project Management**

Concept of Projects, Project Management, importance; Project Goals, Functions; Categories of Projects, Phases of Projects, 7S' of Projects; Life Cycles

##### **Module II: Project Selection and Appraisal**

Criteria for selection: Checklist Model, Scoring Model, Analytic Hierarchy Process, Profile Model; identification of the project; Request for Proposal; Project appraisal: Technical, Commercial, Economic, Financial and Management appraisal; Feasibility Study: Payback Period, NPV, IRR, Options Model; Detailed Project Report

##### **Module III: Project Planning and Organization**

Project Planning: Planning steps, Master plan; Defining Project Scope, Developing Work Breakdown Structure, Project Activity, Project Coordination, Scheduling Charts; Schedule, Gantt Charts, CPM and PERT Project Team, Role of the leader; Project Organization: Pure, Matrix, Mixed; Project Portfolio Management

##### **Module IV: Cost Estimation, Budgeting, Measurement of Risk**

Cost Estimating Process, Budgets and Estimates; Cost-Time Overrun; Risk analysis, Project Management Information System

##### **Module V: Project Review and Control**

Control Process, Cybernetic controls, Go-No-go Controls, Post controls; Project Quality Control; Critical Chain Project Management; Project Closeout; Project Termination and Abandonment Analysis; Project Audit

,

#### **E. Examination Scheme:**

| <b>Components</b> | <b>Midterm Exam</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>Attendance</b> | <b>ESE</b> |
|-------------------|---------------------|---------------------------------------------|-------------------|------------|
| Weightage (%)     | 15                  | 10                                          | 5                 | 70         |

#### **F. Suggested Text/Reference Books:**

##### **Text & References:**

- Gray & Larson (2008), Project Management, Tata McGraw-Hill
- Harvard Business School Press (2007), The Essentials of Project Management (for HR Professionals)
- Kerzner (2008), Project Management, John Wiley
- Kloppenborg (2009), Contemporary Project Management, Cengage.
- Maylor (2008), Project Management, Pearson India
- Meredith, Mantel, (2008), Project Management, Wiley India

- Nagarajan (2008), Project Management, New Age Publishers
- Nicholas and Steyn (2008), Project Management for Business, Engineering, & Technology, Elsevier India
- Pinto (2009), Project Management: Achieving Competitive Advantage, Pearson India, Delhi

#### **G. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                  | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|--------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Concept of Projects            | Lecture                 | MBA 301.1               | Mid Term-1, Quiz & End Sem Exam |
| 2              | Project Management             | Lecture                 | MBA 301.1               | Mid Term-1, Quiz & End Sem Exam |
| 3              | Importance                     | Lecture                 | MBA 301.1               | Mid Term-1, Quiz & End Sem Exam |
| 4              | Project Goals                  | Lecture                 | MBA 301.1               | Mid Term-1, Quiz & End Sem Exam |
| 5              | Functions                      | Lecture                 | MBA 301.1               | Mid Term-1, Quiz & End Sem Exam |
| 6              | Categories of Projects         | Lecture                 | MBA 301.1               | Mid Term-1, Quiz & End Sem Exam |
| 7              | Phases of Projects             | Lecture                 | MBA 301.1               | Mid Term-1, Quiz & End Sem Exam |
| 8              | 7S' of Projects                | Lecture                 | MBA 301.1               | Mid Term-1, Quiz & End Sem Exam |
| 9              | Life Cycles                    | Lecture                 | MBA 301.1               | Mid Term-1, Quiz & End Sem Exam |
| 10             | Criteria for selection         | Lecture                 | MBA 301.2               | Mid Term-1, Quiz & End Sem Exam |
| 11             | Checklist Model, Scoring Model | Lecture                 | MBA 301.2               | Mid Term-1, Quiz & End Sem Exam |
| 12             | Analytic Hierarchy Process     | Lecture                 | MBA 301.3               | Mid Term-1, Quiz & End Sem Exam |
| 13             | Profile Model                  | Lecture                 | MBA 301.2               | Mid Term-1, Quiz & End          |

|    |                                                                         |         |           |                                 |
|----|-------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                         |         |           | Sem Exam                        |
| 14 | identification of the project                                           | Lecture | MBA 301.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Request for Proposal                                                    | Lecture | MBA 301.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Project appraisal                                                       | Lecture | MBA 301.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Technical, Commercial, Economic, Financial and Management appraisal     | Lecture | MBA 301.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Feasibility Study: Payback Period, NPV, IRR                             | Lecture | MBA 301.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Options Model; Detailed Project Report                                  | Lecture | MBA 301.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Project Planning: Planning steps                                        | Lecture | MBA 301.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Master plan                                                             | Lecture | MBA 301.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Defining Project Scope                                                  | Lecture | MBA 301.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Developing Work Breakdown Structure,                                    | Lecture | MBA 301.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Project Activity, Project Coordination                                  | Lecture | MBA 301.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Scheduling Charts; Schedule                                             | Lecture | MBA 301.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Gantt Charts, CPM and PERT Project Team                                 | Lecture | MBA 301.3 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Team, Role of the leader                                                | Lecture | MBA 301.3 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Project Organization: Pure, Matrix, Mixed; Project Portfolio Management | Lecture | MBA 301.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Cost Estimating Process                                                 | Lecture | MBA 301.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                               |         |           |                                 |
|----|-------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 30 | Budgets and Estimates; Cost-Time Overrun                                      | Lecture | MBA 301.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Risk analysis                                                                 | Lecture | MBA 301.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Project Management Information System                                         | Lecture | MBA 301.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Control Process, Cybernetic controls, Go-No-go Controls                       | Lecture | MBA 301.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Post controls; Project Quality Control                                        | Lecture | MBA 301.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Critical Chain Project Management                                             | Lecture | MBA 301.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Project Closeout; Project Termination and Abandonment Analysis; Project Audit | Lecture | MBA 301.5 | Mid Term-2, Quiz & End Sem Exam |

#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                               | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |   |   |   |
|------------------|-------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|---|---|---|
|                  |                                                                         | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |   |   |   |
| <b>MBA 301.1</b> | <i>To understand the context of project management</i>                  | 3                                   | 3           | 3           | 2           | 3           | 2           | 1           | 1           | 2           | 2            | - | - | - |
| <b>MBA 301.2</b> | <i>To analyse and elaborate on the Project Selection and Appraisal.</i> | 3                                   | 3           | 2           | 2           | 3           | 1           | 1           | 2           | 2           | 2            | - | - | - |
| <b>MBA 301.3</b> | <i>To gain knowledge of project planning and organisation.</i>          | 3                                   | 3           | 1           | 1           | 3           | 2           | 1           | 1           | 1           | 2            | - | - | - |
| <b>MBA 301.4</b> | <i>To identify the role of risk management plan and cost</i>            | 3                                   | 3           | 2           | 3           | 2           | 2           | 2           | 2           | 1           | 2            | - | - | - |

|                  |                                                                                                |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  | <i>estimation.</i>                                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>MBA 301.5</b> | <i>To understand how subcontract administration and control are practiced in the industry.</i> | 3 | 2 | 2 | 2 | 3 | 1 | 2 | 2 | 2 | 2 | - | - | - |

### Sample Question Paper

| Amity Business School<br>MID-SEMESTER(SEM–III) 2020-2021                                                                                                               |              |                                                        |               |           |            |              |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------|---------------|-----------|------------|--------------|--|
| Class: MBA III Semester                                                                                                                                                |              |                                                        |               |           |            |              |  |
| Subject Name:<br>MBA 301 – PROJECT<br>MANAGEMENT                                                                                                                       |              |                                                        | Time: 1.5 Hrs |           |            | Max.Marks:30 |  |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                | Remembering  | Understanding                                          | Applying      | Analyzing | Evaluating | Creating     |  |
| Question<br>Mapping                                                                                                                                                    | Q.1,4        | Q.2,3                                                  | Q.4           | Q.2,5,6   |            |              |  |
| Student will be able to<br><i>CO1: To understand the context of project management</i><br><i>CO2: To analyse and elaborate on the Project Selection and Appraisal.</i> |              |                                                        |               |           |            |              |  |
| CO Map                                                                                                                                                                 | Question No. | Question                                               |               |           |            | Marks        |  |
| CO1                                                                                                                                                                    | Q.1          | Discuss the concept of Projects.                       |               |           |            | 3            |  |
| CO1                                                                                                                                                                    | Q.2a         | What is 7S' of Projects? Explain                       |               |           |            | 3            |  |
|                                                                                                                                                                        | Q.2b         | Elaborate the Phases of Projects.                      |               |           |            | 3            |  |
| CO1                                                                                                                                                                    | Q.3          | Explain the Checklist Model, Scoring Model in detail.  |               |           |            | 6            |  |
| CO2                                                                                                                                                                    | Q.4          | What are the criteria for project selection?           |               |           |            | 3            |  |
| CO2                                                                                                                                                                    | Q.5a         | Differentiate between CPM and PERT                     |               |           |            | 3            |  |
|                                                                                                                                                                        | Q.5b         | Describe in brief the Project appraisal management.    |               |           |            | 3            |  |
| CO2                                                                                                                                                                    | Q6           | Briefly explain Feasibility Study. Explain your answer |               |           |            | 6            |  |

|  |  |                                                                        |  |
|--|--|------------------------------------------------------------------------|--|
|  |  | with Payback Period, NPV, IRR, Options Model; Detailed Project Report. |  |
|--|--|------------------------------------------------------------------------|--|

| Attainments |   | Rubric                                                    |
|-------------|---|-----------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level3 |

# Attainment

**Session** 2020-21

**Course Name** MBA

**Semester** 3rd Semester

**Subject Code** MBA 301

**Subject Name** PROJECT MANAGEMENT

**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.



**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION<br/>MATRIX</b> |     |     |     |     |     |     |     |     |     |      |      |      |      |
|------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                          | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III-Sem                                  | 3   | 2   | 1   | 2   | 3   | 2   | 3   | 2   | 2   | 2    | 2    | 2    | 3    |

| AMITY BUSINESS SCHOOL                                                                     |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : Valuation                                                                        |
| Course Code : MBA 307, Crédits : 03, Session :2020-2021 (Odd Sem.), Class : MBA. 2nd Year |

**I. Introduction:** The goal of the course is to provide students with practical tools and methods to value a broad range of assets. While the course is designed first and foremost to be very practical, the tools and methods covered in this course are presented in the framework of generally accepted financial theory.

**J. Course Outcomes:** At the end of the course, students will be able to:

**MBA307.1.** Demonstrate the applicability of the concept of valuation with valuation techniques in the organization.

**MBA307.2.** Analyzing the learning and understand techniques of various valuation models

**MBA307.3.** applications and analogies to enterprise valuation and the valuation of debt and equity with various pricing model.

**MBA307.4.** Evaluating and appreciating contemporary project management tools and methodologies in Indian context.

**K. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

#### **L. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **M. Syllabus**

**Module I:**

DCF estimation issues and valuation: Introduction and Discussion of Valuation Techniques, Valuing a Company using DCF. Calculating the Discount Rate: The CAPM. Calculating and un-levering/re-levering beta.

Case 1 – Air Thread (HBS Case #4263).

**Module II:**

Relative valuation: Valuing a company with comparables and multiples; selecting comparable companies; Other Valuation Models: Cost Approach, Flow to Equity, EVA. Equity Control Premiums & Liquidity Discounts. Valuing LBOs and M&A transactions, earnings accretion and dilution in M&A transactions. Valuing Financial Institutions.

Case 2 – Boston Beer (HBS Case #9---196---138)

**Module III:**

Financial Options - Descriptions and Payoff diagrams; applications and analogies to enterprise valuation and the valuation of debt and equity claims. Valuation of Financial Options - Black---Scholes and Binomial pricing models; Introduction (brief) to Real Options.

**N. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

**O. Suggested Text/Reference Books:**

- Valuation: The Art & Science of Corporate Investment Decisions, by Sheridan Titman and John Martin, Prentice Hall, 2010 2nd Edition, ISBN 0136117015.
- Chandra P.(2002), Projects: Planning, Analysis, Financing, Implementation & Review, Tata McGraw-Hill Publishing.
- Meredith J.R. & Mantel S.J., Jr.( 2000), Project Management: A Managerial Approach, Ed. John Wiley & Sons.
- Patel B.M.(2000),Project Management: Strategic Financial Planning Examination & Control, Vikas Publishing House Pvt. Ltd.

**P. Lecture Plan**

| Lecture | Topics                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction of valuation                     | Lecture          | MBA307.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Discussion of Valuation Techniques            | Lecture          | MBA307.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Valuing a Company using DCF                   | Lecture          | MBA307.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Calculating the Discount Rate                 | Lecture          | MBA307.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | The CAPM                                      | Lecture          | MBA307.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Calculating and un-levering/re-levering beta. | Lecture          | MBA307.1         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                     |            |          |                                 |
|----|-----------------------------------------------------|------------|----------|---------------------------------|
| 7  | Case 1 – Air Thread (HBS Case #4263).               | Lecture    | MBA307.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Valuing a company with comparables and multiples    | Lecture    | MBA307.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | selecting comparable companies                      | Lecture    | MBA307.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Other Valuation Models: Cost Approach               | Lecture    | MBA307.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Flow to Equity                                      | Lecture    | MBA307.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | EVA                                                 | Lecture    | MBA307.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Equity Control Premiums & Liquidity Discounts       | Lecture    | MBA307.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Valuing LBOs and M&A transactions                   | Lecture    | MBA307.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | earnings accretion and dilution in M&A transactions | Lecture    | MBA307.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Valuing Financial Institutions                      | Lecture    | MBA307.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Case 2 – Boston Beer (HBS Case #9---196---138)      | Lecture    | MBA307.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Financial Options: Introduction                     | Lecture    | MBA307.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Descriptions and Payoff diagrams                    | Lecture    | MBA307.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | applications and analogies to enterprise valuation  | Lecture    | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | valuation of debt and equity claims                 | Lecture    | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Valuation of Financial Options - Black---Scholes    | Lecture    | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Binomial pricing models                             | Lecture    | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Introduction (brief) to Real Options                | Lecture    | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Case study from module 1                            | Case study | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Case study from module 1                            | Case study | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Case study from module 2                            | Case study | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Case study from module 2                            | Case study | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Case study from module 3                            | Case study | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Case study from module 3                            | Case       | MBA307.4 | Mid Term-2, Quiz                |

**Q. Course Articulation Matrix (Mapping of COs with POs)**

| CO                    | STATEMENT                                                                                                           | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------------|---------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                       |                                                                                                                     | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA3<br/>07.1.</b> | Demonstrate the applicability of the concept of valuation with valuation techniques in the organization.            | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>MBA3<br/>07.2.</b> | Analyzing the learning and understand techniques of various valuation models                                        | 2                                   | 2           | 1           | -           | 3           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 1                |
| <b>MBA3<br/>07.3.</b> | Applications and analogies to enterprise valuation and the valuation of debt and equity with various pricing model. | 1                                   | 2           | -           | 1           | 3           | -           | -           | 2           | 2           | 2            | 2                                            | 1                | 1                |

|                       |                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------------|--------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA3<br/>07.4.</b> | Evaluating and appreciating contemporary project management tools and methodologies in Indian context. | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
|-----------------------|--------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|

## Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                     |                                                                             |                 |                  |                       |                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –3) 2021-22</b>                                                                                                                                                                                                                                                                                                                                                                                                                         |                     |                                                                             |                 |                  |                       |                 |
| <b>Class: MBA 3rd Semester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                     |                                                                             |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>MBA 307 Valuation</b>                                                                                                                                                                                                                                                                                                                                                                                                                                               |                     | <b>Time: 1.5 Hrs</b>                                                        |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Remembering</b>  | <b>Understanding</b>                                                        | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                                | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <p>Student will be able to</p> <p>CO1 Demonstrate the applicability of the concept of valuation with valuation techniques in the organization.</p> <p>CO2 Analysing the learning and understand techniques of various valuation models.</p> <p>CO3: applications and analogies to enterprise valuation and the valuation of debt and equity with various pricing model.</p> <p>CO4: Evaluating and appreciating contemporary project management tools and methodologies in Indian context.</p> |                     |                                                                             |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Question No.</b> | <b>Question</b>                                                             |                 |                  |                       | <b>Marks</b>    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.1                 | Explain in brief CAPM                                                       |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.2a                | Explain about valuation and Discussion of Valuation Techniques?             |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.2b                | Elaborate equity control premiums & liquidity discounts                     |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.3                 | Elaborate valuing LBOs.                                                     |                 |                  |                       | 6               |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.4                 | Explain Financial Options and payoff diagram.                               |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.5a                | Elaborate equity Control Premiums & Liquidity Discounts.                    |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.5b                | Describe in brief about real options.                                       |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.6                 | Discuss in brief about earnings accretion and dilution in M&A transactions. |                 |                  |                       | 6               |

|                    |               |
|--------------------|---------------|
| <b>Attainments</b> | <b>Rubric</b> |
|--------------------|---------------|



|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
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# Attainment

**Session** 2020-21

**Course Name** MBA

**Semester** 3rd Semester

**Subject Code** MBA 307

**Subject Name** Valuation

**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
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**2020-2023**

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1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION<br/>MATRIX</b> |     |     |     |     |     |     |     |     |     |      |      |      |      |
|------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                          | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III-Sem                                  | 2   | 3   | 2   | 2   | 2   | 3   | 3   | 3   | 2   | 2    | 3    | 3    | 2    |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>Project appraisal and Finance</b>                                           |
| Course Code : MBA 308, Crédits : 03, Session :2021-22 (Odd Sem.), Class : MBA. 2nd Year |

**R. Introduction:** The objective of this course is to help the students gain understanding of the functions and responsibilities of the manager and to provide the student understand Human Behaviour in organizations so as to improve his managerial effectiveness. It provides a comprehensive analysis of individual and group behavior in organizations. This course will expose students to approaches and processes that can help in effectively leading and managing others in organizations.

**S. Course Outcomes:** At the end of the course, students will be able to:

**MBA 308.1:** Understanding the relevance of alternative project appraisal techniques, financial structuring and financing alternative identification of a project, feasibility analysis including market, technical and financial appraisal of a project and the elements of social cost benefit analysis.

**MBA 308.2:** Analyzing the learning and understand techniques for Project planning, scheduling and Execution Control

**MBA 308.3:** Applying technology tools for communication, collaboration, information management, and decision support and appraisal techniques for evaluating live projects

**MBA 308.4:** Interacting with team and stakeholders in a professional manner, respecting differences, to ensure a collaborative project environment

**MBA 308.5:** Evaluating and appreciating contemporary project management tools and methodologies in Indian context

**T. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

### **U. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |

|                          |                          |    |             |
|--------------------------|--------------------------|----|-------------|
| End Semester Examination | End Semester Examination | EE | 70%         |
| <b>Total</b>             |                          |    | <b>100%</b> |

## V. Syllabus

### Module I: Overview and structuring of Project Financing

Cost of Project, Means of Finance, Estimates of Sales and Production, Cost of Production, Working Capital Requirements and its Financing, Profitability Projections, Break Even Point, Projected Balance Sheets, Muti Year Projections, Basic Principles for Measuring Project Cash Flows, Components of the Cash Flow Stream, Biases in Cash Flow Estimation

### Module II: Managing project risks

Types and Measures of Project Risk, Sensitivity Analysis, Scenario Analysis, Optimal Timing, Social Cost Benefit Anaysis, Net Benefit in terms of Economic Prices, Measurement of the Impact on Distribution, Savings Impact and its value, Income Distribution Impact, Little-Mirrlees Approach, Shadow Prices

**Module III:** Financing Projects: Methods of Project Financing, Share capital – equity capital and preference capital, Term loan, Debenture capital, Commercial banks, Bills discounting, Seed Capital, Stages in Project Financing

### Text & References:

- Chandra P.(2002), Projects: Planning, Analysis, Financing, Implementation & Review, Tata McGraw-Hill Publishing.
- Meredith J.R. & Mantel S.J., Jr.( 2000), Project Management: A Managerial Approach, Ed. John Wiley & Sons.
- Machiraju H.R.(2001), Introduction to Project Finance: An Analytical Perspective, Vikas Publishing House Pvt. Ltd.
- Patel B.M.(2000),Project Management: Strategic Financial Planning Examination & Control, Vikas Publishing House Pvt. Ltd.
- Finnerty J. D.(1996), Project Financing: Asset-Based Financial Engineering, Wiley
- Newbold C.R.,(1998), Project Management in the Fast Lane: Applying Theory & Constraints, St. Lucie Press
- Anthony R.N. & Govindrajan V.(1998), Management Control Systems, Tata McGraw-Hill
- Desai V.(1997), Project Management, Himalaya Publishing House

### W. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

### X. Suggested Text/Reference Books:

- Luthans, F. (2005), Organizational Behaviour, McGraw – Hill International Edition.
- Robbins, S.P, Judge TA, Sanghi S, Organizational Behaviour,Thirteenth Edition, Pearson.
- Greenberg, J. & Baron, R.A. (2005), Behaviour in Organizations, Pearson Education.
- Newstrom John W. and Davis Keith, (1993), Organizational Behaviour: Human Behaviour at Work, Tata McGraw Hill, New Delhi
- P. Subba Rao (2010), Management and Organisation and Behaviour, Himalaya Publishing House, New Delhi
- Pierce Gardner with Dunham (2011)Managing Organizational Behaviour. Cengage Learning India.
- L M Prasad, Organisational Behavior, Sultan Chand

## Y. Lecture Plan

| Lecture | Topics                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction of Cost of Project and Means of Finance | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Estimates of Sales and Production                    | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Cost of Production                                   | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Working Capital Requirements and its Financing       | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Profitability Projections                            | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Break Even Point                                     | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Projected Balance Sheets                             | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Muti Year Projections                                | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Basic Principles for Measuring Project Cash Flows    | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Components of the Cash Flow Stream                   | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Biases in Cash Flow Estimation                       | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Types and Measures of Project Risk                   | Lecture          | MBA308.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Sensitivity Analysis                                 | Lecture          | MBA308.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Scenario Analysis                                    | Lecture          | MBA308.2         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Optimal Timing                                       | Lecture          | MBA308.2         | Mid Term-1,                     |



|    |                                                       |            |          |                                 |
|----|-------------------------------------------------------|------------|----------|---------------------------------|
|    |                                                       |            |          | Quiz & End Sem Exam             |
| 16 | Social Cost Benefit Analysis                          | Lecture    | MBA308.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Net Benefit in terms of Economic Prices               | Lecture    | MBA308.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Measurement of the Impact on Distribution             | Lecture    | MBA308.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Savings Impact and its value                          | Lecture    | MBA308.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Income Distribution Impact                            | Lecture    | MBA308.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Little-Mirrlees Approach                              | Lecture    | MBA308.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Shadow Prices                                         | Lecture    | MBA308.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Methods of Project Financing                          | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Share capital - equity capital and preference capital | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Term loan                                             | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Debenture capital                                     | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Commercial banks                                      | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Bills discounting                                     | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Seed Capital                                          | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Stages in Project Financing                           | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Case study from module 1                              | Case study | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                          |            |          |                                 |
|----|--------------------------|------------|----------|---------------------------------|
| 32 | Case study from module 1 | Case study | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Case study from module 2 | Case study | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Case study from module 2 | Case study | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Case study from module 3 | Case study | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Case study from module 3 | Case study | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO              | STATEMENT                                                                                                                                                                                                                                           | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                                                                                                                                                                     | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA308.1</b> | Understanding the relevance of alternative project appraisal techniques, financial structuring and financing alternative identification of a project, feasibility analysis including market, technical and financial appraisal of a project and the | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 1            | 2                                            | 2                | 1                |

|                  |                                                                                                                                                                 |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  | elements of social cost benefit analysis.                                                                                                                       |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>MBA3 08.2</b> | Analyzing the learning and understand techniques for Project planning, scheduling and Execution Control                                                         | 2 | 3 | 1 | - | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>MBA3 08.3</b> | Applying technology tools for communication, collaboration, information management, and decision support and appraisal techniques for evaluating live projects. | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 3 | 2 | 1 | 1 |
| <b>MBA3 08.4</b> | Interacting with team and stakeholders in a professional manner, respecting differences, to ensure a collaborative project environment                          | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |
| <b>MBA3 08.5</b> | Evaluating and appreciating contemporary project management tools and methodologies in Indian context                                                           | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

### Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |              |                                                                     |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –3) 2020-21                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              |                                                                     |          |           |                |          |
| Class: MBA 3 Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |              |                                                                     |          |           |                |          |
| Subject Name:<br>MBA 308 Project appraisal and finance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |              | Time: 1.5 Hrs                                                       |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Remembering  | Understanding                                                       | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.1,4        | Q.2,3                                                               | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understanding the relevance of alternative project appraisal techniques, financial structuring and financing alternative identification of a project, feasibility analysis including market, technical and financial appraisal of a project and the elements of social cost benefit analysis.<br>CO2: Analyzing the learning and understand techniques for Project planning, scheduling and Execution Control<br>CO3: Applying technology tools for communication, collaboration, information management, and decision support and appraisal techniques for evaluating live projects |              |                                                                     |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Question No. | Question                                                            |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.1          | Explain in brief about Cost of Project.                             |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.2a         | What do you mean by Finance with Estimates of Sales and Production? |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.2b         | Discuss basic Principles for Measuring Project Cash Flows?          |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.3          | Elaborate Components of the Cash Flow Stream.                       |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.4          | Explain Sensitivity Analysis.                                       |          |           |                | 3        |

|         |      |                                                   |   |
|---------|------|---------------------------------------------------|---|
| C<br>O2 | Q.5a | Elaborate Scenario Analysis and Optimal Timing.   | 3 |
|         | Q.5b | Describe in brief about Little-Mirrlees Approach. | 3 |
| C<br>O3 | Q 6  | Explain various Methods of Project Financing      | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21

**Course Name** MBA

**Semester** 3rd Semester

**Subject Code** MBA 308

**Subject Name** Project appraisal and finance

**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION<br/>MATRIX</b> |     |     |     |     |     |     |     |     |     |      |      |      |      |
|------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                          | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III-Sem                                  | 3   | 2   | 2   | 3   | 2   | 2   | 3   | 2   | 2   | 3    | 3    | 2    | 2    |



| AMITY BUSINESS SCHOOL                                                                 |
|---------------------------------------------------------------------------------------|
| Course Handout                                                                        |
| Course : <b>INTERNATIONAL FINANCE</b>                                                 |
| Course Code : MBA 309 Crédits : 03, Session :2020-21(Odd Sem.), Class : MBA. 2nd Year |

**Introduction:** The objective of this course is to help the students to learn about International Finance. The issues will be discussed in a way that will facilitate students to appreciate empirical issues and help identify research questions in the areas discussed. The topics discussed will also include survey of few empirical studies, evaluation of econometric techniques, and research applications in the Indian and international context.

**Course Outcomes:** At the end of the course, students will be able to:

MBA 309.1. Understanding the broader problems of international finance by understanding global business scenario.

MBA 309.2. Possessing knowledge of Foreign Exchange market, Speculation and Arbitrage in term of International Finance

MBA 309.3. Demonstrating critical thinking about Hedging tools for Management of Transaction Exposure.

MBA 309.4. Conducting in depth research using different analytical tools for generating new knowledge for International Investment Proposals and Institutions of Global Finance

MBA 309.5. Preparing Analytical reports for business decision making

## **Z. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

### **AA.Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## BB. Syllabus

### Module I: International Financial Environment

Finance function in global business scenario, International Monetary System, International Capital Markets and Instruments, Balance of Payments, Recent Developments, International Corporate Finance

### Module II: Foreign Exchange Markets

Spot and Forward Foreign Exchange Markets, Speculation and Arbitrage in Foreign Exchange Markets and Implications of Market Efficiency, Currency Swaps, Currency Futures and Options.

### Module III: Foreign Exchange Rate Determination

Theories of Exchange Rate Determination, Fundamental International Parity Conditions – Purchasing Power and Interest Rate Parity, Forecasting Exchange Rates - Technical Forecasting, Fundamental Forecasting.

### Module IV: Foreign Exchange Rate Exposure and Risk Management

Exchange rate Determinants, Transaction, Translation and Operating Exposure, Exposure from Equity and Borrowing in International Financial Markets, Hedging tools for Management of Transaction Exposure and Interest Rate Exposure, Degree of Hedge.

### Module V: Issues in Foreign Investments Analysis

Examination of International Investment Proposals, Discounted Cash Flow Analysis, Tax Adjusted Present Value Approach, Political Risk Analysis, External Investment Decision – Measuring Total Returns on Foreign Investments.

### Module VI: Institutions of Global Finance

World Bank, IMF, BRICS, WTO, NAFTA, G-20 or Group of Twenty.

### Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

### CC. Suggested Text/Reference Books:

- Levi, M. D. (1996), International Finance, McGraw Hill International.
- Apte, P. G. (1995), International Financial Management, Tata McGraw Hill
- Errunza, V.R., Singh, D. and Srinivasan, T.S. (1994), International Business Finance, Global Business Press.
- Seth, A.K. (2000), International Financial Management, Galgotia Publishing Company.
- Hull, J. C. (1999), Introduction to Futures and Options Markets, Prentice Hall of India.
- Edwards, F. R. and Ma, C. W. (1992), Futures and Options, McGraw-Hill International.
- Kolb, R. W. (1997), Understanding Futures Markets, Prentice Hall of India.
- Rebonato, R. (1996), Interest Rate Option Models: Understanding, Analysing and Using Models for Exotic
- Interest Rate Options, John Wiley and Sons.
- Kohn, M. (1998), Financial Institutions and Markets, Tata McGraw Hill Publishing
- Articles from selected journals and magazines.
- 

### DD. Lecture Plan

| Lecture | Topics                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction of Finance function in global business scenario | Lecture          | MBA309.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | International Monetary System                                | Lecture          | MBA309.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | International Capital                                        | Lecture          | MBA309.1         | Mid Term-1, Quiz                |

|    |                                                                       |         |          |                                 |
|----|-----------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Markets and Instruments                                               |         |          | & End Sem Exam                  |
| 4  | <i>Balance of Payments</i>                                            | Lecture | MBA309.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Recent Developments                                                   | Lecture | MBA309.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | International Corporate Finance                                       | Lecture | MBA309.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Spot and Forward Foreign Exchange Markets                             | Lecture | MBA309.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Speculation and Arbitrage in Foreign Exchange Markets                 | Lecture | MBA309.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Implications of Market Efficiency                                     | Lecture | MBA309.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Currency Swaps                                                        | Lecture | MBA309.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Currency Futures and Options                                          | Lecture | MBA309.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Theories of Exchange Rate Determination                               | Lecture | MBA309.3 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Fundamental International Parity Conditions                           | Lecture | MBA309.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Purchasing Power                                                      | Lecture | MBA309.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Interest Rate Parity                                                  | Lecture | MBA309.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Forecasting Exchange Rates                                            | Lecture | MBA309.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Technical Forecasting                                                 | Lecture | MBA309.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Fundamental Forecasting making                                        | Lecture | MBA309.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Exchange rate Determinants                                            | Lecture | MBA309.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Translation and Operating Exposure                                    | Lecture | MBA309.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Exposure from Equity and Borrowing in International Financial Markets | Lecture | MBA309.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Hedging tools for Management of Transaction Exposure                  | Lecture | MBA309.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Interest Rate Exposure                                                | Lecture | MBA309.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Degree of Hedge                                                       | Lecture | MBA309.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Examination of International Investment Proposals                     | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Discounted Cash Flow Analysis                                         | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                |         |          |                                 |
|----|------------------------------------------------|---------|----------|---------------------------------|
| 27 | Tax Adjusted Present Value Approach            | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Political Risk Analysis                        | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | External Investment Decision                   | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Measuring Total Returns on Foreign Investments | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | World Bank                                     | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | IMF                                            | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | BRICS                                          | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | WTO                                            | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | NAFTA                                          | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | G-20 or Group of Twenty                        | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO              | STATEMENT                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|--------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA309.1</b> | Understanding the broader problems of international finance by understanding global business scenario. | 2                                   | 3           | -           | -           | 3           | 2           | -           | 3           | 2           | 1            | 2                                            | 2                | 3                |

|                 |                                                                                                                                                                      |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA309.2</b> | Possessing knowledge of Foreign Exchange market, Speculation and Arbitrage in term of International Finance                                                          | 2 | 2 | 1 | - | 1 | - | - | 2 | 2 | 1 | 3 | 3 | 1 |
| <b>MBA309.3</b> | Demonstrating critical thinking about Hedging tools for Management of Transaction Exposure.                                                                          | 1 | 2 | - | 1 | 1 | - | - | 2 | 3 | 2 | 2 | 1 | 2 |
| <b>MBA309.4</b> | Conducting in depth research using different analytical tools for generating new knowledge for International Investment Proposals and Institutions of Global Finance | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>MBA309.5</b> | Preparing Analytical reports for business decision making                                                                                                            | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

**Sample Question Paper**

Amity Business School  
I MID-SEMESTER (SEM –3) 2020-21

| Class: MBA III Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |              |                                                                              |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Subject Name:<br>MBA 309 INTERNATIONAL<br>FINANCE                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |              | Time: 1.5 Hrs                                                                |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Remembering  | Understanding                                                                | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.1,4        | Q.2,3                                                                        | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1. Understanding the broader problems of international finance by understanding global business scenario.</p> <p>CO2. Possessing knowledge of Foreign Exchange market, Speculation and Arbitrage in term of International Finance</p> <p>CO3. Demonstrating critical thinking about Hedging tools for Management of Transaction Exposure.</p> <p>CO4. Conducting in depth research using different analytical tools for generating new knowledge for International Investment Proposals and Institutions of Global Finance</p> <p>CO5. Preparing Analytical reports for international business decision making</p> |              |                                                                              |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Question No. | Question                                                                     |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.1          | Explain in brief about finance function in global business scenario.         |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.2a         | What is the nature of Speculation and Arbitrage in Foreign Exchange Markets? |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.2b         | Explain about Speculation and Arbitrage in Foreign Exchange Markets?         |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.3          | Elaborate Currency Futures and Options.                                      |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.4          | Explain the Theories of Exchange Rate Determination                          |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.5a         | Elaborate Hedging tools for Management of Transaction Exposure.              |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.5b         | Describe in brief Discounted Cash Flow Analysis.                             |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.6          | Explain about World Bank, IMF and BRICS.                                     |          |           |                | 6        |

| Attainments | Rubric |
|-------------|--------|
|-------------|--------|

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |



# Attainment

|                         |                       |
|-------------------------|-----------------------|
| <b>Session</b>          | 2020-21               |
| <b>Course Name</b>      | MBA                   |
| <b>Semester</b>         | 3rd Semester          |
| <b>Subject Code</b>     | MBA 309               |
| <b>Subject Name</b>     | INTERNATIONAL FINANCE |
| <b>Attainment Level</b> | Level 3               |

**Note:**

| Attainments |   | Rubric                                                     |
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# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

### **Master of Business Administration**

2020-23

#### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| <b>PROGRAMME ARTICULATION<br/>MATRIX</b> |     |     |     |     |     |     |     |     |     |      |      |      |      |
|------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                          | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III-Sem                                  | 2   | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 2    | 3    | 3    | 2    |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>FINANCIAL MARKETS AND FINANCIAL SERVICES</b>                                |
| Course Code : MBA 310, Crédits : 03, Session :2020-21 (Odd Sem.), Class : MBA. 2nd Year |

**Introduction:** At the end of this course the students will understand: Role of Financial Services in producing and maximizing value. Understanding basic Financial Services and their need. Factors determining dynamism in the Financial Services industry. Understanding the interface of regulators and managers for quantifying and dealing with critical factors affecting the Financial Services industry. This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding, Social Responsiveness and Ethics.

**EE. Course Outcomes:** At the end of the course, students will be able to:

**MBA310.1.** Demonstrate the applicability of the concept and of functions of financial markets and intermediary institutions.

**MBA310.2.** Analyze general structure of various financial markets

**MBA310.3.** Demonstrate the applicability Debt Market and Commodity Market in the organization.

**MBA310.4.** Demonstrate an awareness of the current structure and functioning of the financial services sector.

**FF. Programme Outcomes:**

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**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

### GG. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## HH. Syllabus

**Module I: Capital market intermediaries:** Role of capital market intermediaries, stock brokers and sub-brokers, share transfer agents, bankers to an issue, trustees of trust deeds, registrars to an issue, merchant bankers, underwriters, portfolio managers, investment advisers, depositories and depository participants, custodians of securities, credit rating agencies, asset management companies, clearing members, trading members.

**Module II: Regulation of securities markets**

Security and Exchange Board of India( SEBI), Management of SEBI under SEBI act, 1992, Power and functions of SEBI, Trading rules and regulations, Secondary markets-Competition among stock exchanges-Regulation of asset managers, primary markets, trading and clearing and settlement

**Module III: Leasing Hire Purchase and Consumer Credit**

Development of Leasing Hire Purchase and Consumer Credit, Types of Leasing, Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies, Leasing Vs. Buying- NPV, Concept of Securitization, Reasons for unpopularity and future prospects of securitization

**Module IV: Venture Capital Financing**

International Experiences in Venture Capital Financing, Venture Capital Financing in India, Pitfalls to be Avoided, Private Equity and growth of Entrepreneurship

**Module V: Other Financial services**

Factoring Services - Features, Merits and Demerits, Cost Benefit Analysis, Forfeiting – Features, Merits and Demerits, Credit Rating: Concept of Credit Rating, Types of Credit Rating, Advantages and Disadvantages of Credit Rating, Credit Rating Agencies and Their Methodology and Process, Individual Credit Rating, Sovereign Credit Rating Practices, Indian Experience up to now, Housing Finance, Custodial Services- Central Depository

## II. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

## JJ. Suggested Text/Reference Books:

- Khan M Y, (1999), Indian Financial System, Tata McGraw Hill
- Chandra, P.(1999), Financial Management: Theory and Practice, Tata McGraw Hill.
- Dietrich J Kimball,(1996), Financial Services & Financial Institutions, Value Creation in theory and Practice, Prentice Hall
- Pandey, I.M. (1999), Financial Management, Vikas Publishing House
- Sriram, K. (1996), Handbook of Leasing, Hire Purchase and Factoring, ICFAI.
- Bhole L M, (2000), Financial Institutions and Markets: Structure, Growth & Innovations, Tata McGraw Hill
- Regular reading of the Financial & Business Journals, Analyst, and Economist is essential.

## KK. Lecture Plan

| Lecture | Topics                                | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------|------------------|------------------|---------------------------------|
| 1       | Role of capital market intermediaries | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | stock brokers and sub-brokers         | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | share transfer agents                 | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                   |         |          |                                 |
|----|-----------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 4  | <i>bankers to an issue and trustees of trust deeds</i>                            | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | registrars to an issue                                                            | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | merchant bankers                                                                  | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | underwriters                                                                      | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | portfolio managers                                                                | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | investment advisers                                                               | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | depositories and depository participants                                          | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | custodians of securities                                                          | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | credit rating agencies                                                            | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | asset management companies                                                        | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 14 | clearing members and trading members                                              | Lecture | MBA310.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Security and Exchange Board of India( SEBI)                                       | Lecture | MBA310.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Management of SEBI under SEBI act, 1992                                           | Lecture | MBA310.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Power and functions of SEBI                                                       | Lecture | MBA310.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Trading rules and regulations                                                     | Lecture | MBA310.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Secondary markets- Competition among stock exchanges-Regulation of asset managers | Lecture | MBA310.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | trading and clearing and settlement                                               | Lecture | MBA310.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Development of Leasing Hire Purchase and Consumer Credit                          | Lecture | MBA310.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Types of Leasing                                                                  | Lecture | MBA310.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Pricing Methodology and Financial Analysis                                        | Lecture | MBA310.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Taxation                                                                          | Lecture | MBA310.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Legal Framework for Leasing and Hire Purchase Companies                           | Lecture | MBA310.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Leasing Vs. Buying- NPV                                                           | Lecture | MBA310.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Concept of Securitization                                                         | Lecture | MBA310.3 | Mid Term-2, Quiz                |

|    |                                                                                      |         |          |                                 |
|----|--------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    |                                                                                      |         |          | & End Sem Exam                  |
| 28 | Reasons for unpopularity and future prospects of securitization                      | Lecture | MBA310.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | International Experiences in Venture Capital Financing                               | Lecture | MBA310.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Venture Capital Financing in India                                                   | Lecture | MBA310.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Pitfalls to be Avoided                                                               | Lecture | MBA310.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Private Equity and growth of Entrepreneurship                                        | Lecture | MBA310.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Factoring Services - Features, Merits and Demerits                                   | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Cost Benefit Analysis                                                                | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Forfeiting – Features, Merits and Demerits                                           | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Credit Rating: Concept of Credit Rating                                              | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Types of Credit Rating, Advantages and Disadvantages of Credit Rating                | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 38 | Credit Rating Agencies and Their Methodology and Process                             | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 39 | Individual Credit Rating                                                             | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 40 | Sovereign Credit Rating Practices                                                    | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 41 | Indian Experience up to now, Housing Finance, Custodial Services- Central Depository | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |

#### A. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                               | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|---------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                         | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA310.1</b> | Demonstrate the applicability of the concept <i>and</i> | 2                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |





CO1: Demonstrate the applicability of the concept and of functions of financial markets and intermediary institutions.

CO2: Analyze general structure of various financial markets

CO3: Demonstrate the applicability Debt Market and Commodity Market in the organization.

CO4: Demonstrate an awareness of the current structure and functioning of the financial services sector.

| CO Map | Question No. | Question                                                           | Marks |
|--------|--------------|--------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief about capital market intermediaries.              | 3     |
| CO1    | Q.2a         | Explain SEBI and its guidelines?                                   | 3     |
|        | Q.2b         | Explain power and functions of SEBI?                               | 3     |
| CO1    | Q.3          | Elaborate leasing and its types.                                   | 6     |
| CO2    | Q.4          | Explain Legal Framework for Leasing and Hire Purchase Companies.   | 3     |
| CO2    | Q.5a         | Elaborate Venture Capital Financing in India.                      | 3     |
|        | Q.5b         | Describe in brief credit rating.                                   | 3     |
| CO2    | Q.6          | Elaborate Credit Rating Agencies and Their Methodology and Process | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
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# Attainment

|                         |                                          |
|-------------------------|------------------------------------------|
| <b>Session</b>          | 2020-21                                  |
| <b>Course Name</b>      | MBA                                      |
| <b>Semester</b>         | 3rd Semester                             |
| <b>Subject Code</b>     | MBA 310                                  |
| <b>Subject Name</b>     | FINANCIAL MARKETS AND FINANCIAL SERVICES |
| <b>Attainment Level</b> | Level 3                                  |

**Note:**

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**2020-23**

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| <b>PROGRAMME ARTICULATION<br/>MATRIX</b> |     |     |     |     |     |     |     |     |     |      |      |      |      |
|------------------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                          | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III-Sem                                  | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 3   | 3   | 2    | 2    | 3    | 3    |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT                                   |
| Course Code : MBA 311, Crédits : 03, Session :2020-21 (Odd Sem.), Class : MBA. 2nd Year |

**Introduction** This course will help students in developing Critical thinking, doing Business Analysis, Problem Solving and finding Innovative Solutions. Students can understand Business Environment and develop Domain Knowledge. Students will get clear understanding of the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges. Important theories, techniques, regulations and certain advancements in theory of investment will be covered with an aim of helping the participants make sound investment decisions both in the context of individual security and portfolio investment.

**LL. Course Outcomes:** At the end of the course, students will be able to:

**MBA311.1.** Demonstrate and understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management.

**MBA311.2.** Analyzing stock returns and risk framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.

**MBA311.3.** Demonstrate and learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel.

**MBA311.4.** Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models.

**MBA311.5:** Measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences

**MM. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

### **NN. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                          |             |                    |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A           | 5%                 |

|                          |                           |    |             |
|--------------------------|---------------------------|----|-------------|
|                          | including medical leaves. |    |             |
| End Semester Examination | End Semester Examination  | EE | 70%         |
| <b>Total</b>             |                           |    | <b>100%</b> |

## OO. Syllabus

### Module I: Introduction to Security Analysis

Introduction to security market, Role of SEBI/ OTCEI//ROC/Stock exchanges, Investors and its types: Speculators & Investors. Meaning, features and types of Investment; Concept & valuation models of equity and bonds. Introduction to security analysis, Need for investment analysis & portfolio management, Risk and Return Introduction, realized return vs. expected return. Risk & return of single security and portfolio of securities, Measurement of risk – calculation of Mean deviation, Standard Deviation, Beta value- Ex-ante and Ex-post beta, Negative beta and its significance in investment decision.

### Module II: Approaches to Security Analysis

Fundamental analysis: Economy analysis, Industry analysis, Company analysis- financial and non- financial analysis, International events and its impact on security market. Technical analysis - Various Technical analysis tools like Moving averages, Volume Analysis, Indicators, RSI, Patten analysis, Candle sticks, Market breadth analysis, Trend analysis, Elliot wave, ROC/RSI, lagging indicators and leading indicators analysis, reading and interpretations of technical patterns and charts, Other tools to Forecast the market and take Entry and exit decisions; Dow Theory

### Module III Portfolio analysis & related models

Introduction to portfolio management, efficient market theory, efficient portfolio and efficient frontier; Valuation by PE ratio /Book value to price value analysis, Markowitz diversification, Single Index Model, CAPM, Arbitrage pricing theory, Estimation of Portfolio beta, Separation of risks into systematic and unsystematic risk, motivation for partitioning of risk, calculation of portfolio risk and return, optimal portfolio selection.

### Module IV Portfolio Management Services

Role of Fund Manager, Portfolio management services, Churning and revision of Portfolio - Need for revision, different techniques of revision- formula plan: constant dollar value plan, constant ratio plan, variable ratio plan; Modified formula plan: Dollar cost Averaging; practical problems in portfolio revision, Portfolio re balancing and up gradation, Sharpe"performance Index, Trennor"performance Index, Jensen's performance Index. Managing equity and bond funds-Managing Mutual Funds

### Module V Trends and Practical

Practical assignment of virtual trading mechanism of stock markets on popular trading platforms

#### PP. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### QQ. Suggested Text/Reference Books:

- Chandra, P.(4rth edition), Investment Analysis& Portfolio Management, Tata McGraw Hill
- Fischer, D.E. and Jordan, R.J. (1995), Security Analysis & Portfolio Management, Prentice Hall of India
- Bhat, Sudhindra;(2009); Security Analysis & Portfolio Management; Excel Books
- Dash, A.P.;(2009); Security Analysis & Portfolio Management; I.K. International
- Rangnatham M., Madhumalathi, R.,(2006); Security Analysis & Portfolio Management; Pearson Education



- Khatri, Dhanesh; (2010); Security Analysis & Portfolio Management; MacMillan India Ltd.
- Online trading platforms such as moneycontrol.com

## RR. Lecture Plan

| Lecture | Topics                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction to security market                              | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Role of SEBI/OTCEI//ROC/Stock exchanges                      | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Investors and its types- Speculators & Investors             | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Meaning, features and types of Investment</i>             | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Concept & valuation models of equity and bonds               | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Introduction to security analysis                            | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Need for investment analysis & portfolio management          | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Risk and Return Introduction                                 | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | realized return vs. expected return                          | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Risk & return of single security and portfolio of securities | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Measurement of risk – calculation of Mean deviation          | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Standard Deviation                                           | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Beta value- Ex-ante and Ex-post beta                         | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Negative beta and its significance in investment decision.   | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Fundamental analysis: Economy analysis, Industry analysis    | Lecture          | MBA311.2         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Company analysis- financial and non- financial analysis      | Lecture          | MBA311.2         | Mid Term-1, Quiz & End Sem Exam |
| 17      | International events and its impact on security market       | Lecture          | MBA311.2         | Mid Term-1, Quiz & End Sem Exam |
| 18      | Technical analysis - Various Technical analysis tools like   | Lecture          | MBA311.2         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                        |         |          |                                 |
|----|----------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Moving averages                                                                        |         |          |                                 |
| 19 | Volume Analysis, Indicators                                                            | Lecture | MBA311.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | RSI, Patten analysis, Candle sticks, Market breadth analysis                           | Lecture | MBA311.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Trend analysis, Elliot wave, ROC/RSI                                                   | Lecture | MBA311.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | lagging indicators and leading indicators analysis                                     | Lecture | MBA311.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Reading and interpretations of technical patterns and charts                           | Lecture | MBA311.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Other tools to Forecast the market and take Entry and exit decisions; Dow Theory       | Lecture | MBA311.2 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Introduction to portfolio management                                                   | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | efficient market theory                                                                | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | efficient portfolio and efficient frontier                                             | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Valuation by PE ratio /Book value to price value analysis                              | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Markowitz diversification                                                              | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Single Index Model, CAPM, Arbitrage pricing theory                                     | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Estimation of Portfolio beta                                                           | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Separation of risks into systematic and unsystematic risk                              | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | motivation for partitioning of risk                                                    | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | calculation of portfolio risk and return, optimal portfolio selection.                 | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Role of Fund Manager                                                                   | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Portfolio management services                                                          | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Churning and revision of Portfolio - Need for revision                                 | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 38 | different techniques of revision                                                       | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 39 | Modified formula plan: Dollar cost Averaging; practical problems in portfolio revision | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                 |         |          |                                 |
|----|-------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 40 | Portfolio re balancing and up gradation, Sharpe"performance Index                               | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 41 | Trennor"performance Index, Jensen's performance Index                                           | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 42 | Managing equity and bond funds- Managing Mutual Funds                                           | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 43 | Practical assignment of virtual trading mechanism of stock markets on popular trading platforms | Lecture | MBA311.5 | Mid Term-2, Quiz & End Sem Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                                                                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 311.1</b> | Demonstrate and understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional | 3                                   | 2           | -           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                                            | 2                | 3                |

|                  |                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  | and modern portfolio management                                                                                                                                                           |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>MBA 311.2</b> | Analyzing stock returns and risk framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.                                 | 2 | 1 | 1 | - | 2 | - | - | 2 | 3 | 2 | 3 | 2 | 2 |
| <b>MBA 311.3</b> | Demonstrate and learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel. | 1 | 1 | - | 1 | 2 | - | - | 2 | 2 | 3 | 2 | 1 | 1 |
| <b>MBA 311.4</b> | Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models                                                  | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>MBA 311.5</b> | Measuring the risk and return of a portfolio                                                                                                                                              | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

|  |                                                                                                     |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|-----------------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|
|  | position, diversify and manage investment portfolios in accordance with a person's risk preferences |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|-----------------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|

**Sample Question Paper**

|                                                                       |             |               |          |           |                |          |
|-----------------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Amity Business School<br>MID-SEMESTER (SEM –3) 2020-21                |             |               |          |           |                |          |
| Class: MBA III Semester                                               |             |               |          |           |                |          |
| Subject Name:<br>MBA 311 Investment Analysis and Portfolio management |             | Time: 1.5 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                        | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                      | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |                |          |

Student will be able to

CO1: Demonstrate and understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management.

CO2: Analyzing stock returns and risk framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.

CO3: Demonstrate and learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel.

CO4: Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models.

CO5: Measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences

| CO<br>Ma<br>p | Question No. | Question                                                                 | Marks |
|---------------|--------------|--------------------------------------------------------------------------|-------|
| C<br>O1       | Q.1          | Write introduction of security market and Role of SEBI.                  | 3     |
| C<br>O1       | Q.2a         | Explain Investors and its types?                                         | 3     |
|               | Q.2b         | Explain technical analysis and explain Various Technical analysis tools? | 3     |
| C<br>O1       | Q.3          | Elaborate about CAPM and Arbitrage pricing theory.                       | 6     |
| C<br>O2       | Q.4          | Explain Sharpe"performance Index and Trennor"performance Index.          | 3     |
| C<br>O2       | Q.5a         | Elaborate Churning and revision of Portfolio.                            | 3     |
|               | Q.5b         | Describe in brief Markowitz diversification.                             | 3     |
| C<br>O2       | Q 6          | Describe negative beta and its significance in investment decision.      | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

## Attainment

|                         |                                              |
|-------------------------|----------------------------------------------|
| <b>Session</b>          | 2020-21                                      |
| <b>Course Name</b>      | MBA                                          |
| <b>Semester</b>         | 3rd Semester                                 |
| <b>Subject Code</b>     | MBA 311                                      |
| <b>Subject Name</b>     | INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT |
| <b>Attainment Level</b> | Level 3                                      |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## **PROGRAMME OUTCOMES**

### **Master of Business Administration**

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.



**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### Programme Specific Outcomes:

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III<br>SEM                          | MBA 312 | 3   | 2   | 2   | 2   | 2   | 2   | 3   | 2   | 1   | 2    | 3    | 2    | 2    |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>Employee Relations</b>                                                      |
| Course Code : MBA 312, Crédits : 04, Session :2020-21 (Odd Sem.), Class : MBA. 2nd Year |

**SS. Introduction:** The main aim of this course is to introduce students to the theories, institutions and practices of Industrial Relations, Also the best possible integration of the employee at work and on the other hand, better business organization as regards its relations with employees. The course will develop skills of dealing with unions, negotiating collective agreements and to identify approaches to promotion of sound labour management relations.

**TT. Course Outcomes:** At the end of the course, students will be able to:

**MBA 312.1.** Understand the concept of Industrial relations and discipline including collective settlement.

**MBA 312.2** study the law related to labours and industry.

**MBA 312.3** Describe the role of trade union, laws related to wages, Employee Benefits and Social Security related laws

**UU. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## **VV. Programme Specific Outcomes:**

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

## **WW. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT          | 15%                |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                     |             | <b>100%</b>        |

## **XX. Syllabus:**

### **Module I: Overview of Industrial Relations**

Introduction: Concept, objectives, functions, significance & aspects of Industrial Relations conceptual and legal framework, ILO conventions, Industrial Relations after globalization, Understanding the practical impact of workplace industrial relation strategies, Linking Industrial Relations with economic growth of a country. Managing foreign nationals in Indian organizations

## **Module II: Discipline and Collective settlement**

Misconduct, Discipline and Disciplinary Procedure, Collective bargaining, negotiation skills, workers participation in management, Grievance Redressal Machinery.

## **Module III: Introduction to Labour Laws and provisions of factory**

Labour Law: Origin, Objective, Need, Factories Act, 1948 : Definitions; scope & coverage, approval ,licencing & registration, Authorities under the factories Act; Health; Safety; Provisions relating to hazardous processes; Welfare; Working hours of adults; Employment of young persons; Annual leave with wages; Penalties and procedure.

## **Module IV: Laws for handling Industrial Disputes and Contract Labour**

Industrial Disputes Act 1947, definitions: industrial dispute, lay-off (provisions), lock-out (provisions), closure, retrenchment (provisions), VRS, strike (provisions), unfair labour practice, procedure for settlement & authorities under the act, Code of discipline in industries, Standing orders

Maruti Suzuki India, Ltd. Violence case (2012), Honda case study of staff strike, Contract Labour (Regulation & Abolition) Act, 1970

## **Module V: Trade Unions**

Trade Unions: Meaning, Functions, Problems, Trade Unions Act 1926, registration of trade union, cancellation of registration & appeal, rights ,privileges, duties & liabilities of registered trade union, amalgamation & resolution of trade union, penalties.

## **Module VI: Wage Related Laws**

Payment of Wages Act 1936, scope & coverage, rules for payment of wages, deductions from wages, Payment of Bonus Act 1965, objective, and application of act, definition of bonus, allocable surplus, inspectors, penalties, offence

## **Module VII: Employee Benefits and Social Security related laws**

Payment of Gratuity Act, scope & coverage, Applicability and non- applicability of the Act; Definitions- employee, employer, continuous service; Payment of gratuity; Forfeiture of gratuity; Employer's duty to determine and pay gratuity; Recovery of gratuity; Penalties , 1972: Provident Fund Act 1952: Definitions; Schemes under the act – Employees' provident fund scheme, Employees' pension scheme, 1995, Employees' deposit linked insurance scheme, Workmen's Compensation Act 1923, scope & coverage , definitions: dependent, disablement, Rules regarding workman's compensation E.S.I.C. Act 1948, scope & coverage, Objectives and applicability of the scheme; Definitions: personal injury, factory, manufacturing process, wages, partial and permanent disablement; ESI corporation, standing committee and medical benefit council; contributions; adjudication of dispute and claims, benefits.

## **Case based teaching (Case Analysis)**

### **Text & References:**

#### **YY. Examination Scheme:**

| <b>Components</b> | <b>Midterm Exam</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>Attendance</b> | <b>ESE</b> |
|-------------------|---------------------|---------------------------------------------|-------------------|------------|
| Weightage (%)     | 15                  | 10                                          | 5                 | 70         |

**ZZ. Suggested Text/Reference Books:**

- Kapoor N.D. “Hadbook of Industrial Law” Sultan chand & Sons
- P. R. N. Sinha , Indu Bala Sinha , Seema Priyadarshini Shekhar “Industrial Relations, Trade Unions, And Labour Legislation “ Pearson education India.
- C.S. Venkata Ratnam (2006), Industrial Relations, Oxford Higher Education
- Kumar H.L. (2010) Labour Laws - Everybody Should Know, Universal Law Publishing Company
- Malhotra, O.P (1985), Law of Industrial Disputes, N.M. Tripathi Pvt. Ltd.
- Malik, P.L (2008), Industrial Law-Eastern Book Company.
- Mamoria CB (1998), Dynamics of Industrial Relations, Himalaya Publishing House.
- Bagri, P.R. (2006), Law of Industrial Disputes, Kamal Law House.

**AAA. Lecture Plan**

| Lecture | Topics                                                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction: Concept, objectives, functions of Industrial relations           | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | significance & aspects of Industrial Relations                                 | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | conceptual and legal framework                                                 | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>ILO conventions, Industrial Relations after globalization</i>               | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Understanding the practical impact of workplace industrial relation strategies | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Linking Industrial Relations with economic growth of a country                 | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Managing foreign nationals in Indian organizations                             | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem      |

|    |                                                                                                                                                           |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                                                                                           |         |           | Exam                            |
| 8  | Misconduct                                                                                                                                                | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Discipline and Disciplinary Procedure                                                                                                                     | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Collective bargaining                                                                                                                                     | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | negotiation skills                                                                                                                                        | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | workers participation in management                                                                                                                       | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Grievance Redressal Machinery                                                                                                                             | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Labour Law: Origin, Objective, Need, ;;; Welfare; Working hours of adults; Employment of young persons; Annual leave with wages; Penalties and procedure. | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Factories Act, 1948 : Definitions; scope & coverage                                                                                                       | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 16 | approval ,licencing & registration, Authorities under the factories Act                                                                                   | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                        |         |           |                                 |
|----|----------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 17 | Health; Safety                                                                         | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Provisions relating to hazardous processes                                             | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Industrial Disputes Act 1947, definitions: industrial dispute, lay-off (provisions)    | Lecture | MBA 312.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | lock-out (provisions) closure                                                          | Lecture | MBA 312.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | retrenchment (provisions), VRS                                                         | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | strike (provisions)                                                                    | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | unfair labour practice,                                                                | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | procedure for settlement & authorities under the act, Code of discipline in industries | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Standing orders<br><br>Maruti Suzuki India, Ltd. Violence case (2012)                  | Lecture | MBA 312.2 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Honda case study of staff strike, Contract Labour (Regulation & Abolition) Act, 1970   | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                    |         |           |                                 |
|----|--------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                    |         |           |                                 |
| 27 | Trade Unions: Meaning, Functions                                   | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Trade Unions Act 1926                                              | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Problems, registration of trade union                              | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | cancellation of registration & appeal                              | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | rights ,privileges, duties & liabilities of registered trade union | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | amalgamation & resolution of trade union penalties.                | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Payment of Wages Act 1936                                          | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | scope & coverage, rules for payment of wages                       | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | deductions from wages                                              | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Payment of Bonus Act 1965                                          | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |



|    |                                                                                                                                                          |         |           |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 37 | objective, and application of act                                                                                                                        | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 38 | definition of bonus, allocable surplus                                                                                                                   | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 39 | inspectors, penalties                                                                                                                                    | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 40 | Offence                                                                                                                                                  | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 41 | Payment of Gratuity Act, scope & coverage, Applicability and non-applicability of the Act; Definitions- employee, employer, continuous service           | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 42 | Payment of gratuity; Forfeiture of gratuity; Employer's duty to determine and pay gratuity; Recovery of gratuity                                         | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 43 | Penalties , 1972: Provident Fund Act 1952: Definitions; Schemes under the act – Employees' provident fund scheme                                         | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |
| 44 | Employees' pension scheme, 1995, Employees' deposit linked insurance scheme, Workmen's Compensation Act 1923, scope & coverage , definitions: dependent, | Lecture | MBA 312.3 | Mid Term-2, Quiz & End Sem Exam |



|                  |                                                                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|-------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 312.1</b> | Understand the concept of Industrial relations and discipline including collective settlement.              | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 2 |
| <b>MBA 312.2</b> | study the law related to labours and industry.                                                              | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 |
| <b>MBA 312.3</b> | Describe the role of trade union, laws related to wages, Employee Benefits and Social Security related laws | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |

### Sample Question Paper

|                                                                                                                                                                                                        |              |               |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –III) 22020-21</p>                                                                                                        |              |               |          |           |                |          |
| Class: MBA III Semester                                                                                                                                                                                |              |               |          |           |                |          |
| Subject Name:<br>MBA 312 Employee Relations                                                                                                                                                            |              | Time: 1.5 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                         | Remembering  | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                       | Q.1,4        | Q.2,3         | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Understand the concept of Industrial relations and discipline including collective settlement</p> <p>CO2: To study the law related to labours and industry.</p> |              |               |          |           |                |          |
| CO Map                                                                                                                                                                                                 | Question No. | Question      |          |           |                | Marks    |

|     |      |                                                                                   |   |
|-----|------|-----------------------------------------------------------------------------------|---|
| CO1 | Q.1  | Explain the objectives, functions, and significance of Industrial Relations       | 3 |
| CO1 | Q.2a | Write a brief note on ILO conventions                                             | 3 |
|     | Q.2b | Describe the Industrial Relations after globalization.                            | 3 |
| CO1 | Q.3  | Give an account on Linking Industrial Relations with economic growth of a country | 6 |
| CO2 | Q.4  | Define the term “ Discipline” and its procedure.                                  | 3 |
| CO2 | Q.5a | What is the process on collective bargaining.                                     | 3 |
|     | Q.5b | Write a short on negotiation skills.                                              | 3 |
| CO2 | Q 6  | Explain in detail the Grievance Redressal Machinery                               | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21  
**Course Name** MBA  
**Semester** 3rd Semester  
**Subject Code** MBA 312  
**Subject Name** EMPLOYEE RELATIONS  
  
**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|                                     | MBA 313 | 3   | 3   | 2   | 3   | 3   | 2   | 3   | 2   | 1   | 2    | 2    | 3    | 3    |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : MANPOWER PLANNING, RECRUITMENT, AND SELECTION                                  |
| Course Code : MBA 313, Crédits : 03, Session :2020-21 (Odd Sem.), Class : MBA. 2nd Year |

**CCC. Introduction:** The objective of this course is to help the students develop an understanding of the dimensions of the of Manpower Planning, Recruitment, Selection. This will improve the critical thinking, analytical skills, and Problem solving ability of students.

**DDD. Course Outcomes:** At the end of the course, students will be able to:

**MBA 313.1.** To help the students develop an understanding of the dimensions of the of Manpower Planning, Staffing and competency mapping.

**MBA 313.2** Enable the students to gain comprehensive knowledge about recruitment.

**MBA 313.3** Describe the role of human resource manager in the process of selection.

**EEE. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.



**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **Programme Specific Outcomes:**

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

### **FFF. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT          | 15%                |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                     |             | <b>100%</b>        |

### **G.G.G. Syllabus**

#### **Module I: Strategic staffing**

Definition and need of Manpower Planning, HR planning process,-Job analysis, Job description , tools for Human Resource Planning- Environmental Analysis Forecasting, Managerial Judgment

## Module II : Competency mapping

Introduction , procedures and steps of competency mapping, methods of data collection for mapping, developing competency models from raw data, using competency based approach in HR process.

## Module III: Recruitment

Recruitment Process, Types of recruitment, online recruitment; employee referrals; recruitment process outsourcing, head hunting

## Module IV: Selection

Selection Process, testing for selection of employees, use of psychological test, selection process, Types of Interview, interviewing skills, errors in selection. Employer branding

### HHH. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

### III. Suggested Text/Reference Books:

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6<sup>th</sup> Edn.), McGraw Hill, New Delhi
- Dessler G (2006). Human Resource Management, Pearson Education, India
- Mathis R L and Jackson J H (2006). Human Resource Management, (10<sup>th</sup> Edn.) Cengage Learning, Indian Print.
- Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition
- Pattanayak B, (2014), Human Resource Management, 4<sup>th</sup> Edition , PHI

### JJJ. Lecture Plan

| Lecture | Topics                                   | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Definition and need of Manpower Planning | Lecture          | MBA 313.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | HR planning process                      | Lecture          | MBA 313.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Job analysis                             | Lecture          | MBA 313.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Job description                          | Lecture          | MBA 313.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | tools for Human                          | Lecture          | MBA 313.1        | Mid Term-1, Quiz                |

|    |                                            |         |           |                                 |
|----|--------------------------------------------|---------|-----------|---------------------------------|
|    | Resource Planning                          |         |           | & End Sem Exam                  |
| 6  | Environmental Analysis Forecasting         | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Managerial Judgment                        | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Introduction to competence Mapping         | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Procedures of competency mapping           | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Steps of competency mapping                | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | methods of data collection for mapping     | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | methods of data collection for mapping     | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | developing competency models from raw data | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 14 | developing competency models from raw data | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | developing competency models from raw data | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Competency based approach in HR process    | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Competency based approach in HR process    | Lecture | MBA 313.1 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Recruitment                                | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Recruitment Process                        | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Types of recruitment                       | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Types of recruitment                       | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 22 | online recruitment                         | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 23 | employee referrals                         | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 24 | recruitment process                        | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 25 | outsourcing                                | Lecture | MBA 313.2 | Mid Term-1, Quiz & End Sem Exam |
| 26 | head hunting                               | Lecture | MBA 313.2 | Mid Term-2, Quiz & End Sem Exam |

|    |                                    |         |           |                                 |
|----|------------------------------------|---------|-----------|---------------------------------|
|    |                                    |         |           |                                 |
| 27 | Selection Process                  | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Selection Process                  | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | testing for selection of employees | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | use of psychological test          | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | selection process                  | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Types of Interview,                | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | interviewing skills                | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Errors in selection                | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Employer branding                  | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Employer branding                  | Lecture | MBA 313.3 | Mid Term-2, Quiz & End Sem Exam |

**KKK. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                                     | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                               | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 313.1</b> | To help the students develop an understanding of the dimensions of the of Manpower Planning, Staffing and competency mapping. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |

|                  |                                                                          |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|--------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 313.2</b> | Enable the students to gain comprehensive knowledge about recruitment.   | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 |
| <b>MBA 313.3</b> | Describe the role of human resource manager in the process of selection. | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |

**Sample Question Paper**

| Amity Business School<br>I MID-SEMESTER (SEM –III) 2020-21                                                                                                                                                                                   |              |                                                      |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA III Semester                                                                                                                                                                                                                      |              |                                                      |          |           |                |          |
| Subject Name:<br>MBA 313 MANPOWER PLANNING,<br>RECRUITMENT, AND SELECTION                                                                                                                                                                    |              | Time: 1.5 Hrs                                        |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                               | Remembering  | Understanding                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                             | Q.1,4        | Q.2,3                                                | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: To help the students develop an understanding of the dimensions of the of Manpower Planning, Staffing and competency mapping.<br>CO2: Enable the students to gain comprehensive knowledge about recruitment. |              |                                                      |          |           |                |          |
| CO Map                                                                                                                                                                                                                                       | Question No. | Question                                             |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                          | Q.1          | Explain the need of manpower planning.               |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                          | Q.2a         | Write a brief note on Job analysis.                  |          |           |                | 3        |
|                                                                                                                                                                                                                                              | Q.2b         | Give an account on job description.                  |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                          | Q.3          | Elaborate the process of human resource planning     |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                          | Q.4          | Define the term “ competency mapping”                |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                          | Q.5a         | What do you understand by raw data.                  |          |           |                | 3        |
|                                                                                                                                                                                                                                              | Q.5b         | Write a short on data collection .                   |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                          | Q 6          | Explain in detail the process of competency mapping. |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                               |
|-------------------------|-----------------------------------------------|
| <b>Session</b>          | 2020-21                                       |
| <b>Course Name</b>      | MBA                                           |
| <b>Semester</b>         | 3rd Semester                                  |
| <b>Subject Code</b>     | MBA 313                                       |
| <b>Subject Name</b>     | MANPOWER PLANNING, RECRUITMENT, AND SELECTION |
| <b>Attainment Level</b> | Level 3                                       |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.



**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### Programme Specific Outcomes:

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|                                     | MBA 314 | 2   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 1   | 2    | 3    | 2    | 2    |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : PERFORMANCE MANAGEMENT SYSTEMS                                                 |
| Course Code : MBA 314, Crédits : 03, Session :2020-21 (Odd Sem.), Class : MBA. 2nd Year |

**LLL. Introduction:** This course will help students to understand the significance of appraisal for an Organization and Individual Provide students with knowledge of the key concepts of performance management. Enable students to apply relevant conceptual frameworks for solving performance management problems

**MMM. Course Outcomes:** At the end of the course, students will be able to:

**MBA 314.1.** To help the students develop an understanding of appraisal for an organization with the knowledge of performance management and performance appraisal.

**MBA 314.2** Enable the students to gain comprehensive knowledge about competency.

**MBA 314.3** Describe the role of human resource manager in the process of Competency management Framework and its application for appraisal.

**NNN. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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### Programme Specific Outcomes:

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**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

### OOO. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                         | Code     | Weightage % |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT       | 15%         |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                     |          | <b>100%</b> |

### PPP. Syllabus

#### Module I: Introduction to Performance Management

Conceptual Approach to Performance Management, Determinants of Job Performance: Person and System Factor, Components of Effective Performance Management, Performance Management Cycle, Performance Management and Rewards, Ethics in Performance Management.

## **Module II: Process of Performance Appraisal**

Need And Methods for Performance Appraisal, RSDQ Model, EFQM Model, Performance Review, Performance Analysis, Performance Review Discussion, Performance Monitoring and Feedback. Outcome metrics–Economic Value Added (EVA); other economic measures, Building a High Performance culture.

## **Module III: Competency Mapping**

Concept and Definition of Role and Competency, Characteristics of Competency, Competency Versus Competence, Performance Versus Competency, Types of Competencies, Context and Relevance of Competencies in Modern Organizations.

## **Module IV: Competency Management Framework**

Macro View of Competency Management Framework, Strategic Framework, Lancaster Model of Managerial Competence, Competency Modeling Framework.

## **Module V: Competency mapping as a performance management tool**

Building Competency Models, The McBer Generic Managerial Competency Model, Competency Causal Flow Model, Factors Affecting The Human Performance System, Profiling Competency Framework for a Particular Role, Competency Gap.

### **QQQ. Examination Scheme:**

| <b>Components</b> | <b>Midterm Exam</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>Attendance</b> | <b>ESE</b> |
|-------------------|---------------------|---------------------------------------------|-------------------|------------|
| Weightage (%)     | 15                  | 10                                          | 5                 | 70         |

### **RRR. Suggested Text/Reference Books:**

- Armstrong, Michael and Berron, Angela (2008), Performance Management and Development, Jaico Publications
- Cardy Robert L. (2008), Performance Management Concepts, Skills and Exercises, Prentice Hall India

- Rao T V (2008), Performance Management and Appraisal Systems-HR Tools for Global Competitiveness, Response Books
- Sahu R K (2007) Performance Management System, Excel Books

#### SSS. Lecture Plan

| Lecture | Topics                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Conceptual Approach to Performance Management  | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Determinants of Job Performance                | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Person and System Factor                       | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Components of Effective Performance Management | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Performance Management Cycle                   | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Performance Management and Rewards             | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Ethics in Performance Management               | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Need And Methods for Performance Appraisal     | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | RSDQ Model                                     | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 10      | EFQM Model                                     | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Performance Review,                            | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Performance Analysis                           | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Performance Review Discussion                  | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 14      | Performance Monitoring and Feedback            | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 15      | Outcome metrics– Economic Value Added (EVA)    | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                               |         |           |                                 |
|----|---------------------------------------------------------------|---------|-----------|---------------------------------|
| 16 | Other economic measures                                       | Lecture | MBA 314.1 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Building a High Performance culture                           | Lecture | MBA 314.1 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Concept and Definition of Role                                | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Concept and Definition of Role and Competency                 | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Characteristics of Competency                                 | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Competency Versus Competence                                  | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Performance Versus Competency                                 | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 23 | Types of Competencies                                         | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 24 | Context and Relevance of Competencies in Modern Organizations | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 25 | Macro View of Competency                                      | Lecture | MBA 314.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Strategic Framework                                           | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Lancaster Model of Managerial Competence                      | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Management Framework                                          | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Competency Modeling Framework                                 | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Building Competency Models.                                   | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | The McBer Generic Managerial Competency Model                 | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Competency Causal Flow Model                                  | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Factors Affecting The Human Performance System                | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Profiling Competency Framework for a Particular Role          | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Profiling Competency Framework for a Particular Role          | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                |         |           |                                 |
|----|----------------|---------|-----------|---------------------------------|
| 36 | Competency Gap | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
|----|----------------|---------|-----------|---------------------------------|

**TTT. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 314.1</b> | To help the students develop an understanding of appraisal for an organization with the knowledge of performance management and performance appraisal. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 314.2</b> | Enable the students to gain comprehensive knowledge about competency.                                                                                  | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 314.3</b> | Describe the role of human resource manager in the process of Competency management Framework and its application for appraisal.                       | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |





**Sample Question Paper**

|                                                                                                                                                                                                                                                                      |              |                                                             |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –III) 2020-21                                                                                                                                                                                                           |              |                                                             |          |           |                |          |
| Class: MBA III Semester                                                                                                                                                                                                                                              |              |                                                             |          |           |                |          |
| Subject Name:<br>MBA 314 PERFORMANCE<br>MANAGEMENT SYSTEMS                                                                                                                                                                                                           |              | Time: 1.5 Hrs                                               |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                              | Remembering  | Understanding                                               | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                  | Q.1,4        | Q.2,3                                                       | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: To help the students develop an understanding of appraisal for an organization with the knowledge of performance management and performance appraisal.<br>CO2: Enable the students to gain comprehensive knowledge about competency. |              |                                                             |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                               | Question No. | Question                                                    |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                  | Q.1          | Describe the conceptual Approach to Performance Management. |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                  | Q.2a         | Write a brief note on person and system factor.             |          |           |                | 3        |
|                                                                                                                                                                                                                                                                      | Q.2b         | Give an account on Components of Effective Performance.     |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                  | Q.3          | Elaborate the process of Performance Management Cycle.      |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                  | Q.4          | Explain the Need and Methods for Performance Appraisal      |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                  | Q.5a         | Define the RSDQ Model.                                      |          |           |                | 3        |
|                                                                                                                                                                                                                                                                      | Q.5b         | Write a short note on EFQM Model.                           |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                  | Q 6          | Elaborate the building a High-Performance culture.          |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |

|       |   |                                                            |
|-------|---|------------------------------------------------------------|
| Level | 3 | IF 80% of students secure more than 60% marks then level 3 |
|-------|---|------------------------------------------------------------|

# Attainment

**Session** 2020-21

**Course Name** MBA

**Semester** 3rd Semester

**Subject Code** MBA 314

**Subject Name** PERFORMANCE MANAGEMENT SYSTEMS

**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

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**Master of Business Administration**

**2020-2023**

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1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|                                     | MBA 315 | 3   | 2   | 2   | 3   | 2   | 2   | 3   | 2   | 1   | 2    | 2    | 3    | 3    |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : UNDERSTANDING SELF-INDIAN PERSPECTIVE                                          |
| Course Code : MBA 315, Crédits : 03, Session :2020-21 (Odd Sem.), Class : MBA. 2nd Year |

**UUU. Introduction:** The course aims to provide concept, essence of self-awareness and provide detail insight of Indian culture . The course has both theoretical aspects and practical exercises to impart learning related to self-awareness

**VVV. Course Outcomes:** At the end of the course, students will be able to:

**MBA 315.1.** Develop an understanding about self through its examination.

**MBA 315.2** Enable the students to gain comprehensive knowledge about Enhancing Quality of Life through higher self-awareness competency.

**MBA 315.3** Practice ancient knowledge and learn the lessons on self-awareness.

**WWW. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

### **XXX. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT          | 15%                |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                     |             | <b>100%</b>        |

### **YYY. Syllabus**

#### **Module I Concept of Self-Awareness**

Concept of self-awareness, significance of self-awareness in personal and professional life, perceptions of self-awareness in global societies, Understanding self & others through lessons from Indian scriptures.

## Module II Examining Self

Personal SWOT, Awareness of personal values, beliefs and vision that motivates behavior, awareness of reciprocal relationship between thoughts, behaviors and emotions.

## Module III Enhancing Quality of Life through higher self-awareness

Self-disclosure, seeking feedback, self-reflection and practicing new behaviors, Emotional intelligence, Stress and health relationship.

## Module IV Practicing ancient knowledge and lessons on self-awareness

Meditation and self-introspection.-Self-Management Lessons from Ancient Indian Education System- Indian Ethos and Personality Development.

### ZZZ. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

### AAAA. Suggested Text/Reference Books:

- Chris Rose (2011) Self Awareness and Personal Development: Resources for Psychotherapists and Counsellors.
- Paramhansa Yogananda: Autobiography of a Yogi – Paramahansa Yogananda

### BBBB. Lecture Plan

| Lecture | Topics                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Concept of self-awareness                           | Lecture          | MBA 315.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | significance of self-awareness in personal life     | Lecture          | MBA 315.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | significance of self-awareness in professional life | Lecture          | MBA 315.1        | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                |         |           |                                 |
|----|--------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 4  | <i>perceptions of self-awareness in global societies</i>                       | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Understanding self                                                             | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Understanding others through lessons from Indian scriptures.                   | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Understanding others through lessons from Indian scriptures.                   | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Personal SWOT                                                                  | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Awareness of personal values                                                   | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | beliefs and vision that motivates behavior                                     | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Awareness of reciprocal relationship between thoughts, behaviors and emotions. | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Awareness of reciprocal relationship between thoughts, behaviors and emotions. | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Awareness of reciprocal relationship between thoughts, behaviors and emotions. | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Awareness of reciprocal relationship between thoughts, behaviors and emotions. | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Self-disclosure,                                                               | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 16 | seeking feedback                                                               | Lecture | MBA 315.1 | Mid Term-1, Quiz & End Sem Exam |
| 17 | self-reflection                                                                | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | practicing new behaviors                                                       | Lecture | MBA 315.2 | Mid Term-1, Quiz                |

|    |                                              |         |           |                                 |
|----|----------------------------------------------|---------|-----------|---------------------------------|
|    |                                              |         |           | & End Sem Exam                  |
| 19 | Emotional intelligence                       | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Emotional intelligence                       | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Emotional intelligence                       | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Stress and health relationship.              | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 23 | Stress and health relationship.              | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 24 | Stress and health relationship.              | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 25 | Stress and health relationship.              | Lecture | MBA 315.2 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Meditation                                   | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Meditation                                   | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | self-introspection                           | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Lessons from Ancient Indian Education System | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Lessons from Ancient Indian Education System | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Lessons from Ancient Indian Education System | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Indian Ethos                                 | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Indian Ethos                                 | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Indian Ethos                                 | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Personality Development                      | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                         |         |           |                                 |
|----|-------------------------|---------|-----------|---------------------------------|
| 36 | Personality Development | Lecture | MBA 315.3 | Mid Term-2, Quiz & End Sem Exam |
|----|-------------------------|---------|-----------|---------------------------------|

**CCCC. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                                     | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                               | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 315.1</b> | Develop an understanding about self through its examination.                                                                  | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 315.2</b> | Enable the students to gain comprehensive knowledge about Enhancing Quality of Life through higher self-awareness competency. | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 315.3</b> | Practice ancient knowledge and learn the lessons on self-awareness.                                                           | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |



**Sample Question Paper**

|                                                                                                                                                                                                                                    |              |                                                                                               |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –III) 2020-21                                                                                                                                                                         |              |                                                                                               |          |           |                |          |
| Class: MBA III Semester                                                                                                                                                                                                            |              |                                                                                               |          |           |                |          |
| Subject Name:<br>MBA 315 UNDERSTANDING SELF-<br>INDIAN PERSPECTIVE                                                                                                                                                                 |              | Time: 1.5 Hrs                                                                                 |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                     | Remembering  | Understanding                                                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                                                         | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Develop an understanding about self through its examination.<br>CO2: Enable the students to gain comprehensive knowledge about Enhancing Quality of Life through higher self-awareness competency. |              |                                                                                               |          |           |                |          |
| CO Map                                                                                                                                                                                                                             | Question No. | Question                                                                                      |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                | Q.1          | Describe the Concept of self-awareness.                                                       |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                | Q.2a         | Write a brief note on significance of self-awareness.                                         |          |           |                | 3        |
|                                                                                                                                                                                                                                    | Q.2b         | Give an account on self-awareness in global societies                                         |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                | Q.3          | Elaborate the learning about self and others through lessons from Indian scriptures.          |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                | Q.4          | Explain the need of personal SWOT.                                                            |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                | Q.5a         | Define the Awareness of personal values                                                       |          |           |                | 3        |
|                                                                                                                                                                                                                                    | Q.5b         | Write a short note on emotions.                                                               |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                | Q.6          | Elaborate the awareness of reciprocal relationship between thoughts, behaviours and emotions. |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                       |
|-------------------------|---------------------------------------|
| <b>Session</b>          | 2020-21                               |
| <b>Course Name</b>      | MBA                                   |
| <b>Semester</b>         | 3rd Semester                          |
| <b>Subject Code</b>     | MBA 315                               |
| <b>Subject Name</b>     | UNDERSTANDING SELF-INDIAN PERSPECTIVE |
| <b>Attainment Level</b> | Level 3                               |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## AMITY BUSINESS SCHOOL

### PROGRAMME OUTCOMES

#### Master of Business Administration

2020-2023

#### Programme Outcomes:

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.



**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### Programme Specific Outcomes:

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
|                                     | MBA 316 | 3   | 3   | 1   | 2   | 3   | 3   | 3   | 2   | 1   | 2    | 3    | 2    | 3    |

| AMITY BUSINESS SCHOOL                                                                  |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : Strategic Human Resource Management                                           |
| Course Code : MBA 316, Crédits : 03, Session :2020-21(Odd Sem.), Class : MBA. 2nd Year |

**DDDD. Introduction:** This subject provides an understanding of the strategic contribution of the Human Resource Management (HRM) function. This course will place previous studies of human resource management within a strategic dimension so as to illustrate the concept of competitive advantage applied to human resources.

**EEEE. Course Outcomes:** At the end of the course, students will be able to:

**MBA 316.1.** Understand the concept and features of Strategy and its management.

**MBA 316.2** To study role of HRM in strategic management.

**MBA 316.3** To focus on how firms formulate, implement and evaluate corporate business strategies

**MBA 316.4** To promote skills of evaluating and implementing strategies to examine its impact on Business performance.

**MBA 316.5.** To study the scope of HR in Future.

**FFFF. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### Programme Specific Outcomes:

**PSO1:** - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

**PSO2:** - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

**PSO3:** - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

### GGGG. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                         | Code     | Weightage % |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT       | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                     |          | <b>100%</b> |

### HHHH. Syllabus

#### Module I: The Concept of Strategy:

Strategy Defined, Key Concepts of Strategy, Formulations of Strategy, Strategic Management, The Process Of Strategic Management.

#### **Module II: The Concept of Strategic HRM:**

An Investment Perspective of HRM, Strategic HRM, Aims of SHRM, Strategic HR Vs Traditional HR, Challenges in SHRM, Approaches and Models to SHRM and the Evolving Strategic Role of HR, Barriers to Strategic HR.

#### **Module III: Strategic HRM in Action:**

HR Strategy defined, Purpose, Types of HR Strategies - Recruitment & Retention strategies, training & development strategies: performance management strategies, reward & compensation strategies, retrenchment strategies; Content of HR Strategies, Formulating HR Strategy, Criteria for an Effective HR Strategy, Integrating the Business and HR Strategies; Human Resource Environment- Technology, structure; Workforce diversity; Demographic changes, Temporary & contract labour.

#### **Module IV: Impact of HRM on Business Performance:**

Human Resource Evaluation- Definition and Overview, Rationale for HR Evaluation, Measures of HRM Performance, Approaches to HR Evaluations, The Measurement Challenge in HRM.

#### **Module V: Future trends in Strategic HRM Approaches:**

The Strategic approach of HR towards Career Management, Mentoring Relationship & Work-life Integration. Matching culture with strategy, Behavioral issues in strategy implementation, Global HR strategies, Core Competence as the Root of Competitive Advantage

**Case Study** - Banning Flexible Work Options: Yahoo's New Controversial HR Policy  
<http://www.icmrindia.org/casestudies/catalogue/Human%20Resource%20and%20Organization%20Behavior/HROB162.htm>

Submit a project on Strategic Retention strategies

- The students will form small groups (2 Students)
- They will research on the latest trends in retention strategies
- They will prepare a PPT presentation & present it before class
- The group will discuss the learning from the case
- The students will be evaluated out of 10 Marks

#### **III. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### **III. Suggested Text/Reference Books:**

- Agarawala Tanuja (2012) Strategic Human Resource Management, Oxford University Press.
- Armstrong Michael (2007), Strategic Human Resource Management: Strategy and Action, Kogan Page

- Mahey C and Salman G., (1996), Strategic Human Resource Management, Oxford Blackwell.
- Mello Jeffrey A., (2008), Strategic Human Resource Management, Thompson Press Publishing.
- Srinivas R. Kandula, (2012), Strategic Human Resource Development, Prentice Hall of India.

**KKKK.      Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                               | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|-------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Strategy Defined, Key Concepts of Strategy                  | Lecture                 | MBA 316.1               | Mid Term-1, Quiz & End Sem Exam |
| 2              | Formulations of Strategy                                    | Lecture                 | MBA 316.1               | Mid Term-1, Quiz & End Sem Exam |
| 3              | Strategic Management                                        | Lecture                 | MBA 316.1               | Mid Term-1, Quiz & End Sem Exam |
| 4              | The Process of Strategic Management                         | Lecture                 | MBA 316.1               | Mid Term-1, Quiz & End Sem Exam |
| 5              | An Investment Perspective of HRM                            | Lecture                 | MBA 316.2               | Mid Term-1, Quiz & End Sem Exam |
| 6              | Strategic HRM, Aims of SHRM                                 | Lecture                 | MBA 316.2               | Mid Term-1, Quiz & End Sem Exam |
| 7              | Strategic HR Vs Traditional HR                              | Lecture                 | MBA 316.2               | Mid Term-1, Quiz & End Sem Exam |
| 8              | Challenges in SHRM                                          | Lecture                 | MBA 316.2               | Mid Term-1, Quiz & End Sem Exam |
| 9              | Approaches and Models to SHRM                               | Lecture                 | MBA 316.2               | Mid Term-1, Quiz & End Sem Exam |
| 10             | the Evolving Strategic Role of HR                           | Lecture                 | MBA 316.2               | Mid Term-1, Quiz & End Sem Exam |
| 11             | Barriers to Strategic HR.                                   | Lecture                 | MBA 316.2               | Mid Term-1, Quiz & End Sem Exam |
| 12             | HR Strategy defined, Purpose                                | Lecture                 | MBA 316.3               | Mid Term-1, Quiz & End Sem Exam |
| 13             | Types of HR Strategies - Recruitment & Retention strategies | Lecture                 | MBA 316.3               | Mid Term-1, Quiz & End Sem Exam |
| 14             | training & development strategies                           | Lecture                 | MBA 316.3               | Mid Term-1, Quiz & End Sem Exam |
| 15             | performance management                                      | Lecture                 | MBA 316.3               | Mid Term-1,                     |

|    |                                                                                   |         |           |                                 |
|----|-----------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | strategies, reward & compensation strategies                                      |         |           | Quiz & End Sem Exam             |
| 16 | retrenchment strategies                                                           | Lecture | MBA 316.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Content of HR Strategies, Formulating HR Strategy,                                | Lecture | MBA 316.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Criteria for an Effective HR Strategy, Integrating the Business and HR Strategies | Lecture | MBA 316.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Human Resource Environment- Technology, structure                                 | Lecture | MBA 316.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Workforce diversity; Demographic changes, Temporary & contract labour             | Lecture | MBA 316.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Human Resource Evaluation- Definition and Overview                                | Lecture | MBA 316.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Rationale for HR Evaluation                                                       | Lecture | MBA 316.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Measures of HRM Performance, Approaches to HR Evaluations                         | Lecture | MBA 316.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | The Measurement Challenge in HRM                                                  | Lecture | MBA 316.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | The Strategic approach of HR towards Career Management                            | Lecture | MBA 316.5 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Mentoring Relationship                                                            | Lecture | MBA 316.5 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Work-life Integration                                                             | Lecture | MBA 316.5 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Matching culture with strategy                                                    | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Matching culture with strategy                                                    | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                      |         |           |                                 |
|----|------------------------------------------------------|---------|-----------|---------------------------------|
| 30 | Behavioral issues in strategy implementation         | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Behavioral issues in strategy implementation         | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Behavioral issues in strategy implementation         | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Global HR strategies                                 | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Global HR strategies                                 | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Core Competence as the Root of Competitive Advantage | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Core Competence as the Root of Competitive Advantage | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |

**LLLL.**

**MMMM. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                           | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|---------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                     | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 316.1</b> | Understand the concept and features of Strategy and its management. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |



[illegible]



**Sample Question Paper**

|                                                                                                                                                           |              |                                                          |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –III) 2020-21                                                                                                |              |                                                          |          |           |                |          |
| Class: MBA III Semester                                                                                                                                   |              |                                                          |          |           |                |          |
| Subject Name:<br>MBA 316 Strategic Human<br>Resource Management                                                                                           |              | Time: 1.5 Hrs                                            |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                   | Remembering  | Understanding                                            | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                       | Q.1,4        | Q.2,3                                                    | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand the concept and features of Strategy and its management.<br>CO2: To study role of HRM in strategic management. |              |                                                          |          |           |                |          |
| CO Map                                                                                                                                                    | Question No. | Question                                                 |          |           |                | Marks    |
| CO1                                                                                                                                                       | Q.1          | Define the Strategy and its importance.                  |          |           |                | 3        |
| CO1                                                                                                                                                       | Q.2a         | What are the three levels of the Strategy?               |          |           |                | 3        |
|                                                                                                                                                           | Q.2b         | Elaborate the various steps in formulating the strategy. |          |           |                | 3        |
| CO1                                                                                                                                                       | Q.3          | Explain in detail the process of strategic management.   |          |           |                | 6        |
| CO2                                                                                                                                                       | Q.4          | What are challenges in SHRM.                             |          |           |                | 3        |
| CO2                                                                                                                                                       | Q.5a         | Differentiate between SHRM and THRM.                     |          |           |                | 3        |
|                                                                                                                                                           | Q.5b         | Describe in brief the barriers of SHRM.                  |          |           |                | 3        |
| CO2                                                                                                                                                       | Q.6          | Explain in detail all the approaches and model to SHRM   |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

**Attainment**

**Session** 2020-21

**Course Name** MBA

**Semester** 3rd Semester

**Subject Code** MBA 316

**Subject Name** STRATEGIC HUMAN RESOURCE MANAGEMENT

**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## PROGRAMME OUTCOMES

### Master of Business Administration

2020-

AMITY UNIVERSITY MADHYA P

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

2023

### Programme Outcomes:

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMMEARTIC<br>ULATIONMATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|---------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                 |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III SEM                         | MBA 317 | 3   | 2   | 2   | 2   | 3   | 3   | 2   | 1   | 1   | 2    | 2    | 3    | 2    |

| AMITY BUSINESS SCHOOL                                                                  |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : <b>INTERNATIONAL TRADE FINANCE</b>                                            |
| Course Code : MBA 317, Crédits : 03, Session :2020-21 (Odd Sem.), Class : MBA. 2ndYear |

**NNNN. Introduction:** Understand ways in which International Trade is undertaken, settled and financed; Appreciate the need and role of various entities engaged in International Trade and Finance. Recognize the terminology used in International Trade, Finance and commercial contracts; Know how to avail finance from International Financial Markets & Institutions for trade and global business; Understand international payment systems & Regulatory compliances; Study Global Mergers & Acquisition trends.

**OOOO. Course Outcomes:** At the end of the course, students will be able to:

MBA 317.1 To understand global trade, finance, and globalisation.

MBA 317.2 To analyse and elaborate on the need for a Global financial ecosystem.

MBA 317.3 To Identify the role of international banks.

MBA 317.4 To gain knowledge of global mergers and acquisitions, including examination of international investment proposals.

**PPPP. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**QQQQ. Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**RRRR. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                     | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                      | CT       | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                            | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allow of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                        | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                 |          | <b>100%</b> |

**SSSS. Syllabus**

**Module I: Globalization, Trade & Finance**

Complexities of international trade, Meaning of Int'l Trade Finance, need of various entities like exporters, importers, merchants, traders, overseas representatives, banks, borrowers, lenders, Logistics, Forwarders etc. International Commercial Terms (INCOTERMS), Protection against credit, political, economic and transit risks.

**Module II: Global Financial Ecosystem**

World's major Financial Markets for Equity, Debt, Foreign Exchange & Commodities. International lending institutions World Bank, IMF, ADB, EBRD, Export-Import Banks, foreign Governments & agencies. Financing global trade, Buyers credit, Supplier credit, Role of credit-rating agencies, ECGC & EXIM Banks.



### **Module III: International Trade Finance & Payment Systems**

Modes of Payments in Trade, obtaining payments through Documents against Payment, Documents against Acceptance, Bills of Exchange, Letters of Credit & Stand-by Letters of Credit. Bill discounting with Banks, Factoring & Forfeiting agencies. Foreign currency cheques, drafts, telegraphic transfers (TT's) & SWIFT. Regulations to prevent fraud and money laundering. Remittances permitted by RBI for individuals & corporates.

### **Module IV: International Banking**

Role of International Banks, Correspondent Banking, Nostro/Vostro Accounts. Bid/Ask rate determination for Bills, TT's, Traveler's Cheques. Risks of OTC products & ISDA regulations. Availing pre-shipment & post-shipment finance, Fixed vs. Floating rate borrowing & External Commercial Borrowing (ECB's). Payment, settlement and clearing systems in foreign currency including SWIFT, CHIPS, CHAPS & Electronic banking. RBI Regulatory compliances, late payments & bad debts.

### **Module V: Global Mergers & Acquisition & (M&A)**

FDI & FII statistics, FDI & reverse FDI within & outside India. Examination of international investment proposals. Case studies on corporate India's acquisitions & mergers abroad. Role of International Banks, Investment Banks, Hedge Funds, Private Equity, Pension Funds etc. ECB's, ADR's GDR's, Bonds in global A&M's.

#### **TTTT. Suggested Text/Reference Books:**

- Paul Cowdell and Derek Hyde (Feb 2003) International Trade Finance, Institute of Financial Services
- Apte, P. G. (1998), International Financial Management, Tata McGraw Hill
- Levi, M. D. (1996), International Finance, McGraw Hill International.
- UCPDC-600, International Chamber of Commerce, Paris

#### **UUUU. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### **VVVV. Lecture Plan**

| Lecture | Topics                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------|------------------|------------------|---------------------------------|
| 1       | Complexities of international trade | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Meaning of Int'l Trade Finance      | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Need of various entities            | Lecture          | MBA 317.1        | Mid Term-1,                     |

|    |                                                                                                 |         |           |                                 |
|----|-------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | like exporters, importers.                                                                      |         |           | Quiz & End Sem Exam             |
| 4  | Need of various entities like merchants, traders, overseas representatives, Banks               | Lecture | MBA 317.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Borrowers, lenders, Logistics, Forwarders                                                       | Lecture | MBA 317.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | International Commercial Terms (INCOTERMS)                                                      | Lecture | MBA 317.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Protection against credit, Political, economic and transit risks.                               | Lecture | MBA 317.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | World's major Financial Markets for Equity                                                      | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Debt, Foreign Exchange & Commodities                                                            | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | International lending institutions World Bank, IMF, ADB, EBRD                                   | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | International lending institutions World Bank, IMF, ADB, EBRD                                   | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Export-Import Banks, Foreign Governments & agencies                                             | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Financing global trade, Buyers credit, Supplier credit                                          | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Role of credit-rating agencies, ECGC & EXIM Banks                                               | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Modes of Payments in Trade                                                                      | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Obtaining payments through Documents against Payment                                            | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Documents against Acceptance, Bills of Exchange, Letters of Credit & Stand-by Letters of Credit | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                 |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                                                 |         |           |                                 |
| 18 | Bill discounting with Banks, Factoring & Forfeiting agencies                                                    | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Foreign currency cheques, drafts, telegraphic transfers (TT's) & SWIFT                                          | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Regulations to prevent fraud and money laundering                                                               | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Remittances permitted by RBI for individuals & corporates.                                                      | Lecture | MBA 317.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Role of International Banks, Correspondent Banking, Nostro/Vostro Accounts                                      | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Bid/Ask rate determination for Bills, TT's, Traveler's Cheques.                                                 | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Risks of OTC products & ISDA regulations                                                                        | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Availing pre-shipment & post-shipment finance                                                                   | Lecture | MBA 317.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Fixed vs. Floating rate borrowing & External Commercial Borrowing (ECB's)                                       | Lecture | MBA 317.3 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Payment, settlement and clearing systems in foreign currency including SWIFT, CHIPS, CHAPS & Electronic banking | Lecture | MBA 317.3 | Mid Term-1, Quiz & End Sem Exam |
| 28 | RBI Regulatory compliances, late payments & bad debts.                                                          | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | FDI & FII statistics                                                                                            | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | FDI & reverse FDI within & outside India                                                                        | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Examination of international investment                                                                         | Lecture | MBA 317.4 | Mid Term-2, Quiz & End          |

|    |                                                                 |         |           |                                 |
|----|-----------------------------------------------------------------|---------|-----------|---------------------------------|
|    | proposals                                                       |         |           | Sem Exam                        |
| 32 | Case studies on corporate India's acquisitions & mergers abroad | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Role of International Banks                                     | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Investment Banks, Hedge Funds, Private Equity                   | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Pension Funds etc. ECB's, ADR's GDR's                           | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Bonds in global A&M's.                                          | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |

**WWW. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 317.1</b> | To understand global trade, finance, and globalisation.                | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 1           | 2           | 2            | 2                                            | 2                | 3                |
| <b>MBA 317.2</b> | To analyse and elaborate on the need for a Global financial ecosystem. | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 2                | 2                |
| <b>MBA 317.3</b> | To Identify the role of international banks.                           | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 1           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 317.4</b> | To gain knowledge of global mergers and acquisitions, including        | 3                                   | 3           | 2           | 3           | 2           | 2           | 3           | 1           | 1           | 2            | 3                                            | 2                | 3                |

|  |                                                    |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|----------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|
|  | examination of international investment proposals. |  |  |  |  |  |  |  |  |  |  |  |  |  |
|--|----------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|

### Sample Question Paper

| Amity Business School<br>IMID-SEMESTER(SEM–III) 2020-21                                                                                                                                                                                                                                                                                   |              |                                                                                   |          |           |              |          |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------|----------|-----------|--------------|----------|--|
| Class: MBA III Semester                                                                                                                                                                                                                                                                                                                   |              |                                                                                   |          |           |              |          |  |
| Subject Name:<br>MBA 317 International Trade Finance                                                                                                                                                                                                                                                                                      |              | Time: 1.5 Hrs                                                                     |          |           | Max.Marks:30 |          |  |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                            | Remembering  | Understanding                                                                     | Applying | Analyzing | Evaluating   | Creating |  |
| Question Mapping                                                                                                                                                                                                                                                                                                                          | Q.1,4        | Q.2,3                                                                             | Q.4      | Q.2,5,6   |              |          |  |
| <p>Student will be able to</p> <p><i>CO1: To understand global trade, finance, and globalisation.</i></p> <p><i>CO2: To analyse and elaborate on the need for a Global financial ecosystem.</i></p> <p><i>CO4: To gain knowledge of global mergers and acquisitions, including examination of international investment proposals.</i></p> |              |                                                                                   |          |           |              |          |  |
| CO Map                                                                                                                                                                                                                                                                                                                                    | Question No. | Question                                                                          |          |           |              | Marks    |  |
| CO1                                                                                                                                                                                                                                                                                                                                       | Q.1          | Discuss the Complexities of international trade.                                  |          |           |              | 3        |  |
| CO1                                                                                                                                                                                                                                                                                                                                       | Q.2a         | What is Int'l Trade Finance?                                                      |          |           |              | 3        |  |
|                                                                                                                                                                                                                                                                                                                                           | Q.2b         | Elaborate the need of various entities like exporters, importers, merchants.      |          |           |              | 3        |  |
| CO1                                                                                                                                                                                                                                                                                                                                       | Q.3          | Explain the International Commercial Terms (INCOTERMS).                           |          |           |              | 6        |  |
| CO2                                                                                                                                                                                                                                                                                                                                       | Q.4          | What are ECGC & EXIM Banks.                                                       |          |           |              | 3        |  |
| CO2                                                                                                                                                                                                                                                                                                                                       | Q.5a         | Differentiate between Buyers credit, Supplier credit.                             |          |           |              | 3        |  |
|                                                                                                                                                                                                                                                                                                                                           | Q.5b         | Describe in brief the Regulations to prevent fraud and money laundering.          |          |           |              | 3        |  |
| CO4                                                                                                                                                                                                                                                                                                                                       | Q6           | India's acquisitions & mergers abroad. Explain your answer with suitable example. |          |           |              | 6        |  |

| Attainments |   | Rubric                                                    |
|-------------|---|-----------------------------------------------------------|
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# Attainment

**Session** 2020-21

**Course Name** MBA

**Semester** 3rd Semester

**Subject Code** MBA 317

**Subject Name** INTERNATIONAL TRADE FINANCE

**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
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MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

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2020-

AMITY UNIVERSITY MAD

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

2023

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|---------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                 |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III SEM                         | MBA 318 | 3   | 3   | 2   | 3   | 3   | 3   | 3   | 1   | 1   | 2    | 2    | 3    | 3    |

| AMITY BUSINESS SCHOOL                                                                               |
|-----------------------------------------------------------------------------------------------------|
| Course Handout                                                                                      |
| Course : <b>INTERNATIONAL LABOUR ORGANIZATION AND INTERNATIONAL LABOUR LAWS</b>                     |
| Course Code : MBA 318, Crédits : 03, Session :2020-21 (Odd Sem.), Class : MBA. 2 <sup>nd</sup> Year |

**XXXX. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding. Students will get clear understanding of the main provisions of International and National labour standards, concepts, institutions and approaches to industrial relations and collective bargaining. The course will help students to develop skills of dealing with unions, negotiating collective agreements and to identify approaches to promotion of sound labour management relations.

**YYYY. Course Outcomes:** At the end of the course, students will be able to:

MBA 318.1: To understand the international labour organisations and international labour laws.

MBA 318.2: To analyse and elaborate on industrial relations.

MBA 318.3 To gain knowledge of labour laws and industrial disputes.

MBA 318.4 to identify the role of trade unions and employee social security-related laws.

**ZZZZ. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

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**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**BBBBB. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                     | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                      | CT       | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                            | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allow of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                        | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                 |          | <b>100%</b> |

**CCCCC. Syllabus**

**Module I: International Labour Organization and International Labour Laws**

International Labour, Organisation-International labour standards-Labour laws and Legislation-International Programme on the Elimination of Child Labour (IPEC) national initiatives on child labour, with priority given to the urgent elimination of the worst forms of child labour.

**Module II: Overview of Industrial Relations**

Introduction: Concept, objectives, functions, significance & aspects of Industrial Relations conceptual and legal framework, ILO conventions, Industrial Relations after globalization, Understanding the practical impact of workplace industrial relation strategies, Linking Industrial Relations with economic growth of a country.

### **Module III: Introduction to Labour Laws and provisions of factory**

Labour Law: Origin, Objective, Need, Factories Act, 1948 : Definitions; scope & coverage, approval ,licencing & registration, Authorities under the factories Act; Health; Safety; Provisions relating to hazardous processes; Welfare; Working hours of adults; Employment of young persons; Annual leave with wages; Penalties and procedure.

### **Module IV: Laws for handling Industrial Disputes and Contract Labour**

Industrial Disputes Act 1947, definitions: industrial dispute, lay-off (provisions), lock-out (provisions), closure, retrenchment (provisions), strike (provisions), unfair labour practice, procedure for settlement & authorities under the act, Maruti Suzuki India, Ltd. Violence case (2012), Honda case study of staff strike, Contract Labour (Regulation & Abolition) Act, 1970.

### **Module V: Trade Unions**

Trade Unions: Meaning, Functions, Problems, Trade Unions Act 1926, registration of trade union, cancellation of registration & appeal, rights ,privileges, duties & liabilities of registered trade union, amalgamation & resolution of trade union, penalties. Collective bargaining, Grievance Redressal Machinery.

### **Module VI: Wage Related Laws**

Payment of Wages Act 1936, scope & coverage, rules for payment of wages, deductions from wages, Payment of Bonus Act 1965, objective, and application of act, definition of bonus, allocable surplus, inspectors, penalties, offence.

### **Module VII: Employee Benefits and Social Security related laws**

Payment of Gratuity Act, scope & coverage, Provident Fund Act 1952: Definitions; Schemes under the act, Employees' pension scheme, 1995, Employees' deposit linked insurance scheme, Workmen's Compensation Act 1923, scope & coverage, E.S.I.C. Act 1948, scope & coverage,

#### **DDDDD. Examination Scheme:**

| <b>Components</b> | <b>Midterm Exam</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>Attendance</b> | <b>ESE</b> |
|-------------------|---------------------|---------------------------------------------|-------------------|------------|
| Weightage (%)     | 15                  | 10                                          | 5                 | 70         |

#### **EEEE. Suggested Text/Reference Books:**

#### **Text & References:**

- Kapoor N.D. "Hadbook of Industrial Law" Sultan chand & Sons
- P. R. N. Sinha ,Indu Bala Sinha , Seema Priyadarshini Shekhar "Industrial Relations, Trade Unions, And Labour Legislation " Pearson education India.
- C.S. Venkata Ratnam (2006), Industrial Relations, Oxford Higher Education.
- Kumar H.L. (2010) Labour Laws - Everybody Should Know, Universal Law Publishing Company.
- Malhotra, O.P (1985), Law of Industrial Disputes, N.M. Tripathi Pvt. Ltd.
- Malik, P.L (2008), Industrial Law-Eastern Book Company.
- Mamoria CB (1998), Dynamics of Industrial Relations, Himalaya Publishing House.
- Bagri, P.R. (2006), Law of Industrial Disputes, Kamal Law House.
- Michel, J. (2014), International Labour Law, Kluwer Law International.

| Lecture | Topics                                                                                                                                                                                    | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction to International Labour                                                                                                                                                      | Lecture          | MBA 318.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Organisation-International labour standards-Labour laws                                                                                                                                   | Lecture          | MBA 318.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Organisation-International labour standards-Legislation                                                                                                                                   | Lecture          | MBA 318.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | International Programme on the Elimination of Child Labour (IPEC) national initiatives on child labour, with priority given to the urgent elimination of the worst forms of child labour. | Lecture          | MBA 318.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Introduction: Concept, objectives of Industrial Relations                                                                                                                                 | Lecture          | MBA 318.2        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Functions, significance & aspects of Industrial Relations                                                                                                                                 | Lecture          | MBA 318.2        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Industrial Relations conceptual and legal framework                                                                                                                                       | Lecture          | MBA 318.2        | Mid Term-1, Quiz & End Sem Exam |
| 8       | ILO conventions                                                                                                                                                                           | Lecture          | MBA 318.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Industrial Relations after globalization                                                                                                                                                  | Lecture          | MBA 318.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Understanding the practical impact of workplace industrial relation strategies                                                                                                            | Lecture          | MBA 318.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Linking Industrial Relations with economic growth of a country                                                                                                                            | Lecture          | MBA 318.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Labour Law: Origin, Objective, Need, Factories Act, 1948                                                                                                                                  | Lecture          | MBA 318.3        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Definitions; scope & coverage, approval                                                                                                                                                   | Lecture          | MBA 318.3        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                      |         |           |                                 |
|----|------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 14 | Licencing & registration, Authorities under the factories Act                                        | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Health; Safety; Provisions relating to hazardous processes                                           | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Provisions relating to hazardous processes                                                           | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Welfare; Working hours of adults                                                                     | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Employment of young persons; Annual leave with wages                                                 | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Penalties and procedure.                                                                             | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Industrial Disputes Act 1947, definitions                                                            | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Industrial dispute, lay-off (provisions)                                                             | Lecture | MBA 318.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Lock-out (provisions), closure, retrenchment (provisions)                                            | Lecture | MBA 318.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | strike (provisions), unfair labour practice                                                          | Lecture | MBA 318.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | procedure for settlement & authorities under the act, Maruti Suzuki India, Ltd. Violence case (2012) | Lecture | MBA 318.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Honda case study of staff strike, Contract Labour (Regulation & Abolition) Act, 1970.                | Lecture | MBA 318.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Trade Unions: Meaning, Functions, Problems                                                           | Lecture | MBA 318.4 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Trade Unions Act 1926, registration of trade union, cancellation of registration & appeal, rights    | Lecture | MBA 318.4 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Privileges, duties & liabilities of registered trade union                                           | Lecture | MBA 318.4 | Mid Term-2, Quiz & End Sem Exam |



|                  |                                                                                            |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|--------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 318.1</b> | <i>To understand the international labour organisations and international labour laws.</i> | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 2 | 3 |
| <b>MBA 318.2</b> | <i>To analyse and elaborate on industrial relations.</i>                                   | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 1 | 2 | 2 | 3 | 3 | 2 |
| <b>MBA 318.3</b> | <i>To gain knowledge of labour laws and industrial disputes.</i>                           | 2 | 3 | 1 | 1 | 3 | 2 | 1 | 1 | 1 | 2 | 3 | 2 | 2 |
| <b>MBA 318.4</b> | <i>To identify the role of trade unions and employee social security-related laws.</i>     | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 2 |

### Sample Question Paper

|                                                                                                                                                                                                         |              |                                                                   |          |           |              |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------|----------|-----------|--------------|----------|
| <b>Amity Business School</b><br><b>MID-SEMESTER(SEM–III) 2020-21</b>                                                                                                                                    |              |                                                                   |          |           |              |          |
| Class: MBA III Semester                                                                                                                                                                                 |              |                                                                   |          |           |              |          |
| Subject Name:<br>MBA 318 INTERNATIONAL LABOUR ORGANIZATION AND INTERNATIONAL LABOUR LAWS                                                                                                                |              | Time: 1.5 Hrs                                                     |          |           | Max.Marks:30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                          | Remembering  | Understanding                                                     | Applying | Analyzing | Evaluating   | Creating |
| Question Mapping                                                                                                                                                                                        | Q.1,4        | Q.2,3                                                             | Q.4      | Q.2,5,6   |              |          |
| Student will be able to<br><i>MBA 318.1: To understand the international labour organisations and international labour laws.</i><br><i>MBA 318.2: To analyse and elaborate on industrial relations.</i> |              |                                                                   |          |           |              |          |
| CO Map                                                                                                                                                                                                  | Question No. | Question                                                          |          |           |              | Marks    |
| CO1                                                                                                                                                                                                     | Q.1          | Discuss the standards-Labour laws and Legislation                 |          |           |              | 3        |
| CO1                                                                                                                                                                                                     | Q.2a         | What is Child Labour (IPEC) national initiatives on child labour? |          |           |              | 3        |



|     |      |                                                                                                                                |   |
|-----|------|--------------------------------------------------------------------------------------------------------------------------------|---|
|     | Q.2b | Elaborate the child labour, with priority given to the urgent elimination of the worst forms of child labour.                  | 3 |
| CO1 | Q.3  | Explain the International Labour Organization and International Labour Laws.                                                   | 6 |
| CO2 | Q.4  | What are the aspects of Industrial Relations?                                                                                  | 3 |
| CO2 | Q.5a | Differentiate between conceptual and legal framework.                                                                          | 3 |
|     | Q.5b | Describe in brief the practical impact of workplace industrial relation strategies.                                            | 3 |
| CO2 | Q6   | Briefly explain the linking industrial relations with economic growth of a country. Explain your answer with suitable example. | 6 |

| Attainments |   | Rubric                                                    |
|-------------|---|-----------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level3 |

# Attainment

|                         |                                                                 |
|-------------------------|-----------------------------------------------------------------|
| <b>Session</b>          | 2020-21                                                         |
| <b>Course Name</b>      | MBA                                                             |
| <b>Semester</b>         | 3rd Semester                                                    |
| <b>Subject Code</b>     | MBA 318                                                         |
| <b>Subject Name</b>     | INTERNATIONAL LABOUR ORGANIZATION AND INTERNATIONAL LABOUR LAWS |
| <b>Attainment Level</b> | Level 3                                                         |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III SEM                             | MBA 319 | 3   | 2   | 2   | 2   | 3   | 2   | 3   | 2   | 2   | 3    | 2    | 2    | 2    |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course: International Economics and Trade Laws                                          |
| Course Code : MBA 319, Credits : 03, Session :2020-21 (Odd Sem.), Class : MBA. 2nd Year |

**HHHHH. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding. Students will get clear understanding of International Trade & Globalization, International Economic Indicators & their terminologies. Also, students will get exposure to World Economies, Transformations & Emerging markets.

**IIII. Course Outcomes:** At the end of the course, students will be able to:

**MBA 319.1.** Understand the concept of globalization and emerging trends.

**MBA 319.2** Study about international economic indicators like GDP, GNP, etc.

**MBA 319.3** Comprehend the concept of international trade and policies related to export-import.

**MBA 319.4** Acquire the knowledge of GATT, WTO and other global financial institutions.

**MBA 319.5.** Analyse the Levels of Economic Integration & Trade Blocks.

**JJJJ. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **KKKKK. Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

#### **LLLLL. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT          | 15%                |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                     |             | <b>100%</b>        |

#### **MMMMM. Syllabus**

##### **Module I: Globalization & Emerging Trends**

Theory of Comparative Advantage, Product Cycle Theory, New Trade Theory, Competitive Advantage of Nations, International Investment, FDI, FII, Major developments in World economy Emerging Markets - China, Africa, Asia, East Europe, Latin American & Russia.

##### **Module II: International Economic Indicators**

Free Trade, BOP, GNP, GDP, Per-Capita Income, Purchasing Power, Economic/Political/Legal Systems, Debt Problem, Macro Economic Issues. Barriers–Tariff & Non-Tariff, Dumping, Antidumping, Appeal and Appellate procedures, Role of State.

**Module III: Global Trade & Policy**

International Contracts of Sale of Goods Transactions, International Trade Insurance–Patents-Trademarks-Copyright and Neighbouring Rights, Global Trade of major economies- U.S., EU, China, Japan, India, Latin America, Russia. Conflict between Industrialized & Developing Countries, Export-Import Restrictions and Promotion, Relevance to India’s Economy. Geographical Indicators

**Module IV: WTO & Global F. I’s**

Evolution of GATT and WTO, Tariff Conversions, MFN, Membership, Structure, Uruguay & other Rounds, Agreement on a) Agriculture b) Trade-in-Services c) TRIMS d) Intellectual Property Rights; Dispute Settlement Mechanism Problems. Bretton Woods, World Bank, IBRD, IDA, IFC, MIGA, ICSID, IMF, ADB, EXIM Bank.

**Module V: Regional Economic Integration & Economic Transformation**

Levels of Economic Integration & Trade Blocks- EU, EFTA, NAFTA, CARICOM, ACM, ASEAN, SAARC, SAPTA, Cartels, OPEC. Transformation of Europe, Russia, East Europe, China, Africa.

**NNNNN. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

**OOOOO. Suggested Text/Reference Books:**

- Schmiloft, Sweet & Maxwell (2000), Export Trade
- Rao, M.B., and Manjula Guru, WTO and International Trade, Vikas Publishing House Pvt. Ltd.
- Charles W.H. Hall, International Business, Competing in the Global Market Place, Tata McGraw Hill
- UCPDC-600, International Chamber of Commerce, Paris
- Cateora & Hess, International Marketing, Richard D Irwin Inc.
- Eitleman & Stonehill, Multinational Business Finance, Wesley Pub. Co.
- IMF References, The World Economic Outlook

**PPPPP. Lecture Plan**

| Lecture | Topics                                                                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Theory of Comparative Advantage, Product Cycle Theory                                       | Lecture          | MBA 319.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | New Trade Theory, Competitive Advantage of Nations                                          | Lecture          | MBA 319.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | International Investment, FDI, FII                                                          | Lecture          | MBA 319.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Major developments in World economy Emerging Markets- China, Africa, Asia                   | Lecture          | MBA 319.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Major developments in World economy Emerging Markets- East Europe, Latin American & Russia. | Lecture          | MBA 319.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Free Trade, BOP                                                                             | Lecture          | MBA 319.2        | Mid Term-1, Quiz & End Sem Exam |
| 7       | GNP, GDP, Per-Capita Income                                                                 | Lecture          | MBA 319.2        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Purchasing Power, Economic/Political/Legal Systems                                          | Lecture          | MBA 319.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Debt Problem, Macro Economic Issues.                                                        | Lecture          | MBA 319.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Barriers–Tariff & Non-Tariff, Dumping, Antidumping                                          | Lecture          | MBA 319.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Appeal and Appellate procedures, Role of State.                                             | Lecture          | MBA 319.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | International Contracts of Sale of Goods Transactions                                       | Lecture          | MBA 319.3        | Mid Term-1, Quiz & End Sem Exam |
| 13      | International Trade Insurance– Patents-Trademarks                                           | Lecture          | MBA 319.3        | Mid Term-1, Quiz & End Sem Exam |
| 14      | Copyright and Neighbouring Rights                                                           | Lecture          | MBA 319.3        | Mid Term-1, Quiz & End Sem Exam |
| 15      | Global Trade of major economies- U.S., EU                                                   | Lecture          | MBA 319.3        | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                |         |           |                                 |
|----|----------------------------------------------------------------|---------|-----------|---------------------------------|
| 16 | Global Trade of major economies- China, Japan, India           | Lecture | MBA 319.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Global Trade of major economies- Latin America, Russia         | Lecture | MBA 319.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Conflict between Industrialized & Developing Countries         | Lecture | MBA 319.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Export-Import Restrictions and Promotion                       | Lecture | MBA 319.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Relevance to India's Economy                                   | Lecture | MBA 319.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Geographical Indicators                                        | Lecture | MBA 319.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Evolution of GATT and WTO                                      | Lecture | MBA 319.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Tariff Conversions, MFN                                        | Lecture | MBA 319.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Membership, Structure                                          | Lecture | MBA 319.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Uruguay & other Rounds                                         | Lecture | MBA 319.4 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Agreement on a) Agriculture b) Trade-in-Services               | Lecture | MBA 319.4 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Agreement on c) TRIMS d) Intellectual Property Rights          | Lecture | MBA 319.4 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Dispute Settlement Mechanism Problems                          | Lecture | MBA 319.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Bretton Woods, World Bank                                      | Lecture | MBA 319.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | IBRD, IDA, IFC, MIGA, ICSID                                    | Lecture | MBA 319.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | IMF, ADB, EXIM Bank.                                           | Lecture | MBA 319.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Levels of Economic Integration & Trade Blocks- EU, EFTA, NAFTA | Lecture | MBA 319.5 | Mid Term-2, Quiz & End          |

|    |                                                                           |         |           |                                 |
|----|---------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                           |         |           | Sem Exam                        |
| 33 | Levels of Economic Integration & Trade Blocks-CARICOM, ACM, ASEAN         | Lecture | MBA 319.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Levels of Economic Integration & Trade Blocks-SAARC, SAPTA, Cartels, OPEC | Lecture | MBA 319.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Transformation of Europe, Russia, East Europe                             | Lecture | MBA 319.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Transformation of China, Africa.                                          | Lecture | MBA 319.5 | Mid Term-2, Quiz & End Sem Exam |

**QQQQQ. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                            | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|--------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                      | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 319.1</b> | Understand the concept of globalization and emerging trends.                         | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 1           | 3            | 2                                            | 3                | 2                |
| <b>MBA 319.2</b> | Study about international economic indicators like GDP, GNP, etc.                    | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 3           | 2           | 3            | 3                                            | 3                | 3                |
| <b>MBA 319.3</b> | Comprehend the concept of international trade and policies related to export-import. | 2                                   | 3           | 2           | 2           | 3           | 2           | 1           | 2           | 1           | 3            | 2                                            | 2                | 3                |
| <b>MBA 319.4</b> | Acquire the knowledge of GATT, WTO and other global financial institutions.          | 3                                   | 3           | 2           | 3           | 2           | 2           | 1           | 2           | 1           | 3            | 2                                            | 2                | 2                |

|                   |                                                            |  |   |   |   |  |  |  |   |  |   |   |   |   |
|-------------------|------------------------------------------------------------|--|---|---|---|--|--|--|---|--|---|---|---|---|
| <b>MBA 319.5.</b> | Analyse the Levels of Economic Integration & Trade Blocks. |  | 3 | 1 | 1 |  |  |  | 1 |  | 3 | 2 | 2 | 2 |
|-------------------|------------------------------------------------------------|--|---|---|---|--|--|--|---|--|---|---|---|---|

### Sample Question Paper

|                                                                                                                                                                        |              |                                                                                                |          |           |                |          |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|--|
| Amity Business School<br>MID-SEMESTER (SEM –III) 2020-21                                                                                                               |              |                                                                                                |          |           |                |          |  |
| Class: MBA III Semester                                                                                                                                                |              |                                                                                                |          |           |                |          |  |
| Subject Name:<br>MBA 319 International Economics and Trade Laws                                                                                                        |              | Time: 1.5 Hrs.                                                                                 |          |           | Max. Marks: 30 |          |  |
| Levels of the questions as per Blooms Taxonomy                                                                                                                         | Remembering  | Understanding                                                                                  | Applying | Analyzing | Evaluating     | Creating |  |
| Question Mapping                                                                                                                                                       | Q.1,4        | Q.2,3                                                                                          | Q.6      | Q.2,5     |                |          |  |
| Student will be able to<br>CO1: Understand the concept of globalization and emerging trends.<br>CO2: Study about international economic indicators like GDP, GNP, etc. |              |                                                                                                |          |           |                |          |  |
| CO Map                                                                                                                                                                 | Question No. | Question                                                                                       |          |           |                | Marks    |  |
| CO1                                                                                                                                                                    | Q.1          | Explain the theory of Comparative Advantage.                                                   |          |           |                | 3        |  |
| CO1                                                                                                                                                                    | Q.2a         | What do you understand by competitive advantage of nations?                                    |          |           |                | 3        |  |
|                                                                                                                                                                        | Q.2b         | Elaborate International Investment with FDI and FII.                                           |          |           |                | 3        |  |
| CO1                                                                                                                                                                    | Q.3          | Explain the major developments in world economy in emerging markets of China, Africa and Asia. |          |           |                | 6        |  |
| CO2                                                                                                                                                                    | Q.4          | Write about the concept of GNP, GDP and Per-Capita Income.                                     |          |           |                | 3        |  |

|     |      |                                                        |   |
|-----|------|--------------------------------------------------------|---|
| CO2 | Q.5a | What are the various macro-economic issues?            | 3 |
|     | Q.5b | Describe in brief the barriers of tariff & non-tariff. | 3 |
| CO2 | Q 6  | Explain in detail the Appeal and Appellate procedures. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21

**Course Name** MBA

**Semester** 3rd Semester

**Subject Code** MBA 319

**Subject Name** International Economics and Trade Laws

**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
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# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2020-2023**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III SEM                             | MBA 365 | 3   | 3   | 1   | 2   | 3   | 3   | 3   | 2   | 1   | 2    | 3    | 2    | 3    |

| AMITY BUSINESS SCHOOL                                                                |
|--------------------------------------------------------------------------------------|
| Course Handout                                                                       |
| <b>Course:</b> International Trade Procedures and Documentation                      |
| Course Code: MBA 365, Credits: 03, Session :2020-21 (Odd Sem.), Class: MBA. 2nd Year |

**Introduction** This subject provides an understanding and learning of the importance, procedural & documentation aspects of export-import of goods and services; impart knowledge of governments, departments, international institutions involved; teach an export manager to develop a systematic methodology to handle exports; understand the relevance and importance of various government policy measures for export as well as import.

**RRRRR. Course Outcomes:** At the end of the course, students will be able to:

**MBA 365.1** Understand the export documentation framework.

**MBA 365.2** Study about the processing of product for export order and legal implications.

**MBA 365.3** Know the Export and Import Documents.

**MBA 365.4** Acquaint with customs clearances and regulation compliance.

**MBA 365.5.** Analyse EXIM Policy Framework and banking norms for export.

**SSSSS. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.



**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**TTTTT. Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**UUUUU. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                         | Code     | Weightage % |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT       | 15%         |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                     |          | <b>100%</b> |

## **VVVVV. Syllabus**

### **Module I: Introduction**

Export documentation Framework – the need, entities & documents as per requirement of (a) the contract (b) Govt. of India (c) Importing country d) for claiming export assistance.

### **Module II: Documents for processing export order and legal implications**

Processing of Product enquiry/quotation, Purchase/Export Order, Letter of intent, Payment Terms, International Transport Modes, INCOTERMS, advising & scrutiny of a Letter of Credit (L/C), seeking L/C amendments, International Chamber of Commerce's UCPDC articles.

### **Module III: Export/Import Documents**

How to make Commercial, Financial, Transport, Title, Official, Insurance, Export assistance Documents & Certificates for Exports. Ensuring error-free export documentation as per L/C. How to open L/C, apply for license and make Customs/ Sales Tax documents for imports.

### **Module IV: Central Excise, Sales Tax & Customs Clearances**

Clearance of Export & Import Cargo, Role of Clearing and Forwarding Agents, Shipment of Export Cargo, Excise, Sales Tax & Customs Department regulation compliance.

### **Module V: EXIM Policy Framework**

EPCG Scheme, Duty Exemption Pass Book Scheme, Export Oriented Units, Export houses, Trading houses, Export Processing Zones, Special Economic Zone, Negotiation of Export Bills, Bank realization, late payment follow-up. Bank, RBI, DGFT, Customs & FEMA regulatory compliances.

## **WWWWW. Examination Scheme:**

| <b>Components</b> | <b>Midterm Exam</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>Attendance</b> | <b>ESE</b> |
|-------------------|---------------------|---------------------------------------------|-------------------|------------|
| Weightage (%)     | 15                  | 10                                          | 5                 | 70         |

## **XXXXX. Suggested Text/Reference Books:**

- Nabhi (2011-12)1999, How to Export, Nabhi Publications
- RBI Mumbai, Export Procedures and Documentation
- Handbook of Exim Procedures and Documentation – Govt. of India Publication Division
- Handbook of DGFT Publications – Ministry of Commerce, Govt. of India.

## **YYYYY. Lecture Plan**

| Lecture | Topics                                                                                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Export documentation Framework– the need                                                                             | Lecture          | MBA 365.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Export documentation Framework – entities & documents as per requirement of (a) the contract                         | Lecture          | MBA 365.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Export documentation Framework – entities & documents as per requirement of (b) Govt. of India (c) Importing country | Lecture          | MBA 365.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Export documentation Framework – entities & documents as per requirement of (d) for claiming export assistance.      | Lecture          | MBA 365.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Processing of Product enquiry/quotation                                                                              | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Purchase/Export Order                                                                                                | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Letter of intent                                                                                                     | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Payment Terms, International Transport Modes                                                                         | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | INCOTERMS                                                                                                            | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Advising & scrutiny of a Letter of Credit (L/C), seeking L/C amendments,                                             | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | International Chamber of Commerce's UCPDC articles.                                                                  | Lecture          | MBA 365.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | How to make Commercial, Financial, Transport                                                                         | Lecture          | MBA 365.3        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Title, Official, Insurance                                                                                           | Lecture          | MBA 365.3        | Mid Term-1, Quiz & End Sem Exam |
| 14      | Export assistance Documents & Certificates for Exports                                                               | Lecture          | MBA 365.3        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                               |         |           |                                 |
|----|---------------------------------------------------------------|---------|-----------|---------------------------------|
| 15 | Ensuring error-free export documentation as per L/C           | Lecture | MBA 365.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | How to open L/C                                               | Lecture | MBA 365.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Apply for license and make Customs documents                  | Lecture | MBA 365.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Sales Tax documents for imports.                              | Lecture | MBA 365.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Clearance of Export & Import Cargo                            | Lecture | MBA 365.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Role of Clearing and Forwarding Agents                        | Lecture | MBA 365.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Shipment of Export Cargo                                      | Lecture | MBA 365.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Excise, Sales Tax & Customs Department regulation compliance. | Lecture | MBA 365.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Excise, Sales Tax & Customs Department regulation compliance. | Lecture | MBA 365.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Excise, Sales Tax & Customs Department regulation compliance. | Lecture | MBA 365.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | EPCG Scheme                                                   | Lecture | MBA 365.5 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Duty Exemption Pass Book Scheme                               | Lecture | MBA 365.5 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Export Oriented Units                                         | Lecture | MBA 365.5 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Export houses                                                 | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Trading houses                                                | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Export Processing Zones                                       | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Special Economic Zone                                         | Lecture | MBA 365.5 | Mid Term-2, Quiz & End          |

|    |                                       |         |           |                                 |
|----|---------------------------------------|---------|-----------|---------------------------------|
|    |                                       |         |           | Sem Exam                        |
| 32 | Negotiation of Export Bills           | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Bank realization                      | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Late payment follow-up                | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Bank, RBI, DGFT                       | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Customs & FEMA regulatory compliances | Lecture | MBA 365.5 | Mid Term-2, Quiz & End Sem Exam |

**ZZZZZ. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------|--------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|           |                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| MBA 365.1 | Understand the export documentation framework.                                 | 2                                   | 3           | 2           | 1           | 1           | 2           | 1           | 2           | 1           | 3            | 3                                            | 2                | 2                |
| MBA 365.2 | Study about the processing of product for export order and legal implications. | 3                                   | 3           | 2           | 1           | 1           | 2           | 1           | 1           | 1           | 3            | 3                                            | 2                | 2                |
| MBA 365.3 | Know the Export and Import Documents.                                          | 2                                   | 3           | 2           | 1           | 1           | 2           | 1           | 1           | 1           | 3            | 3                                            | 1                | 2                |
| MBA 365.4 | Acquaint with customs clearances and regulation compliance.                    | 3                                   | 3           | 1           | 1           | 1           | 2           | 1           | 1           | 1           | 3            | 2                                            | 2                | 1                |

|                   |                                                             |   |   |  |  |   |   |  |  |  |   |   |   |   |
|-------------------|-------------------------------------------------------------|---|---|--|--|---|---|--|--|--|---|---|---|---|
| <b>MBA 365.5.</b> | Analyse EXIM Policy Framework and banking norms for export. | 1 | 1 |  |  | 1 | 1 |  |  |  | 3 | 3 | 2 | 1 |
|-------------------|-------------------------------------------------------------|---|---|--|--|---|---|--|--|--|---|---|---|---|

### **Sample Question Paper**

|                                                                                                                                                                       |              |                                                                                                                                           |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>MID-SEMESTER (SEM –III) 2020-21                                                                                                              |              |                                                                                                                                           |          |           |                |          |
| Class: MBA III Semester                                                                                                                                               |              |                                                                                                                                           |          |           |                |          |
| Subject Name:<br>MBA 365 International Trade Procedures and Documentation                                                                                             |              | Time: 1.5 Hrs.                                                                                                                            |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                        | Remembering  | Understanding                                                                                                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                      | Q.1,4        | Q.3                                                                                                                                       | Q.4,6    | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand the export documentation framework.<br>CO2: Study about the processing of product for export order and legal implications. |              |                                                                                                                                           |          |           |                |          |
| CO Map                                                                                                                                                                | Question No. | Question                                                                                                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                   | Q.1          | What is Export documentation Framework?                                                                                                   |          |           |                | 3        |
| CO1                                                                                                                                                                   | Q.2a         | Why Export documentation Framework needed?                                                                                                |          |           |                | 3        |
|                                                                                                                                                                       | Q.2b         | What are the Export documentation Framework entities & documents as per requirement of the contract?                                      |          |           |                | 3        |
| CO1                                                                                                                                                                   | Q.3          | Explain in detail the Export documentation Framework entities & documents as per requirement of the Govt. of India and Importing country. |          |           |                | 6        |
| CO2                                                                                                                                                                   | Q.4          | What is Purchase/Export Order?                                                                                                            |          |           |                | 3        |
| CO2                                                                                                                                                                   | Q.5a         | Define Letter of intent.                                                                                                                  |          |           |                | 3        |
|                                                                                                                                                                       | Q.5b         | Describe in brief 'INCOTERMS'.                                                                                                            |          |           |                | 3        |
| CO2                                                                                                                                                                   | Q.6          | What is Letter of Credit (L/C)? Explain advising & scrutiny of a Letter of Credit.                                                        |          |           |                | 6        |

|                    |   |                                                            |
|--------------------|---|------------------------------------------------------------|
| <b>Attainments</b> |   | <b>Rubric</b>                                              |
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
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# Attainment

|                         |                                                |
|-------------------------|------------------------------------------------|
| <b>Session</b>          | 2020-21                                        |
| <b>Course Name</b>      | MBA                                            |
| <b>Semester</b>         | 3rd Semester                                   |
| <b>Subject Code</b>     | MBA 365                                        |
| <b>Subject Name</b>     | INTERNATIONAL TRADE PROCEDURES & DOCUMENTATION |
| <b>Attainment Level</b> | Level 3                                        |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
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MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**PROGRAMME OUTCOMES**

**Master of Business Administration**

**2020-23**

**Programme Outcomes:**

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**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

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| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III SEM                             | MBA 366 | 2   | 3   | 2   | 2   | 3   | 2   | 3   | 2   | 2   | 2    | 3    | 2    | 3    |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : Foreign Exchange Management                                                    |
| Course Code : MBA 366, Credits : 03, Session :2020-21 (Odd Sem.), Class : MBA. 2nd Year |

**A. Introduction:** This subject provides an understanding of the basics & trading mechanics of Indian & International FX Markets, negotiating the FX rates and linkages of money markets. The course also provides an insight for interest rates, speculation & arbitrage trading strategies and regulatory compliances while dealing in foreign market.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA 366.1** Understand the concept of foreign exchange and its importance in global business.

**MBA 366.2** Get knowledge about foreign exchange markets & regulatory compliances.

**MBA 366.3** Comprehend exchange rate determination and cross-currency calculations.

**MBA 366.4** Analyze trading strategies for hedging, speculation & arbitrage.

**MBA 366.5.** Acquainted with FX Risk Management by using Currency Derivatives.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Programme Specific Outcomes:**

**PSO1.** An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.

**PSO2.** Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.

**PSO3.** An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT          | 15%                |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                     |             | <b>100%</b>        |

## F. Syllabus

### Module I : Foreign Exchange in Global Business

Importance of FX in International Business & Financial Markets; Volume, Participants, Risk from currency, volatility and experiences of MNC's in cross border transactions.

### Module II: Foreign Exchange Markets & Regulatory Compliances

Spot and Forward Markets, Trading Terminologies & Mechanism, Currency Convertibility, Major/Minor currencies. ISO Currency codes, linkages to other Global Markets & Events, Using benchmark rates LIBOR/MIBOR. Reserve Bank of India's remittance guidelines for individuals & Corporates.

### Module III: Foreign Exchange Rate Determination

Exchange Rate Determination, Cross-currency calculations, Interest Rate & Purchasing Power Parity, Negotiating FX rates for inflow/outflow for different international transactions, Exchange Arithmetic.

### Module IV: Foreign Exchange Rate Exposure & Trading Strategies

Transaction, Translation and Operating Exposure. FX Trading Strategies for Hedging, Speculation & Arbitrage.

### Module V: Foreign Exchange Risk Management using Derivatives

Concept of Hedging, Hedging strategies of Corporates, FX Risk Management using Currency Derivatives like Forwards, Futures, Options & Swaps.

## G. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

## H. Suggested Text/Reference Books:

- Apte P.G. (1998), International Financial Management, Tata McGraw-Hill Publication
- Thummuluri Siddaiah (2010), International Financial Management, Pearson Education
- Levi, M.D. (1996), International Finance, McGraw Hill International
- Errunza, V.R., Singh, D. and Srinivasan, T.S. (1994), International Business Finance, Global Business Press
- Hull, J.C. (1999), Introduction to Futures and Options Markets, Prentice Hall of India
- Edwards, F.R and Ma C.W. (1992), Futures and Options, McGraw-Hill International.
- Kolb, R.W. (1997), Understanding Futures Markets, Prentice Hall of India
- Rebonato, R. (1996), Interest Rate Option Models: Understanding, Analysing and Using Models for Exotic Interest Rate Options, John Wiley and Sons
- Kohn, M (1998) Financial Institutions and Markets, Tata McGraw Hill Publishing

## I. Lecture Plan

| <b>Lecture</b> | <b>Topics</b>                                                    | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Importance of FX in International Business & Financial Markets   | Lecture                 | MBA 366.1               | Mid Term-1, Quiz & End Sem Exam |
| 2              | Foreign exchange- Volume, Participants                           | Lecture                 | MBA 366.1               | Mid Term-1, Quiz & End Sem Exam |
| 3              | Risk from currency                                               | Lecture                 | MBA 366.1               | Mid Term-1, Quiz & End Sem Exam |
| 4              | Volatility and experiences of MNC's in cross border transactions | Lecture                 | MBA 366.1               | Mid Term-1, Quiz & End Sem Exam |
| 5              | Spot and Forward Markets                                         | Lecture                 | MBA 366.2               | Mid Term-1, Quiz & End Sem Exam |
| 6              | Trading Terminologies & Mechanism                                | Lecture                 | MBA 366.2               | Mid Term-1, Quiz & End Sem Exam |
| 7              | Currency Convertibility                                          | Lecture                 | MBA 366.2               | Mid Term-1, Quiz & End Sem Exam |
| 8              | Major/Minor currencies                                           | Lecture                 | MBA 366.2               | Mid Term-1, Quiz & End Sem Exam |
| 9              | ISO Currency codes                                               | Lecture                 | MBA 366.2               | Mid Term-1, Quiz & End Sem Exam |
| 10             | Linkages to other Global Markets & Events                        | Lecture                 | MBA 366.2               | Mid Term-1, Quiz & End Sem Exam |
| 11             | Using benchmark rates LIBOR/MIBOR.                               | Lecture                 | MBA 366.2               | Mid Term-1, Quiz & End Sem Exam |
| 12             | Reserve Bank of India's remittance guidelines for individuals    | Lecture                 | MBA 366.2               | Mid Term-1, Quiz & End Sem Exam |
| 13             | Reserve Bank of India's remittance guidelines for Corporates     | Lecture                 | MBA 366.2               | Mid Term-1, Quiz & End Sem Exam |
| 14             | Exchange Rate Determination                                      | Lecture                 | MBA 366.3               | Mid Term-1, Quiz & End Sem Exam |
| 15             | Cross-currency calculations                                      | Lecture                 | MBA 366.3               | Mid Term-1,                     |

|    |                                                                                  |         |           |                                 |
|----|----------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                  |         |           | Quiz & End Sem Exam             |
| 16 | Interest Rate & Purchasing Power Parity                                          | Lecture | MBA 366.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Interest Rate & Purchasing Power Parity                                          | Lecture | MBA 366.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Negotiating FX rates for inflow/outflow for different international transactions | Lecture | MBA 366.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Negotiating FX rates for inflow/outflow for different international transactions | Lecture | MBA 366.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Exchange Arithmetic                                                              | Lecture | MBA 366.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Exchange Arithmetic                                                              | Lecture | MBA 366.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Foreign Exchange Rate Exposure & Trading Strategies                              | Lecture | MBA 366.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Foreign Exchange Rate Exposure & Trading Strategies                              | Lecture | MBA 366.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Transaction                                                                      | Lecture | MBA 366.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Translation and Operating Exposure                                               | Lecture | MBA 366.4 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Translation and Operating Exposure                                               | Lecture | MBA 366.4 | Mid Term-1, Quiz & End Sem Exam |
| 27 | FX Trading Strategies for Hedging                                                | Lecture | MBA 366.4 | Mid Term-1, Quiz & End Sem Exam |
| 28 | FX Trading Strategies for Hedging                                                | Lecture | MBA 366.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Speculation & Arbitrage                                                          | Lecture | MBA 366.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Speculation & Arbitrage                                                          | Lecture | MBA 366.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Concept of Hedging                                                               | Lecture | MBA 366.5 | Mid Term-2,                     |



|    |                                                                      |         |           |                                 |
|----|----------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                      |         |           | Quiz & End Sem Exam             |
| 32 | Hedging strategies of Corporates                                     | Lecture | MBA 366.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Hedging strategies of Corporates                                     | Lecture | MBA 366.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Derivatives                                                          | Lecture | MBA 366.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | FX Risk Management using Currency Derivatives like Forwards, Futures | Lecture | MBA 366.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | FX Risk Management using Currency Derivatives like Options & Swaps.  | Lecture | MBA 366.5 | Mid Term-2, Quiz & End Sem Exam |

#### J. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                         | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-----------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                   | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 366.1</b> | Understand the concept of foreign exchange and its importance in global business. | 2                                   | 3           | 2           | 1           | 2           | 2           | 1           | 2           | 2           | 3            | 2                                            | 3                | 2                |
| <b>MBA 366.2</b> | Get knowledge about foreign exchange markets & regulatory compliances.            | 2                                   | 3           | 2           | 2           | 2           | 2           | 2           | 2           | 2           | 3            | 3                                            | 3                | 2                |

|                   |                                                                         |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|-------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 366.3</b>  | Comprehend exchange rate determination and cross currency calculations. | 2 | 3 | 2 | 1 | 2 | 2 | 1 | 2 | 2 | 3 | 2 | 3 | 2 |
| <b>MBA 366.4</b>  | Analyze trading strategies for hedging, speculation & arbitrage.        | 2 | 3 | 2 | 1 | 2 | 2 | 1 | 2 | 1 | 3 | 2 | 3 | 2 |
| <b>MBA 366.5.</b> | Acquainted with FX Risk Management by using Currency Derivatives.       | 1 | 3 | 1 |   | 1 | 2 |   | 1 | 1 | 3 | 1 | 3 | 2 |

**Sample Question Paper**

|                                                                                                                                                                                                  |              |                                                                             |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>MID-SEMESTER (SEM –III) 2020-21                                                                                                                                         |              |                                                                             |          |           |                |          |
| Class: MBA III Semester                                                                                                                                                                          |              |                                                                             |          |           |                |          |
| Subject Name:<br>MBA 366 Foreign Exchange Management                                                                                                                                             |              | Time: 1.5 Hrs                                                               |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                   | Remembering  | Understanding                                                               | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                 | Q.1,4        | Q.2,3                                                                       | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand the concept of foreign exchange and its importance in global business.<br>CO2: Get knowledge about foreign exchange markets & regulatory compliances. |              |                                                                             |          |           |                |          |
| CO Map                                                                                                                                                                                           | Question No. | Question                                                                    |          |           |                | Marks    |
| CO1                                                                                                                                                                                              | Q.1          | Define the foreign exchange management.                                     |          |           |                | 3        |
| CO1                                                                                                                                                                                              | Q.2a         | What is the importance of FX in International Business & Financial Markets? |          |           |                | 3        |
|                                                                                                                                                                                                  | Q.2b         | What do you understand by risk from currency? Explain with example.         |          |           |                | 3        |
| CO1                                                                                                                                                                                              | Q.3          | Explain volatility and experiences of MNC's in cross border transactions.   |          |           |                | 6        |
| CO2                                                                                                                                                                                              | Q.4          | Define spot and forward markets.                                            |          |           |                | 3        |

|     |      |                                                                                           |   |
|-----|------|-------------------------------------------------------------------------------------------|---|
| CO2 | Q.5a | Write about any three trading Terminologies.                                              | 3 |
|     | Q.5b | Explain Major/Minor currencies with example.                                              | 3 |
| CO2 | Q 6  | Discuss the Reserve Bank of India's remittance guidelines for individuals and corporates. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21

**Course Name** MBA

**Semester** 3rd Semester

**Subject Code** MBA 366

**Subject Name** FOREIGN EXCHANGE MANAGEMENT

**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

### **Master of Business Administration**

**2020-23**

#### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Programme Specific Outcomes:**

**PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions

**PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.

**PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

| PROGRAMME<br>ARTICULATION<br>MATRIX |        |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III<br>SEM                          | MBA376 | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 3   | 3   | 2    | 3    | 3    | 2    |



|                                                                                                |
|------------------------------------------------------------------------------------------------|
| <b>Amity Business School</b>                                                                   |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>                                                       |
| <b>Course Handout</b>                                                                          |
| Course : CONSUMER BEHAVIOUR                                                                    |
| Course Code : <b>MBA 376</b> , Crédits : 03, Session :2020-21 (Odd Sem.), Class : MBA 3rd Year |

**AAAAAA. Introduction:** This course enables the students to know about how the markets, consumers behave under different situations. This would also provide insights on how the cultural, social, personal and psychological factors influence the consumer behavior. At the end of the course, the students will be able to develop marketing strategies that are consumer based and create and enhance customer value

**BBBBBB. Course Outcomes:** At the end of the course, students will be able to:

**MBA376.1.** Come to Know about diversity of consumer behaviour, Environmental factors and individual factors affecting consumers.

**MBA376.2.** Come to learn the Individual Determinants of Consumer Behaviour

**MBA376.3.** Know about the consumer buying decision process, impulse purchases and customer loyalty, cognitive dissonance, consumer complaint behaviour.

**MBA376.4.** Know the rules regarding the external determinants of consumer behaviour  
Group dynamics and reference groups, opinion leadership process.

**CCCCC. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **DDDDDD. Programme Specific Outcomes:**

**PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions

**PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.

**PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

#### **EEEEEE. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term Exam                                                                                                                                                                                                 | CT          | 15%                |
|                                | Project/Assignment/Quiz/<br>Presentation                                                                                                                                                                      | P1          | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **FFFFFF. Syllabus**

##### **Module I: Introduction**

Concept, Diversity of consumer behavior, Characteristics of Indian Consumers, Consumer demographics, consumer life styles, Consumer research, Environmental factors and individual factors affecting consumers.

##### **Module II: Individual Determinants of Consumer Behaviour**

Consumer as an Individual:, Motivation, Needs, Goals, Personality, Self and Self Images, Perception, Imagery, Learning, Cues, Response, Reinforcement, Behavioral Learning and Cognitive Learning Theory.



Attitude: Attitude Formation and Change, Shopping attitudes and behavior

### Module III: Consumer Decision Making and Post Purchase Behaviour

Consumer Buying Decision Process, Consumer Involvement Types of consumer decision making, Consumer Decision Rules, Impulse purchases and customer loyalty, Cognitive dissonance, Consumer complaint behaviour

### Module IV: External determinants of Consumer Behaviour

Group Dynamics and Reference Groups, Opinion leadership process, Diffusions of innovations, Adoption process, Consumer Innovativeness and Personality traits, Family Decision Making, Social Class, Culture, Subculture. Marketing Ethics and Consumer Behavior, Consumer Behavior in the networked era.

#### GGGGGG. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/<br>Presentation | ESE |
|---------------|---------------|------------|----------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                                 | 70  |

#### HHHHHH. Suggested Text/Reference Books:

- Schiffman and Kanuk (2009), Consumer Behaviour, Prentice Hall of India
- S Ramesh Kumar(2013), Case Studies in Consumer Behaviour, Pearson
- Assel Henry (2006), Consumer Behaviour and Marketing Action, Thompson Press
- Seth & Mittal (2003), Consumer Behaviour : A Managerial Perspective, Thompson Press
- David L Loudon and Albert J. Della Bitta(2012), TaTa McGraw Hill

#### IIIIII. Lecture Plan

| Lecture | Topics                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO                                       |
|---------|-------------------------------------|------------------|------------------|------------------------------------------------------------|
| 1       | Diversity of consumer behavior      | Lecture          | MBA376.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 2       | Characteristics of Indian Consumers | Lecture          | MBA376.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 3       | Consumer demographics               | Lecture          | MBA376.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 4       | Consumer life styles                | Lecture          | MBA376.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 5       | Consumer research                   | Group Discussion | MBA376.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

|    |                                                                                            |                   |          |                                                            |
|----|--------------------------------------------------------------------------------------------|-------------------|----------|------------------------------------------------------------|
| 6  | Environmental factors and individual factors affecting consumers.                          | Group Discussion  | MBA376.1 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 7  | Individual Determinants of Consumer Behaviour                                              | Home Assignment   | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 8  | Consumer as an Individual:                                                                 | Group Discussion  | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 9  | Motivation and Needs                                                                       | Lecture           | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 10 | Goals                                                                                      | Case Presentation | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 11 | Personality                                                                                | Tutorial          | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 12 | Self and Self Images                                                                       | Case Presentation | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 13 | Perception                                                                                 | Lecture           | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 14 | Imagery                                                                                    | Lecture           | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 15 | Learning                                                                                   | Lecture           | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 16 | Cues and Response                                                                          | Lecture           | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 17 | Reinforcement                                                                              | Tutorial          | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 18 | Behavioral Learning and Cognitive Learning Theory. Attitude: Attitude Formation and Change | Lecture           | MBA376.2 | Mid Term Exam, Assignment/Quiz/P                           |

|    |                                                        |                  |          |                                                            |
|----|--------------------------------------------------------|------------------|----------|------------------------------------------------------------|
|    |                                                        |                  |          | resentation & End Sem Exam                                 |
| 19 | Shopping attitudes and behavior                        | Lecture          | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 20 | Consumer Decision Making and Post Purchase Behaviour   | Lecture          | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 21 | Consumer buying decision process                       | Lecture          | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 22 | Consumer Involvement Types of consumer decision making | Lecture          | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 23 | Consumer decision rules                                | Lecture          | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 24 | Impulse purchases and customer loyalty                 | Group Discussion | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 25 | Cognitive dissonance                                   | Tutorial         | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 26 | Consumer complaint behaviour                           | Lecture          | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 27 | External determinants of Consumer Behaviour            | Lecture          | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 28 | Group Dynamics and Reference Groups                    | Lecture          | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 29 | Opinion leadership process                             | Group Discussion | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 30 | Diffusions of innovations                              | Tutorial         | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |



|                 |                                                                                                                                              |          |          |          |          |          |          |          |          |          |          |          |          |          |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>MBA376.1</b> | Come to Know about diversity of consumer behaviour, Environmental factors and individual factors affecting consumers.                        | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>3</b> |
| <b>MBA376.2</b> | Come to learn the Individual Determinants of Consumer Behaviour                                                                              | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> |
| <b>MBA376.3</b> | Know about the consumer buying decision process, impulse purchases and customer loyalty, cognitive dissonance, consumer complaint behaviour. | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> |
| <b>MBA376.4</b> | Know the rules regarding the external determinants of consumer behaviour Group dynamics and reference groups, opinion leadership process.    | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>2</b> |



**Sample Question Paper**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              |                                                                                                                                                                                                                                       |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>DEPARTMENT OF BUSINESS MANAGEMENT<br>I MID-SEMESTER (SEM –III) 2020-21                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              |                                                                                                                                                                                                                                       |          |           |                |          |
| Class: MBA III Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              |                                                                                                                                                                                                                                       |          |           |                |          |
| Subject Name:<br>MBA 376 CONSUMER BEHAVIOUR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |              | Time: 1.5 Hrs                                                                                                                                                                                                                         |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Remembering  | Understanding                                                                                                                                                                                                                         | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.1, Q 3     | Q.2, Q4                                                                                                                                                                                                                               | Q5, Q4   | Q.6       |                |          |
| <p>Student will be able to</p> <p><b>CO.1.</b> Come to Know about diversity of consumer behaviour, Environmental factors and individual factors affecting consumers.</p> <p><b>CO.2.</b> Come to learn the Individual Determinants of Consumer Behaviour</p> <p><b>CO.3.</b> Know about the consumer buying decision process, impulse purchases and customer loyalty, cognitive dissonance, consumer complaint behaviour.</p> <p><b>CO.4.</b> Know the rules regarding the external determinants of consumer behaviour Group dynamics and reference groups, opinion leadership process.</p> |              |                                                                                                                                                                                                                                       |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Question No. | Question                                                                                                                                                                                                                              |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Q.1          | What are the Various Sources for Collecting the Information in order to understand 'Consumer Behaviour' ? Explain                                                                                                                     |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Q.2          | Are 'Consumer Attitude' and 'Consumer Perception' the same thing ? Give a logical / reasoned answer.                                                                                                                                  |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Q.3          | Briefly state the various stages of the Consumer decision making process that a consumer will go through when purchasing a Laptop for the first time. What is meant by cognitive dissonance and how will it be overcome in this case. |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Q.4          | “The discipline of consumer behaviour is rooted in the marketing concept”. Elucidate. Discuss the need to study consumer behaviour and its interdisciplinary nature.                                                                  |          |           |                | 3        |
| CO4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Q.5          | Do the Business Markets Compare to the Consumer Markets ? How ? Explain.                                                                                                                                                              |          |           |                | 6        |
| CO4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Q 6          | What is the Relevance of Studying the concepts of                                                                                                                                                                                     |          |           |                | 6        |

|  |  |                                                                                          |  |
|--|--|------------------------------------------------------------------------------------------|--|
|  |  | 'Buying Behaviour' in the present times ? Explain its importance in terms of Management. |  |
|--|--|------------------------------------------------------------------------------------------|--|

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# Attainment

**Session** 2020-21

**Course Name** MBA

**Semester** 3rd Semester

**Subject Code** MBA 376

**Subject Name** CONSUMER BEHAVIOUR

**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES**

### **Master of Business Administration**

**2020-23**

#### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Programme Specific Outcomes:**

**PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions

**PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.

**PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |        |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                     |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III SEM                             | MBA377 | 3   | 2   | 3   | 3   | 2   | 2   | 3   | 3   | 3   | 2    | 3    | 2    | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Amity Business School

### DEPARTMENT OF BUSINESS MANAGEMENT

#### Course Handout

Course : RETAILING MANAGEMENT

Course Code : **MBA 377**, Crédits : 03, Session :2020-21 (Odd Sem.), Class : MBA 3rd Year

**A. Introduction:** This course will enable the students to explore the field of highly competitive retail environment, establish and maintain relationships in retail business. This course also intends to understand the basic principles of retail strategy and decisions made in managing a retail business. By the end of this course the students will be able to formulate strategies for creating customer experience.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA377.1.** Evolution of retailing. Global retailing scenario, growth of retailing in India. Organized retailing in India

**MBA377.2.** Come to learn about levels of locations decisions, city selection, location options.

**MBA377.3.** Know about the deciding the merchandise mix-variety, vendor identification and selection criterion and supply chain issues of various retail formats.

**MBA377.4.** Know the Factors affecting pricing, developing a retail price strategy and Retail communication

**MBA377.5.** Know the rules E-retailing and Technology in Retailing- In Store Technologies, Electronic retailing, Technology- Human Interface, Challenges etc.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### D. Programme Specific Outcomes:

**PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions

**PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.

**PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

#### E. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-------------|
| Continuous Internal Evaluation | Mid Term Exam                                                                                                                                                                                                 | CT   | 15%         |
|                                | Project/Assignment/Quiz/<br>Presentation                                                                                                                                                                      | P1   | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A    | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE   | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |      | <b>100%</b> |

## F. Syllabus

### Module I: Retailing

Concept, definition and functions. Evolution of retailing. Global retailing scenario, growth of retailing in India. Organized retailing in India: key drivers for growth and future prospects. Retail formats and their characteristics: Store formats-Supermarket, Department store, Hypermarket, The Mall, Discount store, Category Killers, Kiosks, Convenience store, Specialty store. Non-store formats-E-retailing, direct selling, Television Home shopping, Vending Machine retailing.

### Module II: Store location planning

Levels of locations decisions, city selection, location options-High-street location, free standing location, Shopping center/mall location, site selection, factors affecting city, location and site location decisions. Store design and Layout: Exterior design components and their significance, Interior atmospherics, store layout and space planning, visual merchandising.

### Module III: Merchandising Management

Deciding the merchandise mix-variety, assortment, branding, quality, price points, factors affecting merchandise mix-budget constraint, space limitation, product turnover rates, stock replenishment, economic order quantity, Vendor identification and selection criterion, negotiating with vendors, category management and category captainship, international sourcing. Supply Chain Issues of Various Retail Formats.

### Module IV: Retail pricing

Factors affecting pricing, developing a retail price strategy- retail objectives, deciding a pricing policy, price adjustments. Retail communication: concept of retail image, classification of the elements of retail communication mix, retail advertising- types, media decisions, retail sales promotion tools, personal selling, publicity, word of mouth.

### Module V: Information Technology in Retailing.

E-retailing and Technology in Retailing- In Store Technologies, Electronic retailing, Technology-Human Interface, Challenges etc.

## G. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

## H. Suggested Text/Reference Books:

- Michael Levy, Barton Weitz and Ajay Pandit, —Retailing Management], 8e, published by Tata Mc Graw-Hill, Edition 2012
- Berman & Evans (2009), Retail Management: A strategic approach, Pearson Education
- Bajaj, Tuli & Srivastava (2010), Retail Management, Oxford University Publications
- Gibson G Vedamani (2009), Retail Management: Functional principles & practices, Jaico Publishing House

## I. Lecture Plan

| Lecture | Topics                                                                                                                                                                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO                                       |
|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|------------------------------------------------------------|
| 1       | Definition and functions. Evolution of retailing. Global retailing scenario and growth of retailing in india.                                                                               | Lecture          | MBA3 77.1        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 2       | Organized retailing in india: key drivers for growth and future prospects. Retail formats and their characteristics: store formats-supermarket                                              | Lecture          | MBA3 77.1        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 3       | Retail formats and their characteristics: store formats-supermarket, department store, hypermarket, the mall, discount store, category killers, kiosks, convenience store, specialty store. | Group discussion | MBA3 77.1        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 4       | Specialty store. Non-store formats- e-retailing                                                                                                                                             | Lecture          | MBA3 77.1        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 5       | Direct selling                                                                                                                                                                              | Lecture          | MBA3 77.1        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 6       | Television home shopping                                                                                                                                                                    | Lecture          | MBA3 77.1        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 7       | Vending machine retailing.                                                                                                                                                                  | Lecture          | MBA3 77.1        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 8       | Levels of locations decisions                                                                                                                                                               | Lecture          | MBA3 77.2        | Mid Term Exam,                                             |

|    |                                                                                                                                                                            |                              |              |                                                                             |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|--------------|-----------------------------------------------------------------------------|
|    |                                                                                                                                                                            |                              |              | Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam                      |
| 9  | City selection                                                                                                                                                             | Tuto<br>rial                 | MBA3<br>77.2 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 10 | Location options-high-street location, free standing location, shopping center/mall location, site selection, factors affecting city, location and site location decisions | Lect<br>ure                  | MBA3<br>77.2 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 11 | Store design and layout: exterior design components and their significance, interior atmospherics, store layout and space planning, visual merchandising.                  | Lect<br>ure                  | MBA3<br>77.2 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 12 | Deciding the merchandise mix-variety, assortment, branding, quality, price points                                                                                          | Case<br>pres<br>entat<br>ion | MBA3<br>77.3 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 13 | Factors affecting merchandise mix-budget constraint                                                                                                                        | Lect<br>ure                  | MBA3<br>77.3 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 14 | Space limitation                                                                                                                                                           | Lect<br>ure                  | MBA3<br>77.3 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 15 | Product turnover rates                                                                                                                                                     | Lect<br>ure                  | MBA3<br>77.3 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 16 | Stock replenishment                                                                                                                                                        | Lect<br>ure                  | MBA3<br>77.3 | Mid Term<br>Exam,                                                           |



|    |                                                                        |                             |              |                                                                             |
|----|------------------------------------------------------------------------|-----------------------------|--------------|-----------------------------------------------------------------------------|
|    |                                                                        |                             |              | Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam                      |
| 17 | Economic order quantity                                                | Tuto<br>rial                | MBA3<br>77.3 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 18 | Vendor identification and selection criterion                          | Lect<br>ure                 | MBA3<br>77.3 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 19 | Negotiating with vendors                                               | Grou<br>p<br>discu<br>ssion | MBA3<br>77.3 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 20 | Category management and category captainship                           | Lect<br>ure                 | MBA3<br>77.3 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 21 | International sourcing. Supply chain issues of various retail formats. | Lect<br>ure                 | MBA3<br>77.3 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 22 | Factors affecting pricing                                              | Lect<br>ure                 | MBA3<br>77.4 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 23 | Developing a retail price strategy- retail objectives                  | Lect<br>ure                 | MBA3<br>77.4 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 24 | Deciding a pricing policy                                              | Grou<br>p                   | MBA3<br>77.4 | Mid Term<br>Exam,                                                           |

|    |                                                                  |                |              |                                                                             |
|----|------------------------------------------------------------------|----------------|--------------|-----------------------------------------------------------------------------|
|    |                                                                  | discu<br>ssion |              | Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam                      |
| 25 | Price adjustments. Retail communication: concept of retail image | Tuto<br>rial   | MBA3<br>77.4 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 26 | Classification of the elements of retail communication mix       | Lect<br>ure    | MBA3<br>77.4 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 27 | Retail advertising- types                                        | Lect<br>ure    | MBA3<br>77.4 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 28 | Media decisions                                                  | Lect<br>ure    | MBA3<br>77.4 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 29 | Retail sales promotion tools                                     | Lect<br>ure    | MBA3<br>77.4 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 30 | Personal selling                                                 | Tuto<br>rial   | MBA3<br>77.4 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 31 | Publicity                                                        | Lect<br>ure    | MBA3<br>77.4 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 32 | Word of mouth.                                                   | Lect<br>ure    | MBA3<br>77.4 | Mid Term<br>Exam,                                                           |

|    |                                                                |                              |              |                                                                             |
|----|----------------------------------------------------------------|------------------------------|--------------|-----------------------------------------------------------------------------|
|    |                                                                |                              |              | Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam                      |
| 33 | E-retailing and technology in retailing- in store technologies | Lect<br>ure                  | MBA3<br>77.5 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 34 | Electronic retailing                                           | Lect<br>ure                  | MBA3<br>77.5 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 35 | Technology- human interface                                    | Lect<br>ure                  | MBA3<br>77.5 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |
| 36 | Challenges etc.                                                | Case<br>pres<br>entat<br>ion | MBA3<br>77.5 | Mid Term<br>Exam,<br>Assignment/<br>Quiz/Presen<br>tation & End<br>Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| CO | STATEMENT | CORRELATION WITH PROGRAMME<br>OUTCOMES | CORR<br>ELATI<br>ON<br>WITH<br>PROG<br>RAM<br>ME<br>SPECI<br>FIC<br>OUTC<br>OMES |
|----|-----------|----------------------------------------|----------------------------------------------------------------------------------|
|    |           |                                        |                                                                                  |

|                 |                                                                                                                                                                                | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
| <b>MBA377.1</b> | Evolution of retailing.<br>Global retailing scenario,<br>growth of retailing in<br>India. Organized retailing<br>in India.                                                     | <b>3</b>    | <b>1</b>    | <b>3</b>    | <b>2</b>    | <b>2</b>    | <b>3</b>    | <b>3</b>    | <b>2</b>    | <b>3</b>    | <b>1</b>     | <b>2</b>         | <b>2</b>         | <b>3</b>         |
| <b>MBA377.2</b> | Come to learn about<br>levels of locations<br>decisions, city selection,<br>location options.                                                                                  | <b>1</b>    | <b>3</b>    | <b>3</b>    | <b>2</b>    | <b>2</b>    | <b>3</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>3</b>     | <b>3</b>         | <b>2</b>         | <b>3</b>         |
| <b>MBA377.3</b> | Know about the<br>deciding the<br>merchandise mix-<br>variety, vendor<br>identification and<br>selection criterion<br>and supply chain<br>issues of various<br>retail formats. | <b>3</b>    | <b>3</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>3</b>    | <b>3</b>    | <b>1</b>     | <b>2</b>         | <b>3</b>         | <b>3</b>         |
| <b>MBA377.4</b> | Know the Factors<br>affecting pricing,<br>developing a retail<br>price strategy and<br>Retail<br>communication                                                                 | <b>3</b>    | <b>3</b>    | <b>2</b>    | <b>3</b>    | <b>3</b>    | <b>1</b>    | <b>3</b>    | <b>2</b>    | <b>3</b>    | <b>1</b>     | <b>3</b>         | <b>2</b>         | <b>2</b>         |
| <b>MBA377.5</b> | Know the rules E-<br>retailing and<br>Technology in<br>Retailing- In Store<br>Technologies,<br>Electronic retailing,<br>Technology- Human<br>Interface,<br>Challenges etc.     | <b>3</b>    | <b>3</b>    | <b>3</b>    | <b>2</b>    | <b>2</b>    | <b>1</b>    | <b>2</b>    | <b>3</b>    | <b>2</b>    | <b>3</b>     | <b>3</b>         | <b>2</b>         | <b>3</b>         |

### Sample Question Paper

| Amity Business School<br>DEPARTMENT OF BUSINESS MANAGEMENT<br>I MID-SEMESTER (SEM –III) 2021-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |              |                                                                                               |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA III Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              |                                                                                               |          |           |                |          |
| Subject Name:<br>MBA377 RETAILING<br>MANAGEMENT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |              | Time: 1.5 Hrs                                                                                 |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Remembering  | Understanding                                                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.1, Q 6     | Q.2, Q4                                                                                       | Q5, Q4   | Q3        |                |          |
| Student will be able to<br><b>CO.1.</b> Evolution of retailing. Global retailing scenario, growth of retailing in India.<br>Organized retailing in India<br><b>CO.2.</b> Come to learn about levels of locations decisions, city selection, location options.<br><b>CO.3.</b> Know about the deciding the merchandise mix-variety, vendor identification and<br>selection criterion and supply chain issues of various retail formats.<br><b>CO.4.</b> Know the Factors affecting pricing, developing a retail price strategy and Retail<br>communication<br><b>CO.5.</b> Know the rules E-retailing and Technology in Retailing- In Store Technologies,<br>Electronic retailing, Technology- Human Interface, Challenges etc. |              |                                                                                               |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Question No. | Question                                                                                      |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.1          | What is a Variety Store                                                                       |          |           |                | 3        |
| CO4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.2          | State the factors affecting in developing a retail<br>price strategy and Retail communication |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.3          | Discuss in detail about the nature and scope of<br>retailing.                                 |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.4          | Describe the issues influencing global retailers and the<br>methods to overcome.              |          |           |                | 3        |
| CO5                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.5          | Describe the socio-economic and technological<br>influences on retail management.             |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q 6          | Explain the various factors considered while                                                  |          |           |                | 6        |

|  |  |                           |  |
|--|--|---------------------------|--|
|  |  | selecting a retail place. |  |
|--|--|---------------------------|--|

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                      |
|-------------------------|----------------------|
| <b>Session</b>          | 2020-21              |
| <b>Course Name</b>      | MBA                  |
| <b>Semester</b>         | 3rd Semester         |
| <b>Subject Code</b>     | MBA 377              |
| <b>Subject Name</b>     | RETAILING MANAGEMENT |
| <b>Attainment Level</b> | Level 3              |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| Amity Business School                                                                      |
|--------------------------------------------------------------------------------------------|
| Course Handout                                                                             |
| Course : Corporate Social Responsibility and Sustainability                                |
| Course Code : MBA 401, Crédits : 03, Session : 2020-21 ( Even Sem.), Class : MBA. 2nd Year |

**Introduction:** The biggest challenge facing corporate today is the lack of vision in corporate governance. From legal, economic and social to environmental degradation can be attributed to poor governance and the fall-outs are reversible but environmental degradation has brought planet earth to the brink of the sixth mass extinction event. The course begins by analyzing the corporate citizenship of an organisation in its business environment and the domain knowledge of business ethics and social responsibility and responsiveness. Further, the course will develop the concept of global exposure and cross-cultural understanding to make globally responsive managers.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA401.1.** Understand the importance of ethics and CSR in the day-to-day working of organizations.

**MBA 401.2.** Know how companies can be ascribed to moral responsibility and secure legitimacy, and different principles of corporate social responsibility, sustainability, and ethical management.

**MBA401.3.** To understand regulatory and voluntary action in corporate social responsibility, accountability, and reporting.

**MBA401.4.** Know the content of central normative ethical theories and understand their role in ethical reasoning.

**B. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.



**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### C. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## D. Syllabus

### Module I: Introduction to CSR

Objectives, definitions, evolution and need for CSR. Ethics and morals. Theoretical perspectives- Corporate citizenship. Andrew Carnegie on CSR. Archie Carroll's Corporate social performance. Four stages of CSP. Milton Friedman on CSR. John D Rockefeller on CSR. Business practices. Strategies for CSR. Challenges and implementation.

### Module II: Evolution of Corporate Governance

Governance practices and regulation. Structure and development of boards. Role of capital market and government. Governance ratings. Future of governance. Innovative practices. Case studies with lessons learnt.

### Module III: Sustainability

Meaning and scope. CSR and Corporate sustainability. Appreciation of the movie – An inconvenient truth. Sustainability terminologies and meanings. Climate change. Kyoto Protocol. Carbon credits. Annexure – I and Annexure – II nations. Climate summit. The Copenhagen rounds. Why sustainability an imperative. Sustainability case studies. 'From Green to Gold'. Triple Bottom Line – Economic, Social and Environmental triad.

### Module IV: From implementation to output.

Corporate sustainability reporting frameworks. Global reporting initiative guidelines. National voluntary guidelines on social, environmental, and economic responsibilities of business.

### Module V: International Standards

Sustainability indices. Principles of responsibility investment. Challenges in mainstreaming sustainability reporting. Sustainability reporting case studies. Appreciation of the movie 'Racing Extinction'.

### Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/Presentation | ESE |
|---------------|---------------|------------|------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                             | 70  |

### Text & References:

- S S Khanka, (2014), Business Ethics and Corporate Social Responsibility. S Chand.
- Sanjay K agarwal, (2008), Corporate Social Responsibility in India. Sage Knowledge.
- Peter Rogers, Kazi F Jalal, John a Boyd, (2007), An Introduction to Sustainable Development. Routledge.
- James h Weaver, Kenneth Kusterer, Micheal T Rock, (2003), Achieving Broad based Sustainable Development: Governance, Environment, and Growth with Equity. Kumarian Press.



## E. Lecture Plan

| Lecture | Topics                                                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Objectives, definitions, evolution and need for CSR.                                         | Lecture          | MBA401.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Ethics and morals                                                                            | Lecture          | MBA401.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Theoretical perspectives- Corporate citizenship. Andrew Carnegie on CSR                      | Lecture          | MBA401.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Archie Carroll's Corporate social performance                                                | Lecture          | MBA401.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | John D Rockefeller on CSR. Business practices.                                               | Lecture          | MBA401.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Strategies for CSR. Challenges and implementation                                            | Lecture          | MBA401.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Governance practices and regulation                                                          | Lecture          | MBA401.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Structure and development of boards                                                          | Lecture          | MBA401.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | The Role of Experts in Policy Making                                                         | Lecture          | MBA401.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Future of governance. Innovative practices                                                   | Lecture          | MBA401.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Case studies with lessons learnt.                                                            | Lecture          | MBA401.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Meaning and scope. CSR and Corporate sustainability                                          | Lecture          | MBA401.3         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Appreciation of the movie - An inconvenient truth. Sustainability terminologies and meanings | Lecture          | MBA401.3         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Climate change. Kyoto Protocol. Carbon credits. Annexure - I and Annexure - II nations       | Lecture          | MBA401.3         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Climate summit. The Copenhagen round                                                         | Lecture          | MBA401.3         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Why sustainability an imperative. Sustainability case studies.                               | Lecture          | MBA401.3         | Mid Term-1, Quiz & End Sem Exam |
| 17      | 'From Green to Gold'. Triple Bottom Line – Economic, Social and Environmental triad.         | Lecture          | MBA401.3         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                               |         |          |                                 |
|----|-----------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    |                                                                                               |         |          |                                 |
| 18 | Corporate sustainability reporting frameworks                                                 | Lecture | MBA401.4 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Global reporting initiative guidelines                                                        | Lecture | MBA401.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | National voluntary guidelines on social                                                       | Lecture | MBA401.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | environmental and economic responsibilities of business.                                      | Lecture | MBA401.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Sustainability indices                                                                        | Lecture | MBA401.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Principles of responsibility investment. Challenges in mainstreaming sustainability reporting | Lecture | MBA401.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Sustainability reporting case studies. Appreciation of the movie 'Racing Extinction'.         | Lecture | MBA401.4 | Mid Term-2, Quiz & End Sem Exam |

#### F. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                       | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |  |  |
|------------------|-------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|--|--|
|                  |                                                                                                 | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |  |  |
| <b>MBA401.1.</b> | Understand the importance of ethics and CSR in the day-to-day working of <i>organizations</i> . | 1                                   | 2           | 3           | 2           | 2           | 2           | 2           | 1           | 2           | 1            |  |  |  |  |  |
| <b>MBA401.2.</b> | Know how companies can be ascribed to moral responsibility and secure legitimacy, and different | 2                                   | 2           | 3           | 1           | 2           | 1           | 3           | 2           | 1           | 2            |  |  |  |  |  |

|                  |                                                                                                                                 |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |
|------------------|---------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|--|
|                  | principles of corporate social responsibility, <i>sustainability</i> , and ethical <i>management</i> .                          |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |
| <b>MBA401.3.</b> | To <i>understand</i> regulatory and voluntary action in corporate social responsibility, <i>accountability</i> , and reporting. | 1 | 2 | 3 | 1 | 2 | 2 | 2 | 2 | 2 | 2 |  |  |  |  |  |  |
| <b>MBA401.4.</b> | Know the content of central normative ethical theories and understand their role in ethical reasoning.                          | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | 3 | 2 |  |  |  |  |  |  |

**Sample Question Paper**

|                                                                                                                                                         |             |                 |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>Corporate Social Responsibility and Sustainability A<br/>I MID-SEMESTER (SEM –II) 22020-21</p> |             |                 |          |           |                |          |
| Class: MBA IV Semester                                                                                                                                  |             |                 |          |           |                |          |
| Subject Name:<br><b>MBA 401 Corporate Social Responsibility and Sustainability</b>                                                                      |             | Time: 01:30 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                          | Remembering | Understanding   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                        | Q.1,4       | Q.2,3           | Q.4      | Q.2,5,6   |                |          |

Student will be able to

CO1: Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.

CO1: Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.

CO1: Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level.

CO1: Students will be able to develop their capacity to think and execute strategically.

CO1: Enhanced ability to identify strategic issues and design appropriate courses of action.

| CO Map | Question No. | Question                                                                   | Marks |
|--------|--------------|----------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain the Concept and Classification of Corporate and Business Strategy. | 3     |
| CO1    | Q.2a         | What do you understand by mission and vision?                              | 3     |
|        | Q.2b         | Briefly explain the external environment. PESTLE Analysis.                 | 3     |
| CO1    | Q.3          | Write a note on McKinsey's 7S Framework                                    | 6     |
| CO2    | Q.4          | Explain Importance of stakeholders in business.                            | 3     |
| CO2    | Q.5a         | Elaborate Annual Budget Regime.                                            | 3     |
|        | Q.5b         | Discuss Porter's Model of competitive advantage.                           | 3     |
| CO2    | Q.6          | What do you understand by SWOT Analysis. Explain Explain with example      | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                                    |
|-------------------------|----------------------------------------------------|
| <b>Session</b>          | 2020-21                                            |
| <b>Course Name</b>      | MBA                                                |
| <b>Semester</b>         | 4th Semester                                       |
| <b>Subject Code</b>     | MBA 401                                            |
| <b>Subject Name</b>     | CORPORATE SOCIAL RESPONSIBILITY AND SUSTAINABILITY |
| <b>Attainment Level</b> | Level 3                                            |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





Course : Indian Models in Entrepreneurship

Course Code : MBA 402, Crédits : 03, Session :2020-21 (Even Sem.), Class : MBA. 2<sup>nd</sup> Year

**Introduction:** This course will enable students to understand various Indian Models in Entrepreneurship, analyze the practical application of different models of Entrepreneurship in India. Develop innovations to complement the existing models. The course will help the students to understand the concept of entrepreneurship & its business environment and develop the critical thinking, innovation analysis & problem solving approach. Also the course will help to enhance the leadership and motivation of the students and will make the student more responsible socially.

## G. Course Outcomes:

At the end of the course, students will be able to:

**MBA402.1** To understand the concepts of cost, nature of Entrepreneurship and its relationship to Business.

**MBA402.2.** To apply concepts of women entrepreneurship under different market conditions.

**MBA402.3** To analyse Rural Entrepreneurship of different types in different market conditions.

**MBA402.4** To integrate the concept of Family Business & Social Entrepreneurship under various conditions.

## H. Programme Outcomes:

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### I. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### J. Syllabus

##### Module I- Introduction

Concept, Meaning and features of Entrepreneurship, Various aspects of society affected by Entrepreneurship. India's start up revolution, The entrepreneurial ecosystem

## **Module II – Women Entrepreneurship**

Concept of Women Entrepreneurship, Functions of Women Entrepreneurship, Growth of Women Entrepreneurship in India, Challenges, Opportunities & limitations for Women Entrepreneurship in India, Case study of Kiran Mazumdar Shaw.

## **Module III – Rural Entrepreneurship**

Concept and functions of Rural Entrepreneurship, Growth of Rural Entrepreneurship in India, Challenges, opportunities & limitations of Rural Entrepreneurship in India, Case study of Youth Club of Bejjipuram (YCB)

## **Module IV – Tourism Entrepreneurship**

Concept and functions of Tourism Entrepreneurship, Growth of Tourism Entrepreneurship in India, Challenges, opportunities & limitations of Tourism Entrepreneurship, Case Study Capt Gopinath.

## **Module V – Agri-Preneurship**

Concept and functions Agri-Preneurship, Need for developing Agri-Preneurship in India, Challenges, opportunities & limitations of Agri-Preneurship in India, Case study of ITC- e- Chaupal.

## **Module VI – Family Business & Social Entrepreneurship**

Family business in India, Challenges & opportunities for family business in India, Making family business more effective, Social Entrepreneurship, Business incubators.

### **K. Examination Scheme:**

| <b>Components</b>    | <b>Mid Term Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>ESE</b> |
|----------------------|----------------------|-------------------|---------------------------------------------|------------|
| <b>Weightage (%)</b> | 15                   | 5                 | 10                                          | 70         |

### **L. Suggested Text/Reference Books:**

- Khanka S S, (2012), Entrepreneurial Development (4<sup>th</sup> Edition), S Chand, New Delhi
- Histrich D. Robert and Peters P. Michal Shepherd A Dean (2007); Entrepreneurship, McGraw Hill
- Timmons A. Jethrfy and Jr. Stephen Spinell (2009), New Ventures Creation; Entrepreneurship for the 21<sup>st</sup> Century, McGraw Hill.
- Gnyawali D & Fogel D, (1984), Environments for Entrepreneurship Development: Key Dimensions and Research Implications, Entrepreneurship theory and Practice, Spring.

### **M. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b> | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b> |
|----------------|---------------|-------------------------|-------------------------|-----------------------------|
|----------------|---------------|-------------------------|-------------------------|-----------------------------|

|    |                                                                    |         |          |                                 |
|----|--------------------------------------------------------------------|---------|----------|---------------------------------|
| 1  | Concept, Meaning and features of Entrepreneurship                  | Lecture | MBA402.1 | Mid Term-1, Quiz & End Sem Exam |
| 2  | Concept, Meaning and features of Entrepreneurship                  | Lecture | MBA402.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | Various aspects of society affected by Entrepreneurship            | Lecture | MBA402.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Various aspects of society affected by Entrepreneurship            | Lecture | MBA402.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | India's start up revolution                                        | Lecture | MBA402.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | India's start up revolution                                        | Lecture | MBA402.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | The entrepreneurial ecosystem                                      | Lecture | MBA402.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Concept of Women Entrepreneurship                                  | Lecture | MBA402.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Concept of Women Entrepreneurship,                                 | Lecture | MBA402.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Functions of Women Entrepreneurship                                | Lecture | MBA402.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Functions of Women Entrepreneurship                                | Lecture | MBA402.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Growth of Women Entrepreneurship in India                          | Lecture | MBA402.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Challenges, Opportunities & limitations for Women Entrepreneurship | Lecture | MBA402.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Case study of Kiran Mazumdar Shaw.                                 | Lecture | MBA402.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Concept and functions of Rural Entrepreneurship                    | Lecture | MBA402.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Growth of Rural Entrepreneurship in India                          | Lecture | MBA402.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Challenges, opportunities & limitations of Rural Entrepreneurship  | Lecture | MBA402.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Challenges, opportunities & limitations of Rural Entrepreneurship  | Lecture | MBA402.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Case study of Youth Club of Bejjipuram (YCB)                       | Lecture | MBA402.3 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                 |         |          |                                 |
|----|-------------------------------------------------|---------|----------|---------------------------------|
|    |                                                 |         |          |                                 |
| 20 | Case study of Youth Club of Bejjipuram (YCB)    | Lecture | MBA402.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Concept and functions of Rural Entrepreneurship | Lecture | MBA402.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Concept and functions of Rural Entrepreneurship | Lecture | MBA402.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Concept and functions of Rural Entrepreneurship | Lecture | MBA402.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Concept and functions of Rural Entrepreneurship | Lecture | MBA402.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Market testing                                  | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Consumer-goods market testing                   | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Consumer-goods market testing                   | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Business-goods market testing.                  | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Business-goods market testing.                  | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Timing                                          | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Timing                                          | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Geographic strategy                             | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Target-market prospects.                        | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Introductory market strategy                    | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | The consumer adoption process.                  | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Stages in the adoption process                  | Lecture | MBA402.4 | Mid Term-2, Quiz & End Sem Exam |

**N. Course Articulation Matrix (Mapping of COs with POs):**

| CO              | STATEMENT                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |  |
|-----------------|--------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|--|
|                 |                                                                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |  |
| <b>MBA402.1</b> | To understand the concepts of cost, nature of Entrepreneurship and its relationship to Business. | -                                   | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  |  |  |
| <b>MBA402.2</b> | To apply concepts of Financial Planning under different market conditions.                       | 1                                   | 3           | 3           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |  |
| <b>MBA402.3</b> | To analyse Business Plans in of different types in different market conditions.                  | -                                   | 3           | 2           | -           | 1           | 3           | 3           | 2           | 3           | 3            |  |  |  |  |
| <b>MBA402.4</b> | To integrate the concept of Prototype Making and Test Marketing under various conditions         | 1                                   | 3           | 2           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |  |

**Sample Question Paper**

Amity Business School  
I MID-SEMESTER (SEM –IV) 2020-21

Class: MBA IV Semester

Subject Name:  
MBA 402 Indian  
Entrepreneurship

Time: 01:30 Hrs

Max. Marks: 30

Levels of the  
questions as  
per Blooms  
Taxonomy

Rememberin  
g

Understandin  
g

Applyin  
g

Analyzi  
ng

Evaluati  
ng

Creatin  
g

Question  
Mapping

Q.1,4

Q.2,3

Q.4

Q.2,5,6

Student will be able to

CO1 To understand the concepts of cost, nature of Entrepreneurship and its relationship to Business.

CO2. To apply concepts of Financial Planning under different market conditions.

CO3 To analyse Business Plans in of different types in different market conditions.

CO4 To integrate the concept of Prototype Making and Test Marketing under various conditions

| CO Map | Question No. | Questi on                                                       | Marks |
|--------|--------------|-----------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief on Entrepreneurship.                           | 3     |
| CO2    | Q.2a         | What is the nature of Financial Planning?                       | 3     |
|        | Q.2b         | How concept of Business Plans is applied in business decisions? | 3     |
| CO2    | Q.3          | Elaborate Prototype Making and determinants of Prototype        | 6     |
| CO2    | Q.4          | Explain the significance of Test Marketing                      | 3     |
| CO3    | Q.5a         | Elaborate different types of Business Strategy.                 | 3     |
|        | Q.5b         | Describe in brief Product Development.                          | 3     |
| CO4    | Q 6          | How Taxation benefits to small-scale entrepreneurs?             | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# Attainment

|                         |                         |
|-------------------------|-------------------------|
| <b>Session</b>          | 2020-21                 |
| <b>Course Name</b>      | MBA                     |
| <b>Semester</b>         | 4th Semester            |
| <b>Subject Code</b>     | MBA 402                 |
| <b>Subject Name</b>     | Indian Entrepreneurship |
| <b>Attainment Level</b> | Level 3                 |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



Course Handout

Course : Family Business Management

Course Code : MBA 403, Crédits : 03, Session :2020-21 (Even Sem.), Class : MBA. 2<sup>nd</sup> Year

**Introduction:** This course addresses many of the unique situations family businesses face. These topics range from successor ship & family dynamics to continuity planning and strategic performance. The course will benefit family foundations and family investment offices, family firm successors, entrepreneurs, consultants and advisers, and investors for the following reasons: Leading consulting firms are developing family business practice areas. The class will involve case discussions, guest speakers, field and research assignments, and class presentations of new ideas in family enterprises.

**O. Course Outcomes:** At the end of the course, students will be able to:

**MBA403.1** To understand the concepts of Family Business in Indian Contexts.

**MBA403.2.** To apply concepts of Behavioural Issues In Closely Held and Family Owned Business & Managed Business.

**MBA403.3** To analyse Growth Strategy for Family Owned Business.

**MBA403.4** To integrate the concept of Involving Non-Family Members of the Firm Power Struggles in the Family

**P. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### Q. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### R. Syllabus

##### Module I: Introduction

Understanding the Family Business in Indian Contexts; Effective Governance and the Family Business, Capital Structure of Closely Held Firms, Cash, Growth, and The Family Business, Issue and challenges in Family Business.

### **Module II: Developing Effective Governance**

Understanding the Relationships between Family Business, Business and Ownership Issues in Family Owned Business, Behavioural Issues In Closely Held and Family Owned Business & Managed Business.

### **Module III: Growth Strategy**

Growth Strategy for Family Owned Business, Different Models of Family Business, Developing Team of Advisors, Boards of Directors and Corporate Governance

### **Module IV: Future Prospects**

Involving Non-Family Members of the Firm Power Struggles in the Family Firm Issues of Succession in a Family Firm Valuation of the Closely Held Firm the Changing Role of Family in the Family Business.

#### **S. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

#### **T. Suggested Text/Reference Books:**

- Randel S. Cavlock, Ward John (2001), Strategic Planning for the Family Business.
- Dr. Alan Carsrud, Family Business Management Division, University of Florida.
- John L. Ward, Perpetuating Family Business, [www. John L Ward. com](http://www.JohnLWard.com)
- Aruna Kaulgud, Entrepreneurship Management, Parallel Planning to unite the Family and Business, Amazon Sales.
- Fager Mike, Mc Kinney Dave (2007); Succession Planning for the Family Owned Business Amazon Sales.

#### **U. Lecture Plan**

| Lecture | Topics | Mode | Correspon | Mode of |
|---------|--------|------|-----------|---------|
|---------|--------|------|-----------|---------|

|    |                                                        | of<br>Delivery | ding CO  | Assessing CO                    |
|----|--------------------------------------------------------|----------------|----------|---------------------------------|
| 1  | Types of business models                               | Lecture        | MBA403.1 | Mid Term-1, Quiz & End Sem Exam |
| 2  | Process of choosing a business model                   | Lecture        | MBA403.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | Meaning of Business Plan                               | Lecture        | MBA403.2 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Contents of Business Plan                              | Lecture        | MBA403.2 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Significance of Business Plan                          | Lecture        | MBA403.2 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Formulation of Business Plan                           | Lecture        | MBA403.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Understanding the Family Business in Indian Contexts   | Lecture        | MBA403.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Understanding the Family Business in Indian Contexts   | Lecture        | MBA403.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Understanding the Family Business in Indian Contexts   | Lecture        | MBA403.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Understanding the Family Business in Indian Contexts   | Lecture        | MBA403.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Effective Governance and the Family Business           | Lecture        | MBA403.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Effective Governance and the Family Business           | Lecture        | MBA403.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Effective Governance and the Family Business           | Lecture        | MBA403.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Effective Governance and the Family Business           | Lecture        | MBA403.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Effective Governance and the Family Business           | Lecture        | MBA403.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Business and Ownership Issues in Family Owned Business | Lecture        | MBA403.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Business and Ownership Issues in Family Owned Business | Lecture        | MBA403.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Business and Ownership Issues in Family Owned Business | Lecture        | MBA403.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Business and Ownership Issues in Family Owned Business | Lecture        | MBA403.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Growth Strategy for Family Owned Business              | Lecture        | MBA403.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Growth Strategy for Family                             | Lecture        |          | Mid Term-2, Quiz                |

|    |                                                                             |         |          |                                 |
|----|-----------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Owned Business                                                              |         | MBA403.3 | & End Sem Exam                  |
| 22 | Growth Strategy for Family Owned Business                                   | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Different Models of Family Business                                         | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Different Models of Family Business                                         | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Developing Team of Advisors                                                 | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Consumer-goods market testing                                               | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Developing Team of Advisors                                                 | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Involving Non-Family Members of the Firm Power Struggles in the Family Firm | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Involving Non-Family Members of the Firm Power Struggles in the Family Firm | Lecture | MBA403.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Involving Non-Family Members of the Firm Power Struggles in the Family Firm | Lecture | MBA403.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Issues of Succession in a Family Firm                                       | Lecture | MBA403.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Issues of Succession in a Family Firm                                       | Lecture | MBA403.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Issues of Succession in a Family Firm                                       | Lecture | MBA403.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Issues of Succession in a Family Firm                                       | Lecture | MBA403.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Issues of Succession in a Family Firm                                       | Lecture | MBA403.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Changing Role of Family in the Family Business                              | Lecture | MBA403.4 | Mid Term-2, Quiz & End Sem Exam |

#### V. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|--|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |  |

|                 |                                                                                                       |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |
|-----------------|-------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|
| <b>MBA403.1</b> | To understand the concepts of Family Business in Indian Contexts.                                     | - | 3 | - | 3 | 3 | 3 | 2 | - | 3 | 2 |  |  |  |  |  |
| <b>MBA403.2</b> | To apply concepts of Behavioural Issues In Closely Held and Family Owned Business & Managed Business. | 1 | 3 | 3 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |  |  |
| <b>MBA403.3</b> | To analyse Growth Strategy for Family Owned Business.                                                 | - | 3 | 2 | - | 1 | 3 | 3 | 2 | 3 | 3 |  |  |  |  |  |
| <b>MBA403.4</b> | To integrate the concept of Involving Non-Family Members of the Firm Power Struggles in the Family    | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |  |  |

**Sample Question Paper**

Amity Business School  
I MID-SEMESTER (SEM –IV) 2020-21

Class: MBA IV Semester

Subject Name:  
MBA 403: Family Business

Time: 01:30 Hrs

Max. Marks: 30

Levels of the  
questions as  
per Blooms  
Taxonomy

Rememberin  
g

Understandin  
g

Applyin  
g

Analyzi  
ng

Evaluati  
ng

Creatin  
g

Question  
Mapping

Q.1,4

Q.2,3

Q.4

Q.2,5,6

Student will be able to

**MBA403.1** To understand the concepts of Family Business in Indian Contexts.

**MBA403.2.** To apply concepts of Behavioural Issues In Closely Held and Family Owned Business & Managed Business.

**MBA403.3** To analyse Growth Strategy for Family Owned Business.

**MBA403.4** To integrate the concept of Involving Non-Family Members of the Firm Power Struggles in the Family

| CO Map | Question No. | Questi on                                                             | Mar ks |
|--------|--------------|-----------------------------------------------------------------------|--------|
| CO1    | Q.1          | Explain in brief Family Business in Indian Contexts.                  | 3      |
| CO2    | Q.2a         | What is Behavioural Issues In Closely Held and Family Owned Business? | 3      |
|        | Q.2b         | How concept of Business Plans is applied in business decisions?       | 3      |
| CO2    | Q.3          | Elaborate Growth Strategy for Family Owned Business                   | 6      |
| CO2    | Q.4          | Explain the significance of Closely Held and Family Owned Business?   | 3      |
| CO3    | Q.5a         | Elaborate different types of Family Business in Indian Contexts.      | 3      |
|        | Q.5b         | Describe in brief Non-Family Members.                                 | 3      |
| CO4    | Q 6          | How Power Struggles in the Family harms small-scale entrepreneurs?    | 6      |



| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21

**Course Name** MBA

**Semester** 4th Semester

**Subject Code** MBA 403

**Subject Name** Family Business

**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                       |
|---------------------------------------------------------------------------------------------|
| Course Handout                                                                              |
| Course : Taxation                                                                           |
| Course Code : MBA 406, Crédits : 03, Session : 2020-2021 (Even Sem.), Class : MBA. 2nd Year |

**Introduction** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Social Responsiveness and Ethics. Students will get clear understanding of the direct tax laws and their application in tax planning of corporate entities and to develop skills of the applications of various provisions of direct tax laws in India. In addition to this the course enable students to have understanding of the basic concepts of GST Law introduced in India and to develop skills of computing GST and in filing all the returns involved under the GST.

**W. Course Outcomes:** At the end of the course, students will be able to:

**MBA406.1.** Demonstrate the applicability of the concept of Taxation with techniques.

**MBA406.2.** Students will be able to identify the basic concepts, definitions and terms related to Income Tax.

**MBA406.3.** To enable the students to determine the residential status of an individual and scope of total income.

**MBA406.4.** To enable the students to compute the net total taxable income of an individual.

**X. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **Y. Program Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

#### **Z. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                    | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                            | CT          | 15%                |
|                                | Mid Term 2                            |             |                    |
|                                | Project/Assignment/ Quiz/Presentation | P/A/Q/PR    | 10%                |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |

## AA.Syllabus

### Module I: Introduction to Corporate Tax Planning

Meaning and objectives, scope of corporate tax planning, tax planning, tax avoidance and tax evasion, types of companies, residential status of a company and tax incidence.

### Module II: Taxation of companies

Computation of income under the heads of income applicable to corporate assesses, set off and carry forward of losses, deductions available in respect of gross total income, computation of taxable income, tax liability of a company.

### Module III: Tax planning and Tax Management

Concept of Tax planning, Tax planning with reference to setting up a New Business; Location; Nature of Business; Tax Holiday, etc. Tax Planning with regard to Specific Management Decisions such as Mergers and Takeovers; Employees' Remuneration; Decisions such as Borrowing or Investment Decisions; Reorganization or Restructuring of Capital. Impact of various direct and indirect taxes on financial and operational decisions.

### Module IV: Introduction to Goods and Services Tax (GST)

Meaning, scope and significance of GST; principles of subsumption and taxes subsumed; classification of goods and services and GST rates. Basic terminologies- CGST/SGST, IGST. Input Tax Credit, Transitional Provisions, Electronic Commerce, HSN Code .Levy and Collection of Tax – CGST Act, 2017 – levy and collection of central and state GST, Composition levy, taxable person, power to grant exemption from tax; Time and Value of Supply – time of supply of goods and services.

### Examination Scheme:

| Components           | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/<br>Presentation | ESE       |
|----------------------|---------------|------------|----------------------------------------------------|-----------|
| <b>Weightage (%)</b> | <b>15</b>     | <b>5</b>   | <b>10</b>                                          | <b>70</b> |

Text &References:

- Vinod Singhania and Monika Singhania, Corporate Tax Planning & Business Tax Procedure, Taxmann Publications, New Delhi.
- Bimal Jain & Isha Bansal, GST Law & Analysis, Young Global Publications, New Delhi
- Girish Ahuja and Ravi Gupta, Direct Tax Law – Theory & Practice, Bharat Law House, New Delhi
- Abhishek Rastogi: Professionals guide to GST Ideation to reality (2017)
- Rakesh Garg & Sandeep Garg, HSN code wise GST Tariff, Bloomsbury India Professional (July 2017)
- Datey V.S.:GST Ready Reckoner, Taxman Publication, New Delhi
- S S Gupta, GST – Law and Practice, Taxmann's Publications, New Delhi

#### Lesson Plan:

| Lecture | Topics                                                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Meaning and objectives of Tax planning                                         | Lecture          | MBA406.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Scope of corporate tax planning                                                | Lecture          | MBA406.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | tax planning                                                                   | Lecture          | MBA406.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | tax avoidance and tax evasion                                                  | Lecture          | MBA406.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | types of companies                                                             | Lecture          | MBA406.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | residential status of a company and tax incidence                              | Lecture          | MBA406.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Computation of income under the heads of income applicable to corporate assess | Lecture          | MBA406.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | set off and carry forward of losses                                            | Lecture          | MBA406.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | electing comparable companies                                                  | Lecture          | MBA406.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | deductions available in respect of gross total income                          | Lecture          | MBA406.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | computation of taxable income                                                  | Lecture          | MBA406.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | tax liability of a company                                                     | Lecture          | MBA406.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | tax liability of a company                                                     | Lecture          | MBA406.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Concept of Tax planning                                                        | Lecture          | MBA406.3         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Nature of Business                                                             | Lecture          | MBA406.3         | Mid Term-1, Quiz                |

|    |                                                                                         |            |          |                                 |
|----|-----------------------------------------------------------------------------------------|------------|----------|---------------------------------|
|    |                                                                                         |            |          | & End Sem Exam                  |
| 16 | Tax Holiday                                                                             | Lecture    | MBA406.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Tax Planning with regard to Specific Management Decisions such as Mergers and Takeovers | Lecture    | MBA406.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Decisions such as Borrowing or Investment Decisions                                     | Lecture    | MBA406.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Reorganization or Restructuring of Capital                                              | Lecture    | MBA406.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Impact of various direct and indirect taxes on financial and operational decisions.     | Lecture    | MBA406.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Impact of various direct and indirect taxes on financial and operational decisions.     | Lecture    | MBA406.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Impact of various direct and indirect taxes on financial and operational decisions.     | Lecture    | MBA406.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Meaning, scope and significance of GST                                                  | Lecture    | MBA406.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | principles of subsumation and taxes subsumed                                            | Lecture    | MBA406.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | classification of goods and services and GST rates                                      | Case study | MBA406.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Basic terminologies-CGST/SGST, IGST                                                     | Case study | MBA406.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Basic terminologies-CGST/SGST, IGST                                                     | Case study | MBA406.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Basic terminologies-CGST/SGST, IGST                                                     | Case study | MBA406.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Input Tax Credit                                                                        | Case study | MBA406.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Transitional Provisions                                                                 | Case study | MBA406.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Electronic Commerce                                                                     | Lecture    | MBA406.2 | Mid Term-1, Quiz & End Sem Exam |
| 33 | Composition levy, taxable person, power to grant exemption from tax                     | Lecture    | MBA406.2 | Mid Term-1, Quiz & End Sem Exam |
| 34 | Composition levy, taxable person, power to grant exemption from tax                     | Lecture    | MBA406.2 | Mid Term-1, Quiz & End Sem Exam |
| 35 | Time and Value of Supply                                                                | Lecture    | MBA406.3 | Mid Term-1, Quiz & End Sem Exam |
| 36 | time of supply of goods and services                                                    | Lecture    | MBA406.3 | Mid Term-1, Quiz & End Sem Exam |

**BB. Course Articulation Matrix (Mapping of COs with POs)**

| CO                | STATEMENT                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|----------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 406.1.</b> | Demonstrate the applicability of the concept of Taxation with techniques                                       | 3                                   | 2           | 1           | 1           | 3           | 1           | 1           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>MBA4 06.2.</b> | Students will be able to identify the basic concepts, definitions and terms related to Income Tax.             | 2                                   | 2           | 1           | 1           | 3           | 2           | 1           | 2           | 3           | 2            | 3                                            | 2                | 1                |
| <b>MBA4 06.3.</b> | To enable the students to determine the residential status of an individual and scope of total <i>income</i> . | 1                                   | 2           | 1           | 1           | 3           | 2           | 1           | 2           | 2           | 2            | 2                                            | 1                | 1                |
| <b>MBA4 04.4.</b> | To enable the students to compute the net total taxable income of an individual.                               | 2                                   | 2           | -           | 2           | 3           | 1           | 1           | 2           | 2           | 2            | 3                                            | 2                | 1                |





### Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                     |                                                                                                         |                 |                  |                       |                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|---------------------------------------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –4) 2020-21</b>                                                                                                                                                                                                                                                                                                                                                                              |                     |                                                                                                         |                 |                  |                       |                 |
| <b>Class: MBA 4th Semester</b>                                                                                                                                                                                                                                                                                                                                                                                                                      |                     |                                                                                                         |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>MBA 406 Taxation</b>                                                                                                                                                                                                                                                                                                                                                                                                     |                     | <b>Time: 01:30 Hrs</b>                                                                                  |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                                                                                                                               | <b>Remembering</b>  | <b>Understanding</b>                                                                                    | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                                                            | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <p>Student will be able to</p> <p>CO1: Demonstrate the applicability of the concept of Taxation with techniques.</p> <p>CO2: Students will be able to identify the basic concepts, definitions and terms related to Income Tax.</p> <p>CO3: To enable the students to determine the residential status of an individual and scope of total income.</p> <p>CO4: To enable the students to compute the net total taxable income of an individual.</p> |                     |                                                                                                         |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Question No.</b> | <b>Question</b>                                                                                         |                 |                  |                       | <b>Marks</b>    |
| <b>CO1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Q.1</b>          | <b>Explain the scope of corporate tax planning</b>                                                      |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Q.2a</b>         | <b>Explain deductions available in respect of gross total income</b>                                    |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Q.2b</b>         | <b>Elaborate Tax planning with reference to setting up a New Business</b>                               |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Q.3</b>          | <b>Explain computation of taxable income, tax liability of a company.</b>                               |                 |                  |                       | <b>6</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Q.4</b>          | <b>Explain Tax Planning with regard to Specific Management Decisions such as Mergers and Takeovers.</b> |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Q.5a</b>         | <b>Discuss the Impact of various direct and indirect taxes on financial and operational decisions.</b>  |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Q.5b</b>         | <b>Discuss the meaning, scope and significance of GST.</b>                                              |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Q 6</b>          | <b>Discuss in brief principles of subsumption and taxes subsumed</b>                                    |                 |                  |                       | <b>6</b>        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21  
**Course Name** MBA  
**Semester** 4th Semester  
**Subject Code** MBA 406  
**Subject Name** TAXATION  
  
**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                     |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : <b>FINANCIAL DERIVATIVES</b>                                                     |
| Course Code : MBA 407, Crédits : 03, Session : 2020-21 (Even Sem.), Class : MBA. 2nd Year |

**A. Introduction:** The objective of this course is to help the students gain understanding of the functions and responsibilities of the manager and to provide the student understand Human Behaviour in organizations so as to improve his managerial effectiveness. It provides a comprehensive analysis of individual and group behavior in organizations. This course will expose students to approaches and processes that can help in effectively leading and managing others in organizations.

**B. Course Outcomes:** At the end of the course, students will be able to:

CO1: It will enable the students to select right kind of derivatives amongst forward, futures, options, Greeks, swaps for risk hedging.

CO2: Students will be able to analyze the risks in different financial markets.

CO3: Acquire ability to selection of various options and then can apply them to specific markets

CO4: Student will be able to strategically manage the financial derivatives.

CO5 Able to distinguish among hedging, speculation, and arbitrage.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Program Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------|-------------|--------------------|
|                                |                    |             |                    |

|                                |                                                                                                                                                                                                               |          |             |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## F. Syllabus

### Module I: Introduction

Types of Risks, Risk Management, Tools of Risk Management, Financial derivatives in Indian Financial markets.

### Module II: Futures and Forwards

The Futures Markets, Buying and Selling Futures, Devising a Hedging Strategy Using Futures, Stock Index Futures, Value at Risk, Short Term and Long Term Interest Rate Futures, Foreign Currency Futures and Commodity Futures

### Module III: Swaps

Structure of a Swap, Interest Rate Swaps, Currency of Swaps, Commodity Swaps, Other Swaps, Credit Risk, Role of a Swap Dealer.

### Module IV: Options

Options Markets; Properties of Stock Option Prices; Option Pricing Models – Binomial Model, Black-Scholes; Model, Single Period Options – Calls and Puts, Payoff Diagrams of Simple and Complex Option Strategies, Cash Settled Options, Multi-Period Options – Caps, Floors, Collars, Captions, Swaptions and Compound options, Cross-currency Futures and Options. Option Strategies Payoff Diagram – Application using MS-Excel

### Module V: Risk Analysis & Other Innovations

Debt Market Innovations, Mortgage-Backed Securities, Credit Default Swaps; Collateralized Loan Obligations, Total Return Swap, Hybrid Securities, Asset-Liability Management Value at risk- Introduction, Types, Methods of Value at Risk- Variance-Covariance Methods, Historical Simulation Methods, Monte Carlo Simulation Methods, Risk management using derivatives

### Module VI: Recent Trends

Exotic Options, Synthetic Instruments, Direct and Cross Hedges.

### Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/Presentation | ESE |
|---------------|---------------|------------|------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                             | 70  |

#### Text &References:

- Hull, J. C. (1999), Introduction to Futures and Options Markets, Prentice Hall of India.
- Edwards, F. R. and Ma, C. W. (1992), Futures and Options, McGraw-Hill International.
- Rebonato, R. (1996), Interest Rate Option Models: Understanding, Analyzing and Using Models for Exotic Interest Rate Options, John Wiley and Sons.
- Kolb, R. W. (1997), Understanding Futures Markets, Prentice Hall of India.
- Marshall, J. F. and Bansal, V. K. (2006). Financial Engineering: A Complete Guide to Financial Innovation, Prentice Hall of India.
- Articles from selected journals and magazines.

#### G. Lecture Plan

| Lecture | Topics                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Types of Risks and Risk Management                | Lecture          | MBA407.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Tools of Risk Management                          | Lecture          | MBA407.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Tools of Risk Management                          | Lecture          | MBA407.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Financial derivatives in Indian Financial markets | Lecture          | MBA407.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Financial derivatives in Indian Financial markets | Lecture          | MBA407.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | The Futures Markets, ,                            | Lecture          | MBA407.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Devising a Hedging Strategy Using Futures,        | Lecture          | MBA407.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Stock Index Futures, Value                        | Lecture          | MBA407.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Value at Risk                                     | Lecture          | MBA407.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Short Term and Long Term Interest Rate Futures    | Lecture          | MBA407.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Foreign Currency Futures and Commodity Futures    | Lecture          | MBA407.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Structure of a Swap                               | Lecture          | MBA407.3         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Interest Rate Swaps                               | Lecture          | MBA407.3         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Currency of Swaps                                 | Lecture          | MBA407.3         | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                |            |          |                                 |
|----|----------------------------------------------------------------|------------|----------|---------------------------------|
| 15 | Commodity Swaps                                                | Lecture    | MBA407.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Other Swaps, Credit Risk, Role of a Swap Dealer.               | Lecture    | MBA407.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Options Markets                                                | Lecture    | MBA407.4 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Properties of Stock Option Prices                              | Lecture    | MBA407.4 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Option Pricing Models - Binomial Model                         | Lecture    | MBA407.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Option Pricing Models - Binomial Model                         | Lecture    | MBA407.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Black-Scholes; Model                                           | Lecture    | MBA407.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Single Period Options - Calls and Puts                         | Lecture    | MBA407.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Payoff Diagrams of Simple and Complex Option Strategies        | Lecture    | MBA407.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Cross-currency Futures and Options                             | Lecture    | MBA407.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Multi-Period Options - Caps                                    | Lecture    | MBA407.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Floors, Collars, Captions, Swaptions and Compound options      | Lecture    | MBA407.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Option Strategies Payoff Diagram - Application using MS-Excel  | Lecture    | MBA407.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Option Strategies Payoff Diagram - Application using MS-Excel  | Lecture    | MBA407.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Debt Market Innovations                                        | Lecture    | MBA407.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Mortgage Backed Securities                                     | Lecture    | MBA407.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Credit Default Swaps; Collateralized Loan Obligations          | Case study | MBA407.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Asset-Liability Management Value at risk- Introduction, Types  | Case study | MBA407.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Methods of Value at Risk- Variance-Covariance Methods          | Case study | MBA407.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Historical Simulation Methods, Monte Carlo Simulation Methods, | Case study | MBA407.5 | Mid Term-2, Quiz & End Sem Exam |

|    |                                       |            |          |                                 |
|----|---------------------------------------|------------|----------|---------------------------------|
|    | Risk management using derivatives.    |            |          |                                 |
| 35 | Exotic Options, Synthetic Instruments | Case study | MBA407.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Direct and Cross Hedges               | Case study | MBA407.6 | Mid Term-2, Quiz & End Sem Exam |

#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                           | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                     | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 407.1</b> | It will enable the students to select right kind of derivatives amongst forward, futures, options, Greeks, swaps for risk hedging.. | 3                                   | 2           | 2           | -           | 3           | 1           | -           | 2           | 2           | 1            | 2                                            | 2                | 1                |
| <b>MBA4 07.2</b> | Students will be able to analyse the risks in different financial markets                                                           | 2                                   | 3           | 1           | 2           | 3           | -           | 2           | 1           | 2           | 2            | 3                                            | 2                | 1                |
| <b>MBA4 07.3</b> | Acquire ability to selection of various options and then can apply them                                                             | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 3            | 2                                            | 1                | 1                |



| CO4: Student will be able to strategically manage the financial derivatives.<br>CO5: Able to distinguish among hedging, speculation, and arbitrage. |              |                                                                            |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------------|-------|
| CO Map                                                                                                                                              | Question No. | Question                                                                   | Marks |
| CO1                                                                                                                                                 | Q.1          | Explain various Types of Risks and Risk Management.                        | 3     |
| CO1                                                                                                                                                 | Q.2a         | What do you financial derivatives in Indian Financial markets? Explain     | 3     |
|                                                                                                                                                     | Q.2b         | Discuss Short Term and Long-Term Interest Rate Futures?                    | 3     |
| CO1                                                                                                                                                 | Q.3          | Elaborate the concept of Interest Rate Swaps, Currency of Swaps.           | 6     |
| CO2                                                                                                                                                 | Q.4          | Explain the Role of a Swap Dealer.                                         | 3     |
| CO2                                                                                                                                                 | Q.5a         | Describe the Properties of Stock Option Prices.                            | 3     |
|                                                                                                                                                     | Q.5b         | Describe in brief Payoff Diagrams of Simple and Complex Option Strategies. | 3     |
| CO3                                                                                                                                                 | Q 6          | Explain Binomial Model in detail                                           | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                       |
|-------------------------|-----------------------|
| <b>Session</b>          | 2020-21               |
| <b>Course Name</b>      | MBA                   |
| <b>Semester</b>         | 4th Semester          |
| <b>Subject Code</b>     | MBA 407               |
| <b>Subject Name</b>     | FINANCIAL DERIVATIVES |
| <b>Attainment Level</b> | Level 3               |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                     |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : <b>MANAGING BANKS AND FINANCIAL INSTITUTIONS</b>                                 |
| Course Code : MBA 408, Crédits : 03, Session : 2020-21 (Even Sem.), Class : MBA. 2nd Year |

**A. Introduction:** The aim of the course is to orient the finance students to the changes in the financial industry. The financial industry much like the computer industry is changing rapidly. A course that merely describes the existing institutions will not prepare the students adequately for the change. Thus, familiarization with institutions of today & developing an understanding why they are the way they are, and why they are changing is the core aim of the course. An Indian perspective will be added but conceptually the Global frameworks will be used. This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding, Social Responsiveness and Ethics.

**B. Course Outcomes:** At the end of the course, students will be able to:

CO1. Understanding the broader problems of Banks and financial institutions

CO2. Understand the entire process of operating a bank and other financial institutions with respects to the rules and regulations prescribed by the regulators.

CO3. Explain elements of the Basel regulatory framework, with special emphasis on capital adequacy regulation, and calculate banks' required capital ratios given their balance sheets.

CO4. Explain the roles financial intermediaries perform in society and the major risks they face

CO5. Understand The modern banking service.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Program Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

**E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**F. Syllabus**

**Module I: Indian banking structure and operations**

Functions of bank, types of banks, scheduled commercial banks: Public sector banks, nationalized banks, private banks, foreign banks in India, Branches of Indian Banks Abroad. Investment Banking, Cooperative banks. Overview of lending products and loan appraisal process-Corporate loan life cycle-Trade finance, treasury.

**Module II: Investment banking & wealth management:**

Functions of investment Banks, Types of investment banks, Investment banking services: Fund raising services, Advisory services, Merchant banking services. Risk Management

**Module III: Regulatory and legal environment- Innovations and recent trends in banking**

Regulatory Institutions RBI & SEBI, Lender's Liability Act, Banking Innovations, Recent Basel Committee Recommendations, CAR - Risk Weighted Assets and Risk Based Supervision, Asset Liability Management in Commercial Banks, Corporate Debt Restructuring, Internet Banking, Mobile Banking, E-Banking Risks, E-Finance, Electronic Money, Digital Signatures, RTGS, NEFT etc.

**Module IV: Developmental Financial Institutions**

Role of Developmental Banks in Industrial Financing, Resource Mobilization of Developmental Banks, Project Examination by Developmental Banks.



### Module V: Insurance Institutions

Role of Insurance companies in Industrial Financing, Life insurance & General insurance, New developments in insurance as a sector in the Indian financial system, Bancassurance Models in Europe and India, Concept and working of reinsurance, Introduction to financial inclusion and micro finance, Pension fund regulatory and development authority.

### G. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

### H. Suggested Text/Reference Books:

- Chandra, P. (1997), Financial Management: Theory & Practice, Tata McGraw Hill.
- Jakhotiya, G. P.(2000), Strategic Financial Management, Vikas Publishing House.
- Grundy, T., Johnson, G and Scholes, K. (1998), Exploring Strategic Financial Management, Prentice Hall Europe.
- Shank, J. K. & Govindarajan, V. (1995), Strategic Cost Management: The New Tool for Competitive Advantage, the Free Press.

### I. Lecture Plan

| Lecture | Topics                                                                                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Functions of bank                                                                                           | Lecture          | MBA408.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | types of banks, scheduled commercial banks                                                                  | Lecture          | MBA408.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Public sector banks, nationalized banks                                                                     | Lecture          | MBA408.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | private banks, foreign banks in India, Branches of Indian Banks Abroad                                      | Lecture          | MBA408.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Investment Banking, Cooperative banks                                                                       | Lecture          | MBA408.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Overview of lending products and loan appraisal process- Corporate loan life cycle- Trade finance, treasury | Lecture          | MBA408.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Functions of investment Banks                                                                               | Lecture          | MBA408.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Types of investment banks                                                                                   | Lecture          | MBA408.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Investment banking                                                                                          | Lecture          | MBA408.2         | Mid Term-1, Quiz                |

|    |                                                                          |         |          |                                 |
|----|--------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | services                                                                 |         |          | & End Sem Exam                  |
| 10 | Fund raising services                                                    | Lecture | MBA408.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Advisory services, Merchant banking services.                            | Lecture | MBA408.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Risk Management                                                          | Lecture | MBA408.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Regulatory Institutions RBI & SEBI                                       | Lecture | MBA408.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Lender's Liability Act, Banking Innovations                              | Lecture | MBA408.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Recent Basel Committee Recommendations                                   | Lecture | MBA408.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | CAR - Risk Weighted Assets and Risk Based Supervision                    | Lecture | MBA408.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Asset Liability Management in Commercial Banks                           | Lecture | MBA408.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Corporate Debt Restructuring, Internet Banking                           | Lecture | MBA408.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Mobile Banking, E-Banking Risks                                          | Lecture | MBA408.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | E-Finance, Electronic Money                                              | Lecture | MBA408.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Digital Signatures, RTGS, NEFT etc.                                      | Lecture | MBA408.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Role of Developmental Banks in Industrial Financing                      | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Resource Mobilization of Developmental Banks                             | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Resource Mobilization of Developmental Banks                             | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Life insurance & General insurance                                       | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | New developments in insurance as a sector in the Indian financial system | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | New developments in insurance as a sector in the Indian financial system | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Bancassurance Models in Europe and India                                 | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Bancassurance Models in Europe and India                                 | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Concept and working of                                                   | Lecture | MBA408.4 | Mid Term-2, Quiz                |

|    |                                                       |         |          |                                 |
|----|-------------------------------------------------------|---------|----------|---------------------------------|
|    | reinsurance                                           |         |          | & End Sem Exam                  |
| 31 | Concept and working of reinsurance                    | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Introduction to financial inclusion and micro finance | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Introduction to financial inclusion and micro finance | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Pension fund regulatory and development authority     | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Pension fund regulatory and development authority     | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Pension fund regulatory and development authority     | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| CO              | STATEMENT                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA408.1</b> | Understanding the broader problems of Banks and financial institutions | 2                                   | 3           | 2           | 2           | 3           | 2           | 1           | 3           | 2           | 1            | 2                                            | 2                | 3                |

|                 |                                                                                                                                                                                    |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA408.2</b> | Understand the entire process of operating a bank and other financial institutions with respects to the rules and regulations prescribed by the regulators.                        | 2 | 2 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 3 | 3 | 1 |
| <b>MBA408.3</b> | Explain elements of the Basel regulatory framework, with special emphasis on capital adequacy regulation, and calculate banks' required capital ratios given their balance sheets. | 1 | 2 | 2 | 3 | 1 | 1 | 3 | 2 | 3 | 2 | 2 | 1 | 2 |
| <b>MBA408.4</b> | Explain the roles financial intermediaries perform in society and the major risks they face                                                                                        | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>MBA408.5</b> | Understand The modern banking service.                                                                                                                                             | 3 | 2 | 1 | 2 | 3 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 3 |

### Sample Question Paper

| Class: MBA IV Semester                                                |             |                 |          |           |                |          |
|-----------------------------------------------------------------------|-------------|-----------------|----------|-----------|----------------|----------|
| Subject Name:<br>MBA 408 MANAGING BANKS AND<br>FINANCIAL INSTITUTIONS |             | Time: 01:30 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy               | Remembering | Understanding   | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                   | Q.1,4       | Q.2,3           | Q.4      | Q.2,5,6   |                |          |

Student will be able to

CO1. Understanding the broader problems of Banks and financial institutions

CO2. Understand the entire process of operating a bank and other financial institutions with respects to the rules and regulations prescribed by the regulators.

CO3. Explain elements of the Basel regulatory framework, with special emphasis on capital adequacy regulation, and calculate banks' required capital ratios given their balance sheets.

CO4. Explain the roles financial intermediaries perform in society and the major risks they face.

CO5. Understand The modern banking service.

| CO Map | Question No. | Question                                                              | Marks |
|--------|--------------|-----------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain the main function of Banks.                                   | 3     |
| CO1    | Q.2a         | What is the difference between public sector and private sector banks | 3     |
|        | Q.2b         | Write a note on Investment Banking, Cooperative banks                 | 3     |
| CO1    | Q.3          | Discuss Fund raising services, Advisory services.                     | 6     |
| CO2    | Q.4          | Explain loan appraisal process in detail                              | 3     |
| CO2    | Q.5a         | Explain various types of investment banks.                            | 3     |
|        | Q.5b         | Explain Asset Liability Management in Commercial Banks.               | 3     |
| CO2    | Q.6          | Explain Digital Signatures, RTGS, NEFT.                               | 6     |

| Attainments | Rubric |
|-------------|--------|
|-------------|--------|

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                           |
|-------------------------|-------------------------------------------|
| <b>Session</b>          | 2020-21                                   |
| <b>Course Name</b>      | MBA                                       |
| <b>Semester</b>         | 4th Semester                              |
| <b>Subject Code</b>     | MBA 408                                   |
| <b>Subject Name</b>     | MANAGING BANKS AND FINANCIAL INSTITUTIONS |
| <b>Attainment Level</b> | Level 3                                   |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : **MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING**

Course Code : MBA 409, Crédits : 03, Session : 2020-21 (Even Sem.), Class : MBA. 2nd Year

**Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding. The course will develop an understanding of Mergers and Acquisitions (M&A) in detail. In addition students will familiarise with various techniques of corporate restructuring, and valuation methods and their application used by corporate in real life.

**I. Course Outcomes:** At the end of the course, students will be able to:

**MBA409.1.** Understand to acquire a critical cross-functional perspective of the mergers and acquisitions process.

**MBA409.2.** Develop an ability to understand factors influencing the valuation of a business and different methods used in Business Valuation.

**MBA409.3.** Analyze investment opportunities in fixed income securities.

**MBA409.4.** Assess various case studies to analyze valuation strategies, pre and post-merger issues and challenges.

**J. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.



**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **K. Program Specific Outcomes:**

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

#### **L. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1         | CT          | 15%                |
|                                | Mid Term 2         |             |                    |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
|                          | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

#### M. Syllabus:

##### Module I: Introduction to Corporate Restructuring

Fundamental concept of corporate restructuring, historical background, different forms, motives & applications of corporate restructuring, Mergers & acquisitions concept, process, Stages of the acquisition Process, Commonly used takeover tactics and defences, Value creation/ destruction through corporate mergers and acquisitions

##### Module II: Accounting, Taxation & legal aspects of M&A

Accounting for Mergers & Demergers, Integration of tools and skills to complete an acquisition, Company Law & Competition Act for M&A, SEBI's rules & regulations for M&A, Share Buyback guidelines, Tax implications. Calculations of exchange ratio.

##### Module III: Valuation Aspects of M&A

How and when to apply valuation techniques, Fundamental and methods of valuation, Calculations of financial synergy and return, Financial modelling tools, Different approaches of valuation – Comparable company & transaction analysis method, DCF, Real Option method, Formula approach for valuation

##### Module IV: Dimensions of Corporate Restructuring

Corporate Restructuring & Divestiture, Financial Restructuring, Alliances & Joint Ventures, Employee Stock Ownership, Going Private & Leveraged Buyouts

##### Module V: Other Issues in Corporate Restructuring

Due diligence for M&A, Cross-Border Mergers & Acquisitions, Funding Options for M&A, Various Case Studies in Mergers & Acquisitions.

#### N. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/ Presentation | ESE |
|---------------|---------------|------------|---------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                    | 70  |

#### O. Text & References:

- B Rajesh Kumar (2010). Mergers: & Acquisitions: Text & Cases. McGraw Hill Education.
- Chandrashekar Krishna Murthy: & Vishwanath S.R (2008). Merger Acquisitions & Corporate Restructuring. Sage Publication.

**P. Lecture Plan:**

| Lecture | Topics                                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Asset Liability Management in Commercial Banks                         | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | historical background, different forms                                 | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | motives & applications of corporate restructuring                      | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Mergers & acquisitions concept, process                                | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Stages of the acquisition Process                                      | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Commonly used takeover tactics and defences.                           | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Value creation/ destruction through corporate mergers and acquisitions | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Value creation/ destruction through corporate mergers and acquisitions | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Accounting for Mergers & Demergers                                     | Lecture          | MBA409.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Integration of tools and skills to complete an acquisition             | Lecture          | MBA409.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Company Law & Competition Act for M&A                                  | Lecture          | MBA409.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Company Law & Competition Act for M&A                                  | Lecture          | MBA409.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Share Buyback guidelines                                               | Lecture          | MBA409.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Tax implications. Calculations of exchange ratio                       | Lecture          | MBA409.2         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Tax implications. Calculations of exchange ratio                       | Lecture          | MBA409.2         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                      |         |          |                                 |
|----|--------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 16 | How and when to apply valuation techniques                                           | Lecture | MBA409.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | How and when to apply valuation techniques                                           | Lecture | MBA409.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Fundamental and methods of valuation,                                                | Lecture | MBA409.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Calculations of financial synergy and return,                                        | Lecture | MBA409.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Calculations of financial synergy and return,                                        | Lecture | MBA409.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Financial modelling tools                                                            | Lecture | MBA409.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Different approaches of valuation - Comparable company & transaction analysis method | Lecture | MBA409.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Different approaches of valuation - Comparable company & transaction analysis method | Lecture | MBA409.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | DCF, Real Option method                                                              | Lecture | MBA409.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | DCF, Real Option method                                                              | Lecture | MBA409.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Formula approach for valuation                                                       | Lecture | MBA409.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Corporate Restructuring & Divestiture                                                | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Corporate Restructuring & Divestiture                                                | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Employee Stock Ownership                                                             | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Going Private & Leveraged Buyouts                                                    | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Pitfalls to be Avoided                                                               | Lecture | MBA409.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Due diligence for M&A                                                                | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Cross-Border Mergers & Acquisitions                                                  | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Funding Options for M&A                                                              | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Various Case Studies in Mergers & Acquisitions                                       | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                |         |          |                                 |
|----|------------------------------------------------|---------|----------|---------------------------------|
| 36 | Various Case Studies in Mergers & Acquisitions | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
|----|------------------------------------------------|---------|----------|---------------------------------|

**Q. Course Articulation Matrix (Mapping of COs with POs)**

| CO              | STATEMENT                                                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA409.1</b> | <i>Understand to acquire a critical cross-functional perspective of the mergers and acquisitions process.</i>                      | 3                                   | 2           | 3           | 1           | 3           | 1           | 1           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>MBA409.2</b> | Develop an ability to understand factors influencing the valuation of a business and different methods used in Business Valuation. | 2                                   | 2           | 2           | 1           | 1           | 2           | 2           | 2           | 2           | 2            | 3                                            | 2                | 1                |
| <b>MBA409.3</b> | Analyze investment opportunities in fixed income securities.                                                                       | 1                                   | 2           | 2           | 1           | 2           | 2           | 1           | 2           | 1           | 2            | 3                                            | 1                | 1                |
| <b>MBA409.4</b> | Assess various case studies to analyze valuation strategies, pre and post-merger                                                   | 2                                   | 3           | 1           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 2                | 1                |

[illegible]

## Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                     |                                                                                        |                 |                  |                       |                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –4) 2020-21</b>                                                                                                                                                                                                                                                                                                                                                                                                       |                     |                                                                                        |                 |                  |                       |                 |
| <b>Class: MBA IV Semester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                |                     |                                                                                        |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>MBA 409 MERGERS,<br/> ACQUISITIONS AND CORPORATE<br/> RESTRUCTURING</b>                                                                                                                                                                                                                                                                                                                                                                           |                     | <b>Time: 01:30 Hrs</b>                                                                 |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the<br/> questions as<br/> per Blooms<br/> Taxonomy</b>                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Remembering</b>  | <b>Understanding</b>                                                                   | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question<br/> Mapping</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                                           | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <b>Student will be able to</b><br>CO1: Understand to acquire a critical cross-functional perspective of the mergers and acquisitions process.<br>CO2: Develop an ability to understand factors influencing the valuation of a business and different methods used in Business Valuation.<br>CO3: Analyse investment opportunities in fixed income securities.<br>CO4: Assess various case studies to analyse valuation strategies, preand post-merger issues and challenges. |                     |                                                                                        |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Question No.</b> | <b>Question</b>                                                                        |                 |                  |                       | <b>Marks</b>    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.1                 | Discuss Fundamental concept and, historical background of corporate restructuring.     |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.2a                | Explain motives & applications of corporate restructuring                              |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.2b                | Explain Stages of the acquisition Process.                                             |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.3                 | Discuss Commonly used takeover tactics and defenses                                    |                 |                  |                       | 6               |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.4                 | What do you understand by Mergers & acquisitions concept. Explain                      |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.5a                | What are the Integration of tools and what skills required to complete an acquisition? |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.5b                | Describe SEBI's rules & regulations for Merger & Acquisition.                          |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q 6                 | How and when to apply valuation techniques? Discuss                                    |                 |                  |                       | 6               |

|  |  |                              |  |
|--|--|------------------------------|--|
|  |  | various methods of valuation |  |
|--|--|------------------------------|--|

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# Attainment

|                         |                                                   |
|-------------------------|---------------------------------------------------|
| <b>Session</b>          | 2020-21                                           |
| <b>Course Name</b>      | MBA                                               |
| <b>Semester</b>         | 4th Semester                                      |
| <b>Subject Code</b>     | MBA 409                                           |
| <b>Subject Name</b>     | MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING |
| <b>Attainment Level</b> | Level 3                                           |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                                |
|------------------------------------------------------------------------------------------------------|
| Course Handout                                                                                       |
| Course : Behavioral Finance                                                                          |
| Course Code : MBA 410, Crédits : 03, Session : Behavioral Finance (Even Sem.), Class : MBA. 2nd Year |

**Introduction** This course will help students in developing Critical thinking, doing Business Analysis, Problem Solving and finding Innovative Solutions. Students can understand Business Environment and develop Domain Knowledge. Students will get clear understanding of the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges. Important theories, techniques, regulations and certain advancements in theory of investment will be covered with an aim of helping the participants make sound investment decisions both in the context of individual security and portfolio investment.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA410.1.** Understand the differences between a behavioural finance perspective and a traditional finance perspective.

**MBA410.2.** Understand and critically discuss the cognitive biases and errors of judgment that affect financial decisions.

**MBA410.3.** Critically evaluate behavioural influences involving individuals' investment decisions.

**MBA410.4.** Critically discuss important developments in this new area and the associated practical insights they provide.

**MBA410.5:** the will be able to Apply analytical skills for financial decision making and Conduct a relative valuation for financial investments.

**B. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### C. Program Specific Outcomes:

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.2** Getting a conceptual understanding of different products & services, functioning and recent developments in stock and derivatives markets. To get familiar with the stock market terminology, modes of trading and trading strategies in stock & derivatives market and to get equipped with the financial tools for making decision for investment in different financial securities.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

### D. Assessment Plan:

| Component of Evaluation | Description | Code | Weightage % |
|-------------------------|-------------|------|-------------|
| Continuous Internal     | Mid Term 1  | CT   | 15%         |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Evaluation               | Mid Term 2                                                                                                                                                                                                    |          |             |
|                          | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## E. Syllabus:

### Module 1 Introduction to behavioural finance

Concept - nature- Scope – significance - Objectives - history -assumption- building blocks – use of behavioural finance - traditional view of financial market- Classical Finance - Conceptual difference between standard finance and behavioural finance.- Concept of psychology - psychology with reference to economics - psychology with reference to investors - psychology of the rational economic man- causes of behaviour differences, Real world applications to public policy

### Module 2 Behavior and decision making

Financial Decision Making - expected value- utility - The Expected Utility theory- criticism of expected utility theory- Discounting - Hyperbolic Discounting Factors - foundations of behavior- behavioral models- Prospect theory application of prospect theory - loss aversion theory- regret aversion- mental accounting. Heuristics and Biases in Human Decision making-A framework of decision making under risk-Real world applications in finance

### Module 3 Anomalies of financial market

Investor Biases -Overconfidence Bias -Representativeness Bias -Anchoring and Adjustment Bias - Cognitive Dissonance Bias -Availability Bias - Illusion of Control Bias -Conservatism Bias -Ambiguity Aversion Bias -Endowment Bias - Self-Control Bias -Optimism Bias -Mental Accounting Bias -Hindsight Bias -Loss Aversion Bias -Regret Aversion Bias -Framing Bias - Status Quo Bias

### Module 4 Bubbles

Meaning-characteristics of bubbles-how bubble occurs-when bubble burst-stages of a bubble -Tulip mania -classification of bubble -behavioral explanation of bubble -investor behavior during bubble- investor sentiments and bubble creation - famous bubbles in the market

### Module 5 Herding

Herd behavior -Effects of herding -Herding in Investment Advice-Equity Premium Puzzle-Myopic Loss Aversion-Is Loss Aversion is Irrational.

**F. Examination Scheme:**

| <b>Components</b>    | <b>Mid Term Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>ESE</b> |
|----------------------|----------------------|-------------------|---------------------------------------------|------------|
| <b>Weightage (%)</b> | 15                   | 5                 | 10                                          | 70         |

**G. Text & References:**

1. Finding Financial Wisdom in Unconventional Places (Columbia Business School Publishing)
2. Bisen,pandey-Learning Behavioural Finance(Excel Books)
3. A History of Financial Speculation: Edward Chancellor
4. Forbes- Behavioural Finance (Wiley India)
5. The Little Book of Behavioral Investing (Montier) 6. The Psychology of Persuasion (Collins Business Essentials)
6. Behavioural Finance, Shuchita Singh and Shilpa Bahl, Vikas Publications House Pvt Ltd
7. Behavioural Finance, M M Sulphey, PHI learning Pvt Ltd
- 8.. Behavioural Finance, William Forbes, Wiley India Pvt Ltd
9. Behavioural Finance – Insights into Irrational Minds and market, James Montier, John Wiley & Sons, Inc.
10. Behavioural Finance and Wealth Management, Michael M. Pompian, John Wiley & Sons, Inc.

## H. Lecture Plan

| Lecture | Topics                                                                                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Concept - nature- Scope - significance of behavioral finance                                               | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Objectives - history - assumption- building blocks                                                         | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | use of behavioural finance                                                                                 | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | traditional view of financial market                                                                       | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Classical Finance - Conceptual difference between standard finance and behavioural                         | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Concept of psychology - psychology with reference to economics                                             | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | psychology with reference to investors                                                                     | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | psychology of the rational economic                                                                        | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | man- causes of behaviour differences                                                                       | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Real world applications to public policy                                                                   | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Financial Decision Making                                                                                  | Lecture          | MBA410.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | expected value- utility - The Expected Utility theory                                                      | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 13      | criticism of expected utility theory- Discounting                                                          | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Hyperbolic Discounting Factors                                                                             | Lecture          | MBA410.1         | Mid Term-1, Quiz & End Sem Exam |
| 15      | foundations of behavior- behavioral models                                                                 | Lecture          | MBA410.2         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Prospect theory application of prospect theory - loss aversion theory- regret aversion- mental accounting. | Lecture          | MBA410.2         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Heuristics and Biases in Human Decision making                                                             | Lecture          | MBA410.2         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                       |         |          |                                 |
|----|-------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 18 | A framework of decision making under risk-Real world applications in finance                          | Lecture | MBA410.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Investor Biases - Overconfidence Bias                                                                 | Lecture | MBA410.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Representativeness Bias - Anchoring and Adjustment Bias -Cognitive Dissonance Bias -Availability Bias | Lecture | MBA410.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Illusion of Control Bias - Conservatism Bias - Ambiguity Aversion Bias                                | Lecture | MBA410.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Endowment Bias - Self-Control Bias -Optimism Bias -Mental Accounting Bias                             | Lecture | MBA410.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Hindsight Bias -Loss Aversion Bias -Regret Aversion Bias -Framing Bias - Status Quo Bias              | Lecture | MBA410.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Other tools to Forecast the market and take Entry and exit decisions; Dow Theory                      | Lecture | MBA410.2 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Meaning-characteristics of bubbles-how bubble occurs-                                                 | Lecture | MBA410.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | when bubble burst-stages of a bubble -Tulip mania                                                     | Lecture | MBA410.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | classification of bubble                                                                              | Lecture | MBA410.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | behavioral explanation of bubble                                                                      | Lecture | MBA410.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | investor behavior during bubble- investor sentiments and bubble creation                              | Lecture | MBA410.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | famous bubbles in the market                                                                          | Lecture | MBA410.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Herd behavior -Effects of herding                                                                     | Lecture | MBA410.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Herd behavior -Effects of herding                                                                     | Lecture | MBA410.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Herding in Investment Advice-Equity                                                                   | Lecture | MBA410.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Herding in Investment Advice-Equity.                                                                  | Lecture | MBA410.5 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                          |         |          |                                    |
|----|--------------------------------------------------------------------------|---------|----------|------------------------------------|
| 35 | Premium Puzzle-Myopic Loss<br>Aversion-Is Loss Aversion is<br>Irrational | Lecture | MBA410.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 36 | Premium Puzzle-Myopic Loss<br>Aversion-Is Loss Aversion is<br>Irrational | Lecture | MBA410.5 | Mid Term-2, Quiz<br>& End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|----------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA410.1</b> | Understand the differences between a behavioural finance perspective and a traditional finance perspective     | 3                                   | 2           | 2           | 3           | 3           | 1           | 2           | 3           | 2           | 2            | 2                                            | 2                | 3                |
| <b>MBA410.2</b> | Understand and critically discuss the cognitive biases and errors of judgment that affect financial decisions. | 2                                   | 3           | 1           | 1           | 2           | 2           | 2           | 2           | 3           | 2            | 3                                            | 2                | 2                |
| <b>MBA410.3</b> | Critically evaluate behavioural influences involving                                                           | 1                                   | 1           | 2           | 1           | 2           | 2           | 1           | 2           | 2           | 3            | 2                                            | 1                | 1                |



|                 |                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                 | individuals' investment decisions.                                                                                                     |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>MBA410.4</b> | Critically discuss important developments in this new area and the associated practical insights they provide.                         | 2 | 2 | 3 | 2 | 3 | 1 | 1 | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>MBA410.5</b> | They will be able to Apply analytical skills for financial decision making and Conduct a relative valuation for financial investments. | 3 | 2 | 2 | 2 | 3 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 3 |

**Sample Question Paper**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |              |                                                                                      |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –4) 2020-21                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |              |                                                                                      |          |           |                |          |
| Class: MBA IV Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                                                      |          |           |                |          |
| Subject Name:<br>MBA 410 Behavioral Finance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              | Time: 01:30 Hrs                                                                      |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Remembering  | Understanding                                                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Q.1,4        | Q.2,3                                                                                | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Demonstrate and understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management.</p> <p>CO2: Analyzing stock returns and risk framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.</p> <p>CO3: Demonstrate and learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel.</p> <p>CO4: Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models.</p> <p>CO5: Measuring the risk and return of a portfolio position, diversify, and manage investment portfolios in accordance with a person's risk preferences.</p> |              |                                                                                      |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Question No. | Question                                                                             |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1          | Discuss Concept - nature- Scope of behavioural finance                               |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.2a         | Differentiate among behavioural finance and standard finance.                        |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.2b         | Discuss the Concept of psychology with reference to economics.                       |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.3          | Elaborate about The Expected Utility theory.                                         |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.4          | Discuss various factors of Hyperbolic Discounting.                                   |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.5a         | Explain psychology of the rational economic man and causes of behaviour differences. |          |           |                | 3        |

|     |      |                                                                                       |   |
|-----|------|---------------------------------------------------------------------------------------|---|
|     | Q.5b | Elaborate the criticism of expected utility theory                                    | 3 |
| CO2 | Q 6  | Write a note on mental accounting and Heuristics and Biases in Human Decision making. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21

**Course Name** MBA

**Semester** 4th Semester

**Subject Code** MBA 410

**Subject Name** Behavioral Finance

**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                    |
|------------------------------------------------------------------------------------------|
| Course Handout                                                                           |
| Course : HUMAN RESOURCE METRICS AND ANALYTICS                                            |
| Course Code : MBA 412, Crédits : 03, Session :2020-21 (Even Sem.), Class : MBA. 2nd Year |

**CC. Introduction:** This course introduces the student to the theory, concepts, and business application of human resources research, data, metrics, systems, analyses, and reporting. The student will develop an understanding of the role and importance of HR analytics, and the ability to track, store, retrieve, analyse and interpret HR data to support decision making. It will enhance the ability of student to communicate effectively the HR metrics.

**DD. Course Outcomes:** At the end of the course, students will be able to:

**MBA 412.1.** Understand the importance of HR metrics and analytics in measuring HR's impact and drive business results.

**MBA 412.2** Identify the right HR metrics– aligning HR and business goals.

**MBA 412.3** Develop the total quality management approach and improving the HR audit system.

**MBA 412.4** Understanding human resource information system.

**EE. Program Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## **FF. Programme Specific Outcomes:**

PSO1: - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

## **GG. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT          | 15%                |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A           | 5%                 |
| End Semester                   | End Semester Examination                                                                                                                                                            | EE          | 70%                |

|              |  |  |             |
|--------------|--|--|-------------|
| Examination  |  |  |             |
| <b>Total</b> |  |  | <b>100%</b> |

## HH. Syllabus

### Module I: Introduction and the challenges of measurement

Introduction: Meaning & Definition of HR Measurement – Importance; Development of Concept. HR measurement for HR Professionals; Investment in Human Resources. Efficient use of Human Resource, Adopting the right perspective: Understanding the role of workforce in strategy implementation.

### Module II: Developing measurement metrics

Understanding and developing the right metrics: Tools to manage the implementation of strategy, implementing the metrics. Benchmarking HR .Different types of scorecards- Balance Score Card, HR Score Card.

### Module III: Designing the metrics

Principles of good measurement. Cost-benefit analyses for HR interventions. Measuring HR alignment. Measuring hiring and staffing, Measuring the value of compensation and benefits. **Communicating recommendations** ,Measurement of training and development.

### Module IV: Specific topics in measurement

Measuring the value of employee relations and retention program, Models for Assessing Return on Investment, Assessing value of outsourcing and call centers.

### Module V: TQM and HR Audit

Role of TQM in HR Measurement. **EFQM Model** HR Audit, Implementing HR Audit, Methodology and Issues, HRD Scorecard, HRD Audit – The Indian experiences and cases, People Capability Maturity Model (PCMM), Measuring Intellectual capital and web based HR systems.

### Module VI: Human Resource Information System

Understanding HR indicators, Data collection, tracking, entry, Assess IT requirements to meet HR needs, Relational databases and HR systems, Designing and Implementation of HRIS and personnel research : regression analysis, measures of central tendency) Graphs, tables, spreadsheets, data manipulation using Excel.



## II. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

### JJ. Suggested Text/Reference Books:

- Fitz-Enz Jac,(2001), How to Measure Human Resource Management, 3<sup>rd</sup> Edition, McGraw Hill
- Mello Jeffrey A., (2008), Strategic Human Resource Management, Thompson Press Publishing.
- Rao T.V.(1999), HRD Audit, 3rd Edition Response Books

### KK. Lecture Plan

| Lecture | Topics                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction: Meaning & Definition of HR Measurement – Importance | Lecture          | MBA 412.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Development of Concept. HR measurement for HR Professionals       | Lecture          | MBA 412.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Investment in Human Resources                                     | Lecture          | MBA 412.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Efficient use of Human Resource                                   | Lecture          | MBA 412.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Adopting the right perspective:                                   | Lecture          | MBA 412.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Understanding the role of workforce in strategy implementation.   | Lecture          | MBA 412.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Understanding and developing the right metrics                    | Lecture          | MBA 412.2        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Tools to manage the implementation of strategy                    | Lecture          | MBA 412.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | implementing the metrics                                          | Lecture          | MBA 412.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Benchmarking HR                                                   | Lecture          | MBA 412.2        | Mid Term-1,                     |

|    |                                                                         |         |           |                                 |
|----|-------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                         |         |           | Quiz & End Sem Exam             |
| 11 | Different types of scorecards- Balance Score Card                       | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | HR Score Card.                                                          | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Principles of good measurement                                          | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Cost-benefit analyses for HR interventions                              | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Measuring HR alignment.                                                 | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Measuring hiring and staffing                                           | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Measuring the value of compensation and benefits                        | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Communicating recommendations ,Measurement of training and development. | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Measuring the value of employee relations                               | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | retention program                                                       | Lecture | MBA 412.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Models for Assessing Return on Investment                               | Lecture | MBA 412.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Assesing value of outsourcing and call centers                          | Lecture | MBA 412.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Role of TQM in HR Measurement                                           | Lecture | MBA 412.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | EFQM Model                                                              | Lecture | MBA 412.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | HR Audit, Implementing HR Audit, Methodology and Issues                 | Lecture | MBA 412.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | HRD Scorecard                                                           | Lecture | MBA 412.3 | Mid Term-2,                     |



|                  |                                                                                                            |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 412.1</b> | Understand the importance of HR metrics and analytics in measuring HR's impact and drive business results. | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 2 |
| <b>MBA 412.2</b> | Identify the right HR metrics– aligning HR and business goals.                                             | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 |
| <b>MBA 412.3</b> | Develop the total quality management approach and improving the HR audit system.                           | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |
| <b>MBA 412.4</b> | Understanding human resource information system.                                                           | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 2 |

**Sample Question Paper**

|                                                                                                                |              |                                                                  |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2020-21                                                      |              |                                                                  |          |           |                |          |
| Class: MBA IV Semester                                                                                         |              |                                                                  |          |           |                |          |
| Subject Name: HUMAN RESOURCE METRICS AND ANALYTICS<br><br>MBA 412                                              |              | Time: 01:30 Hrs                                                  |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                 | Remembering  | Understanding                                                    | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                               | Q.1,4        | Q.2,3                                                            | Q.4      | Q.2,5,6   |                |          |
| Student will be able to                                                                                        |              |                                                                  |          |           |                |          |
| CO1: Understand the importance of HR metrics and analytics in measuring HR’s impact and drive business results |              |                                                                  |          |           |                |          |
| CO2: Identify the right HR metrics– aligning HR and business goals                                             |              |                                                                  |          |           |                |          |
| CO Map                                                                                                         | Question No. | Question                                                         |          |           |                | Marks    |
| CO1                                                                                                            | Q.1          | Elaborate the meaning of HR Measurement with its Importance.     |          |           |                | 3        |
| CO1                                                                                                            | Q.2a         | Write a brief note on Investment in Human Resources              |          |           |                | 3        |
|                                                                                                                | Q.2b         | Describe the efficient use of Human Resource.                    |          |           |                | 3        |
| CO1                                                                                                            | Q.3          | Give an account on role of workforce in strategy implementation. |          |           |                | 6        |
| CO2                                                                                                            | Q.4          | Define the term “ HR Metrics” and measurement.                   |          |           |                | 3        |
| CO2                                                                                                            | Q.5a         | What is the process on benchmarking HR.                          |          |           |                | 3        |
|                                                                                                                | Q.5b         | Write a short on HR score card.                                  |          |           |                | 3        |
| CO2                                                                                                            | Q 6          | Explain in detail the “ Balance Score Card” with examples.       |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21

**Course Name** MBA

**Semester** 4th Semester

**Subject Code** MBA 412

**Subject Name** HUMAN RESOURCE METRICS AND ANALYTICS

**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                     |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : INTERNATIONAL HRM : APPROACHES                                                   |
| Course Code : MBA 413, Crédits : 03, Session : 2020-21 (Even Sem.), Class : MBA. 2nd Year |

**MM. Introduction:** The main objective of this course is to inculcate deep understanding of International Human Resources and to explore the dynamics of global business development. It also aims at preparing students about examining significant business opportunities and maximization of returns with understanding of cross cultural management, as primary causes of failure in multinational ventures stem from lack of understanding of the essentials differences in managing human Resources, at all levels in foreign environment.

**NN. Course Outcomes:** At the end of the course, students will be able to:

**MBA 413.1.** Understand the evolution of internationalization of business and the role of human resource management for international context.

**MBA 413.2** Develop the organization structure to manage international staffing and development

**MBA 413.3** Formulate performance management and compensation management strategies to implement in the international context.

**MBA 413.4** Critically analyse cross cultural issue and perspectives for international boundaries.

**MBA 413.5** Demonstrate the mapping of different cultures for maintain international relations.

**OO. Programme Outcomes:**



**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## **PP. Program Specific Outcomes:**

PSO1: - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

## **QQ. Assessment Plan:**

| Component of Evaluation | Description | Code | Weightage |
|-------------------------|-------------|------|-----------|
|-------------------------|-------------|------|-----------|

|                                |                                                                                                                                                                                     |          | %           |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT       | 15%         |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                     |          | <b>100%</b> |

## RR. Syllabus

### Module I: Internationalization

Evolution of International business, Stages of internationalization, Modes of entering International business Relationship between International Strategy and SIHRM- International Human Resource Management – Major Economies and their HRM practices, Models of international HRM, Legal issues in global workforce management

### Module II: Organisation Structure, International Staffing and Development

Challenges in global labour market, Organisation Structure and HRM, Global Human Resource Planning, Issues in supply of International Human Resources, Recruitment and Selection, Training and development for expatriates; Training and development for international staff; Adjusting to the New Culture

### Module III: Performance Management and Compensation Management in International Context

Multinational performance appraisal – Criteria and process, appraisal of expatriate, third and host country employees, issues in international performance management; International control mechanism; Complexities. Objectives of International Compensation Management, Component and Structure of International Compensation package, Approaches to International Compensation Management, social security systems across countries, emerging issues

### Module IV: Understanding Cross Culture: Issues & Perspectives

Understanding Culture, Context for international perfect management, framework for performance management, Determinants of Cultural Identity, Frameworks for Mapping the Culture, Geert Hofstede, cross-cultural issues, North America, South America, some key pointers, Northern Europe, Value based management in Nordic countries, China – the sleeping giant awakes, Japan – a culture of enfolding relationship, South East Asia regional diversity, Studies of National Culture

### Module V: Industrial Relations and Other Issues in IHRM

Understanding Culture, Introduction, Key Concepts, Determinants of Cultural Identity, Frameworks for Mapping the Culture, Geert Hofstede, Clyde Cluckhohn, TE Hall Studies of National Culture, A framework for international industrial relations; Employees participation – Practices in various countries; Managing Workforce diversity, HRM in cross border mergers and acquisitions Adjusting to the New Culture, Competencies for Global Manager, Molester Navigation, Joint ventures, alliances and SMEs; IHRM trends- Complexities, challenges, and choices in future.

#### SS. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### TT. Suggested Text/Reference Books:

- Aswathappa K, Dash Sadhna (2008), International Human Resource Management Text & Cases, Tata McGraw Hill
- Dowling P. J., International human resources management, Cengage EMEA
- Bhatia S.K. (2005), International Human Resource Management, Deep & Deep Publications
- Evans Paul, Vladimir Pucik, Jean-Louis Barsoux (2010), The Global Challenge – Frameworks for International Human Resource Management, Mc Graw Hill
- Rao PL, International Human Resource Management (2008), Excel Books

#### UU. Lecture Plan

| Lecture | Topics                                                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Evolution of International business                                                               | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Stages of internationalization                                                                    | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Modes of entering International business<br>Relationship between International Strategy and SIHRM | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>International Human Resource Management – Major Economies and their HRM practices</i>          | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Models of international                                                                           | Lecture          | MBA 413.1        | Mid Term-1,                     |

|    |                                                                                                                    |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | HRM                                                                                                                |         |           | Quiz & End Sem Exam             |
| 6  | Legal issues in global workforce management                                                                        | Lecture | MBA 413.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Challenges in global labour market                                                                                 | Lecture | MBA 413.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Organisation Structure and HRM                                                                                     | Lecture | MBA 413.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Global Human Resource Planning                                                                                     | Lecture | MBA 413.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Issues in supply of International Human Resources                                                                  | Lecture | MBA 413.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Recruitment and Selection, Training and development for expatriates                                                | Lecture | MBA 413.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Training and development for international staff; Adjusting to the New Culture                                     | Lecture | MBA 413.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Multinational performance appraisal – Criteria and process, ,;Complexities., ,                                     | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | appraisal of expatriate, third and host country employees                                                          | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | issues in international performance management; International control mechanism                                    | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Objectives of International Compensation Management, Component and Structure of International Compensation package | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Approaches to International Compensation Management                                                                | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | social security systems across countries, emerging issues                                                          | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                        |         |           |                                 |
|----|----------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 19 | Understanding Culture,Context for international perfect management                     | Lecture | MBA 413.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | framework for performance management                                                   | Lecture | MBA 413.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Determinants of Cultural Identity, Frameworks for Mapping the Culture                  | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Geert Hofstede                                                                         | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | cross-cultural issues, North America, South America, some key pointers                 | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Northern Europe, Value based management in Nordic countries                            | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | China – the sleeping giant awakes                                                      | Lecture | MBA 413.4 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Japan – a culture of enfolding relationship                                            | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | South-East Asia regional diversity                                                     | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Studies of National Culture                                                            | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Understanding Culture, Introduction                                                    | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Key Concepts, Determinants of Cultural Identity                                        | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Frameworks for Mapping the Culture, Geert Hofstede, Clyde Cluckhohn, TE Hall           | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Studies of National Culture, A framework for international industrial relations        | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Employees participation – Practices in various countries; Managing Workforce diversity | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | HRM in cross border mergers and acquisitions Adjusting to the New Culture              | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                          |         |           |                                 |
|----|------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 35 | Competencies for Global Manager, Molester Navigation, Joint ventures, alliances and SMEs | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | IHRM trends-Complexities, challenges, and choices in future.                             | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |

#### VV.Course Articulation Matrix (Mapping of COs with POs)

| CO               |                                                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                   | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 413.1</b> | Understand the evolution of internationalization of business and the role of human resource management for international context. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |

|                  |                                                                                                                    |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|--------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 413.2</b> | Develop the organization structure to manage international staffing and development                                | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 |
| <b>MBA 413.3</b> | Formulate performance management and compensation management strategies to implement in the international context. | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |
| <b>MBA 413.4</b> | Critically analyse cross cultural issue and perspectives for international boundaries                              | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 2 |
| <b>MBA 413.5</b> | Demonstrate the mapping of different cultures for maintain international relations.                                | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |

### Sample Question Paper

|                                                                                                                                                                                                                                                                              |                     |                                                                             |                 |                  |                       |                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –IV) 2020-21</b>                                                                                                                                                                                                      |                     |                                                                             |                 |                  |                       |                 |
| <b>Class: MBA IV Semester</b>                                                                                                                                                                                                                                                |                     |                                                                             |                 |                  |                       |                 |
| <b>Subject Name: INTERNATIONAL HRM: APPROACHES MBA 413</b>                                                                                                                                                                                                                   |                     | <b>Time: 01:30 Hrs</b>                                                      |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                        | <b>Remembering</b>  | <b>Understanding</b>                                                        | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                      | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                                | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <p>Student will be able to</p> <p>CO1: Understand the evolution of internationalization of business and the role of human resource management for international context.</p> <p>CO2: Develop the organization structure to manage international staffing and development</p> |                     |                                                                             |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                                                                | <b>Question No.</b> | <b>Question</b>                                                             |                 |                  |                       | <b>Marks</b>    |
| CO1                                                                                                                                                                                                                                                                          | Q.1                 | Elaborate the stages of internationalization                                |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                                                          | Q.2a                | Write a brief note on International strategy                                |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                              | Q.2b                | Describe the role of SIHRM.                                                 |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                                                          | Q.3                 | Explain the models of international HRM.                                    |                 |                  |                       | 6               |
| CO2                                                                                                                                                                                                                                                                          | Q.4                 | Give an account on organization structure for international business.       |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                          | Q.5a                | What is the global human resource planning.                                 |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                              | Q.5b                | Write a short on recruitment for expatriate.                                |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                          | Q.6                 | Explain in detail all the issues in supply of International Human Resources |                 |                  |                       | 6               |



| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21

**Course Name** MBA

**Semester** 4th Semester

**Subject Code** MBA 413

**Subject Name** INTERNATIONAL HRM: APPROACHES

**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## AMITY BUSINESS SCHOOL

### Course Handout

Course : MANPOWER PLANNING, RECRUITMENT, AND SELECTION

Course Code : MBA 414, Crédits : 03, Session : 2021-22 (Even Sem.), Class : MBA. 2nd Year

**WW. Introduction:** The objective of this course is to help the students develop an understanding of the dimensions of the of Manpower Planning, Recruitment, Selection. This will improve the critical thinking, analytical skills, and Problem -solving ability of students.

**XX. Course Outcomes:** At the end of the course, students will be able to:

**MBA 414.1.** Understand the process of strategic staffing and manpower planning.

**MBA 414.2** Develop the framework for competency mapping.

**MBA 414.3** understand and formulate recruitment and training strategies of manpower planning.

### **YY. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## **ZZ.Program Specific Outcomes:**

PSO1: - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

## **AAA. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                    | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                            | CT          | 15%                |
|                                | Project/Assignment/ Quiz/Presentation | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is        | A           | 5%                 |

|                          |                                                                                                                                                      |    |             |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves |    |             |
| End Semester Examination | End Semester Examination                                                                                                                             | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                      |    | <b>100%</b> |

### **BBB. Syllabus**

#### **Module I: Strategic staffing**

Definition and need of Manpower Planning, HR planning process, Job analysis, Job description, tools for Human Resource Planning- Environmental Analysis Forecasting, Managerial Judgment

#### **Module II : Competency mapping**

Introduction, procedures and steps of competency mapping, methods of data collection for mapping, developing competency models from raw data, using competency based approach in HR process.

#### **Module III: Recruitment**

Recruitment Process, Types of recruitment, online recruitment; employee referrals; recruitment process outsourcing, head hunting

#### **Module IV: Selection**

Selection Process, testing for selection of employees, use of psychological test, selection process, Types of Interview, interviewing skills, errors in selection. Employer branding

### **CCC. Examination Scheme:**

| <b>Components</b> | <b>Midterm Exam</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>Attendance</b> | <b>ESE</b> |
|-------------------|---------------------|---------------------------------------------|-------------------|------------|
| Weightage (%)     | 15                  | 10                                          | 5                 | 70         |

### **DDD. Suggested Text/Reference Books:**

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6<sup>th</sup> Edn.), McGraw Hill, New Delhi
- Dessler G (2006). Human Resource Management, Pearson Education, India
- Mathis R L and Jackson J H (2006). Human Resource Management, (10<sup>th</sup> Edn.) Cengage Learning,

Indian Print.

- Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition
- Pattanayak B, (2014), Human Resource Management, 4<sup>th</sup> Edition , PHI

### EEE. Lecture Plan

| Lecture | Topics                                   | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Definition and need of Manpower Planning | Lecture          | MBA 414.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | HR planning process                      | Lecture          | MBA 414.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Job analysis                             | Lecture          | MBA 414.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Job description                          | Lecture          | MBA 414.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Tools for Human Resource Planning        | Lecture          | MBA 414.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Environmental Analysis Forecasting       | Lecture          | MBA 414.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Managerial Judgment                      | Lecture          | MBA 414.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Introduction of competency mapping       | Lecture          | MBA 414.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Procedures of competency mapping         | Lecture          | MBA 414.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Steps of competency mapping              | Lecture          | MBA 414.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Steps of competency mapping              | Lecture          | MBA 414.2        | Mid Term-1, Quiz & End Sem Exam |

|    |                                            |         |           |                                       |
|----|--------------------------------------------|---------|-----------|---------------------------------------|
| 12 | Steps of competency mapping                | Lecture | MBA 414.2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 13 | Methods of data collection for mapping     | Lecture | MBA 414.2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 14 | Methods of data collection for mapping     | Lecture | MBA 414.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 15 | Developing competency models from raw data | Lecture | MBA 413.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 16 | Competency based approach in HR process.   | Lecture | MBA 413.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 17 | Competency based approach in HR process.   | Lecture | MBA 413.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 18 | Recruitment process                        | Lecture | MBA 414.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 19 | Types of recruitment                       | Lecture | MBA 414.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 20 | Online recruitment                         | Lecture | MBA 414.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 21 | Online recruitment                         | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 22 | Employee referrals                         | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 23 | Employee referrals                         | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 24 | Recruitment process outsourcing            | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 25 | Recruitment process outsourcing            | Lecture | MBA 414.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 26 | Head hunting                               | Lecture | MBA 414.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |





|                  |                                                                                    |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 414.1</b> | Understand the process of strategic staffing and manpower planning.                | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 2 |
| <b>MBA 414.2</b> | Develop the framework for competency mapping.                                      | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 |
| <b>MBA 414.3</b> | understand and formulate recruitment and training strategies of manpower planning. | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2020-21                                                                                                 |              |                                                              |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA IV Semester                                                                                                                                    |              |                                                              |          |           |                |          |
| Subject Name: MANPOWER<br>PLANNING, RECRUITMENT, AND<br>SELECTION<br><br>MBA 414                                                                          |              | Time: 01:30 Hrs                                              |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                            | Remembering  | Understanding                                                | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                          | Q.1,4        | Q.2,3                                                        | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand the process of strategic staffing and manpower planning.<br>CO2: Develop the framework for competency mapping. |              |                                                              |          |           |                |          |
| CO Map                                                                                                                                                    | Question No. | Question                                                     |          |           |                | Marks    |
| CO1                                                                                                                                                       | Q.1          | What is manpower planning?                                   |          |           |                | 3        |
| CO1                                                                                                                                                       | Q.2a         | Write a short-note on job analysis.                          |          |           |                | 3        |
|                                                                                                                                                           | Q.2b         | What are the tools of manpower planning?                     |          |           |                | 3        |
| CO1                                                                                                                                                       | Q.3          | Explain the process of manpower planning.                    |          |           |                | 6        |
| CO2                                                                                                                                                       | Q.4          | Give an account on managerial judgement.                     |          |           |                | 3        |
| CO2                                                                                                                                                       | Q.5a         | Define the competency and write its importance.              |          |           |                | 3        |
|                                                                                                                                                           | Q.5b         | Briefly describe the methods of data collection for mapping. |          |           |                | 3        |
| CO2                                                                                                                                                       | Q.6          | Explain the procedure and steps of competency mapping.       |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

**Session** 2020-21

**Course Name** MBA

**Semester** 4th Semester

**Subject Code** MBA 414

MANPOWER PLANNING, RECRUITMENT, AND SELECTION

**Subject Name**

**Attainment Level** Level 3

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : TEAM DYNAMICS AT WORK

Course Code : MBA 415, Crédits : 03, Session : 2020-21 (Even Sem.), Class : MBA. 2nd Year

**GGG. Introduction:** The course aims to provide concept and essence of teams in organizational context. The course has both theoretical aspects and practical exercises to impart learning related to team issues and management.

**HHH. Course Outcomes:** At the end of the course, students will be able to:

**MBA 415.1.** Understand the concept of team and teamwork.

**MBA 415.2** understand the dynamics of team development and management.

**MBA 415.3** Build leadership in team and empower the teamwork.

**MBA 415.4** Resolve organizational issue through teamwork.

### III. Programme Outcomes:

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **JJJ. Program Specific Outcomes:**

PSO1: - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

#### **KKK. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                    | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                            | CT          | 15%                |
|                                | Project/Assignment/ Quiz/Presentation | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is        | A           | 5%                 |

|                          |                                                                                                                                                      |    |             |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves |    |             |
| End Semester Examination | End Semester Examination                                                                                                                             | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                      |    | <b>100%</b> |

### **LLL. Syllabus**

#### **Module I Introduction to Team**

Concept of team, Common types of teams, Self-managed teams - origins, benefits and challenges. Concept of virtual team, Challenges in managing virtual teams. Teamwork and rewarding the teamwork, Team building, Reasons for team building, Barriers to team building, Team dynamics, Team Identity.

#### **Module II Team Development & Management**

Strategies for team building, Designing the team – internal external dynamics, Team development model, Team management. Stages in team management – selection, bonding, development, optimizing performance, assessment. Team member roles & behaviors, features of norms.

#### **Module III Team Leadership & Empowerment**

Building leadership in team, characteristics of team empowerment, factors influencing team effectiveness, Common characteristics of high performing teams, approaches for fostering team creativity – nominal group technique, traditional brainstorming and electronic brainstorming, creating smart teams.

#### **Module IV Resolving organizational issues through team exercises**

Team building exercises on – Discovering the interpersonal orientation through FIRO-B, Experiential learning methodologies-T- group sensitivity training, encounter groups, appreciative enquiry, Discovering facets of interpersonal trust through Johari Model, communication skills, problem solving, decision making, planning, change management, team morale, collaboration, adaptability and trust.

### **MMM. Examination Scheme:**

| <b>Components</b> | <b>Midterm Exam</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>Attendance</b> | <b>ESE</b> |
|-------------------|---------------------|---------------------------------------------|-------------------|------------|
|-------------------|---------------------|---------------------------------------------|-------------------|------------|

|               |    |    |   |    |
|---------------|----|----|---|----|
| Weightage (%) | 15 | 10 | 5 | 70 |
|---------------|----|----|---|----|

**NNN. Suggested Text/Reference Books:**

- Leigh L. Thompson (2009) Making the Team
- Carol A Beatty & Brenda Scott (2004) Smart Teams
- Uday Kumar Haldar (2010) Leadership and Team Building
- Kevin Pritchard & John Eliot (2012) Help the Helper: Building a Culture of Extreme Teamwork
- James Cain and Barry Jolliff (2010) Teamwork and Teamplay
- Daniel Levi (2010); Group Dynamics for Teams

**OOO. Lecture Plan**

| Lecture | Topics                                                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Concept of team                                                            | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Common types of teams                                                      | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Self-managed teams - origins, benefits and challenges.                     | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Concept of virtual team,</i>                                            | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Challenges in managing virtual teams. Teamwork and rewarding the teamwork, | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Team building, Reasons for team building,                                  | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Barriers to team building, Team dynamics, Team Identity                    | Lecture          | MBA 415.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Strategies for team building                                               | Lecture          | MBA 415.2        | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                                  |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                                  |         |           |                                 |
| 9  | Designing the team – internal external dynamics                                                  | Lecture | MBA 415.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Team development model                                                                           | Lecture | MBA 415.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Team -management                                                                                 | Lecture | MBA 415.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Stages in team management – selection, bonding, development, optimizing performance, assessment. | Lecture | MBA 415.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Team member roles & behaviors.                                                                   | Lecture | MBA 415.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Features of norms                                                                                | Lecture | MBA 415.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Building leadership in team                                                                      | Lecture | MBA 415.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Characteristics of team empowerment                                                              | Lecture | MBA 415.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Factors influencing team effectiveness                                                           | Lecture | MBA 415.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Common characteristics of high performing teams                                                  | Lecture | MBA 415.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Approaches for fostering team creativity – nominal group technique                               | Lecture | MBA 415.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Traditional brainstorming                                                                        | Lecture | MBA 415.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Electronic brainstorming                                                                         | Lecture | MBA 415.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Creating smart teams.                                                                            | Lecture | MBA 415.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                       |         |           |                                 |
|----|---------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 23 | Team building exercises on – Discovering the interpersonal orientation through FIRO-B | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Team building exercises on – Discovering the interpersonal orientation through FIRO-B | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Experiential learning methodologies                                                   | Lecture | MBA 415.4 | Mid Term-1, Quiz & End Sem Exam |
| 26 | T- group sensitivity training,                                                        | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Encounter groups                                                                      | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Appreciative enquiry                                                                  | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Discovering facets of interpersonal trust through Johari Model                        | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Communication skills                                                                  | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Problem solving                                                                       | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Decision making                                                                       | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Planning                                                                              | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Change management                                                                     | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Team -morale                                                                          | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Collaboration, adaptability and trust.                                                | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |

**PPP. Course Articulation Matrix (Mapping of COs with POs)**

| CO               |                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 415.1</b> | Understand the concept of team and teamwork.                | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 415.2</b> | Understand the dynamics of team development and management. | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 415.3</b> | Build leadership in team and empower the teamwork.          | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |
| <b>MBA 415.4</b> | Resolve organizational issue through teamwork.              | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |

**Sample Question Paper**

|                                                                                                                                                  |              |                                                     |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2020-21                                                                                        |              |                                                     |          |           |                |          |
| Class: MBA IV Semester                                                                                                                           |              |                                                     |          |           |                |          |
| Subject Name: Team Dynamics at Work                                                                                                              |              | Time: 01:30 Hrs                                     |          |           | Max. Marks: 30 |          |
| MBA 415                                                                                                                                          |              |                                                     |          |           |                |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                   | Remembering  | Understanding                                       | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                 | Q.1,4        | Q.2,3                                               | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand the concept of team and teamwork.<br>CO2: understand the dynamics of team development and management. |              |                                                     |          |           |                |          |
| CO Map                                                                                                                                           | Question No. | Question                                            |          |           |                | Marks    |
| CO1                                                                                                                                              | Q.1          | Describe the team and its importance.               |          |           |                | 3        |
| CO1                                                                                                                                              | Q.2a         | Write a short note on self -managed team.           |          |           |                | 3        |
|                                                                                                                                                  | Q.2b         | What are the team dynamics?                         |          |           |                | 3        |
| CO1                                                                                                                                              | Q.3          | Explain in detail the types of teams with examples. |          |           |                | 6        |
| CO2                                                                                                                                              | Q.4          | Give an account on team building.                   |          |           |                | 3        |
| CO2                                                                                                                                              | Q.5a         | Define the external dynamics to form team.          |          |           |                | 3        |
|                                                                                                                                                  | Q.5b         | Elaborate binding in team.                          |          |           |                | 3        |
| CO2                                                                                                                                              | Q 6          | Explain the stages in team building.                |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# Attainment

|                         |                       |
|-------------------------|-----------------------|
| <b>Session</b>          | 2020-21               |
| <b>Course Name</b>      | MBA                   |
| <b>Semester</b>         | 4th Semester          |
| <b>Subject Code</b>     | MBA 415               |
| <b>Subject Name</b>     | TEAM DYNAMICS AT WORK |
| <b>Attainment Level</b> | Level 3               |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



| Amity Business School                                                                              |
|----------------------------------------------------------------------------------------------------|
| Course Handout                                                                                     |
| Course : FOREIGN TRADE POLICY                                                                      |
| Course Code : MBA416, Crédits : 03, Session : 2020-21(Even Sem.), Class : MBA 2 <sup>nd</sup> Year |

**QQQ. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**RRR. Course Outcomes:** At the end of the course, students will be able to:

**MBA416.1.** Come to know the World Trade, World's leading economies, Complexities & Barriers to free trade, World's Top Trading Nations, Emerging markets, Free Trade Areas, Customs Union & Economic integration

**MBA416.2.** Know about the overview of India's Foreign Trade Policy, India's Economic Indicators, Export/Import data & major trading partner countries, How to start an Export/Import business? Import Export Code (IEC), Registration cum Membership Certificate (RCMC) with appropriate Export Promotion Council (EPC)

**MBA416.3.** Come to know about the India's Export Policy, Fiscal, Financial, Special Schemes & General incentives provided to exporters, Duty Exemption Pass Book Scheme, Special Economic Zones, Export-oriented Units, Software Technology Parks and Free Trade Zones.

**MBA416.4.** Know about India's Import Policy, Tariff structure and Customs Duties, Basic Duty, Additional Customs Duty, Education Cess, Anti-Dumping duty, Safeguard duty etc.

**MBA416.5.** Know about Trade Policy of Leading Trade Economies vis-a-vis Indian Trade Policy

**SSS. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by

applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**TTT. Program Specific Outcomes:**

1. An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.
2. Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.
3. An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**UUU. Assessment Plan:**

| Component of Evaluation        | Description | Code | Weightage % |
|--------------------------------|-------------|------|-------------|
| Continuous Internal Evaluation | Mid Term 1  | CT   | 15%         |
|                                | Mid Term 2  |      |             |



|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
|                          | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## VVV. Syllabus

### Module I: World Trade & Economic integration

Why Trade, Link between Trade & Economic growth, World's leading economies, Complexities & Barriers to free trade, World's Top Trading Nations, Emerging markets. Free Trade Areas, Customs Union, Common Markets, Economic Unions; Regional Economic Blocks- EU, NAFTA, MERCOSUR, SAARC, SAFTA, APEC, ASEAN, ECOWAS, GCC, OPEC. Global integration, WTO, IMF, World Bank. Harmonized Commodity Description & Coding System, ISO Currency codes.

### Module II: Overview of India's Foreign Trade Policy

The Foreign Trade (Development & Regulation) Act, Objectives of India's Trade Policy 2009-2014, Post 1991 India's Trade Liberalization, India's Economic Indicators, Export/Import data & major Trading partner countries. How to start an Export/Import business, Import Export Code (IEC), Registration cum Membership Certificate (RCMC) with appropriate Export Promotion Council (EPC). Commercial, Financial, Transport, Title, Govt., Insurance, Export Assistance Documents & Certificates used in Exports. Licenses & Customs documents for imports.

### Module III: India's Export Policy

Fiscal, Financial, Special Schemes & General incentives provided to exporters. Status holders, Focus Market Scheme, Free Trade Zones, Deemed Exports, Duty Drawback, Export Promotion Capital Goods Scheme, Advance License, Standard input-output norms, Duty Exemption Pass Book Scheme, Special Economic Zones, Export-oriented Units, Software Technology Parks, Free Trade Zones.

### Module IV: India's Import Policy

Tariff structure and Customs Duties, Basic Duty, Additional Customs Duty, Education Cess, Anti-Dumping duty, Safeguard duty etc. Bill of Entry, Bonded Warehouses, Import of Restricted goods, second-hand goods, under Lease Finance, Replacement goods, samples, goods for Exhibitions, Fire Arms, Prototypes, Office equipment, Tourism Industry, Individuals & NRI's

### Module V: Trade Policy of Leading Trade Economies vis-a-vis Indian Trade Policy

Indo European Union, US & China Trade Policy. Expansion of trade to Latin America, Africa & Asia.

**WWW. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

**Text & References:**

- R.K. Jain (2010), Foreign Trade Policy and Handbook of Procedures (2009- 2014) (Vol 1), Jain Book Depot
- Nabhi (2011-12)(1999), How to Export, Nabhi Publications

**Web Sources:**

<https://www.huddle.com/blog/team-building-activities/>  
[https://www.mindtools.com/pages/article/newTMM\\_52.htm](https://www.mindtools.com/pages/article/newTMM_52.htm)  
<https://www.thebalance.com › Your Career › Human Resources › Team Building>

**XXX. Lecture Plan**

| Lecture | Topics                                                                | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction- FOREIGN TRADE POLICY                                    | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction- FOREIGN TRADE POLICY                                    | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Link between Trade & Economic growth                                  | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | World's leading economies                                             | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Complexities & Barriers to free trade                                 | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | World's Top Trading Nations                                           | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Free Trade Areas, Customs Union, Common Markets                       | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Economic Unions; Regional Economic Blocks- EU, NAFTA, MERCOSUR, SAARC | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | SAFTA, APEC, ASEAN, ECOWAS, GCC, OPEC                                 | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Global integration, WTO, IMF                                          | Lecture          | MBA416.1         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                          |         |          |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 11 | World Bank. Harmonized Commodity Description & Coding System, ISO Currency codes                                         | Lecture | MBA416.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | The Foreign Trade (Development & Regulation) Act, Objectives of India's Trade Policy 2009-2014                           | Lecture | MBA416.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Post 1991 India's Trade Liberalization, India's Economic Indicators                                                      | Lecture | MBA416.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Export/Import data & major Trading partner countries, How to start an Export/Import business?                            | Lecture | MBA416.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Import Export Code (IEC), Registration cum Membership Certificate (RCMC) with appropriate Export Promotion Council (EPC) | Lecture | MBA416.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Commercial, Financial, Transport, Title, Govt., Insurance, Export Assistance Documents & Certificates used in Exports    | Lecture | MBA416.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Licenses & Customs documents for imports                                                                                 | Lecture | MBA416.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Fiscal, Financial, Special Schemes & General incentives provided to exporters                                            | Lecture | MBA416.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Status holders, Focus Market Scheme, Free Trade Zones                                                                    | Lecture | MBA416.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Deemed Exports, Duty Drawback, Export Promotion Capital Goods Scheme                                                     | Lecture | MBA416.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Advance License, Standard input-output norms, Duty Exemption Pass Book Scheme                                            | Lecture | MBA416.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Special Economic Zones, Export-oriented Units                                                                            | Lecture | MBA416.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Software Technology Parks, Free Trade Zones                                                                              | Lecture | MBA416.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Introduction- India's Import Policy                                                                                      | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                |         |          |                                 |
|----|--------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 25 | Introduction- India's Import Policy                                            | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Tariff structure and Customs Duties                                            | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Basic Duty, Additional Customs Duty                                            | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Education Cess, Anti-Dumping duty                                              | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Bill of Entry, Bonded Warehouses                                               | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Import of Restricted goods                                                     | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Second-hand goods, under Lease Finance                                         | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Replacement goods, samples, goods for Exhibitions                              | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Fire Arms, Prototypes, Office equipment, Tourism Industry, Individuals & NRI's | Lecture | MBA416.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Trade Policy of Leading Trade Economies vis-a-vis Indian Trade Policy          | Lecture | MBA416.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Indo European Union, US & China Trade Policy                                   | Lecture | MBA416.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Expansion of trade to Latin America, Africa & Asia                             | Lecture | MBA416.5 | Mid Term-2, Quiz & End Sem Exam |

YYY. **Course Articulation Matrix (Mapping of COs with POs)**

| CO               |                                                                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 416.1</b> | Understand the evolution of internationalization of business and the role of foreign trade.                        | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 416.2</b> | Develop the organizational requirements for global trade.                                                          | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 416.3</b> | Formulate performance management and compensation management strategies to implement in the international context. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |
| <b>MBA 416.4</b> | Critically analyse cross cultural issue and perspectives for foreign trade policies.                               | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 416.5</b> | Demonstrate the mapping of foreign trade policy factors.                                                           | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |

### Sample Question Paper

| AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –IV) 2020-21                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              |                                                           |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA IV Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              |                                                           |          |           |                |          |
| Subject Name:<br>MBA416 FOREIGN TRADE POLICY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |              | Time: 01:30 Hrs                                           |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Remembering  | Understanding                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Q.1,3,4      | Q.2,3                                                     | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Come to know the World Trade, World's leading economies, Complexities & Barriers to free trade, World's Top Trading Nations, Emerging markets, Free Trade Areas, Customs Union & Economic integration<br>CO2: Know about the overview of India's Foreign Trade Policy, India's Economic Indicators, Export/Import data & major trading partner countries, How to start an Export/Import business? Import Export Code (IEC), Registration cum Membership Certificate (RCMC) with appropriate Export Promotion Council (EPC) |              |                                                           |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Question No. | Question                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.1          | Explain in brief the India's Foreign Trade Policy         |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.2a         | What is the Link between Trade & Economic growth?         |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.2b         | What are the Complexities & Barriers to free trade?       |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.3          | Write short notes on WTO and IMF                          |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.4          | Explain the Description & Coding System                   |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.5a         | Discuss the Objectives of India's Trade Policy 2009-2014. |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.5b         | What is The Foreign Trade (Development & Regulation) Act? |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.6          | Discuss the Licenses & Customs documents for imports.     |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                      |
|-------------------------|----------------------|
| <b>Session</b>          | 2020-21              |
| <b>Course Name</b>      | MBA                  |
| <b>Semester</b>         | 4th Semester         |
| <b>Subject Code</b>     | MBA 416              |
| <b>Subject Name</b>     | FOREIGN TRADE POLICY |
| <b>Attainment Level</b> | Level 3              |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





| Amity Business School                                                                               |
|-----------------------------------------------------------------------------------------------------|
| Course Handout                                                                                      |
| Course : INTERNATIONAL SUPPLY CHAIN MANAGEMENT                                                      |
| Course Code : MBA417, Crédits : 03, Session : 2020-21 (Even Sem.), Class : MBA 2 <sup>nd</sup> Year |

**ZZZ. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**AAAA. Course Outcomes:** At the end of the course, students will be able to:

**MBA417.1.** Able to understand the concept & importance of Supply Chain Management

**MBA417.2.** Clear understanding of Strategic Issues in Supply Chain Management

**MBA417.3.** Will be able to understand the concept and scope of International Logistic System

**MBA417.4.** Will learn the General Structure of shipping industry

**MBA417.5.** Will be able to manage the Supply Chain Performance

**BBBB. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process,

and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **CCCC. Programme Specific Outcomes:**

PSO1: Will develop an understanding of the various components of an integrated supply chain management suited to global markets.

PSO2: Will learn the basic concept of integrated supply chain management and its practical application in global supply chain management.

PSO3: Understanding of the micro aspects of global distribution and logistics

### **DDDD. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## INTERNATIONAL SUPPLY CHAIN MANAGEMENT

**Course Code: MBA 417**

**Credit Units: 03**

### **Course Objective:**

Developing an understanding of the various components of an integrated supply chain management suited to global markets; Teaching criticality of an efficient supply chain with “zero defects” in the WTO border-less world ; Understanding the micro aspects of global distribution and logistics ; imparting knowledge of Multi-modal Transport operators , ocean & air transportation in world trade.

### **Course Contents**

#### **Module I: Global Supply Chain – Overview**

Introduction & Importance of Supply Chain Management, Developing Supply Chain as a Competitive Tool for Customer Satisfaction and Corporate Profitability, Channel Structure, Supplier Network Development, Outsourcing., Supply Chain Logistics Operations.

#### **Module II: Strategic Issues in Supply Chain Management**

Value chain and value delivery system, Concept of multi-modal transportation and infrastructure needs; Transportation Choices and Third Party Logistics, Fourth Party Logistics Distribution Channel Design, Strategic Alliances, Communication Flow of Supply Chain, Documentation needs and liabilities; Inter-functional coordination, Inter-corporate cooperation, Outsourcing in Supply Chain; Vendor Management & Development, Strategic Lead Time Management, Warehousing

#### **Module III: International Logistic System**

Concept, Objectives & Scope, The System Elements, International Transportation Issues, Warehousing, Inventory Management, Packaging and Unitization Issues, Communication and Control, Centralized and Decentralized Logistic Management, Third Party Logistics (3PL), Multimodal Transport Operator (M.T.O.)

#### **Module IV: Air & Ocean Transport and Chartering**

The General Structure of shipping industry, Characteristics of Shipping Industry, Liner and Tramp Operations and Significance, World Seaborne Trade and World Shipping, Composition of World Seaborne Trade, Problems of Developing Countries, Liner Freight Practice, Principles – Freight Structure, Voyage Charter, Time Charter, Barboat Charter. Indian Shipping, Growth and Perspective, Problems of Shipping Industry, Shipping Policy, International Air Transport System, Air Transport and PDM Approach to Export Distribution, International Set – up for Air Transport, Air Freight Rates, India’s Export – Import Trade by Air, Problems and Prospects, Law Relating to Carriage of Goods

#### **Module V: Managing the Supply Chain Performance**

SCM and Information Technology, IT Enabled Supply Chain Management, Inter-firm Integration: Implementation Issues, Application of ERP, JIT, Optimization of Supply Chain, Retailing Management, Waste Elimination and Lean Thinking in Supply Chain; Supply chain performance measurement systems; Supply Chain Balanced Score Card.

**FFFF. Examination Scheme:**

| Components    | CPA | TP | Q/S | A | ME | EE |
|---------------|-----|----|-----|---|----|----|
| Weightage (%) | 5   | 5  | 5   | 5 | 10 | 70 |

**GGGG. Text & References:**

- Bowersox, Closs and Cooper (2008), Supply Chain Logistics Management, Tata McGraw-Hill
- Chopra, Meindl and Kalra (2008), Supply Chain Management: Strategy, Planning, and Operation, Pearson Education
- Rangaraj, Raghuram and Srinivasan (2009), Supply Chain Management for Competitive Advantage: Concepts and Cases, Tata McGraw-Hill
- Ray (2010). Supply Chain Management for Retail, Tata McGraw-Hill
- Shah (2009), Supply Chain Management: Text and Cases, Pearson Education
- Simchi-Levi, et al (2008), Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies, Tata McGraw-Hill
- Wisner, Leong and Tan (2005), Principles of Supply Chain Management, Cengage

**HHHH. Lecture Plan:**

| Lecture | Topics                                                                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction & Importance of Supply Chain Management                                                | Lecture          | MBA417.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Developing Supply Chain as a Competitive Tool for Customer Satisfaction and Corporate Profitability | Lecture          | MBA417.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Channel Structure, Supplier Network Development                                                     | Lecture          | MBA417.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Outsourcing, Supply Chain Logistics Operations.                                                     | Lecture          | MBA417.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Value chain and value delivery system                                                               | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Concept of multi-modal transportation and infrastructure needs;                                     | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Transportation Choices and Third Party Logistics                                                    | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Fourth Party Logistics Distribution Channel Design                                                  | Lecture          | MBA417.2         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                              |         |          |                                 |
|----|------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 9  | Strategic Alliances                                                          | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Communication Flow of Supply Chain, Documentation needs and liabilities;     | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Inter-functional coordination, Inter-corporate cooperation                   | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Outsourcing in Supply Chain; Vendor Management & Development                 | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Strategic Lead Time Management, Warehousing                                  | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Strategic Lead Time Management, Warehousing                                  | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Strategic Lead Time Management, Warehousing                                  | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Strategic Lead Time Management, Warehousing                                  | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Strategic Lead Time Management, Warehousing                                  | Lecture | MBA417.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | International Logistic System- Concept, Objectives & Scope                   | Lecture | MBA417.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | The System Elements, International Transportation Issues                     | Lecture | MBA417.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Warehousing, Inventory Management, Packaging and Unitization Issues,         | Lecture | MBA417.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Communication and Control, Centralized and Decentralized Logistic Management | Lecture | MBA417.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Third Party Logistics (3PL), Multimodal Transport Operator (M.T.O.)          | Lecture | MBA417.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Third Party Logistics (3PL), Multimodal Transport Operator (M.T.O.)          | Lecture | MBA417.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | The General Structure of shipping industry, Characteristics of Shipping      | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                    |         |          |                                 |
|----|--------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Industry                                                                                                           |         |          |                                 |
| 25 | Characteristics of Shipping Industry, Liner and Tramp Operations and Significance                                  | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | World Seaborne Trade and World Shipping, Composition of World Seaborne Trade, Problems of Developing Countries     | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Liner Freighting Practice, Principles – Freight Structure, Voyage Charter, Time Charter, Barboat Charter.          | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Indian Shipping, Growth and Perspective, Problems of Shipping Industry                                             | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Shipping Policy, International Air Transport System, Air Transport and PDM Approach to Export Distribution         | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | International Set – up for Air Transport                                                                           | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Air Freight Rates, India's Export – Import Trade by Air, Problems and Prospects, Law Relating to Carriage of Goods | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Air Freight Rates, India's Export – Import Trade by Air, Problems and Prospects, Law Relating to Carriage of Goods | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Air Freight Rates, India's Export – Import Trade by Air, Problems and Prospects, Law Relating to Carriage of Goods | Lecture | MBA417.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | SCM and Information Technology                                                                                     | Lecture | MBA417.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | IT Enabled Supply Chain Management, Inter-firm Integration: Implementation Issues, Application of ERP              | Lecture | MBA417.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | JIT, Optimization of Supply Chain, Retailing Management, Waste                                                     | Lecture | MBA417.5 | Mid Term-2, Quiz & End Sem Exam |

|  |                                                                                                                                     |  |  |  |
|--|-------------------------------------------------------------------------------------------------------------------------------------|--|--|--|
|  | Elimination and Lean Thinking in Supply Chain;<br>Supply chain performance measurement systems;<br>Supply Chain Balanced Score Card |  |  |  |
|--|-------------------------------------------------------------------------------------------------------------------------------------|--|--|--|

### III. Course Articulation Matrix (Mapping of COs with POs)

| CO               |                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|--------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                      | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 417.1</b> | Understand the concept of International supply management                            | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 417.2</b> | Organizational logistical requirements.                                              | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 417.3</b> | Supply Chain Components.                                                             | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |
| <b>MBA 417.4</b> | Critically analyse cross cultural issue and perspectives for foreign trade policies. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 417.5</b> | Demonstrate the logistical drivers.                                                  | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |





### Sample Question Paper

|                                                                                                                                                                                   |                     |                                                                                                                          |                 |                  |                       |                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|--------------------------------------------------------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>AMITY BUSINESS SCHOOL</b><br><b>I MID-SEMESTER (SEM –IV) 2020-21</b>                                                                                                           |                     |                                                                                                                          |                 |                  |                       |                 |
| <b>Class: MBA IV Semester</b>                                                                                                                                                     |                     |                                                                                                                          |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>MBA417 INTERNATIONAL SUPPLY CHAIN MANAGEMENT</b>                                                                                                       |                     | <b>Time: 01:30 Hrs</b>                                                                                                   |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                             | <b>Remembering</b>  | <b>Understanding</b>                                                                                                     | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                           | <b>Q.1,3,4</b>      | <b>Q.2,3</b>                                                                                                             | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| Student will be able to<br>CO1: Able to understand the concept & importance of Supply Chain Management<br>CO2: Clear understanding of Strategic Issues in Supply Chain Management |                     |                                                                                                                          |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                     | <b>Question No.</b> | <b>Question</b>                                                                                                          |                 |                  |                       | <b>Marks</b>    |
| CO1                                                                                                                                                                               | Q.1                 | Explain in brief the meaning and concept of Supply Chain Management                                                      |                 |                  |                       | 3               |
| CO1                                                                                                                                                                               | Q.2a                | Why it is important to develop Supply Chain as a Competitive Tool for Customer Satisfaction and Corporate Profitability? |                 |                  |                       | 3               |
|                                                                                                                                                                                   | Q.2b                | What do you understand by Value chain and value delivery system?                                                         |                 |                  |                       | 3               |
| CO1                                                                                                                                                                               | Q.3                 | Write short note on Vendor Management & Development                                                                      |                 |                  |                       | 6               |
| CO2                                                                                                                                                                               | Q.4                 | Explain the Outsourcing in Supply Chain; Vendor Management & Development                                                 |                 |                  |                       | 3               |
| CO2                                                                                                                                                                               | Q.5a                | Discuss the concept of multi-modal transportation                                                                        |                 |                  |                       | 3               |
|                                                                                                                                                                                   | Q.5b                | What is Third Party Logistics?                                                                                           |                 |                  |                       | 3               |
| CO2                                                                                                                                                                               | Q.6                 | Discuss the Supply Chain Logistics Operations.                                                                           |                 |                  |                       | 6               |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                       |
|-------------------------|---------------------------------------|
| <b>Session</b>          | 2020-21                               |
| <b>Course Name</b>      | MBA                                   |
| <b>Semester</b>         | 4th Semester                          |
| <b>Subject Code</b>     | MBA 417                               |
| <b>Subject Name</b>     | INTERNATIONAL SUPPLY CHAIN MANAGEMENT |
| <b>Attainment Level</b> | Level 3                               |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Course Handout

Course : INTERNATIONAL CROSS CULTURE AND DIVERSITY MANAGEMENT

Course Code : MBA418, Crédits : 03, Session 2020-21 (Even Sem.), Class : MBA 2<sup>nd</sup> Year

**JJJJ. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**KKKK. Course Outcomes:** At the end of the course, students will be able to:

**MBA418.1.** Will be able to understand Global Cultural Diversity

**MBA418.2.** Will have clear understanding on HR issues of Cross Cultural Teams

**MBA418.3.** Will learn Cross-Cultural Perceptions & Communication

**MBA418.4.** Able to learn Cross-cultural Business Negotiations

**MBA418.5.** Will know about the Competencies for Global Managers

**LLLL. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition,

process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **MMMM. Program Specific Outcomes:**

1. An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.
2. Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.
3. An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

#### **NNNN. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                          |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                              | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A           | 5%                 |

|                          |                           |    |             |
|--------------------------|---------------------------|----|-------------|
|                          | including medical leaves. |    |             |
| End Semester Examination | End Semester Examination  | EE | 70%         |
| <b>Total</b>             |                           |    | <b>100%</b> |

#### **0000. Syllabus**

### **INTERNATIONAL CROSS CULTURE AND DIVERSITY MANAGEMENT**

**Course Code: MBA 418**

**Credit Units: 03**

#### **Learning Outcome:**

Examine cross-cultural and international management issues; Analyzes problems of managing in an international marketplace; Focuses on cultural and regional diversity and differences, political and economic influences, global market factors, and other contingencies with which managers of multinational enterprises must contend; Fet acquainted with an array of management practices – from human resource staffing, to motivating a multi-cultural workforce, to creating strategic alliances for both large and small international organizations.

#### **Course Contents:**

##### **Module I: Global Cultural Diversity**

Differences in organizational behavior and management practices across countries, Major perspectives and frameworks underlying cross-cultural dimensions, Cultural convergence versus divergence, Business strategies for effective management of cultural diversity in an international setting, Cultural values and their implications for international management

##### **Module II: HR issues of Cross Cultural Teams**

Organizational culture in a global business environment, Emerging types of organizational structures in the global economy, Interdependence of nations and cultures in a global business environment. Role of human resources in an organization competing in the global economy, Corporate strategy and international human resource management, Concerns of managing expatriate employees, Relation between cultural values and team processes, Techniques to design and implement effective international teams

### **Module III: Cross-Cultural Perceptions & Communication**

Theories of intercultural communication, Major barriers to effective cross-cultural communication, Perceptions & Communication difference, Techniques to overcome barriers and develop intercultural communication competence for North America, Europe, Middle-East, Latin America, Japan & China.

### **Module IV: Cross-cultural Business Negotiations**

Negotiation process differences, Conflict handling and Negotiation techniques for North America, Europe, Middle-East, Latin America, Japan & China.

### **Module V: Competencies for Global Managers**

Tackling issues and problems in international assignments, Acclimatizing expatriate employee to local culture, Identifying, grooming and motivating global Leadership, International management issues affecting women in leadership roles across cultures.

#### **PPPP. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

#### **Text & References:**

- McFarlin, D. B., & Sweeney, P. D. (2006). International Management: Strategic opportunities and cultural challenges. Boston, MA: Houghton Mifflin
- Daniels, J. D. and Radebaugh, L. H. (2004). International Business: Environments and Operations, Prentice-Hall, Inc., New Jersey. ISBN: 0-13-121726-7. (Referred to as D&R)
- Hill, C. W. (2003). International Business: Competing in the Global Marketplace, McGraw-Hill. (referred to as H)
- Griffin, R.W. and Pustay, M.W. (2002). International Business: A Managerial Perspective. FT/Prentice Hall.
- Griffin, R. W. and Pustay, M. W. (2005). International Business. FT/Prentice Hall.
- Hibbert, E. (1997). International Business Strategy and Operations. MacMillan Press Ltd.
- Henry, C. M. and Springborg, R. (2001). Globalization and the Politics of Development in the Middle East. Cambridge University Press.

- Rugman, A. M. and Hodgetts, R. M. (2003). International Business. Pearson Education Limited. ISBN: 0-273-67374-2. (referred to as R&H)
- Smith, A. (1937). The Wealth of Nations. New York: The Modern Library.
- Tayeb, M. (2003). International Management: Theories and Practice. Prentice Hall.
- Todaro, M. P. (2000). Economic Development, Pearson Education Limited. ISBN: 0-201-64858-X.
- Pandey, Janak, Sinha Durganand, (2001), Asian contributions to Cross-Cultural Psychology, SAGE Publications

**QQQQ. Lecture Plan:**

| <b>Lecture</b> | <b>Topics</b>                                                                                                                          | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Differences in organizational behavior and management practices across countries                                                       | Lecture                 | MBA418.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Major perspectives and frameworks underlying cross-cultural dimensions                                                                 | Lecture                 | MBA418.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | Cultural convergence versus divergence, Business strategies for effective management of cultural diversity in an international setting | Lecture                 | MBA418.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | Cultural values and their implications for international management                                                                    | Lecture                 | MBA418.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | Organizational culture in a global business environment, Emerging types of organizational structures in the global                     | Lecture                 | MBA418.2                | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                                                                                                |         |          |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | economy                                                                                                                                                        |         |          |                                 |
| 6  | Organizational culture in a global business environment, Emerging types of organizational structures in the global economy                                     | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Organizational culture in a global business environment, Emerging types of organizational structures in the global economy                                     | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Interdependence of nations and cultures in a global business environment. Role of human resources in an organization competing in the global economy           | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Interdependence of nations and cultures in a global business environment. Role of human resources in an organization competing in the global economy           | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Interdependence of nations and cultures in a global business environment. Role of human resources in an organization competing in the global economy           | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Interdependence of nations and cultures in a global business environment. Role of human resources in an organization competing in the global economy           | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Corporate strategy and international human resource management, Concerns of managing expatriate employees, Relation between cultural values and team processes | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                                |         |          |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 13 | Corporate strategy and international human resource management, Concerns of managing expatriate employees, Relation between cultural values and team processes | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Corporate strategy and international human resource management, Concerns of managing expatriate employees, Relation between cultural values and team processes | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Techniques to design and implement effective international teams                                                                                               | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Techniques to design and implement effective international teams                                                                                               | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Techniques to design and implement effective international teams                                                                                               | Lecture | MBA418.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Theories of intercultural communication, Major barriers to effective cross-cultural communication                                                              | Lecture | MBA418.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Perceptions & Communication difference                                                                                                                         | Lecture | MBA418.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Techniques to overcome barriers and develop intercultural communication competence for North America,                                                          | Lecture | MBA418.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Europe, Middle-East, Latin America, Japan & China                                                                                                              | Lecture | MBA418.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Europe, Middle-East, Latin America, Japan & China                                                                                                              | Lecture | MBA418.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                 |         |          |                                 |
|----|-------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 23 | Europe, Middle-East, Latin America, Japan & China                                               | Lecture | MBA418.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Negotiation process differences, Conflict handling and Negotiation techniques for North America | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Negotiation process differences, Conflict handling and Negotiation techniques for North America | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Negotiation process differences, Conflict handling and Negotiation techniques for North America | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Europe, Middle-East, Latin America, Japan & China.                                              | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Europe, Middle-East, Latin America, Japan & China.                                              | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Europe, Middle-East, Latin America, Japan & China.                                              | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Europe, Middle-East, Latin America, Japan & China.                                              | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Europe, Middle-East, Latin America, Japan & China.                                              | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Europe, Middle-East, Latin America, Japan & China.                                              | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Europe, Middle-East, Latin America, Japan & China.                                              | Lecture | MBA418.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                      |         |          |                                 |
|----|--------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 34 | Tackling issues and problems in international assignments                            | Lecture | MBA418.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Acclimatizing expatriate employee to local culture, Identifying,                     | Lecture | MBA418.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | International management issues affecting women in leadership roles across cultures. | Lecture | MBA418.5 | Mid Term-2, Quiz & End Sem Exam |

**RRRR. Course Articulation Matrix (Mapping of COs with POs)**

| CO               |                                                                               | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                               | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 418.1</b> | Understand the concept of cultural global diversity.                          | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 418.2</b> | Negotiation process differences, Conflict handling and Negotiation techniques | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 418.3</b> | Techniques to design and implement effective                                  | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |

|                  |                                                                 |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|-----------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  | international teams                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>MBA 418.4</b> | Perceptions & Communication difference culture.                 | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 2 |
| <b>MBA 418.5</b> | Acclimatizing expatriate employee to local culture, Identifying | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |

**Sample Question Paper**

|                                                                         |              |                                                                                                             |          |           |                |          |
|-------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| <b>AMITY BUSINESS SCHOOL</b><br><b>I MID-SEMESTER (SEM –IV) 2020-21</b> |              |                                                                                                             |          |           |                |          |
| Class: MBA IV Semester                                                  |              |                                                                                                             |          |           |                |          |
| Subject Name:<br>MBA418 INTERNATIONAL SUPPLY CHAIN MANAGEMENT           |              | Time: 01:30 Hrs                                                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                          | Remembering  | Understanding                                                                                               | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                        | Q.1,3,4      | Q.2,3                                                                                                       | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1:<br>CO2:                                 |              |                                                                                                             |          |           |                |          |
| CO Map                                                                  | Question No. | Question                                                                                                    |          |           |                | Marks    |
| CO1                                                                     | Q.1          | Explain in brief the meaning and concept of international cross-cultural management                         |          |           |                | 3        |
| CO1                                                                     | Q.2a         | Explain the Business strategies for effective management of cultural diversity in an international setting. |          |           |                | 3        |
|                                                                         | Q.2b         | What do you understand by differences in organizational behavior and management practices across countries? |          |           |                | 3        |

|     |      |                                                                                          |   |
|-----|------|------------------------------------------------------------------------------------------|---|
| CO1 | Q.3  | Write short note on Cultural values and their implications for international management. | 6 |
| CO2 | Q.4  | Explain the Organizational culture in a global business environment.                     | 3 |
| CO2 | Q.5a | Discuss the emerging types of organizational structures in the global economy            | 3 |
|     | Q.5b | What is the role of human resources in an organization competing in the global economy?  | 3 |
| CO2 | Q 6  | Discuss the Techniques to design and implement effective international teams             | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                       |
|-------------------------|---------------------------------------|
| <b>Session</b>          | 2020-21                               |
| <b>Course Name</b>      | MBA                                   |
| <b>Semester</b>         | 4th Semester                          |
| <b>Subject Code</b>     | MBA 418                               |
| <b>Subject Name</b>     | INTERNATIONAL SUPPLY CHAIN MANAGEMENT |
| <b>Attainment Level</b> | Level 3                               |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Course Handout

Course : GLOBAL OUTSOURCING: ISSUES AND PERSPECTIVES

Course Code : MBA419, Crédits : 03, Session : 2020-21 (Even Sem.), Class : MBA 2<sup>nd</sup> Year

**SSSS. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**TTTT. Course Outcomes:** At the end of the course, students will be able to:

**MBA419.1.** Will learn historical and economic perspectives on Global Outsourcing

**MBA419.2.** Will understand Sourcing Models

**MBA419.3.** Will know about different types of global outsourcing services

**MBA419.4.** Will gain knowledge about India's BPO's & IT Services Outsourcing

**MBA419.5.** Will be able to develop an outsourcing strategy for Future Challenges

**UUUU. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.



**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **VVVV. Program Specific Outcomes:**

1. An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.
2. Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.
3. An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

#### **WWWW. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                   | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                           | CT          | 15%                |
|                                | Mid Term 2                                                                                                           |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                               | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester | A           | 5%                 |

|                          |                                                                                          |    |             |
|--------------------------|------------------------------------------------------------------------------------------|----|-------------|
|                          | examination. The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                                 | EE | 70%         |
| <b>Total</b>             |                                                                                          |    | <b>100%</b> |

#### XXXX. Syllabus

### **GLOBAL OUTSOURCING: ISSUES AND PERSPECTIVES**

**Course Code: MBA 419**

**Credit Units: 03**

#### **Learning Outcome:**

Knowing how to make sound decisions about global sourcing strategy; Analyse the Past, Present & Future Landscape of Global Services Outsourcing, with particular focus on BPO's & IT services outsourcing; Study how to develop Strategy & Managerial Competence in Global Sourcing using real world examples from Managerial Practice; help identify challenges of Global Sourcing as well as costs, risks, rewards, and strategies involved in making sourcing decisions.

#### **Course Contents:**

#### **Module I: Historical and economic perspectives on Global Outsourcing**

Origin of Globalization of Service Delivery ; Outsourcing- what & why, concept & scope of outsourcing activities ; Significance & challenges/barriers in outsourcing, Sourcing terminologies;

#### **Module II: Sourcing Models**

Sourcing Models; Insource vs. Outsource, Domestic vs Global; On-shore, near-shore & off-shore – why, when & how? Benefits & trade-offs. Types of outsourcing in various sectors – Manufacturing, Auto, Financial, Accounting, Insurance, Healthcare, HR, Media, Design, Retail, Entertainment, Legal etc.

#### **Module III: Sourcing different services from different geographies**

Types of global outsourcing services (IT, BPO, Infrastructure), the vendor landscape (local/multinational, niche players/generalists), Legal Issues: Contracts, Taxes, IP, Privacy, Compliance, Critical success factors in

managing outsourcing relationships, Managing distributed work teams: overcoming distance, time, and culture.

#### **Module IV: India's BPO's & IT Services Outsourcing experience**

Outsourcing into India. India- A SWOT analysis ; India as a preferred destination ; Size, statistics & experiences of the Indian BPO & IT service providers

#### **Module V: Developing an outsourcing strategy for Future Challenges**

Implementing Outsourcing: Guidelines for choosing outsourcing partners, Contracting, Change Management, and Governance, Managing Globally Distributed Teams across Time, Space, and Culture.

#### **YYYY. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

#### **Text & References:**

- Alphesh Patel & Hemendra Aran (2005), Outsourcing Success: The Business Imperative, TMI-ND
- Oshri, Kotlarsky, and Willcocks, (2009), The Handbook of Global Outsourcing and Offshoring
- Sarika Kulkarni, (2006), Business Process Outsourcing, Jaico Publishing House, Mumbai

#### **ZZZZ. Lecture Plan:**

| Lecture | Topics                                                             | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Origin of Globalization of Service Delivery                        | Lecture          | MBA419.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Outsourcing- what & why, concept & scope of outsourcing activities | Lecture          | MBA419.1         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                                  |         |          |                                 |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 3  | Significance & challenges/barriers in outsourcing, Sourcing terminologies                                                                                        | Lecture | MBA419.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Significance & challenges/barriers in outsourcing, Sourcing terminologies                                                                                        | Lecture | MBA419.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Sourcing Models; Insource vs. Outsource                                                                                                                          | Lecture | MBA419.2 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Sourcing Models; Insource vs. Outsource                                                                                                                          | Lecture | MBA419.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Domestic vs Global; On-shore                                                                                                                                     | Lecture | MBA419.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | near-shore & off-shore – why, when & how?                                                                                                                        | Lecture | MBA419.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Benefits & trade-offs                                                                                                                                            | Lecture | MBA419.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Benefits & trade-offs                                                                                                                                            | Lecture | MBA419.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Types of outsourcing in various sectors – Manufacturing, Auto, Financial, Accounting, Insurance, Healthcare, HR, Media, Design, Retail, Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Types of outsourcing in various sectors – Manufacturing, Auto, Financial, Accounting, Insurance, Healthcare, HR, Media, Design, Retail, Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Types of outsourcing in various sectors – Manufacturing, Auto, Financial, Accounting, Insurance, Healthcare, HR, Media, Design, Retail, Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Types of outsourcing in various sectors – Manufacturing, Auto, Financial, Accounting, Insurance, Healthcare, HR, Media, Design, Retail, Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                                  |         |          |                                 |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 15 | Types of outsourcing in various sectors – Manufacturing, Auto, Financial, Accounting, Insurance, Healthcare, HR, Media, Design, Retail, Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Types of outsourcing in various sectors – Manufacturing, Auto, Financial, Accounting, Insurance, Healthcare, HR, Media, Design, Retail, Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Types of outsourcing in various sectors – Manufacturing, Auto, Financial, Accounting, Insurance, Healthcare, HR, Media, Design, Retail, Entertainment, Legal etc | Lecture | MBA419.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Types of global outsourcing services (IT, BPO, Infrastructure)                                                                                                   | Lecture | MBA419.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Types of global outsourcing services (IT, BPO, Infrastructure)                                                                                                   | Lecture | MBA419.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | the vendor landscape (local/multinational, niche players/generalists)                                                                                            | Lecture | MBA419.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Legal Issues: Contracts, Taxes, IP, Privacy, Compliance                                                                                                          | Lecture | MBA419.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Critical success factors in managing outsourcing relationships                                                                                                   | Lecture | MBA419.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Managing distributed work teams: overcoming distance, time, and culture                                                                                          | Lecture | MBA419.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Outsourcing into India. India- A SWOT analysis                                                                                                                   | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Outsourcing into India. India- A SWOT analysis                                                                                                                   | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Outsourcing into India. India- A SWOT analysis                                                                                                                   | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | India as a preferred destination ; Size, statistics                                                                                                              | Lecture | MBA419.4 | Mid Term-2, Quiz & End Sem Exam |



|                  |                                                                               |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|-------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 419.1</b> | Understand the evolution of Globalization of Service Delivery                 | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 2 |
| <b>MBA 419.2</b> | To discuss the Critical success factors in managing outsourcing relationships | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 |
| <b>MBA 419.3</b> | How to Implementing Outsourcing: Guidelines for choosing outsourcing partners | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |
| <b>MBA 419.4</b> | Outsourcing into India. India- A SWOT analysis                                | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 2 |
| <b>MBA 419.5</b> | Demonstrate the outsourcing components.                                       | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |

### Sample Question Paper

|                                                                        |                 |                |
|------------------------------------------------------------------------|-----------------|----------------|
| AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –IV) 2020-21              |                 |                |
| Class: MBA IV Semester                                                 |                 |                |
| Subject Name:<br>MBA419 GLOBAL OUTSOURCING:<br>ISSUES AND PERSPECTIVES | Time: 01: 30Hrs | Max. Marks: 30 |

| Levels of the questions as per Blooms Taxonomy                                                                                                | Remembering  | Understanding                                                                 | Applying | Analyzing | Evaluating | Creating |
|-----------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------------|----------|-----------|------------|----------|
| Question Mapping                                                                                                                              | Q.1,3,4      | Q.2,3                                                                         | Q.4      | Q.2,5,6   |            |          |
| Student will be able to<br>CO1: Will learn historical and economic perspectives on Global Outsourcing<br>CO2: Will understand Sourcing Models |              |                                                                               |          |           |            |          |
| CO Map                                                                                                                                        | Question No. | Question                                                                      |          |           | Marks      |          |
| CO1                                                                                                                                           | Q.1          | Explain in brief the meaning and concept of Globalization of Service Delivery |          |           | 3          |          |
| CO1                                                                                                                                           | Q.2a         | Explain the Significance & challenges in outsourcing                          |          |           | 3          |          |
|                                                                                                                                               | Q.2b         | What do you understand by Sourcing terminologies?                             |          |           | 3          |          |
| CO1                                                                                                                                           | Q.3          | Write short note on Sourcing Models; Insource vs. Outsource                   |          |           | 6          |          |
| CO2                                                                                                                                           | Q.4          | Explain the Benefits & trade-offs                                             |          |           | 3          |          |
| CO2                                                                                                                                           | Q.5a         | Discuss the Types of outsourcing in manufacturing sectors                     |          |           | 3          |          |
|                                                                                                                                               | Q.5b         | What is Domestic vs Global; On-shore                                          |          |           | 3          |          |
| CO2                                                                                                                                           | Q.6          | Discuss the Types of outsourcing in Insurance and Healthcare sectors          |          |           | 6          |          |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# Attainment

|                         |                                          |
|-------------------------|------------------------------------------|
| <b>Session</b>          | 2020-21                                  |
| <b>Course Name</b>      | MBA                                      |
| <b>Semester</b>         | 4th Semester                             |
| <b>Subject Code</b>     | MBA 419                                  |
| <b>Subject Name</b>     | GLOBAL OUTSOURCING: ISSUES & PERSPECTIVE |
| <b>Attainment Level</b> | Level 3                                  |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                                         |  |
|---------------------------------------------------------------------------------------------------------|--|
| Course Handout                                                                                          |  |
| Course : Managerial Skills For Effectiveness                                                            |  |
| Course Code : MBA 420, Crédits : 02, Session : 2020-2021 (Even Sem.), Class : MBA. 2 <sup>nd</sup> Year |  |

**Introduction:** The course is designed to enhance managerial skills. Focuses on critical thinking problem solving and innovation. This course will help students to develop their leadership skills, team skills and team building skills.

**BBBBB. Course Outcomes:** At the end of the course, students will be able to:

**MBA420.1** To understand the concepts of Organizational Culture and Team Management its relationship to Business.

**MBA420.2.** To apply concepts of Collaboration and presentation skills.

**MBA420.3** To analyse Mentoring and Counselling.

**MBA420.4** To integrate the concept of Leadership and Negotiation under various conditions.

**CCCCC. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**DDDDD. Program Specific Outcomes:**

1. An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.
2. Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.
3. An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

**EEEE. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                                   | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                           | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                           |             |                    |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                                | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves<br><br>Including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                             | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                                      |             | <b>100%</b>        |

## **FFFFF. Syllabus**

### **Module I: Organizational Culture and Team Management :**

Building organizational culture, team management, networking skills, The importance, and different types of networking, Communication dynamics in networking – the power of the listening networker, Business networking etiquette, interaction across business functions.

### **Module II: Collaboration and presentation skills**

Definition and Benefits of Collaboration, Understanding Truthfulness in Collaboration, Building Consensus Preparing in presentation, Delivery of presentation, Preparation & introduction, Presentation Evaluation ,feedback, Summarization ,Conclusion development of a project that addresses an organizational challenge, Building peer support for team's projects.

### **Module III: Mentoring and Counselling**

Identifying operational and strategic gaps, Introduction to Coaching and Mentoring, Benefits of coaching and mentoring, The role of a coach and mentor, The difference between mentoring, coaching, directing,

supporting & delegating, and learning Managing a Coaching Session : The most important skills of a business coach, The key characteristics of a good coach, How to ask powerful coaching questions.

#### **Module IV: Leadership and Negotiation :**

Personal leadership and leadership styles, Leadership in groups: building and leading efficient teams Understand leadership challenges and strategies, Choosing Effective Negotiation Tactics, Negotiation & Assertiveness skills, Mapping personal leadership and learning journey, Expanding professional and personal networks.

#### **GGGGG. Examination Scheme:**

| <b>Components</b>    | <b>Mid Term Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>ESE</b> |
|----------------------|----------------------|-------------------|---------------------------------------------|------------|
| <b>Weightage (%)</b> | 15                   | 5                 | 10                                          | 70         |

#### **HHHHH. Suggested Text/Reference Books:**

- Organizational Behaviour, Davis, K
- Hoover, Judhith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Robbins, S.P, Judge TA, Sanghi S, Organizational Behaviour, Thirteenth Edition, Pearson.

#### **IIIII. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                     | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|---------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Building organizational culture                   | Lecture                 | MBA420.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Team management, networking skills                | Lecture                 | MBA420.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | The importance, and different types of networking | Lecture                 | MBA420.2                | Mid Term-1, Quiz & End Sem Exam |
| 4              | Communication dynamics in networking              | Lecture                 | MBA420.2                | Mid Term-1, Quiz & End Sem Exam |
| 5              | The power of the listening networker              | Lecture                 | MBA420.2                | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                        |         |          |                                 |
|----|----------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 6  | Business networking etiquette                                                          | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Interaction across business functions                                                  | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Definition and Benefits of Collaboration                                               | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Understanding Truthfulness in Collaboration                                            | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Building Consensus Preparing in presentation                                           | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Delivery of presentation                                                               | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Preparation & introduction                                                             | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Presentation Evaluation                                                                | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Summarization                                                                          | Lecture | MBA420.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Conclusion development of a project                                                    | Lecture | MBA420.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Building peer support                                                                  | Lecture | MBA420.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Identifying operational and strategic gaps                                             | Lecture | MBA420.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Identifying operational and strategic gaps                                             | Lecture | MBA420.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Introduction to Coaching and Mentoring                                                 | Lecture | MBA420.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Introduction to Coaching and Mentoring                                                 | Lecture | MBA420.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Benefits of coaching and mentoring                                                     | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | The role of a coach and mentor                                                         | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | The difference between mentoring                                                       | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Coaching, directing, supporting & delegating, and learning Managing a Coaching Session | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | The most important skills of a business coach                                          | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | The most important skills of a business coach                                          | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                                           |         |          |                                 |
|----|-------------------------------------------|---------|----------|---------------------------------|
| 27 | The key characteristics of a good coach   | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | The key characteristics of a good coach   | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | The key characteristics of a good coach   | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | How to ask powerful coaching questions    | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | How to ask powerful coaching questions    | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | How to ask powerful coaching questions    | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Personal leadership and leadership styles | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Personal leadership and leadership styles | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Leadership in groups                      | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Leadership in groups                      | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |

**JJJJ. Course Articulation Matrix (Mapping of COs with POs)**

| CO              | STATEMENT                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|--------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|----------------------------------------------|------------------|------------------|
|                 |                                                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA420.1</b> | To understand the concepts of Organizational Culture and Team Management its relationship to Business. | -                                   | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  | 1                                            | 1                | 1                |



|                 |                                                                                  |   |   |   |   |   |   |   |   |   |   |  |  |   |   |   |
|-----------------|----------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|---|---|---|
| <b>MBA420.2</b> | To apply concepts of Collaboration and presentation skills.                      | 1 | 3 | 3 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  | 1 | 2 | 1 |
| <b>MBA420.3</b> | To analyse Mentoring and Counselling.                                            | - | 3 | 2 | - | 1 | 3 | 3 | 2 | 3 | 3 |  |  | 2 | 2 | 3 |
| <b>MBA420.4</b> | To integrate the concept of Leadership and Negotiation under various conditions. | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  | 1 | 1 | 2 |

**Sample Question Paper**

| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2020-21                                                                                                                                                                                                                                                                                                                                                             |              |                                                                |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA IV Semester                                                                                                                                                                                                                                                                                                                                                                                                |              |                                                                |          |           |                |          |
| Subject Name:<br>MBA 420 Managerial Skills for Effectiveness                                                                                                                                                                                                                                                                                                                                                          |              | Time: 01: 30 Hrs                                               |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                        | Remembering  | Understanding                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1,4        | Q.2,3                                                          | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p><b>MBA420.1</b> To understand the concepts of Organizational Culture and Team Management its relationship to Business.</p> <p><b>MBA420.2.</b> To apply concepts of Collaboration and presentation skills.</p> <p><b>MBA420.3</b> To analyse Mentoring and Counselling.</p> <p><b>MBA420.4</b> To integrate the concept of Leadership and Negotiation under various conditions.</p> |              |                                                                |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1          | Explain in brief on Organizational Culture.                    |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2a         | What is the nature of Team Management?                         |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.2b         | How concept of Collaboration is applied in business decisions? |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.3          | Elaborate presentation skills                                  |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.4          | Explain the significance of Leadership                         |          |           |                | 3        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.5a         | Elaborate different types of Negotiation.                      |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.5b         | Describe in brief Mentoring and Counselling.                   |          |           |                | 3        |
| CO4                                                                                                                                                                                                                                                                                                                                                                                                                   | Q 6          | How Leadership benefits to small-scale entrepreneurs?          |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                     |
|-------------------------|-------------------------------------|
| <b>Session</b>          | 2020-21                             |
| <b>Course Name</b>      | MBA                                 |
| <b>Semester</b>         | 4th Semester                        |
| <b>Subject Code</b>     | MBA 420                             |
| <b>Subject Name</b>     | MANAGERIAL SKILLS FOR EFFECTIVENESS |
| <b>Attainment Level</b> | Level 3                             |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Course Handout

Course : INTERNATIONAL MARKETING

Course Code : MBA 465, Crédits : 03, Session : 2021-22 (Even Sem.), Class : MBA 2<sup>nd</sup> Year

**KKKKK. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**LLLLL. Course Outcomes:** At the end of the course, students will be able to:

**MBA465.1.** Will learn International trade Theories and Importance of International Marketing

**MBA465.2.** Will understand International Marketing Environment

**MBA465.3.** Will know about International Entry & Expansion Strategies

**MBA465.4.** Will gain knowledge about Developing Product for International Market

**MBA465.5.** Will be able to develop a Promotion & Pricing Strategy for International Market

**MMMMM. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **NNNNN. Program Specific Outcomes:**

1. An ability to recognize the importance of professional development by pursuing International Business which offers challenging and rewarding careers and immediate employment.
2. Apply conceptual International Business foundations to solve practical decision making problems, both individually and as part of teams using techniques such as case analysis, projects and assignments.
3. An ability to analyze International Business problem identification and to formulate and use the appropriate managerial techniques for solutions.

#### **OOOOO. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                      | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                              | CT          | 15%                |
|                                | Mid Term 2                                                              |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                  | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a studentto | A           | 5%                 |

|                          |                                                                                                                                      |    |             |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                                                                             | EE | 70%         |
| <b>Total</b>             |                                                                                                                                      |    | <b>100%</b> |

PPPPP. Syllabus

## INTERNATIONAL MARKETING

Course Code: MBA465

Credit Units: 3

### Learning Outcomes:

The course aims at providing clear understanding of the nature and practices of international marketing and helps in distinguish international marketing mechanics from the domestic marketing models and approaches. The course would develop a general perspective about managing international business both in operational as well as strategic context and in developing international marketing strategies.

### Course Contents:

#### Module I: Overview

Need, Scope, Tasks, Domestic vs. International marketing, International trade Theories, Importance of International Marketing, Management orientation (Ethnocentric, Polycentric, Regiocentric & Geocentric)

#### Module II: International Marketing Environment

Economic Environment (World Economy, Stages of market & economic development, Income & Purchasing Power parity, Economic Risk Analysis, Balance of payments, Trade patterns, International trade alliances, WTO, World Bank, IMF, Regional Economic groups. Social & Cultural environment – Culture, Cultural impact on Industrial & Consumer products. Political, Legal & Regulatory Environment – Political Risk, IPR, Licensing & Trade Services, Dispute Settlement & Litigation, Embargoes & Sanctions.

#### Module III: International Entry & Expansion Strategies

International Market Entry Strategies – Exporting, Sourcing, Licensing, JVs, Ownership & control, Ownership/ Investment, Merger's and Acquisitions, Stages of development models (Domestic, International,

Multinational, Global, Transnational) Strategies employed by Indian companies to sustain Globally. Tariff and Non Tariff Barriers. Multi-country Data Analysis and Interpretation-Cross-cultural Consumer research.

#### **Module IV: Developing Product for International Market**

The international product and its life cycle, Product positioning & Segmentation , Product design consideration, Geographic expansion, Global branding and different positioning of the same brand in different countries, New product development & testing . Dumping, Gray market, Role of Services in global economy,

#### **Module V: Promotion & Pricing Strategy for International Market**

Channel development & Innovation. Role of International Advertising & Branding, PR, Trade Fairs, Personal selling, Sales promotion, Exhibitions, Sponsorship promotion, Internet Marketing.. Global pricing Objectives & methods, Pricing policies – Marginal cost, cost plus, Market oriented, Export payment methods – L/C, Advance, DA/DP, FIBC, Counter trade, Transfer price.

#### **QQQQQ. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

#### **Text & References:**

- Keegan Warren & Bhargava Naval (2011), Global Marketing Management, Pearson
- Cateora Philip, Graham John & Salwan Prashant (2010), International Marketing, Mc Graw Hill
- Paul Justin & Kapoor Ramneek (2010), International Marketing, Mc Graw Hill
- Joshi Rakesh Mohan (2009), International Business, Oxford Higher Education
- Vasudeva PK (2010), International Marketing, Excel Books

#### **RRRRR. Lecture Plan:**

| Lecture | Topics | Mode of | Correspon<br>ding CO | Mode of<br>Assessing CO |
|---------|--------|---------|----------------------|-------------------------|
|---------|--------|---------|----------------------|-------------------------|



|    |                                                                                                                                            | <b>Delivery</b> |          |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 1  | Need, Scope, Tasks, Domestic vs. International marketing                                                                                   | Lecture         | MBA465.1 | Mid Term-1, Quiz & End Sem Exam |
| 2  | International trade Theories, Importance of International Marketing                                                                        | Lecture         | MBA465.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | Management orientation (Ethnocentric, Polycentric, Regiocentric & Geocentric)                                                              | Lecture         | MBA465.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Management orientation (Ethnocentric, Polycentric, Regiocentric & Geocentric)                                                              | Lecture         | MBA465.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Economic Environment (World Economy, Stages of market & economic development, Income & Purchasing Power parity                             | Lecture         | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Economic Risk Analysis, Balance of payments, Trade patterns, International trade alliances, WTO, World Bank, IMF, Regional Economic groups | Lecture         | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Economic Risk Analysis, Balance of payments, Trade patterns, International trade alliances, WTO, World Bank, IMF, Regional Economic groups | Lecture         | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Economic Risk Analysis, Balance of payments, Trade patterns, International trade alliances, WTO, World Bank, IMF, Regional Economic groups | Lecture         | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Economic Risk Analysis, Balance of payments, Trade patterns, International trade alliances, WTO, World Bank, IMF, Regional Economic groups | Lecture         | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Social & Cultural environment – Culture, Cultural impact on Industrial & Consumer products. Political, Legal & Regulatory Environment –    | Lecture         | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                                                         |         |          |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Political Risk, IPR, Licensing & Trade Services                                                                                                                                         |         |          |                                 |
| 11 | Social & Cultural environment – Culture, Cultural impact on Industrial & Consumer products. Political, Legal & Regulatory Environment – Political Risk, IPR, Licensing & Trade Services | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Dispute Settlement & Litigation, Embargoes & Sanctions.                                                                                                                                 | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Dispute Settlement & Litigation, Embargoes & Sanctions.                                                                                                                                 | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Dispute Settlement & Litigation, Embargoes & Sanctions.                                                                                                                                 | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Dispute Settlement & Litigation, Embargoes & Sanctions.                                                                                                                                 | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Dispute Settlement & Litigation, Embargoes & Sanctions.                                                                                                                                 | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Dispute Settlement & Litigation, Embargoes & Sanctions.                                                                                                                                 | Lecture | MBA465.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | International Market Entry Strategies – Exporting, Sourcing, Licensing, JVs, Ownership & control, Ownership/ Investment                                                                 | Lecture | MBA465.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | International Market Entry Strategies – Exporting, Sourcing, Licensing, JVs, Ownership & control, Ownership/ Investment                                                                 | Lecture | MBA465.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Merger's and Acquisitions, Stages of development models (Domestic, International, Multinational, Global, Transnational)                                                                 | Lecture | MBA465.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Strategies employed by Indian companies to sustain Globally                                                                                                                             | Lecture | MBA465.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                                                         |         |          |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 22 | Tariff and Non Tariff Barriers. Multi-country Data Analysis and Interpretation-Cross-cultural Consumer research.                                                        | Lecture | MBA465.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Tariff and Non Tariff Barriers. Multi-country Data Analysis and Interpretation-Cross-cultural Consumer research.                                                        | Lecture | MBA465.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | The international product and its life cycle                                                                                                                            | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | The international product and its life cycle                                                                                                                            | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Product positioning & Segmentation , Product design consideration, Geographic expansion                                                                                 | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Product positioning & Segmentation , Product design consideration, Geographic expansion                                                                                 | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Global branding and different positioning of the same brand in different countries                                                                                      | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | New product development & testing                                                                                                                                       | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | New product development & testing                                                                                                                                       | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Dumping, Gray market, Role of Services in global economy                                                                                                                | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Dumping, Gray market, Role of Services in global economy                                                                                                                | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Dumping, Gray market, Role of Services in global economy                                                                                                                | Lecture | MBA465.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Channel development & Innovation. Role of International Advertising & Branding, PR, Trade Fairs, Personal selling, Sales promotion, Exhibitions, Sponsorship promotion, | Lecture | MBA465.5 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                     |         |          |                                 |
|----|-----------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Internet Marketing                                                                                  |         |          |                                 |
| 35 | Global pricing Objectives & methods, Pricing policies – Marginal cost, cost plus                    | Lecture | MBA465.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Market oriented, Export payment methods – L/C, Advance, DA/DP, FIBC, Counter trade, Transfer price. | Lecture | MBA465.5 | Mid Term-2, Quiz & End Sem Exam |

**SSSSS. Course Articulation Matrix (Mapping of COs with POs)**

| CO               |                                                                               | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                               | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 465.1</b> | International trade Theories, Importance of International Marketing           | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 465.2</b> | To discuss the Critical success factors in managing outsourcing relationships | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 465.3</b> | How to Implementing Outsourcing: Guidelines for choosing outsourcing partners | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |
| <b>MBA 465.4</b> | Dumping, Gray market, Role of Services in                                     | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |

|                  |                                                                |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|----------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  | global economy                                                 |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>MBA 465.5</b> | To analyze the Concept of Domestic and International marketing | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |

### Sample Question Paper

| AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –IV) 2021-22                                                                                                                     |              |                                                                                                          |          |           |                |          |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|--|
| Class: MBA IV Semester                                                                                                                                                        |              |                                                                                                          |          |           |                |          |  |
| Subject Name:<br>MBA465 INTERNATIONAL MARKETING                                                                                                                               |              | Time: 01:30 Hrs                                                                                          |          |           | Max. Marks: 30 |          |  |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                | Remembering  | Understanding                                                                                            | Applying | Analyzing | Evaluating     | Creating |  |
| Question Mapping                                                                                                                                                              | Q.1,3,4      | Q.2,3                                                                                                    | Q.4      | Q.2,5,6   |                |          |  |
| Student will be able to<br>CO1: Will learn International trade Theories and Importance of International Marketing<br>CO2: Will understand International Marketing Environment |              |                                                                                                          |          |           |                |          |  |
| CO Map                                                                                                                                                                        | Question No. | Question                                                                                                 |          |           |                | Marks    |  |
| CO1                                                                                                                                                                           | Q.1          | Explain in brief the meaning and concept of Domestic and International marketing                         |          |           |                | 3        |  |
| CO1                                                                                                                                                                           | Q.2a         | Explain the Importance of International Marketing                                                        |          |           |                | 3        |  |
|                                                                                                                                                                               | Q.2b         | What do you understand by Management orientation (Ethnocentric, Polycentric, Regiocentric & Geocentric)? |          |           |                | 3        |  |
| CO1                                                                                                                                                                           | Q.3          | Write short note on Stages of market & economic development                                              |          |           |                | 6        |  |
| CO2                                                                                                                                                                           | Q.4          | Explain the Economic Risk Analysis                                                                       |          |           |                | 3        |  |
| CO2                                                                                                                                                                           | Q.5a         | Discuss the Trade patterns and International trade alliances                                             |          |           |                | 3        |  |

|     |      |                                              |   |
|-----|------|----------------------------------------------|---|
|     | Q.5b | Write short notes on WTO, World Bank and IMF | 3 |
| CO2 | Q 6  | Discuss the Dispute Settlement & Litigation  | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                                       |
|-------------------------|-------------------------------------------------------|
| <b>Session</b>          | 2020-21                                               |
| <b>Course Name</b>      | MBA                                                   |
| <b>Semester</b>         | 4th Semester                                          |
| <b>Subject Code</b>     | MBA 475                                               |
| <b>Subject Name</b>     | INTEGRATED MARKETING COMMUNICATION/PROMOTION STRATEGY |
| <b>Attainment Level</b> | Level 3                                               |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                                      |
|------------------------------------------------------------------------------------------------------|
| Amity Business School                                                                                |
| Course Handout                                                                                       |
| Course : INTEGRATED MARKETING COMMUNICATION/PROMOTION STRATEGY                                       |
| Course Code : MBA 475, Crédits : 03, Session : 2020-21 (Even Sem.), Class : MBA 2 <sup>nd</sup> Year |

**Introduction:** This course provides students an opportunity to gain an understanding of advertising and other marketing communications practices thereby making them marketers with effective communication skills. The course emphasizes on developing students' abilities to use Advertising as a tool to Create Awareness, Position the Product, and make an impact in the Consumers' Minds with the knowledge of the business environment supported by the domain knowledge of mass and personal communication. This comprehensive course also familiarizes students' with Media Planning and creativity in advertising through critical thinking, business analysis, problem solving and innovative solution development abilities.

**TTTTT. Course Outcomes:** At the end of the course, students will be able to:

**MBA475.1.** Understand the concept of advertising and evaluate the concept of integrated communication

**MBA475.2.** Identify the objectives and importance of advertising as a promotional tool.

**MBA475.3.** Remember the approaches of advertising campaign planning and develop ethics in advertising.

**MBA475.4.** Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market.

**MBA475.5.** Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.

**MBA475.6.** Create sales promotion strategies and identify the latest trends and practices in the industry.

**UUUUU. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.



**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**VVVVV. Program Specific Outcomes:**

1. **PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions
2. **PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.
3. **PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

**WWWWW. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## XXXXX. Syllabus

### Module I: Introduction to IMC

Enhancing Brand Equity through IMC. Role of advertisement and promotions in segmentation, targeting and positioning. The communication process and consumer behaviour. Elements of mass communication and personal communications.

### Module II: Managing Mass Communications:

Concept and definition of advertisement – setting advertisement objectives, Packaging, Point-of-purchase communication and signage. . Traditional vs modern media. Online and mobile advertising. Social media for advertising and promotion. Surrogate Advertising – Special case of India with banned products.

### Module III: Advertising Planning & Strategy: Media and Effectiveness

Advertising Department: Objectives and functions, The DAGMAR Approach to Setting Objectives, Advertising Campaign, Budgeting Methods. Advertising message: message objectives, recall, attitude, emotions and feelings Message tactics. Endorsers and message appeal in advertising. Creative aspects of advertising: copy writing, advertising artwork, copy in conventional media and cyberspace.

### Module IV: Media Planning

Media Planning, Scheduling, & Buying; Print, Broadcast & Interactive Online Media, Analysis and Measuring Advertising/Ad-message Effectiveness,

#### **Module V: Managing Mass Communications:**

Rationale for Sale Promotion, Types of Sales Promotion - Consumer and Trade Promotions - Sales Promotion Strategies and Practices – Sampling, couponing, premiums and other promotions, Relationship between Sales promotion and advertising, Cross Promotions, Event Marketing - Sponsorship, Public Relations,

#### **Module VI: Managing Personal Communications:**

Direct and interactive marketing, Word-of-mouth, and Personal selling, Direct Marketing, Word-of-mouth influence,

#### **YYYYY. Examination Scheme:**

| <b>Components</b>    | <b>Mid Term Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/<br/>Presentation</b> | <b>ESE</b> |
|----------------------|----------------------|-------------------|--------------------------------------------------|------------|
| <b>Weightage (%)</b> | 15                   | 5                 | 10                                               | 70         |

#### **ZZZZZ. Suggested Text/Reference Books:**

- Integrated Marketing Communications – Kenneth Blown & Donald Bach. PHI. 2002.
- Belch, George E & Belch, Michael A. (2009). Advertising and Promotion. McGraw-Hill Irwin. 9th edition.
- Wells W.D, Burnett J, & Moriarty S. (2009), Advertising Principles and Practice, Pearson Higher Education
- Batra R, Myers G.J., Aaker D (2003), Advertising Management, Pearson Education.

#### **AAAAAA. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                    | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|----------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Introduction of organizations                                                    | Lecture                 | MBA475.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Enhancing Brand Equity through IMC                                               | Lecture                 | MBA475.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | Role of advertisement and promotions in segmentation, targeting and positioning. | Lecture                 | MBA475.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | the communication process and consumer behaviour                                 | Lecture                 | MBA475.1                | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                   |         |          |                                 |
|----|---------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 5  | Elements of mass communication and personal communications.                                       | Lecture | MBA475.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Managing Mass Communications:                                                                     | Lecture | MBA475.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Concept and definition of advertisement – setting advertisement objectives                        | Lecture | MBA475.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Packaging, Point-of-purchase communication and signage                                            | Lecture | MBA475.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Traditional vs modern media.                                                                      | Lecture | MBA475.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Online and mobile advertising.                                                                    | Lecture | MBA475.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Social media for advertising and promotion                                                        | Lecture | MBA475.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Surrogate Advertising – Special case of India with banned products.                               | Lecture | MBA475.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Advertising Planning & Strategy: Media and Effectiveness                                          | Lecture | MBA475.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Advertising Department: Objectives and functions                                                  | Lecture | MBA475.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | The DAGMAR Approach to Setting Objectives, Advertising Campaign, Budgeting Methods.               | Lecture | MBA475.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Advertising message: message objectives, recall, attitude, emotions and feelings Message tactics. | Lecture | MBA475.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Media Planning                                                                                    | Lecture | MBA475.4 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Scheduling, & Buying; Print,                                                                      | Lecture | MBA475.4 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Broadcast & Interactive Online Media                                                              | Lecture | MBA475.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Analysis and Measuring Advertising/Ad-message Effectiveness,                                      | Lecture | MBA475.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Managing Mass Communications:                                                                     | Lecture | MBA475.5 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Rationale for Sale Promotion,                                                                     | Lecture | MBA475.5 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Types of Sales Promotion - Consumer and Trade Promotions                                          | Lecture | MBA475.5 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Sales Promotion Strategies                                                                        | Lecture | MBA475.5 | Mid Term-2, Quiz                |

|    |                                                       |         |          |                                 |
|----|-------------------------------------------------------|---------|----------|---------------------------------|
|    | and Practices                                         |         |          | & End Sem Exam                  |
| 25 | Sampling, couponing, premiums and other promotions    | Lecture | MBA475.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Relationship between Sales promotion and advertising, | Lecture | MBA475.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Cross Promotions, Event Marketing                     | Lecture | MBA475.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Sponsorship, Public Relations                         | Lecture | MBA475.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Managing Personal Communications:                     | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Direct and interactive marketing                      | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Direct and interactive marketing                      | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Word-of-mouth                                         | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Personal selling,                                     | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Direct Marketing,                                     | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Word-of-mouth influence,                              | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Personal selling,                                     | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |

**BBBBBB. Course Articulation Matrix (Mapping of COs with POs)**

| CO              | STATEMENT                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|--------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|----------------------------------------------|------------------|------------------|
|                 |                                                                                            | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA475.1</b> | Understand the concept of advertising and evaluate the concept of integrated communication | -                                   | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  | 2                                            | 3                | 1                |

|                 |                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |  |  |   |   |   |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|---|---|---|
| <b>MBA475.2</b> | Identify the objectives and importance of advertising as a promotional tool.                                                          | 1 | 3 | 3 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  | 1 | 2 | 1 |
| <b>MBA475.3</b> | Remember the approaches of advertising campaign planning and develop ethics in advertising.                                           | - | 3 | 2 | - | 1 | 3 | 3 | 2 | 3 | 3 |  |  | 1 | 1 | 2 |
| <b>MBA475.4</b> | Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market. | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  | 3 | 2 | 3 |
| <b>MBA475.5</b> | Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.                                | 1 | 2 | 2 | 2 | 3 | 3 | 1 | 1 | 3 | 2 |  |  | 1 | 2 | 2 |
| <b>MBA475.6</b> | Create sales promotion strategies and identify the latest trends and practices in the industry.                                       | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  | 1 | 1 | 2 |

**Sample Question Paper**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                 |                                                                   |              |               |                |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------------------------------------------------------------|--------------|---------------|----------------|--------------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –IV) 2020-21</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                 |                                                                   |              |               |                |              |
| Class: MBA IV Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                 |                                                                   |              |               |                |              |
| Subject Name:<br>MBA 475 INTEGRATED<br>MARKETING<br>COMMUNICATION/PROMOTION<br>STRATEGY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                 | Time: 01:30 Hrs                                                   |              |               | Max. Marks: 30 |              |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Rememberin<br>g | Understandin<br>g                                                 | Applyin<br>g | Analyzi<br>ng | Evaluati<br>ng | Creatin<br>g |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q. 2, Q. 4      | Q. 6                                                              | Q. 1 -       | -             | Q. 5           | Q. 3         |
| <p>Student will be able to</p> <p><b>MBA475.1.</b> Understand the concept of advertising and evaluate the concept of integrated communication</p> <p><b>MBA475.2.</b> Identify the objectives and importance of advertising as a promotional tool.</p> <p><b>MBA475.3.</b> Remember the approaches of advertising campaign planning and develop ethics in advertising.</p> <p><b>MBA475.4.</b> Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market.</p> <p><b>MBA475.5.</b> Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.</p> <p><b>MBA475.6.</b> Create sales promotion strategies and identify the latest trends and practices in the industry.</p> |                 |                                                                   |              |               |                |              |
| CO<br>Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Question<br>No. | Questi<br>on                                                      |              |               |                | Mar<br>ks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.1             | Elaborate the role of marketing mix in advertising.               |              |               |                | 5            |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.2a            | Differentiate between Publicity, Personal Selling and advertising |              |               |                | 5            |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.3             | Define integrated marketing communications.                       |              |               |                | 5            |

|     |      |                                                                  |   |
|-----|------|------------------------------------------------------------------|---|
| CO2 | Q.4  | Give the SWOT analysis of advertising as a promotional tool.     | 5 |
| CO3 | Q.5a | How does the prevailing market influence advertising? Elaborate. | 5 |
| CO4 | Q 6  | Describe the types of advertisements.                            | 5 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# Attainment

|                         |                                                       |
|-------------------------|-------------------------------------------------------|
| <b>Session</b>          | 2020-21                                               |
| <b>Course Name</b>      | MBA                                                   |
| <b>Semester</b>         | 4th Semester                                          |
| <b>Subject Code</b>     | MBA 475                                               |
| <b>Subject Name</b>     | INTEGRATED MARKETING COMMUNICATION/PROMOTION STRATEGY |
| <b>Attainment Level</b> | Level 3                                               |

**Note:**

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Amity Business School

Course Handout

Course : DIGITAL AND SOCIAL MEDIA MARKETING

Course Code : MBA 476, Crédits : 03, Session :2020-21 (Even Sem.), Class : MBA. 2<sup>nd</sup> Year

**Introduction:** The death of a salesman in the B2B channels is as real as the day itself. E-commerce has radically changed how people identified their needs, searched for products, analysed their options, made the purchase and then provided their feedback based on their experience of the service of the product provider or the satisfaction they have gained from the product itself. This course is designed to facilitate this generation of netizens to graduate from a level of only buying and availing online services to a level where they are sensitized with what it takes for an online marketer to recruit customers online and provide them services and products that are sold online, but are not necessarily availed online. The course will explicate the role of business environment and domain knowledge and impress upon skills like critical thinking, business analysis, and problem solving and creating innovative solutions.

**CCCCC. Course Outcomes:** At the end of the course, students will be able to:

**MBA476.1.** On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital marketing.

**MBA476.2.** On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer behaviour and imagine its utility in online/offline marketing strategies.

**MBA476.3.** Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area. They will also comprehend optimization and the keyword search methodology.

**MBA476.4.** On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.

**MBA476.5.** On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve. Students will also be able to form opinion on current trends in digital marketing area and estimate future trends therein.

**DDDDDD. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**EEEEEE. Program Specific Outcomes:**

- 1. PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions
- 2. PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.
- 3. PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

**FFFFFF. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **GGGGGG. Syllabus**

### **Module I: Go online**

Evolution of digital marketing. E-marketing and the changing landscape. The implications of the digital change. Web and the new corporations. E-marketing – Challenges, strengths and applications. The digital consumer and communities online. Digital marketing landscape. The online marketing mix. Types of digital marketing: Email, internet marketing, mobile marketing and social media marketing.

### **Module II: Social Media**

Social media marketing. The social media model by McKinsey and marketing with networks. Social media strategy and customer engagement. Affiliate marketing & strategic partnerships. Social media tools – Blogs, micro-blogs, Social networks, media sharing sites, social news sites, review sites, virtual worlds and online gaming. Social listening. Web analytics. Social media analytics. Viral marketing and Facebook Adverts. Online Guerilla marketing.

### **Module III: Rush-hour traffic**

Dynamics of an online search. Internet traffic plan. Search engine marketing, PPC and online advertising. Search engine optimisation and search engine marketing. Content strategies. The Google case study. Where the service is free, the customer is the product.

#### **Module IV: E-commerce**

Online procurement and distribution. Traditional distribution management issues. Overcoming distribution challenges. Fundamental advantages offered by the internet. The spiral of prosperity model. Measuring E-commerce success. CRM and CX in digital marketing. Data and analytics.

#### **Module V: Emerging Digital Revolution**

Online campaign management. Integrating digital and social media strategies. Campaign management using Facebook, Twitter and Blogs. The future of marketing. Gamification and Apps. Changes in the marketing landscape – the rise in technology. What has changed in the last two years in the mobile phone app technology? Gamification and game-based marketing. The World of Apps. Apps and India.

#### **HHHHHH. Examination Scheme:**

| <b>Components</b>    | <b>Mid Term Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/<br/>Presentation</b> | <b>ESE</b> |
|----------------------|----------------------|-------------------|--------------------------------------------------|------------|
| <b>Weightage (%)</b> | 15                   | 5                 | 10                                               | 70         |

#### **IIIIII. Suggested Text/Reference Books:**

- Vanadana Ahuja. Digital Marketing. Oxford.
- Lamb, Hair, and Sharma. MKTG – Principles of Marketing. Cengage Learning.
- Puneet Singh Bhatia; Fundamentals of Digital Marketing, Pearson Education.
- David Whiteley; E-Commerce: Strategy, Technologies and Applications, Mcgraw Hill Education
- Menon, Arpita; Media Planning and Buying; McGraw Hill.
- Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014)
- Arnold, George; Media Writer's Handbook: A Guide to Common Writing and Editing Problems; McGraw-Hill Education.

#### **JJJJJJ. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b> | <b>Mode</b> | <b>Correspon</b> | <b>Mode of</b> |
|----------------|---------------|-------------|------------------|----------------|
|----------------|---------------|-------------|------------------|----------------|

|    |                                                                                                     | <b>of Delivery</b> | <b>ding CO</b> | <b>Assessing CO</b>             |
|----|-----------------------------------------------------------------------------------------------------|--------------------|----------------|---------------------------------|
| 1  | Evolution of digital marketing. E-marketing and the changing landscape                              | Lecture            | MBA476.1       | Mid Term-1, Quiz & End Sem Exam |
| 2  | The implications of the digital change                                                              | Lecture            | MBA476.1       | Mid Term-1, Quiz & End Sem Exam |
| 3  | Web and the new corporations. E-marketing – Challenges, strengths and applications                  | Lecture            | MBA476.1       | Mid Term-1, Quiz & End Sem Exam |
| 4  | The digital consumer and communities online                                                         | Lecture            | MBA476.1       | Mid Term-1, Quiz & End Sem Exam |
| 5  | Digital marketing landscape                                                                         | Lecture            | MBA476.1       | Mid Term-1, Quiz & End Sem Exam |
| 6  | The online marketing mix.                                                                           | Lecture            | MBA476.1       | Mid Term-1, Quiz & End Sem Exam |
| 7  | Types of digital marketing: Email, internet marketing, mobile marketing and social media marketing. | Lecture            | MBA476.1       | Mid Term-1, Quiz & End Sem Exam |
| 8  | Social media marketing.                                                                             | Lecture            | MBA476.2       | Mid Term-1, Quiz & End Sem Exam |
| 9  | The social media model by McKinsey and marketing with networks                                      | Lecture            | MBA476.2       | Mid Term-1, Quiz & End Sem Exam |
| 10 | Social media strategy and customer engagement.                                                      | Lecture            | MBA476.2       | Mid Term-1, Quiz & End Sem Exam |
| 11 | Affiliate marketing & strategic partnerships                                                        | Lecture            | MBA476.2       | Mid Term-1, Quiz & End Sem Exam |
| 12 | Social listening. Web analytics. Social media analytics.                                            | Lecture            | MBA476.2       | Mid Term-1, Quiz & End Sem Exam |
| 13 | Viral marketing and Facebook Adverts. Online Guerilla marketing.                                    | Lecture            | MBA476.2       | Mid Term-1, Quiz & End Sem Exam |
| 14 | Dynamics of an online search. Internet traffic plan.                                                | Lecture            | MBA476.3       | Mid Term-1, Quiz & End Sem Exam |
| 15 | Internet traffic plan. Search engine marketing, PPC and online advertising.                         | Lecture            | MBA476.3       | Mid Term-1, Quiz & End Sem Exam |
| 16 | Search engine optimisation and search engine marketing                                              | Lecture            | MBA476.3       | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                |         |          |                                 |
|----|--------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 17 | Content strategies.                                                            | Lecture | MBA476.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | The Google case study. Where the service is free, the customer is the product. | Lecture | MBA476.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Online procurement and distribution                                            | Lecture | MBA476.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Traditional distribution management issues.                                    | Lecture | MBA476.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Overcoming distribution challenges.                                            | Lecture | MBA476.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Fundamental advantages offered by the internet                                 | Lecture | MBA476.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | The spiral of prosperity model.                                                | Lecture | MBA476.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Measuring E-commerce success.                                                  | Lecture | MBA476.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | CRM and CX in digital marketing. Data and analytics.                           | Lecture | MBA476.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Online campaign management.                                                    | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Campaign management using Facebook, Twitter and Blogs                          | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | The future of marketing. Gamification and Apps.                                | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Changes in the marketing landscape – the rise in technology.                   | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | What has changed in the last two years in the mobile phone app technology?     | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Gamification and game-based marketing.                                         | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | The World of Apps.                                                             | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Integrating digital and social media strategies                                | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Apps and India                                                                 | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | game-based marketing.                                                          | Lecture | MBA476.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Integrating digital and social media strategies                                | Lecture | MBA476.6 | Mid Term-2, Quiz & End Sem Exam |

**KKKKKK. Course Articulation Matrix (Mapping of COs with POs)**

| CO              | STATEMENT                                                                                                                                                                                                                                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  | CORRELATION WITH PROGRAMM |                  |                  |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|---------------------------|------------------|------------------|
|                 |                                                                                                                                                                                                                                                                                           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  | P<br>S<br>O<br>1          | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA476.1</b> | On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital marketing. | -                                   | 3           | 2           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  | P<br>S<br>O<br>1          | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 |
| <b>MBA476.2</b> | On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer behaviour and imagine its utility in online/offline marketing strategies.                                                               | 1                                   | 3           | 3           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  | P<br>S<br>O<br>3          | P<br>S<br>O<br>2 | P<br>S<br>O<br>1 |
| <b>MBA476.3</b> | Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area.                                                                                                                                             | -                                   | 3           | 2           | -           | 1           | 3           | 3           | 2           | 3           | 3            |  | P<br>S<br>O<br>1          | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 |



|          |                                                                                                                                                                                                                                                                               |   |   |   |   |   |   |   |   |   |   |  |  |  |                  |                  |                  |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|------------------|------------------|------------------|
|          | They will also comprehend optimization and the keyword search methodology.                                                                                                                                                                                                    |   |   |   |   |   |   |   |   |   |   |  |  |  |                  |                  |                  |
| MBA476.4 | On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.                                                                   | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  | P<br>S<br>O<br>2 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 |
| MBA476.5 | On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve. Students will also be able to form opinion on current trends in digital marketing area and estimate future trends therein. | 1 | 2 | 2 | 2 | 3 | 3 | 1 | 1 | 3 | 2 |  |  |  | P<br>S<br>O<br>1 | P<br>S<br>O<br>3 | P<br>S<br>O<br>3 |

**Sample Question Paper**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                 |                                                       |              |               |                |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------------------------------------------------|--------------|---------------|----------------|--------------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –IV) 2020-21</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                 |                                                       |              |               |                |              |
| Class: MBA IV Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                 |                                                       |              |               |                |              |
| Subject Name:<br>MBA 476 DIGITAL AND SOCIAL<br>MEDIA MARKETING                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                 | Time: 01:30 Hrs                                       |              |               | Max. Marks: 30 |              |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Rememberin<br>g | Understandin<br>g                                     | Applyin<br>g | Analyzi<br>ng | Evaluati<br>ng | Creatin<br>g |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q. 2, Q. 4      | Q. 6                                                  | Q. 1 -       | -             | Q. 5           | Q. 3         |
| <p>Student will be able to</p> <p><b>MBA476.1.</b> On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital marketing.</p> <p><b>MBA476.2.</b> On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer behaviour and imagine its utility in online/offline marketing strategies.</p> <p><b>MBA476.3.</b> Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area. They will also comprehend optimization and the keyword search methodology.</p> <p><b>MBA476.4.</b> On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.</p> <p><b>MBA476.5.</b> On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve. Students will also be able to form opinion on current trends in digital marketing area and estimate future trends therein.</p> |                 |                                                       |              |               |                |              |
| CO<br>Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Question<br>No. | Questi<br>on                                          |              |               |                | Mar<br>ks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.1             | Elaborate the role of digital marketing in marketing. |              |               |                | 5            |

|     |      |                                                                    |   |
|-----|------|--------------------------------------------------------------------|---|
| CO2 | Q.2a | Differentiate between digital marketing: Email, internet marketing | 5 |
| CO2 | Q.3  | Define Social media marketing                                      | 5 |
| CO2 | Q.4  | Explain Social media analytics                                     | 5 |
| CO3 | Q.5a | Elaborate Search engine optimisation and search engine marketing.  | 5 |
| CO4 | Q 6  | Describe Traditional distribution management issues                | 5 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                    |
|-------------------------|------------------------------------|
| <b>Session</b>          | 2020-21                            |
| <b>Course Name</b>      | MBA                                |
| <b>Semester</b>         | 4th Semester                       |
| <b>Subject Code</b>     | MBA 476                            |
| <b>Subject Name</b>     | DIGITAL AND SOCIAL MEDIA MARKETING |
| <b>Attainment Level</b> | Level 3                            |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Course Handout

Course : DIGITAL AND SOCIAL MEDIA MARKETING

Course Code : MBA 476, Crédits : 03, Session :2020-21 (Even Sem.), Class : MBA. 2<sup>nd</sup> Year

**Introduction:** The death of a salesman in the B2B channels is as real as the day itself. E-commerce has radically changed how people identified their needs, searched for products, analysed their options, made the purchase and then provided their feedback based on their experience of the service of the product provider or the satisfaction they have gained from the product itself. This course is designed to facilitate this generation of netizens to graduate from a level of only buying and availing online services to a level where they are sensitized with what it takes for an online marketer to recruit customers online and provide them services and products that are sold online, but are not necessarily availed online. The course will explicate the role of business environment and domain knowledge and impress upon skills like critical thinking, business analysis, and problem solving and creating innovative solutions.

**LLLLLL. Course Outcomes:** At the end of the course, students will be able to:

**MBA476.1.** On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital marketing.

**MBA476.2.** On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer behaviour and imagine its utility in online/offline marketing strategies.

**MBA476.3.** Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area. They will also comprehend optimization and the keyword search methodology.

**MBA476.4.** On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.

**MBA476.5.** On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve. Students will also be able to form opinion on current trends in digital marketing area and estimate future trends therein.

**MMMMMM. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**NNNNNN. Program Specific Outcomes:**

4. **PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions
5. **PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.
6. **PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

**OOOOOO. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **PPPPPP. Syllabus**

### **Module I: Go online**

Evolution of digital marketing. E-marketing and the changing landscape. The implications of the digital change. Web and the new corporations. E-marketing – Challenges, strengths and applications. The digital consumer and communities online. Digital marketing landscape. The online marketing mix. Types of digital marketing: Email, internet marketing, mobile marketing and social media marketing.

### **Module II: Social Media**

Social media marketing. The social media model by McKinsey and marketing with networks. Social media strategy and customer engagement. Affiliate marketing & strategic partnerships. Social media tools – Blogs, micro-blogs, Social networks, media sharing sites, social news sites, review sites, virtual worlds and online gaming. Social listening. Web analytics. Social media analytics. Viral marketing and Facebook Adverts. Online Guerilla marketing.

### **Module III: Rush-hour traffic**

Dynamics of an online search. Internet traffic plan. Search engine marketing, PPC and online advertising. Search engine optimisation and search engine marketing. Content strategies. The Google case study. Where the service is free, the customer is the product.

#### **Module IV: E-commerce**

Online procurement and distribution. Traditional distribution management issues. Overcoming distribution challenges. Fundamental advantages offered by the internet. The spiral of prosperity model. Measuring E-commerce success. CRM and CX in digital marketing. Data and analytics.

#### **Module V: Emerging Digital Revolution**

Online campaign management. Integrating digital and social media strategies. Campaign management using Facebook, Twitter and Blogs. The future of marketing. Gamification and Apps. Changes in the marketing landscape – the rise in technology. What has changed in the last two years in the mobile phone app technology? Gamification and game-based marketing. The World of Apps. Apps and India.

#### **QQQQQ. Examination Scheme:**

| <b>Components</b>    | <b>Mid Term Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/<br/>Presentation</b> | <b>ESE</b> |
|----------------------|----------------------|-------------------|--------------------------------------------------|------------|
| <b>Weightage (%)</b> | 15                   | 5                 | 10                                               | 70         |

#### **RRRRRR. Suggested Text/Reference Books:**

- Vanadana Ahuja. Digital Marketing. Oxford.
- Lamb, Hair, and Sharma. MKTG – Principles of Marketing. Cengage Learning.
- Puneet Singh Bhatia; Fundamentals of Digital Marketing, Pearson Education.
- David Whiteley; E-Commerce: Strategy, Technologies and Applications, Mcgraw Hill Education
- Menon, Arpita; Media Planning and Buying; McGraw Hill.
- Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014)
- Arnold, George; Media Writer's Handbook: A Guide to Common Writing and Editing Problems; McGraw-Hill Education.

#### **SSSSSS. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b> | <b>Mode</b> | <b>Correspon</b> | <b>Mode of</b> |
|----------------|---------------|-------------|------------------|----------------|
|----------------|---------------|-------------|------------------|----------------|



|    |                                                                                                     | <b>of Delivery</b> | <b>ding CO</b> | <b>Assessing CO</b>             |
|----|-----------------------------------------------------------------------------------------------------|--------------------|----------------|---------------------------------|
| 1  | Evolution of digital marketing. E-marketing and the changing landscape                              | Lecture            | MBA476.1       | Mid Term-1, Quiz & End Sem Exam |
| 2  | The implications of the digital change                                                              | Lecture            | MBA476.1       | Mid Term-1, Quiz & End Sem Exam |
| 3  | Web and the new corporations. E-marketing – Challenges, strengths and applications                  | Lecture            | MBA476.1       | Mid Term-1, Quiz & End Sem Exam |
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| 5  | Digital marketing landscape                                                                         | Lecture            | MBA476.1       | Mid Term-1, Quiz & End Sem Exam |
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| 20 | Traditional distribution management issues.                                    | Lecture | MBA476.4 | Mid Term-1, Quiz & End Sem Exam |
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| 22 | Fundamental advantages offered by the internet                                 | Lecture | MBA476.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | The spiral of prosperity model.                                                | Lecture | MBA476.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Measuring E-commerce success.                                                  | Lecture | MBA476.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | CRM and CX in digital marketing. Data and analytics.                           | Lecture | MBA476.4 | Mid Term-2, Quiz & End Sem Exam |
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TTTTT. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                                                                                                                                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  | CORRELATION WITH PROGRAMM |                  |                  |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|---------------------------|------------------|------------------|
|                 |                                                                                                                                                                                                                                                                                           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  | P<br>S<br>O<br>1          | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA476.1</b> | On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital marketing. | -                                   | 3           | 2           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  | P<br>S<br>O<br>1          | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 |
| <b>MBA476.2</b> | On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer behaviour and imagine its utility in online/offline marketing strategies.                                                               | 1                                   | 3           | 3           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  | P<br>S<br>O<br>3          | P<br>S<br>O<br>2 | P<br>S<br>O<br>1 |
| <b>MBA476.3</b> | Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area.                                                                                                                                             | -                                   | 3           | 2           | -           | 1           | 3           | 3           | 2           | 3           | 3            |  |  | P<br>S<br>O<br>1          | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 |

|          |                                                                                                                                                                                                                                                                               |   |   |   |   |   |   |   |   |   |   |  |  |  |                  |                  |                  |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|------------------|------------------|------------------|
|          | They will also comprehend optimization and the keyword search methodology.                                                                                                                                                                                                    |   |   |   |   |   |   |   |   |   |   |  |  |  |                  |                  |                  |
| MBA476.4 | On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.                                                                   | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  | P<br>S<br>O<br>2 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 |
| MBA476.5 | On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve. Students will also be able to form opinion on current trends in digital marketing area and estimate future trends therein. | 1 | 2 | 2 | 2 | 3 | 3 | 1 | 1 | 3 | 2 |  |  |  | P<br>S<br>O<br>1 | P<br>S<br>O<br>3 | P<br>S<br>O<br>3 |

**Sample Question Paper**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                 |                                                          |              |               |                |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------------------------------------------------------|--------------|---------------|----------------|--------------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –IV) 2020-21</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                 |                                                          |              |               |                |              |
| Class: MBA IV Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                 |                                                          |              |               |                |              |
| Subject Name:<br>MBA 476 DIGITAL AND SOCIAL<br>MEDIA MARKETING                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                 | Time: 01:30 Hrs                                          |              |               | Max. Marks: 30 |              |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Rememberin<br>g | Understandin<br>g                                        | Applyin<br>g | Analyzi<br>ng | Evaluati<br>ng | Creatin<br>g |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q. 2, Q. 4      | Q. 6                                                     | Q. 1 -       | -             | Q. 5           | Q. 3         |
| <p>Student will be able to</p> <p><b>MBA476.1.</b> On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital marketing.</p> <p><b>MBA476.2.</b> On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer behaviour and imagine its utility in online/offline marketing strategies.</p> <p><b>MBA476.3.</b> Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area. They will also comprehend optimization and the keyword search methodology.</p> <p><b>MBA476.4.</b> On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.</p> <p><b>MBA476.5.</b> On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve. Students will also be able to form opinion on current trends in digital marketing area and estimate future trends therein.</p> |                 |                                                          |              |               |                |              |
| CO<br>Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Question<br>No. | Questi<br>on                                             |              |               |                | Mar<br>ks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.1             | Elaborate the role of digital marketing in<br>marketing. |              |               |                | 5            |

|     |      |                                                                    |   |
|-----|------|--------------------------------------------------------------------|---|
| CO2 | Q.2a | Differentiate between digital marketing: Email, internet marketing | 5 |
| CO2 | Q.3  | Define Social media marketing                                      | 5 |
| CO2 | Q.4  | Explain Social media analytics                                     | 5 |
| CO3 | Q.5a | Elaborate Search engine optimisation and search engine marketing.  | 5 |
| CO4 | Q 6  | Describe Traditional distribution management issues                | 5 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                    |
|-------------------------|------------------------------------|
| <b>Session</b>          | 2020-21                            |
| <b>Course Name</b>      | MBA                                |
| <b>Semester</b>         | 4th Semester                       |
| <b>Subject Code</b>     | MBA 476                            |
| <b>Subject Name</b>     | DIGITAL AND SOCIAL MEDIA MARKETING |
| <b>Attainment Level</b> | Level 3                            |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Course Handout

Course : INTERNATIONAL MARKETING

Course Code : MBA 478, Crédits : 03, Session :2020-21 (Even Sem.), Class : MBA. 2<sup>nd</sup> Year

**Introduction:** In today's dynamic global scenario people who succeed will have to learn the art of managing functions across domestic borders and will delve into global exposure and cross-cultural sensitivity. Thus the course aims at exposing the students to the international business activities and taking a keen look at business environment along with the domain knowledge to manage an MNC. The course would develop a general perspective about managing international business both in operational as well as strategic context through critical thinking, business analysis, problem solving and seeking innovative solutions at an international level. The course will further enhance the effective communication skills of the participant and will also sensitise them to international considerations of social responsibility and ethics.

**UUUUUU. Course Outcomes:** At the end of the course, students will be able to:

**MBA478.1.** Building awareness for the concept of international marketing.

**MBA478.2.** Identifying the emerging markets and marketing challenges in the international marketing environment

**MBA478.3.** . Identifying the emerging markets and marketing challenges in the international marketing environment

**MBA478.4.** Use appropriate research approaches and information systems in planning for international marketing situations

**MBA478.5.** Evaluate different methods of marketing decisions in international environment.

**MBA478.6.** Understanding the policies and procedures prevalent in India for export and import.

**VVVVVV. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.



**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **WWWWW. Program Specific Outcomes:**

1. **PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions
2. **PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.
3. **PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

**XXXXXX. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## YYYYYY. Syllabus

### Module I: Overview

Definition of International Marketing, Need, Scope, Tasks, Domestic vs. International marketing, International trade Theories, Importance of International Marketing, Global services, Management orientation (Ethnocentric, Polycentric, Regiocentric & Geocentric)

### Module II: International Marketing Environment

Economic Environment: World Economy, Stages of market & economic development, Income & Purchasing Power parity, Economic Risk Analysis, Balance of payments, Trade patterns, International trade alliances, WTO, World Bank, IMF, Regional Economic groups. Social & Cultural environment – Culture, Cultural impact on Industrial & Consumer products. Political, Legal & Regulatory Environment – Political Risk, IPR, Licensing & Trade Services, Dispute Settlement & Litigation, Embargoes & Sanctions. Competition in International Business.

### Module III: International Entry & Expansion Strategies

International Market Entry Strategies – Exporting, Sourcing, Licensing, JVs, Ownership & control, Ownership/ Investment, Mergers and Acquisitions, Stages of development models (Domestic, International, Multinational, Global, Transnational) Strategies employed by Indian companies to sustain Globally. Tariff and Non Tariff Barriers.

#### **Module IV: Developing Product for International Market**

The international product and its life cycle, Product positioning & Segmentation, Product design consideration, Geographic expansion, Global branding and different positioning of the same brand in different countries, International product adaptation & branding strategies. New product development & testing. Dumping, Gray market, Role of Services in global economy, Emerging markets.

#### **Module V: Distribution, Promotion & Pricing Strategy for International Market**

Channel development & Innovation. IMC in the International context, Role of International Advertising & Branding, PR, Trade Fairs, Personal selling, Sales promotion, Exhibitions, Sponsorship promotion, Internet Marketing. International pricing strategies, Global pricing Objectives & methods, Pricing policies – Marginal cost, cost plus, Market oriented, Export payment methods – L/C, Advance, DA/DP, FIBC, Counter trade, Transfer price. International trade channels and distribution strategies for International marketing. Future of International Marketing.

#### **ZZZZZZ. Examination Scheme:**

| <b>Components</b>    | <b>Mid Term Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/ Presentation</b> | <b>ESE</b> |
|----------------------|----------------------|-------------------|----------------------------------------------|------------|
| <b>Weightage (%)</b> | 15                   | 5                 | 10                                           | 70         |

#### **AAAAAAA. Suggested Text/Reference Books:**

- Keegan Warren & Bhargava Naval (2011), Global Marketing Management, Pearson.
- Cateora Philip, Graham John & Salwan Prashant (2010), International Marketing, Mc Graw Hill.
- Paul Justin & Kapoor Ramneek (2010), International Marketing, Mc Graw Hill.
- Joshi Rakesh Mohan (2009), International Business, Oxford Higher Education.
- Vasudeva PK (2010), International Marketing, Excel Books.
- Harvard Business Review, Global Business Review (Sage Publications), Global Forum – ITC Geneva

**BBBBBBB. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                                                                                                                                                                                  | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Definition of International Marketing                                                                                                                                                                                                          | Lecture                 | MBA478.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Need, Scope, Tasks, Domestic vs. International marketing,                                                                                                                                                                                      | Lecture                 | MBA478.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | International trade Theories                                                                                                                                                                                                                   | Lecture                 | MBA478.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | Importance of International Marketing                                                                                                                                                                                                          | Lecture                 | MBA478.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | Global services                                                                                                                                                                                                                                | Lecture                 | MBA478.1                | Mid Term-1, Quiz & End Sem Exam |
| 6              | Management orientation (Ethnocentric, Polycentric, Regiocentric & Geocentric)                                                                                                                                                                  | Lecture                 | MBA478.1                | Mid Term-1, Quiz & End Sem Exam |
| 7              | Economic Environment: World Economy, Stages of market                                                                                                                                                                                          | Lecture                 | MBA478.2                | Mid Term-1, Quiz & End Sem Exam |
| 8              | economic development                                                                                                                                                                                                                           | Lecture                 | MBA478.2                | Mid Term-1, Quiz & End Sem Exam |
| 9              | Income & Purchasing Power parity                                                                                                                                                                                                               | Lecture                 | MBA478.2                | Mid Term-1, Quiz & End Sem Exam |
| 10             | Economic Risk Analysis                                                                                                                                                                                                                         | Lecture                 | MBA478.2                | Mid Term-1, Quiz & End Sem Exam |
| 11             | Balance of payments                                                                                                                                                                                                                            | Lecture                 | MBA478.2                | Mid Term-1, Quiz & End Sem Exam |
| 12             | Trade patterns                                                                                                                                                                                                                                 | Lecture                 | MBA478.2                | Mid Term-1, Quiz & End Sem Exam |
| 13             | International trade alliances                                                                                                                                                                                                                  | Lecture                 | MBA478.2                | Mid Term-1, Quiz & End Sem Exam |
| 14             | WTO, World Bank                                                                                                                                                                                                                                | Lecture                 | MBA478.2                | Mid Term-1, Quiz & End Sem Exam |
| 15             | IMF, Regional Economic groups.                                                                                                                                                                                                                 | Lecture                 | MBA478.2                | Mid Term-1, Quiz & End Sem Exam |
| 16             | Social & Cultural environment – Culture                                                                                                                                                                                                        | Lecture                 | MBA478.2                | Mid Term-1, Quiz & End Sem Exam |
| 17             | Cultural impact on Industrial & Consumer products. Political, Legal & Regulatory Environment – Political Risk, IPR, Licensing & Trade Services, Dispute Settlement & Litigation, Embargoes & Sanctions. Competition in International Business. | Lecture                 | MBA478.2                | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                        |         |          |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 18 | International Entry & Expansion Strategies                                                                                             | Lecture | MBA478.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | International Market Entry Strategies                                                                                                  | Lecture | MBA478.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | –Exporting, Sourcing, Licensing, JVs, Ownership & control, Ownership/ Investment, Mergers and Acquisitions,                            | Lecture | MBA478.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Stages of development models (Domestic, International, Multinational, Global, Transnational)                                           | Lecture | MBA478.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Strategies employed by Indian companies to sustain Globally.                                                                           | Lecture | MBA478.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Tariff and Non Tariff Barriers.                                                                                                        | Lecture | MBA478.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | The international product and its life cycle, Product positioning & Segmentation,                                                      | Lecture | MBA478.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Product design consideration, Geographic expansion, Global branding and different positioning of the same brand in different countries | Lecture | MBA478.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | International product adaptation & branding strategies                                                                                 | Lecture | MBA478.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | New product development & testing. Dumping, Gray market, Role of Services in global economy, Emerging markets.                         | Lecture | MBA478.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Distribution, Promotion & Pricing Strategy for International Market                                                                    | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Channel development & Innovation. IMC in the International context                                                                     | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Role of International Advertising & Branding, PR, Trade Fairs, Personal selling                                                        | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Sales promotion, Exhibitions, Sponsorship promotion, Internet Marketing                                                                | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | International pricing strategies                                                                                                       | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                 |         |          |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 33 | Global pricing Objectives & methods                                                                                             | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Pricing policies – Marginal cost, cost plus, Market oriented, Export payment methods – L/C, Advance, DA/DP, FIBC, Counter trade | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Transfer price. International trade channels and distribution strategies for International marketing                            | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Future of International Marketing.                                                                                              | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |

**CCCCCCC. Course Articulation Matrix (Mapping of COs with POs)**

| CO              | STATEMENT                                                                                            | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|----------------------------------------------|------------------|------------------|
|                 |                                                                                                      | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA478.1</b> | Building awareness for the concept of international marketing.                                       | -                                   | 3           | 2           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  | 2                                            | 2                | 1                |
| <b>MBA478.2</b> | Identifying the emerging markets and marketing challenges in the international marketing environment | 1                                   | 3           | 3           | 2           | 1           | 3           | 1           | 2           | 3           | 3            |  | 1                                            | 1                | 2                |
| <b>MBA478.3</b> | Identifying the emerging markets and marketing challenges in the international marketing environment | -                                   | 3           | 2           | -           | 1           | 3           | 3           | 2           | 3           | 3            |  | 3                                            | 3                | 2                |

|                 |                                                                                                                 |   |   |   |   |   |   |   |   |   |   |  |  |   |   |   |
|-----------------|-----------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|---|---|---|
| <b>MBA478.4</b> | Use appropriate research approaches and information systems in planning for international marketing situations. | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  | 2 | 3 | 2 |
| <b>MBA478.5</b> | Evaluate different methods of marketing decisions in international environment.                                 | 1 | 2 | 2 | 2 | 3 | 3 | 1 | 1 | 3 | 2 |  |  | 1 | 3 | 2 |
| <b>MBA478.6</b> | Understanding the policies and procedures prevalent in India for export and import.                             | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  | 1 | 2 | 2 |

**Sample Question Paper**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                 |                                                                                         |              |               |                |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------------------------------------------------------------------------------|--------------|---------------|----------------|--------------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –IV) 2020-21</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                 |                                                                                         |              |               |                |              |
| Class: MBA IV Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                 |                                                                                         |              |               |                |              |
| Subject Name:<br>MBA 478 INTERNATIONAL<br>MARKETING                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                 | Time: 01:30 Hrs                                                                         |              |               | Max. Marks: 30 |              |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Rememberin<br>g | Understandin<br>g                                                                       | Applyin<br>g | Analyzi<br>ng | Evaluati<br>ng | Creatin<br>g |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q. 2, Q. 4      | Q. 6                                                                                    | Q. 1 -       | -             | Q. 5           | Q. 3         |
| <p>Student will be able to</p> <p><b>MBA478.1.</b> Building awareness for the concept of international marketing.</p> <p><b>MBA478.2.</b> Identifying the emerging markets and marketing challenges in the international marketing environment</p> <p><b>MBA478.3.</b> Identifying the emerging markets and marketing challenges in the international marketing environment</p> <p><b>MBA478.4.</b> Use appropriate research approaches and information systems in planning for international marketing situations</p> <p><b>MBA478.5.</b> Evaluate different methods of marketing decisions in international environment.</p> <p><b>MBA478.6.</b> Understanding the policies and procedures prevalent in India for export and import.</p> |                 |                                                                                         |              |               |                |              |
| CO<br>Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Question<br>No. | Questi<br>on                                                                            |              |               |                | Mar<br>ks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.1             | State the challenges of International Marketing.                                        |              |               |                | 5            |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.2             | What are the dimensions of international marketing?                                     |              |               |                | 5            |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.3             | What benefits can be attained if marketed in international territories?                 |              |               |                | 5            |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.4             | Give the difference between tariff and non- tariff barriers of international marketing. |              |               |                | 5            |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.5             | What factors influence regional economic groupings?                                     |              |               |                | 5            |



|     |     |                      |   |
|-----|-----|----------------------|---|
| CO4 | Q 6 | Write a note on WTO. | 5 |
|-----|-----|----------------------|---|

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                         |
|-------------------------|-------------------------|
| <b>Session</b>          | 2020-21                 |
| <b>Course Name</b>      | MBA                     |
| <b>Semester</b>         | 4th Semester            |
| <b>Subject Code</b>     | MBA478                  |
| <b>Subject Name</b>     | INTERNATIONAL MARKETING |
| <b>Attainment Level</b> | Level 3                 |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Course Handout

Course : INTERNATIONAL MARKETING

Course Code : MBA 478, Crédits : 03, Session :2020-21 (Even Sem.), Class : MBA. 2<sup>nd</sup> Year

**Introduction:** In today's dynamic global scenario people who succeed will have to learn the art of managing functions across domestic borders and will delve into global exposure and cross-cultural sensitivity. Thus the course aims at exposing the students to the international business activities and taking a keen look at business environment along with the domain knowledge to manage an MNC. The course would develop a general perspective about managing international business both in operational as well as strategic context through critical thinking, business analysis, problem solving and seeking innovative solutions at an international level. The course will further enhance the effective communication skills of the participant and will also sensitise them to international considerations of social responsibility and ethics.

**DDDDDDD. Course Outcomes:** At the end of the course, students will be able to:

**MBA478.1.** Building awareness for the concept of international marketing.

**MBA478.2.** Identifying the emerging markets and marketing challenges in the international marketing environment

**MBA478.3.** . Identifying the emerging markets and marketing challenges in the international marketing environment

**MBA478.4.** Use appropriate research approaches and information systems in planning for international marketing situations

**MBA478.5.** Evaluate different methods of marketing decisions in international environment.

**MBA478.6.** Understanding the policies and procedures prevalent in India for export and import.

**EEEEEEE. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**FFFFFFF. Program Specific Outcomes:**

4. **PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions
5. **PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.
6. **PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

**GGGGGGG. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## HHHHHHH. Syllabus

### Module I: Overview

Definition of International Marketing, Need, Scope, Tasks, Domestic vs. International marketing, International trade Theories, Importance of International Marketing, Global services, Management orientation (Ethnocentric, Polycentric, Regiocentric & Geocentric)

### Module II: International Marketing Environment

Economic Environment: World Economy, Stages of market & economic development, Income & Purchasing Power parity, Economic Risk Analysis, Balance of payments, Trade patterns, International trade alliances, WTO, World Bank, IMF, Regional Economic groups. Social & Cultural environment – Culture, Cultural impact on Industrial & Consumer products. Political, Legal & Regulatory Environment – Political Risk, IPR, Licensing & Trade Services, Dispute Settlement & Litigation, Embargoes & Sanctions. Competition in International Business.

### Module III: International Entry & Expansion Strategies

International Market Entry Strategies – Exporting, Sourcing, Licensing, JVs, Ownership & control, Ownership/ Investment, Mergers and Acquisitions, Stages of development models (Domestic, International, Multinational, Global, Transnational) Strategies employed by Indian companies to sustain Globally. Tariff and Non Tariff Barriers.

#### **Module IV: Developing Product for International Market**

The international product and its life cycle, Product positioning & Segmentation, Product design consideration, Geographic expansion, Global branding and different positioning of the same brand in different countries, International product adaptation & branding strategies. New product development & testing. Dumping, Gray market, Role of Services in global economy, Emerging markets.

#### **Module V: Distribution, Promotion & Pricing Strategy for International Market**

Channel development & Innovation. IMC in the International context, Role of International Advertising & Branding, PR, Trade Fairs, Personal selling, Sales promotion, Exhibitions, Sponsorship promotion, Internet Marketing. International pricing strategies, Global pricing Objectives & methods, Pricing policies – Marginal cost, cost plus, Market oriented, Export payment methods – L/C, Advance, DA/DP, FIBC, Counter trade, Transfer price. International trade channels and distribution strategies for International marketing. Future of International Marketing.

#### **IIIIII. Examination Scheme:**

| <b>Components</b>    | <b>Mid Term Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/ Presentation</b> | <b>ESE</b> |
|----------------------|----------------------|-------------------|----------------------------------------------|------------|
| <b>Weightage (%)</b> | 15                   | 5                 | 10                                           | 70         |

#### **IIIIII. Suggested Text/Reference Books:**

- Keegan Warren & Bhargava Naval (2011), Global Marketing Management, Pearson.
- Cateora Philip, Graham John & Salwan Prashant (2010), International Marketing, Mc Graw Hill.
- Paul Justin & Kapoor Ramneek (2010), International Marketing, Mc Graw Hill.
- Joshi Rakesh Mohan (2009), International Business, Oxford Higher Education.
- Vasudeva PK (2010), International Marketing, Excel Books.
- Harvard Business Review, Global Business Review (Sage Publications), Global Forum – ITC Geneva

**KKKKKKK. Lecture Plan**

| Lecture | Topics                                                                                                                                                                                                                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Definition of International Marketing                                                                                                                                                                                                          | Lecture          | MBA478.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Need, Scope, Tasks, Domestic vs. International marketing,                                                                                                                                                                                      | Lecture          | MBA478.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | International trade Theories                                                                                                                                                                                                                   | Lecture          | MBA478.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Importance of International Marketing                                                                                                                                                                                                          | Lecture          | MBA478.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Global services                                                                                                                                                                                                                                | Lecture          | MBA478.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Management orientation (Ethnocentric, Polycentric, Regiocentric & Geocentric)                                                                                                                                                                  | Lecture          | MBA478.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Economic Environment: World Economy, Stages of market                                                                                                                                                                                          | Lecture          | MBA478.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | economic development                                                                                                                                                                                                                           | Lecture          | MBA478.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Income & Purchasing Power parity                                                                                                                                                                                                               | Lecture          | MBA478.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Economic Risk Analysis                                                                                                                                                                                                                         | Lecture          | MBA478.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Balance of payments                                                                                                                                                                                                                            | Lecture          | MBA478.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Trade patterns                                                                                                                                                                                                                                 | Lecture          | MBA478.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | International trade alliances                                                                                                                                                                                                                  | Lecture          | MBA478.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | WTO, World Bank                                                                                                                                                                                                                                | Lecture          | MBA478.2         | Mid Term-1, Quiz & End Sem Exam |
| 15      | IMF, Regional Economic groups.                                                                                                                                                                                                                 | Lecture          | MBA478.2         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Social & Cultural environment – Culture                                                                                                                                                                                                        | Lecture          | MBA478.2         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Cultural impact on Industrial & Consumer products. Political, Legal & Regulatory Environment – Political Risk, IPR, Licensing & Trade Services, Dispute Settlement & Litigation, Embargoes & Sanctions. Competition in International Business. | Lecture          | MBA478.2         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                        |         |          |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 18 | International Entry & Expansion Strategies                                                                                             | Lecture | MBA478.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | International Market Entry Strategies                                                                                                  | Lecture | MBA478.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | –Exporting, Sourcing, Licensing, JVs, Ownership & control, Ownership/ Investment, Mergers and Acquisitions,                            | Lecture | MBA478.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Stages of development models (Domestic, International, Multinational, Global, Transnational)                                           | Lecture | MBA478.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Strategies employed by Indian companies to sustain Globally.                                                                           | Lecture | MBA478.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Tariff and Non Tariff Barriers.                                                                                                        | Lecture | MBA478.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | The international product and its life cycle, Product positioning & Segmentation,                                                      | Lecture | MBA478.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Product design consideration, Geographic expansion, Global branding and different positioning of the same brand in different countries | Lecture | MBA478.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | International product adaptation & branding strategies                                                                                 | Lecture | MBA478.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | New product development & testing. Dumping, Gray market, Role of Services in global economy, Emerging markets.                         | Lecture | MBA478.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Distribution, Promotion & Pricing Strategy for International Market                                                                    | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Channel development & Innovation. IMC in the International context                                                                     | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Role of International Advertising & Branding, PR, Trade Fairs, Personal selling                                                        | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Sales promotion, Exhibitions, Sponsorship promotion, Internet Marketing                                                                | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | International pricing strategies                                                                                                       | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |



|    |                                                                                                                                 |         |          |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 33 | Global pricing Objectives & methods                                                                                             | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Pricing policies – Marginal cost, cost plus, Market oriented, Export payment methods – L/C, Advance, DA/DP, FIBC, Counter trade | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Transfer price. International trade channels and distribution strategies for International marketing                            | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Future of International Marketing.                                                                                              | Lecture | MBA478.5 | Mid Term-2, Quiz & End Sem Exam |

**LLLLLL. Course Articulation Matrix (Mapping of COs with POs)**

| CO              | STATEMENT                                                                                            | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|----------------------------------------------|------------------|------------------|
|                 |                                                                                                      | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA478.1</b> | Building awareness for the concept of international marketing.                                       | -                                   | 3           | 2           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  | 2                                            | 2                | 1                |
| <b>MBA478.2</b> | Identifying the emerging markets and marketing challenges in the international marketing environment | 1                                   | 3           | 3           | 2           | 1           | 3           | 1           | 2           | 3           | 3            |  | 1                                            | 1                | 2                |
| <b>MBA478.3</b> | Identifying the emerging markets and marketing challenges in the international marketing environment | -                                   | 3           | 2           | -           | 1           | 3           | 3           | 2           | 3           | 3            |  | 3                                            | 3                | 2                |

|                 |                                                                                                                 |   |   |   |   |   |   |   |   |   |   |  |  |   |   |   |
|-----------------|-----------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|---|---|---|
| <b>MBA478.4</b> | Use appropriate research approaches and information systems in planning for international marketing situations. | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  | 2 | 3 | 2 |
| <b>MBA478.5</b> | Evaluate different methods of marketing decisions in international environment.                                 | 1 | 2 | 2 | 2 | 3 | 3 | 1 | 1 | 3 | 2 |  |  | 1 | 3 | 2 |
| <b>MBA478.6</b> | Understanding the policies and procedures prevalent in India for export and import.                             | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  | 1 | 2 | 2 |

**Sample Question Paper**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                 |                                                                                         |              |               |                |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------------------------------------------------------------------------------|--------------|---------------|----------------|--------------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –IV) 2020-21</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                 |                                                                                         |              |               |                |              |
| Class: MBA IV Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                 |                                                                                         |              |               |                |              |
| Subject Name:<br>MBA 478 INTERNATIONAL<br>MARKETING                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                 | Time: 01:30 Hrs                                                                         |              |               | Max. Marks: 30 |              |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Rememberin<br>g | Understandin<br>g                                                                       | Applyin<br>g | Analyzi<br>ng | Evaluati<br>ng | Creatin<br>g |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q. 2, Q. 4      | Q. 6                                                                                    | Q. 1 -       | -             | Q. 5           | Q. 3         |
| <p>Student will be able to</p> <p><b>MBA478.1.</b> Building awareness for the concept of international marketing.</p> <p><b>MBA478.2.</b> Identifying the emerging markets and marketing challenges in the international marketing environment</p> <p><b>MBA478.3.</b> Identifying the emerging markets and marketing challenges in the international marketing environment</p> <p><b>MBA478.4.</b> Use appropriate research approaches and information systems in planning for international marketing situations</p> <p><b>MBA478.5.</b> Evaluate different methods of marketing decisions in international environment.</p> <p><b>MBA478.6.</b> Understanding the policies and procedures prevalent in India for export and import.</p> |                 |                                                                                         |              |               |                |              |
| CO<br>Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Question<br>No. | Questi<br>on                                                                            |              |               |                | Mar<br>ks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.1             | State the challenges of International Marketing.                                        |              |               |                | 5            |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.2             | What are the dimensions of international marketing?                                     |              |               |                | 5            |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.3             | What benefits can be attained if marketed in international territories?                 |              |               |                | 5            |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.4             | Give the difference between tariff and non- tariff barriers of international marketing. |              |               |                | 5            |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.5             | What factors influence regional economic groupings?                                     |              |               |                | 5            |

|     |     |                      |   |
|-----|-----|----------------------|---|
| CO4 | Q 6 | Write a note on WTO. | 5 |
|-----|-----|----------------------|---|

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                         |
|-------------------------|-------------------------|
| <b>Session</b>          | 2020-21                 |
| <b>Course Name</b>      | MBA                     |
| <b>Semester</b>         | 4th Semester            |
| <b>Subject Code</b>     | MBA478                  |
| <b>Subject Name</b>     | INTERNATIONAL MARKETING |
| <b>Attainment Level</b> | Level 3                 |

**Note:**

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):**

Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |        | P01 | P02 | P03 | P04 | P05 | P06 | P07 | P08 | P09 |
| BBA I SEM                     | BBA101 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| DEPARTMENT OF BUSINESS MANAGEMENT                                                         |
|-------------------------------------------------------------------------------------------|
| Course Handout                                                                            |
| Course : MANAGEMENT FOUNDATIONS                                                           |
| Course Code : BBA101, Crédits : 03,<br>Session : 2022-23 (Odd Sem.), Class : BBA 1st Year |
| Faculty Name : Dr Astha Joshi, Mr. Rajeev Dwivedi                                         |

**A. Introduction:** The aim of the course is to orient the students in theories and practices of management so as to apply the acquired knowledge in actual business practices. This is a gateway to the real world of management and decision-making.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA101.1.** Knowledge of principles of management and school of management thoughts

**BBA101.2.** Understand the significance of planning, and decision making.

**BBA101.3.** Describe the organization concept and classify the organization structure

**BBA101.4.** Understand the complexities associated with management of human resources or staffing in the organizations and integrate the learning in handling these complexities.

**BBA101.5.** Understand and analyze the concept, theories and techniques of motivation and leadership. Demonstrate the ability to directing and communicate effectively.

**BBA101.6.** Understand and describe the conceptual framework of control and techniques of control.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.



**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

#### **D. Programme Specific Outcomes:**

**[PS0.1]**

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                     | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|----------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                             | CT          | 15%                |
|                                | Mid Term 2                             |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment | S/V/Q /HA   | 10%                |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |

## **F. Syllabus**

### **Module I: Introduction**

Definition of management, Functions of Management, Levels of Management, Evolution of Management and Principles of Management, School & Thought of Management: Classical and Neo - Classical Theories, Systems Approach to organization, Modern Organization Theory. Management in Indian Culture and Tradition, Function and Responsibilities of Management.

### **Module II: Planning**

Planning objectives, significance and characteristics, Planning process, Hierarchies of planning, Planning vs Forecasting, Strategies and Policies, Types of plans, MBO, Decision making – concepts, significance & process, Types of decision, Concept and techniques of forecasting, Planning for start-ups.

### **Module III: Organizing**

Nature and Purpose of Organisation, Meaning, Importance and process of organization, Departmentalization, Organisational Structure: types and relevance, line and staff relationship, Span of Control, Types of Organization, Authority, Delegation of Authority, Decentralization.

### **Module IV: Staffing**

Meaning, Job analysis, Manpower planning, Recruitment: recruitment sources & selection, Orientation, Transfers and Promotions, Job design, Training & Career Development, Performance appraisal, Rewards and Recognition.

### **Module V: Directing**

Direction: Nature and Purpose, Motivation, Leadership, Co-ordination, Communication, Directing, Creativity and Innovation.

## Module VI: Controlling

Objectives and process of management control, Types of control- budgetary and non-budgetary, Techniques and behavioural aspects of management control. An overview of Strategic Management, SWOT Analysis, Future Management-Challenges and Skills.

### G. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### H. Suggested Text/Reference Books:

- Essential of Management, Koontz O' Donnell
- Management, Stoner, Freemond & Gilbert
- Principles & practice of Mgmt., L.M. Prasad
- Management Today, Burton & Thakur
- Principles & Practices of Mgmt., C.B. Gupta

### I. Lecture Plan

| Lecture | Topics                                                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Introduction</b> – Definition of management, Functions of Management                          | Lecture          | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Introduction</b> – Levels of Management, Evolution of Management and Principles of Management | Group Discussion | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Introduction</b> – School & Thought of Management: Classical Theories                         | Lecture          | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Introduction</b> – School & Thought of Management: Classical Theories                         | Lecture          | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 5.      | <b>Introduction</b> – School & Thought of Management: Neo - Classical Theories                   | Lecture          | BBA101.1         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                             |                  |          |                                 |
|-----|-----------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 6.  | <b>Introduction</b> – School & Thought of Management: Neo - Classical Theories                                              | Home Assignment  | BBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | <b>Introduction</b> – Systems Approach to organization,                                                                     | Lecture          | BBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | <b>Introduction</b> – Modern Organization Theory                                                                            | Case Study       | BBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | <b>Introduction</b> – Management in Indian Culture and Tradition, Function and Responsibilities of Manager.                 | Lecture          | BBA101.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Planning</b> – Planning objectives, significance and characteristics,                                                    | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Planning</b> – Planning process, Hierarchies of planning,                                                                | Home Assignment  | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Planning</b> – Planning vs Forecasting, Strategies and Policies,                                                         | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Planning</b> – Types of plans, MBO,                                                                                      | Group Discussion | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Planning</b> – Decision making – concepts, significance & process,                                                       | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Planning</b> – Types of decision, Concept and techniques of forecasting, Planning for start-ups.                         | Lecture          | BBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Organizing</b> – Nature and Purpose of Organisation, Meaning, Importance and process of organization                     | Lecture          | BBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Organizing</b> – Departmentalization, Organisational Structure: types and Departmentalization, Organisational Structure: | Group Discussion | BBA101.3 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                           |                  |          |                                 |
|-----|---------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | types and relevance,<br>relevance,                                        |                  |          |                                 |
| 18. | <b>Organizing</b> – Span of Control, Types of Organization,               | Case Study       | BBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Organizing</b> – Authority, Delegation of Authority, Decentralization. | Group Discussion | BBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>Staffing</b> – Meaning, Job analysis, Manpower planning,               | Lecture          | BBA101.4 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Staffing</b> – Recruitment: recruitment sources & selection,           | Lecture          | BBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Staffing</b> – Orientation, Transfers and Promotions,                  | Group Discussion | BBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Staffing</b> – Job design, Training & Career Development               | Home Assignment  | BBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Staffing</b> – Performance appraisal, Rewards and Recognition.         | Lecture          | BBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Directing</b> – Direction: Nature and Purpose,                         | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Directing</b> – Motivation                                             | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Directing</b> – Leadership                                             | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Directing</b> – Co-ordination,                                         | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Directing</b> – Communication,                                         | Group Discussion | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Directing</b> – Directing, Creativity and Innovation.                  | Lecture          | BBA101.5 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                               |                 |          |                                 |
|-----|-------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 31. | <b>Controlling</b> – Objectives and process of management control             | Lecture         | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Controlling</b> – Types of control- budgetary and non-budgetary            | Lecture         | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Controlling</b> – Techniques and behavioural aspects of management control | Lecture         | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Controlling</b> – An overview of Strategic Management,                     | Lecture         | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Controlling</b> – SWOT Analysis, Future Management-Challenges and Skills.  | Home Assignment | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Controlling</b> – Future Management-Challenges and Skills, Case Study      | Case Study      | BBA101.6 | Mid Term-2, Quiz & End Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| Course Outcome  | Statement                                                               | Correlation with Programme Outcomes |      |      |      |      |      |      |      |      |
|-----------------|-------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|
|                 |                                                                         | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| <b>BBA101.1</b> | Knowledge of principles of management and school of management thoughts | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    |
| <b>BBA101.2</b> | Understand the significance of planning, and decision making.           | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    |
| <b>BBA101.3</b> | Describe the organization concept and                                   | 3                                   | 3    | 1    | 3    | 3    | 1    | 2    | 1    | -    |

|                 |                                                                                                                                                                       |          |          |          |          |          |          |          |          |          |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 | classify the organization structure                                                                                                                                   |          |          |          |          |          |          |          |          |          |
| <b>BBA101.4</b> | Understand the complexities associated with management of human resources or staffing in the organizations and integrate the learning in handling these complexities. | <b>3</b> | <b>1</b> | <b>-</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA101.5</b> | Understand and analyze the concept, theories and techniques of motivation and leadership. Demonstrate the ability to directing and communicate effectively.           | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> |
| <b>BBA101.6</b> | Understand and describe the conceptual framework of control and techniques of control.                                                                                | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>-</b> | <b>3</b> | <b>2</b> | <b>1</b> |

## **Sample Question Paper**

|                                                                                                                                                                                                             |                     |                                                                                                                                         |                      |           |                       |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>Amity Business School</b><br><b>Department of Management</b><br><b>I MID-SEMESTER (SEM – I) 2021-22</b>                                                                                                  |                     |                                                                                                                                         |                      |           |                       |              |
| <b>Class: BBA I Semester</b>                                                                                                                                                                                |                     |                                                                                                                                         |                      |           |                       |              |
| <b>Subjects Name: BBA 101 Management Foundations</b>                                                                                                                                                        |                     |                                                                                                                                         | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                       | Remembering         | Understanding                                                                                                                           | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                     | Q. 2, Q. 4          | Q. 3, Q. 6                                                                                                                              | Q. 1                 | -         | Q. 5                  | -            |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Knowledge of principles of management and school of management thoughts.<br><b>CO 2:</b> Understand the significance of planning, and decision making. |                     |                                                                                                                                         |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                               | <b>Question No.</b> | <b>Question</b>                                                                                                                         |                      |           |                       | <b>Marks</b> |
| CO 1                                                                                                                                                                                                        | 1.                  | Discuss the scope and nature of management.                                                                                             |                      |           |                       | 5            |
| CO 1                                                                                                                                                                                                        | 2.                  | Define Administration.                                                                                                                  |                      |           |                       | 5            |
| CO 1                                                                                                                                                                                                        | 3.                  | Explain the salient features of neo- classical theory of management with the human relations approach and behavioural science approach. |                      |           |                       | 5            |
| CO 2                                                                                                                                                                                                        | 4.                  | What are the objectives of planning? State any four limitations of planning.                                                            |                      |           |                       | 5            |
| CO 2                                                                                                                                                                                                        | 5.                  | Describe in detail the various types of organizational plans.                                                                           |                      |           |                       | 5            |
| CO 2                                                                                                                                                                                                        | 6.                  | Discuss the steps of decision – making process                                                                                          |                      |           |                       | 5            |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                 |
|------------------|-------------------------------------------------|
| Session Course   | 2021-22                                         |
| Name             | BBA                                             |
| Semester         | 1st Semester                                    |
| Subject Code     | BBA 101                                         |
| Subject Name     | Management Foundations                          |
| Attainment Level | 52% of the students secured more than 60% marks |

### Note:

#### Attainments

Level 1  
Level 2  
Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1 IF 70% of students secure more than 60% marks then level 2 IF 80% of students secure more than 60% marks then level



**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2022-2023**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

[illegible]

|                                                                                        |
|----------------------------------------------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                        |
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>                                               |
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>Course Handout</b>                                                                  |
| Course : <b>Business Environment</b>                                                   |
| Course Code : BBA 102, Crédits : 03, Session :2021-22 (Odd Sem.), Class : BBA 1st Year |
| Faculty Name : Dr. Sudarshana Sharma                                                   |

- A. Introduction:** The aim of the course is to orient the students towards the basic concepts of Indian and global business environment. It will enable students to examine and evaluate business in International Environment.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA102.1.** Get an overview of business environment , types of business environment , and the factors affecting business environment.

**BBA102.2.** Understand the Indian business environment. The students will get acquainted with the New Industrial Policy and various acts related to industries in India.

**BBA102.3.** know about the concept of financial markets, their types and functions in India. The students will also get acquainted with the concept and functions of Stock Exchanges, SEBI, various Industrial Financial Institutions.

**BBA102.4.** Understand the Labour environment in India. The students will come to know about social security benefits, Industrial disputes, their causes and preventive measures etc.

**BBA102.5.** Get an overview of five-year plans, planning commission, NITU Aayog, Green and White Revolution, Foreign trade policy, EPZ's, EOU's, SEZ's etc.

**BBA102.6.** Understand the global environment which affects the business environment in India. The students will get an overview of GATT/WTO, IMF, World Bank, SAARC, EU , NAFTA, ASEAN etc. and their impact on industrial environment in India.

**C. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **E. Syllabus**

### **Module I: Overview of Business Environment**

Meaning and types of business environment, Internal and external environment, Micro and macro environment, Factors (Cultural, social, Political economic legal, demographic and technological) effecting business environment.

### **Module II: Indian Industrial environment**

Industrial policy up to 1991, New industrial policy, Liberalisation, Privatisation and Globalization process in India, Disinvestment, Industrial sickness, MRTP act 1969, Competition law 2002, Foreign Exchange Regulation Act and Foreign Exchange Management Act (FERA and FEMA).

### **Module III: Financial Environment**

Indian money and capital markets: meaning, functions and constituents, Stock exchange- importance and functions, SEBI, Capital market reforms and development, Industrial financial institutions (IDBI, SIDBI, ICICI, IFCI etc.).

### **Module IV: Labour Environment**

Labour legislation in India, Social security benefits, Industrial disputes- causes and preventive measures, Settlement of disputes, International Labour Organisation (ILO), Trade union- meaning and functions, Trade Union Act.

### **Module V: Economic Planning and Development**

Planning in India- needs and objectives, five year plans, planning commission, NITI Aayog, Current five year plan, Green and white revolution- achievements and failures, Second green revolution, foreign trade policy 2015, Export processing zones, Export oriented units, Special economic zones (EPZ's, EOU's, SEZ's) and trading houses in India.

## **Module VI: Global Environment**

Bretton woods system, features of Uruguay round of negotiations, GATT/ WTO- role, functions and ministerial conferences, IMF, World Bank (International Bank for Reconstruction and Development), Regional economic cooperation institutions, SAARC, EU, NAFTA and ASEAN.

### **F. Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

### **G. Suggested Text/Reference Books:**

#### **Text:**

1. Francis Cherunillam, International Environment, Himalaya Publications.

#### **References:**

1. Bedi Suresh, Business Environment, Excel Books, N. Delhi
2. Shaikh Saleem, Business Environment, Pearson Education
3. Bhatia H.L, International Economics, Vikas Publications
4. Mishra S.K, and Puri V.K, Indian Economy, Himalaya Publishing House
5. Sundharam K.P.M, Money, Banking and International trade, S. Chand & Co. New Delhi
6. Rudra Dutta and Sundharam, Indian Economy, S. Chand & Co. New Delhi
7. Luthans, Comparative International Management, Tata McGraw-Hill.

### **H. Lecture Plan:**

| Lecture | Topics                                                                                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO                            |
|---------|---------------------------------------------------------------------------------------------------------------------|------------------|------------------|-------------------------------------------------|
| 1       | Meaning and types of business environment                                                                           | Lecture          | BBA102.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2       | Internal and external environment, Micro and macro environment                                                      | Lecture          | BBA102.1         | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3       | Factors (Cultural, social, Political economic legal, demographic and technological) effecting business environment. | Lecture          | BBA102.1         | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                        |         |          |                                                 |
|----|------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 4  | Industrial policy up to 1991                                           | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5  | New industrial policy,                                                 | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6  | Liberalisation, Privatisation and Globalization process in India       | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7  | Disinvestment, Industrial sickness, MRTP act 1969                      | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8  | Competition law 2002                                                   | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9  | Foreign Exchange Regulation Act (FERA)                                 | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10 | Foreign Exchange Management Act (FEMA)                                 | Lecture | BBA102.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | Indian money and capital markets: meaning, functions and constituents, | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | Stock exchange- importance and functions,                              | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | SEBI- Importance and Functions                                         | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Capital market reforms and development                                 | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Industrial financial institutions-IDBI and SIDBI                       | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Industrial Financial institutions-ICICI, IFCI and Others               | Lecture | BBA102.3 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Labour legislation in India- Introduction                              | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |
| 18 | Social security benefits                                               | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination         |



|    |                                                                             |         |          |                                         |
|----|-----------------------------------------------------------------------------|---------|----------|-----------------------------------------|
| 19 | Industrial disputes- causes and preventive measures, Settlement of disputes | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination |
| 20 | International Labour Organisation (ILO)                                     | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination |
| 21 | Trade union- meaning and functions, Trade Union Act                         | Lecture | BBA102.4 | Presentation/Quiz & End Sem Examination |
| 22 | Planning in India- needs and objectives, Five year plans                    | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination |
| 23 | About Planning commission and NITI Aayog                                    | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination |
| 24 | Current five year plan                                                      | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination |
| 25 | Green and white revolution- achievements and failures                       | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination |
| 26 | Second green revolution- Achievements and Failures                          | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination |
| 27 | Foreign trade policy 2015                                                   | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination |
| 28 | Export processing zones                                                     | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination |
| 29 | Export oriented units                                                       | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination |
| 30 | Special economic zones and trading houses in India                          | Lecture | BBA102.5 | Presentation/Quiz & End Sem Examination |
| 31 | Bretton woods system, features of Uruguay round of negotiations             | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 32 | GATT/ WTO- role, functions and ministerial conferences                      | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 33 | IMF and World Bank (International Bank for Reconstruction and Development)  | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 34 | Regional economic cooperation institutions, SAARC                           | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |
| 35 | EU, NAFTA                                                                   | Lecture | BBA102.6 | Presentation/Quiz & End Sem Examination |

|    |             |         |          |                                            |
|----|-------------|---------|----------|--------------------------------------------|
| 36 | About ASEAN | Lecture | BBA102.6 | Presentation/Quiz &<br>End Sem Examination |
|----|-------------|---------|----------|--------------------------------------------|

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                    | STATEMENT                                                                                                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                       |                                                                                                                                                              | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BBA1<br/>02.1.</b> | Get an overview of business environment, types of business environment, and the factors affecting business environment.                                      | 3                                   | 2           | -           | 3           | -           | 3           | 1           | -           | 3           |              |                                              |                  |                  |
| <b>BBA1<br/>02.2</b>  | Understand the Indian business environment. The students will get acquainted with the New Industrial Policy and various acts related to industries in India. | 3                                   | 2           | 2           | 3           | -           | 3           | 2           | -           | 1           |              |                                              |                  |                  |

|                      |                                                                                                                                                                                                                                      |   |   |   |   |   |   |   |   |   |  |  |  |  |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|--|--|--|--|
| <b>BBA1<br/>02.3</b> | know about the concept of financial markets, their types and functions in India. The students will also get acquainted with the concept and functions of Stock Exchanges, SEBI, various Industrial Financial Institutions.           | 3 | 3 | - | 3 | - | 3 | 3 | - | - |  |  |  |  |
| <b>BBA1<br/>02.4</b> | Understand the Labour environment in India. The students will come to know about social security benefits, Industrial disputes, their causes and preventive measures etc.                                                            | 3 | 3 | 2 | 3 | - | 3 | 2 | 2 | 3 |  |  |  |  |
| <b>BBA1<br/>02.5</b> | Get an overview of five-year plans, planning commission, NITU Aayog, Green and White Revolution, Foreign trade policy, EPZ's, EOU's, SEZ's etc.                                                                                      | 3 | 3 | 2 | 3 | - | 3 | 2 | - | - |  |  |  |  |
| <b>BBA1<br/>02.6</b> | Understand the global environment which affects the business environment in India. The students will get an overview of GATT/WTO, IMF, World Bank, SAARC, EU, NAFTA, ASEAN etc. and their impact on industrial environment in India. | 3 | 3 | 1 | 3 | - | 3 | 1 | 3 | - |  |  |  |  |

### J. Sample Question Paper

|                                                                                              |             |               |          |           |                |          |
|----------------------------------------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –I) 2022-23</p> |             |               |          |           |                |          |
| Class: BBA I Semester                                                                        |             |               |          |           |                |          |
| Subject Name:<br>BBA 102 Business Environment                                                |             | Time: 2 Hrs   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                               | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |

| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q. 1, 3 and 4 | Q.1, Q. 2a, Q 4 and 5                                                                                      | Q.6 | Q.2 b, Q 3 and Q 6 |       |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|------------------------------------------------------------------------------------------------------------|-----|--------------------|-------|--|
| <p><b>Student will be able to</b></p> <p>CO1: Get an overview of business environment, types of business environment, and the factors affecting business environment.</p> <p>CO2: Understand the Indian business environment. The students will get acquainted with the New Industrial Policy and various acts related to industries in India.</p> <p>CO3: know about the concept of financial markets, their types and functions in India. The students will also get acquainted with the concept and functions of Stock Exchanges, SEBI, various Industrial Financial Institutions.</p> |               |                                                                                                            |     |                    |       |  |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Question No.  | Question                                                                                                   |     |                    | Marks |  |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q. 1          | Explain in brief the concept of Business Environment?                                                      |     |                    | 3     |  |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q. 2a         | Differentiate between Micro and Macro Environment?                                                         |     |                    | 3     |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Q. 2b         | What are the different factors which can affect the business environment in any country?                   |     |                    | 3     |  |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q. 3          | Discuss the key highlights of New Industrial Policy and its impact on industrial environment in a country. |     |                    | 6     |  |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q. 4          | What is the difference between FEMA and FERA?                                                              |     |                    | 3     |  |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q. 5          | What is stock exchange? Discuss its functions in short.                                                    |     |                    | 3     |  |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Q. 5          | Explain the key features of Money market and Capital Market.                                               |     |                    | 3     |  |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q 6           | Discuss the role of industrial financial institutions in economic development of a country.                |     |                    | 6     |  |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                |                      |
|----------------|----------------------|
| Session Course | 2021-22              |
| Name           | BBA                  |
| Semester       |                      |
| Subject Code   | 1st Semester         |
| Subject Name   | BBA 102              |
|                | Business Environment |

### Attainment Level

53% of the students secured more than 60% marks

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## **PROGRAMME OUTCOMES**

### **Bachelor of Business Administration**

|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>        |

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)  
 If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |        | P01 | P02 | P03 | P04 | P05 | P06 | P07 | P08 | P09 |
| BBA I SEM                     | BBA103 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   |





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AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

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## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2021-2022**

### **Programme Outcomes:**

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# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

COURSE CODE : BBA103, CREDITS : 04,

Session : 2022-23 (Odd Sem.), Class : BBA 1st Year

Faculty Name : Dr Anil Singh Parihar

**A. Introduction:** The purpose of this course is to apply managerial economics concepts and techniques in evaluating business decision taken by firms. The emphasis is on explaining how the tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA103.1.** Knowledge of Managerial Economics and Firm Theory

**BBA103.2.** Understand the significance of Consumer Behaviour and Demand Analysis.

**BBA103.3.** To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations.

**BBA103.4.** To apply marginal Theory of Demand and Supply under different market conditions.

**BBA103.5.** Understand and analyze the concept, theories and techniques of Economic and Business forecasting.

**BBA103.6.** Understand and describe the conceptual framework of Break-Even Analysis and Linear Break-Even Analysis

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

#### **D. Programme Specific Outcomes:**

**[PSO.1]**

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q /HA   | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **F. Syllabus**

## **Module I: Managerial Economics and Firm Theory**

Introduction: Nature, Scope, Definitions of Managerial Economics.

Basic Concepts in Managerial Economics: Resource Allocation; Opportunity Costs; Time Value of Money; Marginal Analysis, Incrementalism. Firm Theory: Objectives of the firm; Theory of the Growth of the Firm. Managerial Economics and Decision Sciences: The Nature and Types of Business Decision, Business Decision Making Process.

## **Module II: Consumer Behaviour and Demand Analysis**

Cardinal Utility Approach: Diminishing Marginal Utility, Law of Equi-Marginal Utility, Ordinal Utility Approach: Indifference Curves, Marginal Rate of Substitution, Budget Line and Consumer Equilibrium.

Theory of Demand: Law of Demand, Movement along vs. Shift in Demand Curve, Concept of Measurement of Elasticity of Demand, Factors Affecting Elasticity of Demand, Income Elasticity of Demand, Cross Elasticity of Demand and supply, law of supply, determinants of supply, Elasticity of Supply.

## **Module III: Theory of Production and Cost**

Meaning and Concept of Production, Factors of Production and Production Function, Fixed and Variable Factors, Law of Variable Proportion (Short Run Production Analysis), Law of Returns to a Scale (Long Analysis), Concept of Cost, Cost Function, Short Run Cost, Long Run Cost, Economics and Diseconomies of Scale, Explicit cost and Implicit Cost, Private and Social Cost.

## **Module IV: Price and Output Decisions under Different Market Structures**

Price and Output Decisions under Perfect Competition, Monopoly and Monopolistic Competition - Pricing under Oligopoly - Kinked Demand Curve - Price Leadership - Pricing under Collusion.

## **Module V: Application of Managerial Economics to Business,**

Economic and Business forecasting: Uses of Economic Forecasts - Methods of Economic Forecasting - Selecting a Forecast - Evaluating Forecasts.

Break-Even Analysis: Linear Break-Even Analysis- Graphical Method, Algebraic Method, Changes in Break-Even Output, Operating leverage, Limitation of Break- Even Analysis.

Cost-Benefit Analysis: Importance, Use, Steps and Criterion of Cost-Benefit Analysis.

### **G. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### **H. Suggested Text/Reference Books:**

- Dwivedi, D. N., Managerial Economics, 7<sup>th</sup> Edition, Vikas Publishing House.
- Ahuja, H.L. Advanced Economic Theory (Micro Economics), S. Chand & Co, New Delhi

#### *References:*

- Browning Edgar K. & Jacquelin Line M. Browning, Micro Economics and Application, Kalyani Publishers, New Delhi.
- Gould John P. and Edward P. Lazear Micro Economic Theory, All India Traveller Book-seller, New Delhi.
- Koutsoyiannis Modern Micro Economics, Macmillan Press Limited, New Delhi.
- Dewett. K.K. Micro Economics, S. Chand & Co, New Delhi
- Managerial economics - Christopher R Thomas, S Charles Maurice and Sumit Sarkar
- Managerial economics - Geetika, Piyali Ghosh and Purba Roy Choudhury

- Managerial economics- Paul G Keat, Philip K Y Young and Sreejata Banerjee

## I. Lecture Plan

| Lecture | Topics                                                                                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Managerial Economics and Firm Theory</b> – Nature, Scope, Definitions of Managerial Economics                     | Lecture          | BBA103.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Managerial Economics and Firm Theory</b> – Basic Concepts in Managerial Economics:                                | Group Discussion | BBA103.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Managerial Economics and Firm Theory</b> – Marginal Analysis, Incrementalism                                      | Lecture          | BBA103.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Managerial Economics and Firm Theory</b> – Firm Theory: Objectives of the firm; Theory of the Growth of the Firm. | Lecture          | BBA103.1         | Mid Term-1, Quiz & End Sem Exam |
| 5.      | <b>Managerial Economics and Firm Theory</b> – Managerial Economics and Decision Sciences                             | Lecture          | BBA103.1         | Mid Term-1, Quiz & End Sem Exam |
| 6.      | <b>Consumer Behaviour and Demand Analysis</b> - Cardinal Utility Approach                                            | Home Assignment  | BBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 7.      | <b>Consumer Behaviour and Demand Analysis</b> - Diminishing Marginal Utility                                         | Lecture          | BBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 8.      | <b>Consumer Behaviour and Demand Analysis</b> - Law of Equi-Marginal Utility, Ordinal Utility Approach               | Case Study       | BBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 9.      | <b>Consumer Behaviour and Demand Analysis</b> - Law of Demand, Movement along vs. Shift in Demand Curve              | Lecture          | BBA103.2         | Mid Term-1, Quiz & End Sem Exam |
| 10.     | <b>Consumer Behaviour and Demand Analysis</b> - Concept of Measurement of Elasticity of Demand                       | Lecture          | BBA103.2         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                    |                  |          |                                 |
|-----|--------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 11. | <b>Consumer Behaviour and Demand Analysis-</b> Factors Affecting Elasticity of Demand, Income Elasticity of Demand | Home Assignment  | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Consumer Behaviour and Demand Analysis-</b> Cross Elasticity of Demand and supply                               | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Consumer Behaviour and Demand Analysis-</b> law of supply                                                       | Group Discussion | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Consumer Behaviour and Demand Analysis-</b> determinants of supply                                              | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Consumer Behaviour and Demand Analysis-</b> Elasticity of Supply                                                | Lecture          | BBA103.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Theory of Production and Cost</b> – Meaning and Concept of Production                                           | Lecture          | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Theory of Production and Cost</b> – Factors of Production and Production Function                               | Group Discussion | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Theory of Production and Cost</b> – Fixed and Variable Factors                                                  | Case Study       | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Theory of Production and Cost</b> – Law of Variable Proportion                                                  | Group Discussion | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>Theory of Production and Cost</b> – Law of Returns to a Scale                                                   | Lecture          | BBA103.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Theory of Production and Cost</b> – Concept of Cost                                                             | Lecture          | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Theory of Production and Cost</b> – Cost Function, Short Run Cost, Long Run Cost                                | Group Discussion | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Theory of Production and Cost</b> – Economics and Diseconomies of Scale                                         | Home Assignment  | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                            |                  |          |                                 |
|-----|----------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 24. | <b>Theory of Production and Cost</b> – Explicit cost and Implicit Cost                                                     | Lecture          | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Theory of Production and Cost</b> – Private and Social Cost                                                             | Lecture          | BBA103.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Price and Output Decisions under Different Market Structures</b> – Price and Output Decisions under Perfect Competition | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Price and Output Decisions under Different Market Structures</b> – Monopoly and Monopolistic Competition                | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Price and Output Decisions under Different Market Structures</b> – Pricing under Oligopoly                              | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Price and Output Decisions under Different Market Structures</b> – Kinked Demand Curve                                  | Group Discussion | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Price and Output Decisions under Different Market Structures</b> – Price Leadership                                     | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Price and Output Decisions under Different Market Structures</b> – Pricing under Collusion                              | Lecture          | BBA103.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Application of Managerial Economics to Business</b> – Economic forecasting                                              | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Application of Managerial Economics to Business</b> – Business forecasting                                              | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Application of Managerial Economics to Business</b> – Uses of Economic Forecasts                                        | Lecture          | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Application of Managerial Economics to Business</b> – Methods of Economic Forecasting                                   | Home Assignment  | BBA103.5 | Mid Term-2, Quiz & End Sem Exam |



|     |                                                                                                              |                     |          |                                       |
|-----|--------------------------------------------------------------------------------------------------------------|---------------------|----------|---------------------------------------|
| 36. | <b>Application of Managerial Economics to Business –</b><br>Selecting a Forecast                             | Case Study          | BBA103.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 37  | <b>Application of Managerial Economics to Business –</b><br>Evaluating Forecasts                             | Lecture             | BBA103.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 38  | <b>Application of Managerial Economics to Business –</b><br>Break-Even Analysis                              | Group<br>Discussion | BBA103.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 39  | <b>Application of Managerial Economics to Business –</b><br>Linear Break-Even Analysis                       | Lecture             | BBA103.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 40  | <b>Application of Managerial Economics to Business –</b><br>Graphical Method                                 | Lecture             | BBA103.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 41  | <b>Application of Managerial Economics to Business –</b><br>Algebraic Method                                 | Group<br>Discussion | BBA103.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 42  | <b>Application of Managerial Economics to Business –</b><br>Changes in Break-Even<br>Output                  | Lecture             | BBA103.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 43  | <b>Application of Managerial Economics to Business –</b><br>Operating leverage                               | Lecture             | BBA103.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 44  | <b>Application of Managerial Economics to Business –</b><br>Limitation of Break- Even<br>Analysis            | Group<br>Discussion | BBA103.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 45  | <b>Application of Managerial Economics to Business –</b><br>Cost-Benefit Analysis                            | Lecture             | BBA103.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 46  | <b>Application of Managerial Economics to Business –</b><br>Importance of Cost-Benefit<br>Analysis           | Lecture             | BBA103.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 47  | <b>Application of Managerial Economics to Business –</b><br>Use of Cost-Benefit Analysis                     | Group<br>Discussion | BBA103.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 48  | <b>Application of Managerial Economics to Business –</b><br>Steps and Criterion of Cost-<br>Benefit Analysis | Lecture             | BBA103.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| Course Outcome  | Statement                                                                                                    | Correlation with Programme Outcomes |      |      |      |      |      |      |      |      |
|-----------------|--------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|
|                 |                                                                                                              | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| <b>BBA103.1</b> | Knowledge of Managerial Economics and Firm Theory                                                            | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    |
| <b>BBA103.2</b> | Understand the significance of Consumer Behaviour and Demand Analysis.                                       | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    |
| <b>BBA103.3</b> | To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations. | 3                                   | 3    | 1    | 3    | 3    | 1    | 2    | 1    | -    |

|                 |                                                                                                        |          |          |          |          |          |          |          |          |          |
|-----------------|--------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA103.4</b> | To apply marginal Theory of Demand and Supply under different market conditions.                       | <b>3</b> | <b>1</b> | <b>-</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA103.5</b> | Understand and analyze the concept, theories and techniques of Economic and Business forecasting.      | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> |
| <b>BBA103.6</b> | Understand and describe the conceptual framework of Break-Even Analysis and Linear Break-Even Analysis | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>-</b> | <b>3</b> | <b>2</b> | <b>1</b> |

## **Sample Question Paper**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                     |                                                                             |                      |           |                       |              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>Amity Business School</b><br><b>Department of Management</b><br><b>I MID-SEMESTER (SEM – I) 2021-22</b>                                                                                                                                                                                                                                                                                                                                                            |                     |                                                                             |                      |           |                       |              |
| <b>Class: BBA I Semester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                          |                     |                                                                             |                      |           |                       |              |
| <b>Subjects Name: BBA 103 MANAGERIAL ECONOMICS</b>                                                                                                                                                                                                                                                                                                                                                                                                                    |                     |                                                                             | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                                                                                                                                                 | Remembering         | Understanding                                                               | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q. 2, Q. 4          | Q. 3, Q. 6                                                                  | Q. 1                 | -         | Q. 5                  | -            |
| <b>Students will be able to:</b><br><br><b>C01 To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations.</b><br><b>C02. To apply marginal Theory of Demand and Supply under different market conditions.</b><br><b>C03 To analyse Theory of Production and Cost of different market conditions.</b><br><b>C04 To integrate the concept of price and output decisions of firms under various market structures.</b> |                     |                                                                             |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Question No.</b> | <b>Question</b>                                                             |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>1.</b>           | Explain in brief on Micro Economics.                                        |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>2.</b>           | What is the nature of Demand Analysis?                                      |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>3.</b>           | How concept of price elasticity of demand is applied in business decisions? |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>4.</b>           | Elaborate Demand function and determinants of demand.                       |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>5.</b>           | Explain the significance of elasticity of demand.                           |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>6.</b>           | Elaborate different types of Production function.                           |                      |           |                       | <b>5</b>     |

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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                |                      |
|----------------|----------------------|
| Session Course | 2021-22              |
| Name           | BBA                  |
| Semester       | 1st Semester         |
| Subject Code   | BBA 103              |
| Subject Name   | Managerial Economics |

### Attainment Level

45% of the students secured more than 60% marks

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration Academic Year – 2022-23**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
| I Sem.                        | BBA 105 |     |     |     | -   | -   | -   | -   | -   | -   |





| DEPARTMENT OF Business Management                                                        |
|------------------------------------------------------------------------------------------|
| Course Handout                                                                           |
| Course : Financial Accounting                                                            |
| Course Code : BBA 105, Crédits : 04, Session :2022-23 (Odd Sem.), Class : B.B.A 1st Year |
| Faculty Name :                                                                           |

- A. **Introduction:** To explain the concept and role of accounting and financial reporting in the modern market economy, to explain the regulatory framework for the operation of accounting activities, Understanding of basic accounting concepts, accounting principles and techniques of posting basic business changes. To explain the structure and content of financial statements.
- B. **Course Outcomes:** At the end of the course, students will be able to:
- BBA 105.1* To Understand the Basic accounting Concepts and accounting standard and their application in business.
- BBA 105.2* To Understand the entry of business transaction under the double entry system in the Journal and Subsidiaries books of business.
- BBA 105.3* To learn about the Cash Book and bank reconciliation statement and their importance in business.
- BBA 105.4* To identify the Profit and loss and financial position of the business through final a/c and Students will be also exposed to take decisions on depreciation method to be adopted.
- BBA 105.5* Gain Knowledge about the fundamental of Partnership and the different segment of the partnership like admission, retirement, death and dissolution.
- C. **Programme Outcomes:**
- D. **[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.
- E. **[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.
- F. **[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.
- G. **[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.
- H. **[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams
- I. **[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in

the broadest context of changes happening in business management.

- J. [PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.
- K. [PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.
- L. [PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## D. Syllabus

### Module I: Introduction to Accounting

Understanding the meaning, nature, functions and usefulness of accounting, branches of Accounting, Accounting Equation, Accounting Concepts and Generally Accepted Accounting Principles. Difference between Indian GAAP and US GAAP, An overview of Indian and US GAAP, Need for convergence towards Global Standard, IFRS as Global Standard, Benefits of Convergence with IFRS.

### Module II: Recording of Transactions and Subsidiary Books

Concept of Double Entry System. Understanding the Accounting cycle, Preparation of Voucher, Journal, Ledger and Trial Balance and Numerical on the same.

Preparation of subsidiary Books including Purchase Book, Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),

### Module III: Preparation of Cash Book & Reconciliation of Bank Statement

Cash book, types of cash book and balancing of cashbook. Numerical on single column cashbook, Double column cashbook, triple column cashbook and petty cash book.

Causes for difference in the Balance as per Pass book and balance as per cashbook, Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of overdraft (and numerical on the same).

### Module IV: Financial Statements

Preparation of Trading Account, Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock, Outstanding and Prepaid items, Depreciation, Provision for Bad Debts, Provision for Discount on Debtors, Interest on Capital and Drawings) and non-profit making organizations an overview.AS-1,AS-21(no numerical)

### Module V: Accounting For Partnership

Introduction to Partnership Accounts, Partnership Deed. Admission of a new partner- Revaluation account, Computation of New Profit Sharing Ratio and Sacrificing Ratio, Proportionate Capital, Treatment of goodwill in partnership accounts and its valuation. Retirement and Death of a partner: Determining the gaining ratio, Revaluation of assets and liabilities, Reserve, Final payment to retiring partner, Treatment and adjustment of goodwill. Numericals on preparation of various accounts in case of retirement and death of a partner. Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision.

### Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

### Text & References:

Text:

- Maheshwari, S.N., Advanced Accountancy Volume-I, Ninth Edition, Vikas Publishing House Pvt. Ltd.

References:

- Grewal, T. S., Shukla, M .C, Advanced Accountancy, Sixteenth Edition, Sultan Chand and Sons.
- Tulsian, P.C (2009), Financial Accounting 2<sup>nd</sup> Edition, Pearson Education.
- Narayanaswamy, R. Financial Accounting- A Managerial Perspective, Second Edition, Prentice Hall India.
- Ramachandran, N., Kakani, R.K., Financial Accounting for Management, Tata McGraw Hill Publishing Company Limited.

### E. Lecture Plan

| Lecture | Topics                                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | <b>Understanding the meaning, nature, functions and usefulness of accounting,</b> | Lecture          | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |
| 2       | <b>branches of Accounting</b>                                                     | Lecture          | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |
| 3       | <b>Accounting Equation</b>                                                        | Lecture          | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Accounting Concepts and Generally Accepted Accounting Principles</i>           | Lecture          | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                  |         |                  |                                 |
|----|------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 5  | <b>Difference between Indian GAAP and US GAAP,</b>                                                               | Lecture | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |
| 6  | <b>An overview of Indian and US GAAP</b>                                                                         | Lecture | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |
| 7  | <b>Need for convergence towards Global Standard</b>                                                              | Lecture | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |
| 8  | <b>IFRS as Global Standard, Benefits of Convergence with IFRS.</b>                                               | Lecture | <i>BBA 105.1</i> | Mid Term-1, Quiz & End Sem Exam |
| 9  | <b>Concept of Double Entry System</b>                                                                            | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 10 | <b>Understanding the Accounting cycle</b>                                                                        | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 11 | <b>Preparation of Voucher</b>                                                                                    | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 12 | <b>Journal, Ledger</b>                                                                                           | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 13 | <b>Journal, Ledger</b>                                                                                           | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 14 | <b>Trial Balance and Numerical on the same</b>                                                                   | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 15 | <b>Preparation of subsidiary Books including Purchase Book</b>                                                   | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 16 | <b>Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),</b>                     | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 17 | <b>Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),</b>                     | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 18 | <b>Sales Book, Purchase Returns Book and Sales Return Books (and numerical on the same),</b>                     | Lecture | <i>BBA 105.2</i> | Mid Term-1, Quiz & End Sem Exam |
| 19 | <b>Cash book, types of cash book and balancing of cashbook</b>                                                   | Lecture | <i>BBA 105.3</i> | Mid Term-1, Quiz & End Sem Exam |
| 20 | <b>Cash book, types of cash book and balancing of cashbook</b>                                                   | Lecture | <i>BBA 105.3</i> | Mid Term-1, Quiz & End Sem Exam |
| 21 | <b>Numerical on single column cashbook, Double column cashbook,</b>                                              | Lecture | <i>BBA 105.3</i> | Mid Term-1, Quiz & End Sem Exam |
| 22 | <b>Numerical on single column cashbook, Double column cashbook,</b>                                              | Lecture | <i>BBA 105.3</i> | Mid Term-1, Quiz & End Sem Exam |
| 23 | <b>triple column cashbook and petty cash book</b>                                                                | Lecture | <i>BBA 105.3</i> | Mid Term-1, Quiz & End Sem Exam |
| 24 | <b>triple column cashbook and petty cash book</b>                                                                | Lecture | <i>BBA 105.3</i> | Mid Term-1, Quiz & End Sem Exam |
| 25 | <b>Causes for difference in the Balance as per Pass book and balance as per cashbook</b>                         | Lecture | <i>BBA 105.3</i> | Mid Term-1, Quiz & End Sem Exam |
| 26 | <b>Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of</b> | Lecture | <i>BBA 105.3</i> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                  |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | overdraft (and numerical on the same).                                                                                                           |         |           |                                 |
| 27 | Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of overdraft (and numerical on the same). | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Procedure for preparation of bank reconciliation statement when there is favorable balance and in case of overdraft (and numerical on the same). | Lecture | BBA 105.3 | Mid Term-1, Quiz & End Sem Exam |
| 29 | Preparation of Trading Account                                                                                                                   | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 30 | Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock                                           | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 31 | Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock                                           | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 32 | Manufacturing Account, Profit And Loss Account and balance sheet along with adjustments (Closing Stock                                           | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 33 | Outstanding and Prepaid items, Depreciation, Provision for Bad Debts                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 34 | Outstanding and Prepaid items, Depreciation, Provision for Bad Debts                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 35 | Provision for Discount on Debtors, Interest on Capital and Drawings)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 36 | non-profit making organizations an overview.AS-1,AS-21(no numerical)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 37 | non-profit making organizations an overview.AS-1,AS-21(no numerical)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 38 | non-profit making organizations an overview.AS-1,AS-21(no numerical)                                                                             | Lecture | BBA 105.4 | Quiz & End Sem Exam             |
| 39 | Introduction to Partnership Accounts, Partnership Deed                                                                                           | Lecture | BBA 105.5 | Quiz & End Sem Exam             |
| 40 | Admission of a new partner-Revaluation account, Computation of New Profit Sharing Ratio and Sacrificing Ratio,                                   | Lecture | BBA 105.5 | Quiz & End Sem Exam             |
| 41 | Proportionate Capital, Treatment of goodwill in partnership accounts and its valuation.                                                          | Lecture | BBA 105.5 | Quiz & End Sem Exam             |
| 42 | Retirement and Death of a partner: Determining the gaining ratio, Revaluation of assets and liabilities, Reserve,                                | Lecture | BBA 105.5 | Quiz & End Sem Exam             |

|    |                                                                                                                                                                                                  |         |           |                     |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------|
|    | Final payment to retiring partner,                                                                                                                                                               |         |           |                     |
| 43 | Retirement and Death of a partner: Determining the gaining ratio, Revaluation of assets and liabilities, Reserve, Final payment to retiring partner,                                             | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 44 | Treatment and adjustment of goodwill. Numericals on preparation of various accounts in case of retirement and death of a partner.                                                                | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 45 | Treatment and adjustment of goodwill. Numericals on preparation of various accounts in case of retirement and death of a partner.                                                                | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 46 | Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision. | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 47 | Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision. | Lecture | BBA 105.5 | Quiz & End Sem Exam |
| 48 | Dissolution of the firm: Circumstances leading to dissolution of partnership, Settlement of the accounts, Capital ratio on insolvency, Insolvency of all partners and Garner Vs Murray decision. | Lecture | BBA 105.5 | Quiz & End Sem Exam |

#### F. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |     |          |          |     |          |     |          |          |
|------------------|-------------------------------------------------------------------------------------------------------|-------------------------------------|-----|----------|----------|-----|----------|-----|----------|----------|
|                  |                                                                                                       | PO1                                 | PO2 | PO3      | PO4      | PO5 | PO6      | PO7 | PO8      | PO9      |
| <b>BBA 105.1</b> | To Understand the Basic accounting Concepts and accounting standard and their application in business | <b>2</b>                            | -   | <b>3</b> | <b>1</b> | -   | <b>3</b> | -   | <b>1</b> | <b>2</b> |

|                      |                                                                                                                                                                                    |          |   |          |          |   |   |          |          |          |
|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---|----------|----------|---|---|----------|----------|----------|
| <b>BBA<br/>105.2</b> | To Understand the entry of business transaction under the double entry system in the Journal and Subsidiaries books of business.                                                   | <b>2</b> | - | <b>2</b> | <b>1</b> | - | - | -        | <b>2</b> | <b>2</b> |
| <b>BBA<br/>105.3</b> | To learn about the Cash Book and bank reconciliation statement and their importance in business.                                                                                   | <b>2</b> | - | <b>2</b> | <b>3</b> | - | - | -        | <b>2</b> | -        |
| <b>BBA<br/>105.4</b> | To identify the Profit and loss and financial position of the business through final a/c and Students will be also exposed to take decisions on depreciation method to be adopted. | <b>2</b> | - | <b>1</b> | <b>3</b> | - | - | <b>3</b> | <b>3</b> | -        |
| <b>BBA<br/>105.5</b> | Gain Knowledge about the fundamental of Partnership and the different segment of the partnership like admission, retirement, death and dissolution.                                | <b>2</b> | - | <b>2</b> | <b>2</b> | - | - | <b>2</b> | <b>1</b> | -        |

### Sample Question Paper

|                                                                                                                                                                         |              |                                                                               |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>Department of Business Management<br/>I MID-SEMESTER (SEM –I) 2022-23</p>                                      |              |                                                                               |          |           |                |          |
| Class: B.B.A I Semester                                                                                                                                                 |              |                                                                               |          |           |                |          |
| Subject Name:<br>BBA 305 Financial Accounting                                                                                                                           |              | Time: 2 Hrs                                                                   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                          | Remembering  | Understanding                                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                        | Q.1          | Q.2a, Q.2b, Q.5a                                                              | Q.3, Q.4 | Q.5b      |                | Q 6      |
| <p>Student will be able to</p> <p>CO1: List the broad perceptive of cloud architecture and model.</p> <p>CO2: Apply different cloud programming models as per need.</p> |              |                                                                               |          |           |                |          |
| CO Map                                                                                                                                                                  | Question No. | Question                                                                      |          |           |                | Marks    |
| BBA 105.1                                                                                                                                                               | Q.1          | What do you mean by Financial Accounting.                                     |          |           |                | 3        |
| BBA 105.1 & BBA 105.2                                                                                                                                                   | Q.2a         | Write down the difference between Indian GAAP and US GAAP                     |          |           |                | 3        |
|                                                                                                                                                                         | Q.2b         | Write Down the Importance of Double Entry System in the business transactions |          |           |                | 3        |
| BBA 105.2                                                                                                                                                               | Q.3          | Explain the Different types of Subsidiary books in details.                   |          |           |                | 6        |
| BBA 105.2                                                                                                                                                               | Q.4          | What types of Problem that we can identifies through trial balance, explain.  |          |           |                | 3        |
| BBA 105.3                                                                                                                                                               | Q.5a         | Explain the Importance and uses of Cash book.                                 |          |           |                | 3        |
|                                                                                                                                                                         | Q.5b         | Write down the difference between pass book and cash book.                    |          |           |                | 3        |
| BBA 105.3                                                                                                                                                               | Q 6          | Write down the Procedure of Preparing bank reconciliation statement.          |          |           |                | 6        |



| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                |                      |
|----------------|----------------------|
| Session Course | 2021-22              |
| Name           | BBA                  |
| Semester       |                      |
| Subject Code   | 1st Semester         |
| Subject Name   | BBA 105              |
|                | Financial Accounting |

### Attainment Level

52% of the students secured more than 60% marks

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





**PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>        |

**2022-2023**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and

global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
| I SEM                            | BBA 107 | 1   | 1   | 3   | 2   | 2   | 3   | 3   | 2   | 3   |



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|                                                                                       |
|---------------------------------------------------------------------------------------|
|                                                                                       |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                       |
| <b>AMITY BUSINESS SCHOOL</b>                                                          |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>                                              |
|                                                                                       |
| <b>Course Handout</b>                                                                 |
| Course : Polity and Society                                                           |
| Course Code : BBA107, Crédits : 03, Session :2022-23(Odd Sem.), Class : BBA. 1st Year |
| Faculty Name :                                                                        |

**A. Introduction:** The objective of this course is to familiarize the budding managers with how polity is an identifiable political entity where a group of people with a collective identity form society and who organized some form of institutionalized social relations, and have a capacity to mobilize resources and power accordingly. It aims to equip the students to focuses on understanding the basic concepts, theories and functioning of state and government and its applications that they would find how polity useful to society.

**B. Course Outcomes:** At the end of the course, students will be able to:

**1.BBA107.1.** Able to Understand the concept of the Polity and basic elements of constitution with functions of legislature, executive and judiciary system.

**2.BBA107.2.** Know the basic functioning and forms of Government Parliamentary and Presidential form of Government where students understand the role of One-party democracy and military rule.

**3.BBA107.3.** Able to Recognize the essential features of public administration and judicial control over administration, public policy formulation and problems of implementation.

**4.BBA107.4.** Describe the role of social structure in India - (Unity and diversity, Rural urban continuum and Caste, class and tribes)

**5.BBA107.5.** Demonstrate the Social Institutions role with basic understanding of social stratification, status and role of Institutions with respect to family, marriage, kinship, religion etc.

6.**BBA107.6.** Able to understand the concept of NGO in social structure of India with respect to judicial activism.

**A. Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**C. Programme Specific Outcomes:**

**PSO 1:** The Outcome of this course is to *understand the* relationship between *polity* and its impact on *society for* institutionalized social relations.

**Assessment Plan:**

| Component of Evaluation | Description | Code | Weightage % |
|-------------------------|-------------|------|-------------|
| Continuous Internal     | Mid Term 1  | CT   | 15%         |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Evaluation               | Seminar/Viva-<br>Voce/Quiz/Home<br>Assignment                                                                                                                                                                 |          |             |
|                          | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance               | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

#### **D. Syllabus**

##### **Module I: Introduction**

##### **What is Polity - definition and scope,**

Concept of state and its elements, Constitution – features and classification, organs of government- concepts and function of (Legislature, executive and judiciary- judicial review and independence of judiciary) Separation of power.

##### **Module II: Forms of Government**

Unitary and federal form of Government – features and merits and demerits, Parliamentary and Presidential form of Government One party democracy and military rule.

##### **Module III: Public administration**

Meaning scope and significance of public administration, concept of accountability and control: legislature, executive and judicial control over administration, public policy formulation and problems of implementation.

##### **Module IV: Introduction to society**

Society – definition, aims and scope, social structure in India - (Unity and diversity, Rural urban continuum and Caste (and Varna), class and tribes)

##### **Module V: Social Institutions**

Basic concepts- society, community, social groups, association, institution, social stratification, status and role and Institutions – family, marriage, kinship, religion, education.

##### **Module VI: NGO**

Introduction to NGO, (Issues and programmes), place of NGOs in social structure of India, NGOs and judicial activism.



**Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**E. Suggested Text/Reference Books:**

- MacIver & Page 'Society: An Introductory Analysis'; McMillon India Ltd.; N. Delhi.
- M. Haralambos 'Sociology: Themes and perspectives'; Oxford University Press; N. Delhi.
- Eddy Asirvatham & K.K. Misra 'Political Theory'; S. Chand & Company Ltd., Delhi.
- A.C. Kapur 'Principles of Political Science'; S. Chand & Company Ltd., Delhi.

**References:**

- Myneni 'Political Science for Law Students'; Allahabad Law Agency.
- R.L. Gupta 'Political Theory'.
- Vishoo Bhagwan 'Indian Political thinker'.
- Amal Ray & Bhattacharya 'Political Theory: Ideas and Institution.
- T.B. Bottomore 'Sociology: A Guide to problems and Literature'; Blackie & Son (India) Ltd.
- David G. Mandelbaum 'Society in India'; Popular Prakashan, Mumbai.
- Kingsley Davis 'Human Society'; Surjeet Publications, Delhi.

**F. Lecture Plan**

| Lecture | Topics                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------|------------------|------------------|---------------------------------|
| 1       | What is Polity? - definition and scope.     | Lecture          | <b>BBA107.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of state and its elements.          | Lecture          | <b>BBA107.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 3       | Constitution – features and classification. | Lecture          | <b>BBA107.1.</b> | Mid Term-1, Quiz & End Sem      |

|    |                                                                                                 |         |                  |                                             |
|----|-------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
|    |                                                                                                 |         |                  | Exam                                        |
| 4  | organs of government-<br>concepts and function                                                  | Lecture | <b>BBA107.1.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 5  | Legislature, executive<br>and judiciary- judicial<br>review and<br>independence of<br>judiciary | Lecture | <b>BBA107.1.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 6  | Separation of power.                                                                            | Lecture | <b>BBA107.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 7  | Forms of Government:<br>Unitary and federal<br>form of Government                               | Lecture | <b>BBA107.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 8  | Parliamentary and<br>Presidential form of<br>Government                                         | Lecture | <b>BBA107.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 9  | One party democracy                                                                             | Lecture | <b>BBA107.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 10 | Military rule                                                                                   | Lecture | <b>BBA107.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 11 | Meaning scope and<br>significance of public<br>administration                                   | Lecture | <b>BBA107.3.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 12 | Concept of<br>accountability and<br>control.                                                    | Lecture | <b>BBA107.3.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 13 | Legislature, executive<br>and judicial control                                                  | Lecture | <b>BBA107.3.</b> | Mid<br>Term-1,                              |

|    |                                                                    |         |                  |                                             |
|----|--------------------------------------------------------------------|---------|------------------|---------------------------------------------|
|    | over administration                                                |         |                  | Quiz &<br>End Sem<br>Exam                   |
| 14 | Public policy formulation:<br>Introduction.                        | Lecture | <b>BBA107.3.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 15 | Public policy<br>formulation and<br>problems of<br>implementation. | Lecture | <b>BBA107.3.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 16 | Introduction to society                                            | Lecture | <b>BBA107.4.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 17 | Society – definition.                                              | Lecture | <b>BBA107.4.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 18 | Society – aims and<br>scope.                                       | Lecture | <b>BBA107.4.</b> | Mid<br>Term-1,<br>Quiz&<br>End Sem<br>Exam  |
| 19 | Social structure in India                                          | Lecture | <b>BBA107.4.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 20 | Unity and diversity                                                | Lecture | <b>BBA107.4.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 21 | Rural urban continuum                                              | Lecture | <b>BBA107.4.</b> | Quiz &<br>End Sem<br>Exam                   |
| 22 | Caste (and Varna),<br>class and tribes                             | Lecture | <b>BBA107.4.</b> | Quiz &<br>End Sem<br>Exam                   |
| 23 | Social Institutions: Basic<br>concepts                             | Lecture | <b>BBA107.5.</b> | Quiz &<br>End Sem<br>Exam                   |
| 24 | Basic concepts-                                                    | Lecture | <b>BBA107.5.</b> | Quiz &                                      |

|    |                                                                              |         |                  |                     |
|----|------------------------------------------------------------------------------|---------|------------------|---------------------|
|    | society, community,                                                          |         |                  | End Sem Exam        |
| 25 | Concepts of Social groups, association,                                      | Lecture | <b>BBA107.5.</b> | Quiz & End Sem Exam |
| 26 | Social stratification                                                        | Lecture | <b>BBA107.5.</b> | Quiz & End Sem Exam |
| 27 | social stratification: status                                                | Lecture | <b>BBA107.5.</b> | Quiz & End Sem Exam |
| 28 | social stratification: role and Institutions                                 | Lecture | <b>BBA107.5.</b> | Quiz & End Sem Exam |
| 29 | Understanding Institutions – family, marriage, kinship, religion, education. | Lecture | <b>BBA107.5.</b> | Quiz & End Sem Exam |
| 30 | Understanding Institutions – kinship, religion, education.                   | Lecture | <b>BBA107.5.</b> | Quiz & End Sem Exam |
| 31 | Introduction to NGO                                                          | Lecture | <b>BBA107.6.</b> | Quiz & End Sem Exam |
| 32 | NGO: Issues                                                                  | Lecture | <b>BBA107.6.</b> | Quiz & End Sem Exam |
| 33 | Role of NGO                                                                  | Lecture | <b>BBA107.6.</b> | Quiz & End Sem Exam |
| 34 | NGO Programmes.                                                              | Lecture | <b>BBA107.6.</b> | Quiz & End Sem Exam |
| 35 | Place of NGOs in social structure of India.                                  | Lecture | <b>BBA107.6.</b> | Quiz & End Sem Exam |
| 36 | Judicial activism.                                                           | Lecture | <b>BBA107.6.</b> | Quiz & End Sem Exam |

**G. Course Articulation Matrix (Mapping of COs with POs)**

| CO                    | STATE<br>MENT                                                                                                                                           | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |
|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                       |                                                                                                                                                         | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 |
| <b>BBA1<br/>07.1.</b> | Able to Under stand the conce pt of the Polity and basic eleme nts of constit ution with functi ons of legisla ture, execut ive and judicia ry syste m. | <b>1</b>                            | <b>1</b>    | <b>3</b>    | <b>2</b>    | 1           | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>3</b>    |

|                       |                                                                                                                                                                                   |          |          |          |          |          |          |          |          |          |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA1<br/>07.2.</b> | Know the basic functioning and forms of Government Parliamentary and Presidential form of Government where students understand the role of One-party democracy and military rule. | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> |
| <b>BBA1<br/>07.3.</b> | Able to Recognize the essential features of public administration and judicial control                                                                                            | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> |

|                       |                                                                                                                                                                                                                                                  |          |          |          |          |          |          |          |          |          |
|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                       | over<br>administra<br>tion, public<br>policy<br>formulatio<br>n and<br>problems<br>of<br>implement<br>ation.                                                                                                                                     |          |          |          |          |          |          |          |          |          |
| <b>BBA1<br/>07.4.</b> | Describe<br>the role of<br>social<br>structure<br>in India -<br>(Unity and<br>diversity, R<br>ural urban<br>continuum<br>and Caste,<br>class and<br>tribes) .                                                                                    | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA1<br/>07.5.</b> | Demonstra<br>te the<br>Social<br>Institutions<br>role with<br>basic<br>understan<br>ding of<br>social<br>stratificatio<br>n, status<br>and role of<br>Institutions<br>with<br>respect to<br>family,<br>marriage,<br>kinship,<br>religion<br>etc. | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |





| CO Map | Question No. | Question                                                                       | Marks |
|--------|--------------|--------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief the functions of legislature and judiciary.                   | 3     |
| CO1    | Q.2a         | What are the essential features federal form of government?                    | 3     |
|        | Q.2b         | Write a short note on one party democracy and military rule.                   | 3     |
| CO1    | Q.3          | State the significance of public administration and problem of implementation. | 6     |
| CO2    | Q.4          | Explain the social structure of in India                                       | 3     |
| CO2    | Q.5a         | Elaborate different social stratification.                                     | 3     |
|        | Q.5b         | Write characteristics of social institution.                                   | 3     |
| CO2    | Q 6          | Write any issue and programmes of NGO.                                         | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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## Attainment

Session Course 2021-22  
Name BBA  
Semester 1st Semester  
Subject Code BBA 107  
Subject Name Polity & Society

### Attainment Level

50% of the students secured more than 60% marks

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY Business School**

**Department of Management**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration, Academic Year**

**– 2021-22**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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| DEPARTMENT OF Management                                                               |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : Macro Economics for Business                                                  |
| Course Code : BBA 201, Crédits : 04, Session :2021-22(Even Sem.), Class : BBA 1st Year |
| Faculty Name :                                                                         |
|                                                                                        |

- A. Introduction:** This course deals with principles of macroeconomics. The coverage includes determination of and linkages between major macro-economic variables, the level of output and prices, inflation, unemployment, GDP growth, interest rates and

exchange rates.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 201.1** To Learn about the Micro and Macro Economics variable in details and understand about the difference.

**BBA 201.2** To understand about the aggregate's variable of national Income and circular flow of income in different sector.

**BBA 201.3** To Study about the Full employment Approaches and Income Level

**BBA 201.4** To Learn about the Inflation and Deflation in money Market

**BBA 201.5** To understand about the linkage of money market to international transaction.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**E. Syllabus****Module – I Introduction to Macroeconomics**

The nature of macroeconomics, Micro V/s Macro, Major Macroeconomic Issues, Macroeconomic Policy Objectives, Macroeconomic stability and business environment, Brief introduction to major schools of thought in Macroeconomics.

**Module II- Some Important Macroeconomic Aggregates**

Concept of National Income and Its Measurement, Circular flow of income in two, three, four sector economy, relation between leakages and injections in circular flow. Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations.

**Module III: Theory of Full Employment and Income**

Classical, Modern (Keynesian) Approach, Consumption Function, Relationship between Saving and Consumption. Investment Function, Concept of Marginal Efficiency of Capital and Marginal Efficiency of Investment. National Income DETERMINATION in two, three and four Sector Models. Multiplier in two, three and four Sectors Model.

**Module- IV: Money Market**



Definition and Function of Money, Demand Theory of Money- Fisher's, Keynes and Friedman's , IS-LM Model, Source of Money Supply Inflation and Deflation, Measures to Control Inflation- Monetary Policy, Fiscal policy

#### Module V: International Linkages

Balance of Payments and Exchange Rates, Trade in Goods, Market Equilibrium and the Balance of Trade, Capital Mobility, Exchange Rate changes and Trade adjustment; Monetary approach to Balance of Payment; Flexible Exchange Rate, Money and Price; Interest Differentials and Exchange Rate Expectations, Exchange Rate Fluctuation and Interdependence.

#### Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### F. Suggested Text/Reference Books:

- Dewett, K. K, Modern Economic Theory: S. Chand & Co, New Delhi
- Shapiro Edward, Macro Economic Analysis, Tata Mc. Graw Hill.
- Seth M.L. Macro Economics, Agarwal Publications, Agra.
- R. Dornbusch & S. Fisher, Macroeconomics, Tata Mc. Graw Hill.
- Mankiw, Principles of Macro Economics, Thomson Publication.
- Sundharam. K.P.M, Money, Banking and International Trade, S. Chand & Co, New Delhi.

#### G. Lecture Plan

| Lecture | Topics                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | The nature of macroeconomics                                      | Lecture          | BBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Mirco V/s Marco                                                   | Lecture          | BBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Major Macroeconomic Issues                                        | Lecture          | BBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Macroeconomic Policy Objectives</i>                            | Lecture          | BBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Macroeconomic stability and business environment                  | Lecture          | BBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Brief introduction to major schools of thought in Macroeconomics. | Lecture          | BBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Brief introduction to major schools of thought in                 | Lecture          | BBA 201.1        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                |         |           |                                 |
|----|--------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Macroeconomics                                                                 |         |           |                                 |
| 8  | Macroeconomic stability and business environment                               | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Macroeconomic Policy Objectives                                                | Lecture | BBA 201.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Concept of National Income and Its Measurement                                 | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Circular flow of income in two, three, four sector economy                     | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Circular flow of income in two, three, four sector economy                     | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | relation between leakages and injections in circular flow                      | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | relation between leakages and injections in circular flow                      | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations. | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations. | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations. | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Stock Prices (Sensex, Nifty) Measurement issues in case of India, Limitations. | Lecture | BBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Investment Function, Concept of Marginal Efficiency of Capital                 | Lecture | BBA 201.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Investment Function, Concept of Marginal Efficiency of Capital                 | Lecture | BBA 201.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Investment Function, Concept of Marginal Efficiency of Capital                 | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Marginal Efficiency of Investment.                                             | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | National Income DETERMINATION in two, three and four Sector Models             | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | National Income DETERMINATION in two, three and four Sector Models             | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                            |         |           |                                 |
|----|----------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 25 | Multiplier in two, three and four Sectors Model.                           | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Multiplier in two, three and four Sectors Model.                           | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Multiplier in two, three and four Sectors Model.                           | Lecture | BBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Definition and Function of Money                                           | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Definition and Function of Money                                           | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | , Demand Theory of Money- Fisher's, Keynes and Friedman's                  | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | , Demand Theory of Money- Fisher's, Keynes and Friedman's                  | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | , IS-LM Model, Source of Money Supply                                      | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | , IS-LM Model, Source of Money Supply                                      | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Inflation and Deflation                                                    | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Measures to Control Inflation- Monetary Policy, Fiscal policy              | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Measures to Control Inflation- Monetary Policy, Fiscal policy              | Lecture | BBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Measures to Control Inflation- Monetary Policy, Fiscal policy              | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 38 | Balance of Payments and Exchange Rates                                     | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 39 | Balance of Payments and Exchange Rates                                     | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 40 | Trade in Goods, Market Equilibrium and the Balance of Trade                | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 41 | Trade in Goods, Market Equilibrium and the Balance of Trade                | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 42 | Capital Mobility, Exchange Rate changes and Trade adjustment               | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 43 | Capital Mobility, Exchange Rate changes and Trade adjustment               | Lecture | BBA 201.5 | Quiz & End Sem Exam             |
| 44 | Monetary approach to Balance of Payment; Flexible Exchange Rate, Money and | Lecture | BBA 201.5 | Quiz & End Sem Exam             |

|    |                                                                                  |         |           |                     |
|----|----------------------------------------------------------------------------------|---------|-----------|---------------------|
|    | Price                                                                            |         |           |                     |
| 45 | Monetary approach to Balance of Payment; Flexible Exchange Rate, Money and Price | Lecture | BBA 201.5 | Quiz & End Sem Exam |
| 46 | Interest Differentials and Exchange Rate Expectations                            | Lecture | BBA 201.5 | Quiz & End Sem Exam |
| 47 | Exchange Rate Fluctuation and Interdependence                                    | Lecture | BBA 201.5 | Quiz & End Sem Exam |
| 48 | Exchange Rate Fluctuation and Interdependence                                    | Lecture | BBA 201.5 | Quiz & End Sem Exam |

#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |
|------------------|------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  |                                                                                                                  | PO1                                 | PO2      | PO3      | PO4      | PO5      | PO6      | PO7      | PO8      | PO9      |
| <b>BBA201.1</b>  | To Learn about the Micro and Macro Economics variable in details and understand about the difference.            | <b>2</b>                            | -        | -        | -        | -        | <b>3</b> | -        | -        | -        |
| <b>BBA 201.2</b> | To understand about the aggregate's variable of national Income and circular flow of income in different sector. | -                                   | -        | -        | <b>3</b> | -        | <b>2</b> | -        | -        | -        |
| <b>BBA201.3</b>  | To Study about the Full employment Approaches and Income Level                                                   | -                                   | <b>1</b> | <b>2</b> | -        | <b>2</b> | -        | <b>2</b> | <b>2</b> | <b>3</b> |
| <b>BBA 201.4</b> | To Learn about the Inflation and Deflation in money Market                                                       | <b>3</b>                            | -        | -        | -        | -        | -        | -        | -        | -        |

|                  |                                                                               |  |          |          |          |          |   |   |          |          |
|------------------|-------------------------------------------------------------------------------|--|----------|----------|----------|----------|---|---|----------|----------|
| <b>BBA 201.5</b> | To understand about the linkage of money market to international transaction. |  | <b>2</b> | <b>3</b> | <b>2</b> | <b>3</b> | - | - | <b>3</b> | <b>2</b> |
|------------------|-------------------------------------------------------------------------------|--|----------|----------|----------|----------|---|---|----------|----------|

## Sample Question Paper

| <p style="text-align: center;">Amity Business School<br/>Department of Business Management<br/>I MID-SEMESTER (SEM –II) 2022-23</p>                                     |              |                                                             |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.B.A II Semester                                                                                                                                                |              |                                                             |          |           |                |          |
| Subject Name:<br>BBA 201 Macro Economics for<br>Business                                                                                                                |              | Time: 2 Hrs                                                 |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                 | Remembering  | Understanding                                               | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                     | Q.1          | Q.4                                                         | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| <p>Student will be able to</p> <p>CO1: List the broad perceptive of cloud architecture and model.</p> <p>CO2: Apply different cloud programming models as per need.</p> |              |                                                             |          |           |                |          |
| CO Map                                                                                                                                                                  | Question No. | Question                                                    |          |           |                | Marks    |
| BBA201.1                                                                                                                                                                | Q.1          | Explain the Nature of Macroeconomics in details             |          |           |                | 3        |
| BBA201.2                                                                                                                                                                | Q.2a         | What do you mean by national income and its aggregate       |          |           |                | 3        |
|                                                                                                                                                                         | Q.2b         | Explain the Circular flow of income in different sector     |          |           |                | 3        |
| BBA201.1                                                                                                                                                                | Q.3          | Write down the difference between macro and micro economics |          |           |                | 6        |
| BBA201.2                                                                                                                                                                | Q.4          | Explain the relationship between leakages and injection     |          |           |                | 3        |
| BBA201.1                                                                                                                                                                | Q.5a         | Explain the major issues of macro economics                 |          |           |                | 3        |
|                                                                                                                                                                         | Q.5b         | Explain the stability under the macroeconomics variables    |          |           |                | 3        |
| BBA201.2                                                                                                                                                                | Q 6          | Write down the role of Nifty and Sensex in Indian economics |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                         |
| <b>Name</b>             | BBA                                             |
| <b>Semester</b>         | 2nd Semester                                    |
| <b>Subject Code</b>     | BBA 201                                         |
| <b>Subject Name</b>     | Macro Economics for Business                    |
| <b>Attainment Level</b> | 43% of the students secured more than 60% marks |

### Note:

#### **Attainments**

Level 1  
Level 2  
Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF  
70% of students secure more than 60% marks then level 2 IF  
80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY Business School**

**Department of Management**

## PROGRAMME OUTCOMES

**Bachelor of Business Administration, Academic Year – 2021-22**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.





# AMITY UNIVERSITY

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| DEPARTMENT OF Management                                                               |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : Corporate Accounting                                                          |
| Course Code : BBA 202, Crédits : 04, Session :2021-22(Even Sem.), Class : BBA 1st Year |
| Faculty Name :                                                                         |
|                                                                                        |

- A. This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 202.1** To learn about the Accounting Standard and the process of maintaining statutory record.

**BBA 202.2** to study about the journal entries in the book of the company in different phases like issue Forfeiture and reissue of share.

**BBA 202.3** to study about the journal entries in the book of the company in different phases like issue redemption and reissue of Debenture.

**BBA 202.4** Preparation and presentation of final accounts of joint stock companies as per company law.

**BBA 202.5** To study about the accounting Procedure of holding and subsidiaries company

**BBA 202.6** To learn about the different method of valuation of shares and goodwill

**BBA 202.7** To identify companies which have amalgamated as per merger method and purchase method

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of

ethical conduct and resolve ethical issues in business.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**E. Syllabus**

Module I- Introduction

Statutory records to be maintained by a company, Accounting standards - relevance and significance; National and international accounting standards.

Module II- Accounting for share capital transactions

Accounting for share capital transactions - issue of shares at par, at premium and at discount; forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares - Statutory requirements, Disclosure in balance sheet; Rights issue, Underwriting.

Module III- Debentures

Issue of debentures - accounting treatment and procedures; Redemption of debentures; Conversion of debentures into shares.

Module IV- final accounts

Preparation and presentation of final accounts of joint stock companies as per company law requirements; Provisions and reserves; Determination of managerial remuneration; Appropriation out of profits; Transfer of profits to reserves; Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund; Bonus shares and payment of interest out of capital.

#### Module V- Holding and subsidiary companies

Holding and subsidiary companies - Accounting treatment and disclosures; Consolidation of accounts.

#### Module VI - Valuation of goodwill and shares

Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill, Methods of share valuation (Equity & preference shares).

#### Module VII- Amalgamation, Absorption and reconstruction of companies

Accounting treatment for amalgamation, Absorption and reconstruction of companies; Internal and external reconstruction, Liquidation- Preparation of liquidators statement & affairs, Deficiency/ surplus statement, Calculation of pro rata treatment of uncalled capital.

#### **Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **F. Suggested Text/Reference Books:**

- Maheswari, S.N. (2009), Principles of Management Accounting, Sultan Chand & Sons, N Delhi.
- Tulsian, P C, (2009), Financial Accounting, 2<sup>nd</sup> Edition, Pearson Education.
- Rajasekran, (2010), Financial Accounting, 1<sup>st</sup> Edition, Pearson Education.
- Narayanaswamy, Financial Accounting
- SP Iyengar, Advanced Accountancy
- RL Gupta, Advanced Accountancy
- Jain and Narang, Corporate Accounting

#### **G. Lecture Plan**

| Lecture | Topics                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Statutory records to be maintained by a company | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Accounting standards                            | Lecture          | BBA 202.1        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                         |         |           |                                    |
|----|---------------------------------------------------------------------------------------------------------|---------|-----------|------------------------------------|
| 3  | relevance and significance;<br>National                                                                 | Lecture | BBA 202.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 4  | International accounting standards                                                                      | Lecture | BBA 202.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 5  | international accounting standards.                                                                     | Lecture | BBA 202.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 6  | international accounting standards.                                                                     | Lecture | BBA 202.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 7  | international accounting standards.                                                                     | Lecture | BBA 202.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 8  | Accounting for share capital<br>transactions - issue of shares<br>at par, at premium and at<br>discount | Lecture | BBA 202.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 9  | Accounting for share capital<br>transactions - issue of shares<br>at par, at premium and at<br>discount | Lecture | BBA 202.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 10 | Accounting for share capital<br>transactions - issue of shares<br>at par, at premium and at<br>discount | Lecture | BBA 202.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 11 | forfeiture and re-issue of<br>shares; buy-back of shares;<br>redemption of preference<br>shares         | Lecture | BBA 202.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 12 | forfeiture and re-issue of<br>shares; buy-back of shares;<br>redemption of preference<br>shares         | Lecture | BBA 202.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 13 | Statutory requirements, Disclosure<br>in balance sheet; Rights issue,<br>Underwriting.                  | Lecture | BBA 202.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 14 | Statutory requirements, Disclosure<br>in balance sheet; Rights issue,<br>Underwriting.                  | Lecture | BBA 202.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 15 | Issue of debentures - accounting<br>treatment and procedures;                                           | Lecture | BBA 202.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 16 | Issue of debentures - accounting<br>treatment and procedures;                                           | Lecture | BBA 202.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 17 | Issue of debentures - accounting<br>treatment and procedures;                                           | Lecture | BBA 202.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 18 | Redemption of debentures;<br>Conversion of debentures into<br>shares.                                   | Lecture | BBA 202.3 | Mid Term-1, Quiz<br>& End Sem Exam |

|    |                                                                                                                                                  |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                                                                                  |         |           |                                 |
| 19 | Redemption of debentures;<br>Conversion of debentures into shares.                                                                               | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Redemption of debentures;<br>Conversion of debentures into shares.                                                                               | Lecture | BBA 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Redemption of debentures;<br>Conversion of debentures into shares.                                                                               | Lecture | BBA 202.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Preparation and presentation of final accounts of joint stock companies as per company law requirements; Provisions and reserves                 | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Preparation and presentation of final accounts of joint stock companies as per company law requirements; Provisions and reserves                 | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | ; Determination of managerial remuneration; Appropriation out of profits; Transfer of profits to reserves                                        | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | ; Determination of managerial remuneration; Appropriation out of profits; Transfer of profits to reserves                                        | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund; Bonus shares and payment of interest out of capital. | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund; Bonus shares and payment of interest out of capital. | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Payment of dividend, Transfer of unpaid dividend to Investor Education and Protection Fund; Bonus shares and payment of interest out of capital. | Lecture | BBA 202.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Holding and subsidiary companies - Accounting                                                                                                    | Lecture | BBA 202.5 | Mid Term-2, Quiz                |



|    |                                                                                       |         |           |                                 |
|----|---------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | treatment and disclosures                                                             |         |           | & End Sem Exam                  |
| 30 | Holding and subsidiary companies - Accounting treatment and disclosures               | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Holding and subsidiary companies - Accounting treatment and disclosures               | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Holding and subsidiary companies - Accounting treatment and disclosures               | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Consolidation of accounts.                                                            | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Consolidation of accounts.                                                            | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Consolidation of accounts.                                                            | Lecture | BBA 202.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill | Lecture | BBA 202.6 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 38 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 39 | Good will – Meaning, Definition, Elements, Types and Methods of Valuation of Goodwill | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 40 | Methods of share valuation (Equity & preference shares).                              | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 41 | Methods of share valuation (Equity & preference shares).                              | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 42 | Methods of share valuation (Equity & preference shares).                              | Lecture | BBA 202.6 | Quiz & End Sem Exam             |
| 43 | Accounting treatment for amalgamation, Absorption and reconstruction of companies     | Lecture | BBA 202.7 | Quiz & End Sem Exam             |
| 44 | Accounting treatment for amalgamation, Absorption and reconstruction of companies     | Lecture | BBA 202.7 | Quiz & End Sem Exam             |
| 45 | Internal and external reconstruction,                                                 | Lecture | BBA 202.7 | Quiz & End Sem Exam             |

|    |                                                                                             |         |           |                     |
|----|---------------------------------------------------------------------------------------------|---------|-----------|---------------------|
| 46 | Liquidation- Preparation of liquidators statement & affairs, Deficiency/ surplus statement, | Lecture | BBA 202.7 | Quiz & End Sem Exam |
| 47 | Calculation of pro rata treatment of uncalled capital.                                      | Lecture | BBA 202.7 | Quiz & End Sem Exam |
| 48 | Calculation of pro rata treatment of uncalled capital.                                      | Lecture | BBA 202.7 | Quiz & End Sem Exam |

#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |     |          |          |          |          |          |          |          |
|------------------|----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|----------|----------|----------|----------|----------|----------|----------|
|                  |                                                                                                                                  | PO1                                 | PO2 | PO3      | PO4      | PO5      | PO6      | PO7      | PO8      | PO9      |
| <b>BBA202.1</b>  | To learn about the Accounting Standard and the process of maintaining statutory record.                                          | <b>2</b>                            | -   | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | <b>3</b> |
| <b>BBA 202.2</b> | to study about the journal entries in the book of the company in different phases like issue Foefeiture and reissue of share.    | <b>3</b>                            | -   | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>1</b> | -        | <b>2</b> |
| <b>BBA202.3</b>  | to study about the journal entries in the book of the company in different phases like issue redemption and reissue of Debenture | <b>2</b>                            | -   | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        |

|                  |                                                                                             |          |          |          |          |          |          |          |          |          |
|------------------|---------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA 202.4</b> | Preparation and presentation of final accounts of joint stock companies as per company law. | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> |
| <b>BBA 202.5</b> | To study about the accounting Procedure of holding and subsidiaries company                 | -        | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> |
| <b>BBA 202.6</b> | To learn about the different method of valuation of shares and goodwill                     | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> |
| <b>BBA 202.7</b> | To identify companies which have amalgamated as per merger method and purchase method       | <b>2</b> | -        | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | -        | <b>2</b> |

| Amity Business School<br>Department of Business Management<br>I MID-SEMESTER (SEM –II) 2022-23                                                           |              |                                                                         |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B.B.A II Semester                                                                                                                                 |              |                                                                         |          |           |                |          |
| Subject Name:<br>BBA 202 Corporate Accounting                                                                                                            |              | Time: 2 Hrs                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                           | Remembering  | Understanding                                                           | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                         | Q.1          | Q.4                                                                     | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| Student will be able to<br>CO1: List the broad perceptive of cloud architecture and model.<br>CO2: Apply different cloud programming models as per need. |              |                                                                         |          |           |                |          |
| CO Map                                                                                                                                                   | Question No. | Question                                                                |          |           |                | Marks    |
| BBA202.1                                                                                                                                                 | Q.1          | Write down the role and significant of accounting standard              |          |           |                | 3        |
| BBA202.2                                                                                                                                                 | Q.2a         | Write down the journal entries of issue of share at Premium             |          |           |                | 3        |
|                                                                                                                                                          | Q.2b         | What do you mean by forfeiture of share, write down its journal entries |          |           |                | 3        |
| BBA202.1                                                                                                                                                 | Q.3          | Why company have required to prepare statutory record                   |          |           |                | 6        |
| BBA202.2                                                                                                                                                 | Q.4          | What do you mean by buy back of share, write down its journal entries   |          |           |                | 3        |
| BBA202.1                                                                                                                                                 | Q.5a         | Explain about right issue and underwriting in details                   |          |           |                | 3        |
|                                                                                                                                                          | Q.5b         | Explain about the international accounting standard                     |          |           |                | 3        |
| BBA202.2                                                                                                                                                 | Q 6          | Explain the procedure of redemption of preference shares.               |          |           |                | 6        |

| Attainments | Rubric |
|-------------|--------|
|-------------|--------|

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                 |
|------------------|-------------------------------------------------|
| Session Course   | 2021-22                                         |
| Name             | BBA                                             |
| Semester         | 2nd Semester                                    |
| Subject Code     | BBA 202                                         |
| Subject Name     | Corporate Accounting                            |
| Attainment Level | 44% of the students secured more than 60% marks |

### Note:

#### Attainments

Level 1  
Level 2  
Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1 IF 70% of students secure more than 60% marks then level 2 IF 80% of students secure more than 60% marks then level 3



|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY Business School</b>                    |
| <b>Department of Management</b>                 |

### **PROGRAMME OUTCOMES**

#### **Bachelor of Business Administration, Academic Year – 2021-22**

##### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.







# AMITY UNIVERSITY

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| DEPARTMENT OF Management                                                               |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : Organizational Behaviour                                                      |
| Course Code : BBA 203, Crédits : 03, Session :2021-22(Even Sem.), Class : BBA 1st Year |
| Faculty Name :                                                                         |
|                                                                                        |

A. The objective of this course is to familiarize the students with the behavioral patterns of Human beings at individual and group levels

B. **Course Outcomes:** At the end of the course, students will be able to:

**BBA 203.1** To learn about Factors Effecting Human Behaviour, Levels of Human Behaviour; Disciplines contributing to OB

**BBA 203.2** to study about Concept of Personality, Determinants of Personality and Types of Personality, Theories of Personality, Perception

**BBA 203.3** to study about Concept, Significance and Theories of Motivation, Motivation and Behavior, Motivation at Work, Attitudes, (Meaning and nature).

**BBA 203.4** To understand about the Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication, making communication effective, Power.

**BBA 203.5** To study about the Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems

**BBA 203.6** To learn about the Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management

C. **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad

body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### E. Syllabus

Module I: Understanding Human Behaviour

The concept, Nature and Significance of Human Behaviour, Factors Effecting Human Behaviour,

## Levels of Human Behaviour; Disciplines contributing to OB. Models of OB.PP

### Module II: Individual Behaviour

Individual Differences, Concept of Personality, Determinants of Personality and Types of Personality, Theories of Personality, Perception & Perceptual Process, Learning and Behavior reinforcement, values.

### Module III: Motivation & Attitude

Concept, Significance and Theories of Motivation, Motivation and Behavior, Motivation at Work, Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes.

### Module IV: Interpersonal Behaviour, Power & Politics

Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication, making communication effective, Power (Concept, determinants & sources, types), Organizational Politics, Tactics & Impression Management.

### Module V: Group Behaviour and Leadership

Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems, Leadership, Nature and Significance of Leadership, Leadership Styles, Theories of Leadership, Trait Theory, Behavioral Theory (Managerial Grid).

### Module VI: Change and Conflicts

Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture, Learning and maintaining organizational culture, Organizational change, Planned change, Resistance to change, Organization development (Definition), Need for organization development, Organization development process.

### Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### F. Suggested Text/Reference Books:

- G. K. Ashwathappa, Organisational Behaviour, Tata McGr
- H. Keith Davis, Organisational Behaviour, Tata Mc Graw-Hill
- I. Keith Davis, Human Behaviour at Work, Tata McGraw-Hill

### J. Lecture Plan

| Lecture | Topics | Mode of Delivery | Corresponding CO | Mode of Assessing CO |
|---------|--------|------------------|------------------|----------------------|
|         |        |                  |                  |                      |

|    |                                                                                               |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 1  | <b>The concept, Nature and Significance of Human Behaviour</b>                                | Lecture | BBA 203.1 | Mid Term-1, Quiz & End Sem Exam |
| 2  | <b>The concept, Nature and Significance of Human Behaviour</b>                                | Lecture | BBA 203.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | <b>Factors Effecting Human Behaviour, Levels of Human Behaviour</b>                           | Lecture | BBA 203.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | <i>Factors Effecting Human Behaviour, Levels of Human Behaviour</i>                           | Lecture | BBA 203.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Disciplines contributing to OB. Models of OB.PP                                               | Lecture | BBA 203.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Disciplines contributing to OB. Models of OB.PP                                               | Lecture | BBA 203.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | <b>Individual Differences, Concept of Personality, Determinants of Personality</b>            | Lecture | BBA 203.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | <b>Individual Differences, Concept of Personality, Determinants of Personality</b>            | Lecture | BBA 203.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | <b>Types of Personality, Theories of Personality, Perception &amp; Perceptual Process</b>     | Lecture | BBA 203.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | <b>Types of Personality, Theories of Personality, Perception &amp; Perceptual Process</b>     | Lecture | BBA 203.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Learning and Behavior reinforcement, values.                                                  | Lecture | BBA 203.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Learning and Behavior reinforcement, values.                                                  | Lecture | BBA 203.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | <b>Concept, Significance and Theories of Motivation</b>                                       | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | <b>Motivation and Behavior, Motivation at Work,</b>                                           | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | <b>Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes</b> | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | <b>Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes</b> | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                               |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 17 | <b>Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes</b>                                                 | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | <b>Attitudes, (Meaning and nature), Formation and change attitudes, Job related attitudes</b>                                                 | Lecture | BBA 203.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | <b>Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication</b>                        | Lecture | BBA 203.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | <b>Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication</b>                        | Lecture | BBA 203.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | <b>making communication effective, Power (Concept, determinants &amp; sources, types),</b>                                                    | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | <b>making communication effective, Power (Concept, determinants &amp; sources, types),</b>                                                    | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | <b>Organizational Politics, Tactics &amp; Impression Management</b>                                                                           | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | <b>Organizational Politics, Tactics &amp; Impression Management</b>                                                                           | Lecture | BBA 203.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | <b>Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups &amp; Teams Inter Group Problems</b> | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | <b>Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups &amp; Teams Inter Group Problems</b> | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | <b>Leadership, Nature and Significance of Leadership, Leadership Styles,</b>                                                                  | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | <b>Leadership, Nature and Significance of Leadership, Leadership Styles,</b>                                                                  | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                                         |         |           |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 29 | Theories of Leadership, Trait Theory, Behavioral Theory (Managerial Grid).                                                                              | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Theories of Leadership, Trait Theory, Behavioral Theory (Managerial Grid).                                                                              | Lecture | BBA 203.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management, Organizational culture | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Learning and maintaining organizational culture, Organizational change, Planned change, Resistance to change                                            | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Learning and maintaining organizational culture, Organizational change, Planned change, Resistance to change                                            | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Organization development (Definition), Need for organization development, Organization development process                                              | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Organization development (Definition), Need for organization development, Organization development process                                              | Lecture | BBA 203.6 | Mid Term-2, Quiz & End Sem Exam |

#### K. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |
|----|-----------|-------------------------------------|
|    |           |                                     |

|                  |                                                                                                                                                                                 | PO1      | PO2      | PO3      | PO4      | PO5      | PO6      | PO7      | PO8      | PO9      |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA203.1</b>  | To learn about Factors Effecting Human Behaviour, Levels of Human Behaviour; Disciplines contributing to OB                                                                     | <b>2</b> | -        | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | <b>3</b> |
| <b>BBA 203.2</b> | to study about Concept of Personality, Determinants of Personality and Types of Personality, Theories of Personality, Perception                                                | <b>3</b> | -        | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>1</b> | -        | <b>2</b> |
| <b>BBA203.3</b>  | to study about Concept, Significance and Theories of Motivation, Motivation and Behavior, Motivation at Work, Attitudes, (Meaning and nature).                                  | <b>2</b> | -        | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        |
| <b>BBA 203.4</b> | To understand about the Interpersonal Dimensions of Behaviour, Transactional Analysis, Implications of TA, Organizational communication, making communication effective, Power. | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> |
| <b>BBA 203.5</b> | To study about the Group Development process, Group Behaviour, Determinants of Group Behavior, Difference between Groups & Teams Inter Group Problems                           | -        | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> |
| <b>BBA 203.6</b> | To learn about the Organizational conflict, Nature and types of conflict, Management of organizational conflict, Approaches to conflict management                              | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> |

### Sample Question Paper

|                                                                                                                                                                         |              |                                                |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>Department of Business Management<br/>I MID-SEMESTER (SEM –II) 2022-23</p>                                     |              |                                                |          |           |                |          |
| Class: B.B.A II Semester                                                                                                                                                |              |                                                |          |           |                |          |
| Subject Name:<br>BBA 203 Organizational Behaviour                                                                                                                       |              | Time: 2 Hrs                                    |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                          | Remembering  | Understanding                                  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                        | Q.1          | Q.4                                            | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| <p>Student will be able to</p> <p>CO1: List the broad perceptive of cloud architecture and model.</p> <p>CO2: Apply different cloud programming models as per need.</p> |              |                                                |          |           |                |          |
| CO Map                                                                                                                                                                  | Question No. | Question                                       |          |           |                | Marks    |
| BBA203.1                                                                                                                                                                | Q.1          | Write down the nature of human behaviour       |          |           |                | 3        |
| BBA203.2                                                                                                                                                                | Q.2a         | Explain the Different types of personality.    |          |           |                | 3        |
|                                                                                                                                                                         | Q.2b         | Write down the personality in details          |          |           |                | 3        |
| BBA203.1                                                                                                                                                                | Q.3          | Explain the different model of OB              |          |           |                | 6        |
| BBA203.2                                                                                                                                                                | Q.4          | Explain the perception and perceptual Process  |          |           |                | 3        |
| BBA203.1                                                                                                                                                                | Q.5a         | Explain the different level of human behaviour |          |           |                | 3        |



|          |      |                                              |   |
|----------|------|----------------------------------------------|---|
|          | Q.5b | Explain the disciplines contributing to OB   | 3 |
| BBA203.2 | Q 6  | Write down about the behaviour reinforcement | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

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## Attainment

|                       |                          |
|-----------------------|--------------------------|
| <b>Session Course</b> | 2021-22                  |
| <b>Name</b>           | BBA                      |
| <b>Semester</b>       | 2nd Semester             |
| <b>Subject Code</b>   | BBA 203                  |
| <b>Subject Name</b>   | Organizational Behaviour |

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Attainment Level</b> | 49% of the students secured more than 60% marks |
|-------------------------|-------------------------------------------------|

### Note:

#### **Attainments**

Level 1  
Level 2  
Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF  
70% of students secure more than 60% marks then level 2 IF  
80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY Business School**

**Department of Management**

## PROGRAMME OUTCOMES

**Bachelor of Business Administration, Academic Year – 2021-22**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)





| DEPARTMENT OF Management                                                               |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : Sales and Distribution Management                                             |
| Course Code : BBA 205, Crédits : 03, Session :2021-22(Even Sem.), Class : BBA 1st Year |
| Faculty Name :                                                                         |
|                                                                                        |

A. The major objective of this course is to acquaint the students with the theory and practice of Management of Sales Operations.

B. **Course Outcomes:** At the end of the course, students will be able to:

**BBA 205.1** To learn about Nature and role of Sales Manager's job. Sales management as a career

**BBA 205.2** to study about the Types of sales organization. Coordination of selling functions with other marketing activities.

**BBA 205.3** to study about the Sales Territory: Concept and procedure of devising sales territories, Routing and Scheduling of Sales force.

**BBA 205.4** Recruitment and Selection of sales personnel (domestic and international perspective. Sales training.

**BBA 205.5** To study about the Sales Presentation and Demonstration, Handling objections and Closing a sale, Post sales follow up.

**BBA 205.6** To learn about the Concept of logistics planning: inventory management decisions, transportation decisions, location decisions.

C. **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### E. Syllabus

Module I: Introduction

**Sales management- Concept, Objectives and functions. Evolution of sales management. Nature and role of Sales Manager's job. Sales management as a career. Emerging trends in sales management .**

Module II: Sales Organization

**Purpose of sales organization. Setting sales organization. Types of sales organization. Coordination of selling functions with other marketing activities. Sales forecasting.**

Module III: Controlling sales effort

**Sales Budget: Purpose and budgetary procedure. Quotas: Concept, Objectives and Types. Sales Territory: Concept and procedure of devising sales territories, Routing and Scheduling of Sales force. Sales Audit.**

#### Module IV: Managing Sales Force

**Concept of sales force management. Recruitment and Selection of sales personnel (domestic and international perspective). Sales training. Compensating and motivating sales personnel. Controlling and evaluating sales personnel**

#### Module V Personal Selling

**Introduction to Personal Selling: Qualities of effective sales person, Personal selling situations, Personal selling process: Pre approach, Opening a sale, Sales Presentation and Demonstration, Handling objections and Closing a sale, Post sales follow up.**

#### Module VI: Distribution and Logistics Management

**Distribution channels: Concept and need, Channel Conflict: Concept and stages. Conflict management. Objectives of logistics. Concept of logistics planning: inventory management decisions, transportation decisions, location decisions.**

#### Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### F. Suggested Text/Reference Books:

- Still Cundiff, Sales Management Decision Strategies, Fifth Edition, Printice Hall.
- Panda Tapan K., Sahadev Sunil, Sales and Distribution Management, 2005, Oxford University Press.
- Kapoor Ramneek, Fundamentals of Sales Management, 2005, McMillan.
- Sudha GS, Sales & Advertising Management, 2005, Indus Valley Publications.
- Walker, Churchill Ford, Management of Sales Force

#### G. Lecture Plan

| Lecture | Topics                                                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Sales management- Concept, Objectives and functions                                    | Lecture          | BBA 205.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Evolution of sales management                                                          | Lecture          | BBA 205.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Nature and role of Sales Manager's job                                                 | Lecture          | BBA 205.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Nature and role of Sales Manager's job</i>                                          | Lecture          | BBA 205.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Sales management as a career. Emerging trends in sales management                      | Lecture          | BBA 205.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Sales management as a career. Emerging trends in sales management                      | Lecture          | BBA 205.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Purpose of sales organization. Setting sales organization. Types of sales organization | Lecture          | BBA 205.2        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                       |         |           |                                    |
|----|-----------------------------------------------------------------------------------------------------------------------|---------|-----------|------------------------------------|
| 8  | <b>Purpose of sales organization.<br/>Setting sales organization.<br/>Types of sales organization</b>                 | Lecture | BBA 205.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 9  | <b>Purpose of sales organization.<br/>Setting sales organization.<br/>Types of sales organization</b>                 | Lecture | BBA 205.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 10 | <b>Coordination of selling functions<br/>with other marketing activities. Sales<br/>forecasting.</b>                  | Lecture | BBA 205.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 11 | <b>Coordination of selling functions<br/>with other marketing activities. Sales<br/>forecasting.</b>                  | Lecture | BBA 205.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 12 | <b>Coordination of selling functions<br/>with other marketing activities. Sales<br/>forecasting.</b>                  | Lecture | BBA 205.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 13 | <b>Sales Budget: Purpose and<br/>budgetary procedure. Quotas</b>                                                      | Lecture | BBA 205.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 14 | <b>Sales Budget: Purpose and<br/>budgetary procedure. Quotas</b>                                                      | Lecture | BBA 205.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 15 | <b>Concept, Objectives and Types. Sales<br/>Territory: Concept and procedure of<br/>devising sales territories</b>    | Lecture | BBA 205.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 16 | <b>Concept, Objectives and Types. Sales<br/>Territory: Concept and procedure of<br/>devising sales territories</b>    | Lecture | BBA 205.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 17 | <b>Routing and Scheduling of Sales<br/>force. Sales Audit</b>                                                         | Lecture | BBA 205.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 18 | <b>Routing and Scheduling of Sales<br/>force. Sales Audit</b>                                                         | Lecture | BBA 205.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 19 | <b>Concept of sales force management.<br/>Recruitment and Selection of sales<br/>personnel</b>                        | Lecture | BBA 205.4 | Mid Term-1, Quiz<br>& End Sem Exam |
| 20 | <b>Concept of sales force management.<br/>Recruitment and Selection of sales<br/>personnel</b>                        | Lecture | BBA 205.4 | Mid Term-1, Quiz<br>& End Sem Exam |
| 21 | <b>Sales training. Compensating and<br/>motivating sales personnel</b>                                                | Lecture | BBA 205.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 22 | <b>Sales training. Compensating<br/>and motivating sales personnel</b>                                                | Lecture | BBA 205.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 23 | <b>Controlling and evaluating sales<br/>personnel</b>                                                                 | Lecture | BBA 205.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 24 | <b>Controlling and evaluating sales<br/>personnel</b>                                                                 | Lecture | BBA 205.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 25 | <b>Introduction to Personal<br/>Selling: Qualities of effective<br/>sales person, Personal selling<br/>situations</b> | Lecture | BBA 205.5 | Mid Term-2, Quiz<br>& End Sem Exam |



|    |                                                                                                                                    |         |           |                                 |
|----|------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 26 | <b>Introduction to Personal Selling: Qualities of effective sales person, Personal selling situations</b>                          | Lecture | BBA 205.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | <b>Personal selling process: Pre approach, Opening a sale, Sales Presentation and Demonstration</b>                                | Lecture | BBA 205.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | <b>Personal selling process: Pre approach, Opening a sale, Sales Presentation and Demonstration</b>                                | Lecture | BBA 205.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | <b>Handling objections and Closing a sale, Post sales follow up.</b>                                                               | Lecture | BBA 205.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | <b>Handling objections and Closing a sale, Post sales follow up.</b>                                                               | Lecture | BBA 205.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | <b>Distribution channels: Concept and need, Channel Conflict: Concept and stages. Conflict management. Objectives of logistics</b> | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
| 32 | <b>Distribution channels: Concept and need, Channel Conflict: Concept and stages. Conflict management. Objectives of logistics</b> | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
| 33 | <b>Concept of logistics planning: inventory management decisions, transportation decisions, location decisions.</b>                | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | <b>Concept of logistics planning: inventory management decisions, transportation decisions, location decisions.</b>                | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | <b>Concept of logistics planning: inventory management decisions, transportation decisions, location decisions.</b>                | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | <b>Concept of logistics planning: inventory management decisions, transportation decisions, location decisions.</b>                | Lecture | BBA 205.6 | Mid Term-2, Quiz & End Sem Exam |

#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |
|----|-----------|-------------------------------------|
|    |           |                                     |

|                  |                                                                                                                                 | PO1      | PO2      | PO3      | PO4      | PO5      | PO6      | PO7      | PO8      | PO9      |
|------------------|---------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA205.1</b>  | To learn about Nature and role of Sales Manager's job. Sales management as a career                                             | <b>2</b> | -        | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | <b>3</b> |
| <b>BBA 205.2</b> | to study about the Types of sales organization. Coordination of selling functions with other marketing activities.              | <b>3</b> | -        | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>1</b> | -        | <b>2</b> |
| <b>BBA205.3</b>  | to study about the Sales Territory: Concept and procedure of devising sales territories, Routing and Scheduling of Sales force. | <b>2</b> | -        | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        |
| <b>BBA 205.4</b> | Recruitment and Selection of sales personnel (domestic and international perspective. Sales training                            | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> |
| <b>BBA 205.5</b> | To study about the Sales Presentation and Demonstration, Handling objections and Closing a sale, Post sales follow up.          | -        | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> |
| <b>BBA 205.6</b> | To learn about the Concept of logistics planning: inventory management decisions, transportation decisions, location decisions  | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> |

### Sample Question Paper

|                                                                                                                                                           |              |                                                                 |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Business Management<br>I MID-SEMESTER (SEM –II) 2022-23                                                            |              |                                                                 |          |           |                |          |
| Class: B.B.A II Semester                                                                                                                                  |              |                                                                 |          |           |                |          |
| Subject Name:<br>BBA 205 Sales and Distribution<br>Management                                                                                             |              | Time: 2 Hrs                                                     |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                   | Remembering  | Understanding                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                       | Q.1          | Q.4                                                             | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| Student will be able to<br>CO1: List the broad perceptives of cloud architecture and model.<br>CO2: Apply different cloud programming models as per need. |              |                                                                 |          |           |                |          |
| CO Map                                                                                                                                                    | Question No. | Question                                                        |          |           |                | Marks    |
| BBA202.1                                                                                                                                                  | Q.1          | Explain the Sales Management in details                         |          |           |                | 3        |
| BBA202.2                                                                                                                                                  | Q.2a         | Write down the Purpose of Sales Organisation                    |          |           |                | 3        |
|                                                                                                                                                           | Q.2b         | Explain the different types of Sales organisation               |          |           |                | 3        |
| BBA202.1                                                                                                                                                  | Q.3          | Explain the Functions and Objectives of Sales Management        |          |           |                | 6        |
| BBA202.2                                                                                                                                                  | Q.4          | Write note on setting of sale organisation                      |          |           |                | 3        |
| BBA202.1                                                                                                                                                  | Q.5a         | Explain the emerging trends in sale management                  |          |           |                | 3        |
|                                                                                                                                                           | Q.5b         | Write a short note on sales manager as a Career                 |          |           |                | 3        |
| BBA202.2                                                                                                                                                  | Q 6          | Explain the Sales Coordination with other function of marketing |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                       |                                   |
|-----------------------|-----------------------------------|
| <b>Session Course</b> | 2021-22                           |
| <b>Name</b>           | BBA                               |
| <b>Semester</b>       | 2nd Semester                      |
| <b>Subject Code</b>   | BBA 205                           |
| <b>Subject Name</b>   | Sales and Distribution Management |

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Attainment Level</b> | 56% of the students secured more than 60% marks |
|-------------------------|-------------------------------------------------|

### Note:

#### **Attainments**

Level 1  
Level 2  
Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF  
70% of students secure more than 60% marks then level 2 IF  
80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration Academic Year – 2022-23**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
| III Sem.                      | BBA 302 |     |     |     | -   | -   | -   | -   | -   | -   |



| DEPARTMENT OF Business Management                                                        |
|------------------------------------------------------------------------------------------|
| Course Handout                                                                           |
| Course : Basics of Financial Management                                                  |
| Course Code : BBA 302, Crédits : 04, Session :2022-23 (Odd Sem.), Class : B.B.A 2nd Year |
| Faculty Name :                                                                           |

- A. **Introduction:** Provide an in-depth view of the process in financial management of the firm. Develop knowledge on the allocation, management and funding of financial resources. Improving students' understanding of the time value of money concept and the role of a financial manager in the current competitive business scenario, enhancing student's ability in dealing short-term dealing with day-to-day working capital decision; and also, longer-term dealing, which involves major capital investment decisions and raising long-term finance

- B. **Course Outcomes:** At the end of the course, students will be able to:

*BBA 302.1 To Understand the Basic of Financial management and the Changing role of finance manager.*

*BBA 302.2 To study about the tools of financial statement analysis and its objectives.*

*BBA 303.3 To Explain the concept of fundamental financial concepts, especially time value of money.*

*BBA 302.4. To learn about asset-based financing through lease financing and hire purchase.*

*BBA 302.5 To know about the different methods of capital budgeting and learn about the uses of the methods for selecting the best investment proposal.*

*BBA 302.6 To understand about the importance of working capital management and know about the determinates of working capital management.*

*BBA 302.7 To understand about the risk and its types regarding the comparative studies of different investment Proposal.*

- C. **Programme Outcomes:**

- D. **[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.
- E. **[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.
- F. **[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.
- G. **[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness,



opportunities, and threats) analysis of the business environment and predict the future of the business.

- H. [PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams
- I. [PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.
- J. [PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.
- K. [PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.
- L. [PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

#### Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## D. Syllabus

### Module I: Introduction to Financial Management

Evolution of Financial Management, Key activities of Finance Manager Changing Role of Finance Managers, Key Decision Areas in Financial Management, Objectives of the firm.

### Module II: Financial Statement Analysis

Introduction, objectives of financial statement analysis, Techniques-Ratio analysis, Comparative analysis and limitations of financial statement analysis, AS-20 (no numerical)

### Module III: Valuation Concepts

Concept of Time value of Money, Process of Compounding and Discounting, Future Value of a Single amount, Future Value of an Annuity, Present Value of a Single Amount, Present Value of an Annuity, Future value of annuity due, Present value of annuity due, Concept of perpetuity, Concept and calculation of Effective Interest rate (EIR)

#### Module IV: Financing Decision

Asset-Based Financing – Introduction; Lease Financing; Hire Purchase Financing; Infrastructure Project Financing, Corporate Credit Policy: Nature and Goals; Collection Procedures; Nature of Inventory

#### Module V: Investment Decision

Basics of Capital Budgeting, Types of capital budgeting decisions, Estimating cash flows for project appraisal, Green capital budgeting, Non-discounted Cash Flow Techniques: Payback Period, ARR, Discounted Cash Flow Techniques: NPV, IRR, PI. Risk Analysis of Capital Budgeting: Risk adjusted discount rate, Certainty Equivalent Approach.

#### Module VI: Working Capital Management

Meaning and importance of adequate working capital, Excess or inadequate working capital, Determinants of working capital requirement, Cash management, Receivable management and Inventory management – Sources of working capital.

#### Module VII: Risk Analysis in Financial Management

Measures of risk in financial analysis- Define and measure risk for individual assets, calculation of standard deviation and variance of returns, Computation of historical average return of securities and market premium, difference between relevant and irrelevant risks.

Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

Text & References:

Text:

- Pandey, I. M, (2010), Financial Management. 10<sup>th</sup> Edition, Vikas Publishing House Pvt. Ltd.

References:

- Van Horne, J.C (2008), Financial Management & Policy, 13<sup>th</sup> Edition, Prentice Hall
- Chandra, P., Fundamentals of Financial Management, Sixth Edition, Tata McGraw Hill.

Brealey R.A. and Myers, S.C. Principles of Corporate Finance, 8<sup>th</sup> Edition, Tata Mc-Graw Hill

**E. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                          | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Evolution of Financial Management                                      | Lecture                 | <i>BBA 302.1</i>        | Mid Term-1, Quiz & End Sem Exam |
| 2              | Key activities of Finance Manager                                      | Lecture                 | <i>BBA 302.1</i>        | Mid Term-1, Quiz & End Sem Exam |
| 3              | Changing Role of Finance Managers,                                     | Lecture                 | <i>BBA 302.1</i>        | Mid Term-1, Quiz & End Sem Exam |
| 4              | <i>Key Decision Areas in Financial Management</i>                      | Lecture                 | <i>BBA 302.1</i>        | Mid Term-1, Quiz & End Sem Exam |
| 5              | Objectives of the firm.                                                | Lecture                 | <i>BBA 302.1</i>        | Mid Term-1, Quiz & End Sem Exam |
| 6              | Objectives of the firm.                                                | Lecture                 | <i>BBA 302.1</i>        | Mid Term-1, Quiz & End Sem Exam |
| 7              | Objectives of the firm.                                                | Lecture                 | <i>BBA 302.1</i>        | Mid Term-1, Quiz & End Sem Exam |
| 8              | Objectives of the firm.                                                | Lecture                 | <i>BBA 302.1</i>        | Mid Term-1, Quiz & End Sem Exam |
| 9              | Introduction, objectives of financial statement analysis               | Lecture                 | <i>BBA 302.2</i>        | Mid Term-1, Quiz & End Sem Exam |
| 10             | Introduction, objectives of financial statement analysis               | Lecture                 | <i>BBA 302.2</i>        | Mid Term-1, Quiz & End Sem Exam |
| 11             | Techniques-Ratio analysis                                              | Lecture                 | <i>BBA 302.2</i>        | Mid Term-1, Quiz & End Sem Exam |
| 12             | Techniques-Ratio analysis                                              | Lecture                 | <i>BBA 302.2</i>        | Mid Term-1, Quiz & End Sem Exam |
| 13             | Comparative analysis                                                   | Lecture                 | <i>BBA 302.2</i>        | Mid Term-1, Quiz & End Sem Exam |
| 14             | Comparative analysis                                                   | Lecture                 | <i>BBA 302.2</i>        | Mid Term-1, Quiz & End Sem Exam |
| 15             | limitations of financial statement analysis                            | Lecture                 | <i>BBA 302.2</i>        | Mid Term-1, Quiz & End Sem Exam |
| 16             | limitations of financial statement analysis                            | Lecture                 | <i>BBA 302.2</i>        | Mid Term-1, Quiz & End Sem Exam |
| 17             | AS-20                                                                  | Lecture                 | <i>BBA 302.2</i>        | Mid Term-1, Quiz & End Sem Exam |
| 18             | AS-20                                                                  | Lecture                 | <i>BBA 302.2</i>        | Mid Term-1, Quiz & End Sem Exam |
| 19             | Concept of Time value of Money, Process of Compounding and Discounting | Lecture                 | BBA 302.3               | Mid Term-1, Quiz & End Sem Exam |
| 20             | Future Value of a Single amount                                        | Lecture                 | BBA 302.3               | Mid Term-1, Quiz & End Sem Exam |
| 21             | Future Value of a Single amount                                        | Lecture                 | BBA 302.3               | Mid Term-1, Quiz & End Sem Exam |
| 22             | Future Value of an Annuity, Present Value of a Single Amount           | Lecture                 | BBA 302.3               | Mid Term-1, Quiz & End Sem Exam |
| 23             | Present Value of an Annuity                                            | Lecture                 | BBA 302.3               | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                     |         |           |                                    |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|------------------------------------|
| 24 | Future value of annuity due,<br>Present value of annuity due                                                                                        | Lecture | BBA 302.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 25 | Concept of perpetuity                                                                                                                               | Lecture | BBA 302.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 26 | Concept and calculation of Effective<br>Interest rate (EIR)                                                                                         | Lecture | BBA 302.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 27 | Concept and calculation of Effective<br>Interest rate (EIR)                                                                                         | Lecture | BBA 302.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 28 | Concept and calculation of Effective<br>Interest rate (EIR)                                                                                         | Lecture | BBA 302.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 29 | Asset-Based Financing –<br>Introduction; Lease Financing;                                                                                           | Lecture | BBA 302.4 | Quiz & End Sem<br>Exam             |
| 30 | Asset-Based Financing –<br>Introduction; Lease Financing;                                                                                           | Lecture | BBA 302.4 | Quiz & End Sem<br>Exam             |
| 31 | Hire Purchase Financing                                                                                                                             | Lecture | BBA 302.4 | Quiz & End Sem<br>Exam             |
| 32 | Infrastructure Project Financing                                                                                                                    | Lecture | BBA 302.4 | Quiz & End Sem<br>Exam             |
| 33 | Infrastructure Project Financing                                                                                                                    | Lecture | BBA 302.4 | Quiz & End Sem<br>Exam             |
| 34 | Corporate Credit Policy: Nature<br>and Goals                                                                                                        | Lecture | BBA 302.4 | Quiz & End Sem<br>Exam             |
| 35 | Corporate Credit Policy: Nature<br>and Goals                                                                                                        | Lecture | BBA 302.4 | Quiz & End Sem<br>Exam             |
| 36 | Collection Procedures; Nature of<br>Inventory                                                                                                       | Lecture | BBA 302.4 | Quiz & End Sem<br>Exam             |
| 37 | Risk Analysis of Capital Budgeting:<br>Risk adjusted discount rate, Certainty<br>Equivalent Approach.                                               | Lecture | BBA 302.5 | Quiz & End Sem<br>Exam             |
| 38 | Basics of Capital Budgeting,<br>Types of capital budgeting<br>decisions, Estimating cash flows<br>for project appraisal, Green<br>capital budgeting | Lecture | BBA 302.5 | Quiz & End Sem<br>Exam             |
| 39 | Non-discounted Cash Flow<br>Techniques: Payback Period,<br>ARR, Discounted Cash Flow<br>Techniques: NPV, IRR, PI.                                   | Lecture | BBA 302.5 | Quiz & End Sem<br>Exam             |
| 40 | Non-discounted Cash Flow<br>Techniques: Payback Period,<br>ARR, Discounted Cash Flow<br>Techniques: NPV, IRR, PI.                                   | Lecture | BBA 302.5 | Quiz & End Sem<br>Exam             |
| 41 | Non-discounted Cash Flow<br>Techniques: Payback Period,<br>ARR, Discounted Cash Flow<br>Techniques: NPV, IRR, PI.                                   | Lecture | BBA 302.5 | Quiz & End Sem<br>Exam             |
| 42 | Meaning and importance of<br>adequate working capital, Excess<br>or inadequate working capital                                                      | Lecture | BBA 302.6 | Quiz & End Sem<br>Exam             |
| 43 | Determinants of working capital<br>requirement                                                                                                      | Lecture | BBA 302.6 | Quiz & End Sem<br>Exam             |
| 44 | Cash management, Receivable<br>management and Inventory<br>management                                                                               | Lecture | BBA 302.6 | Quiz & End Sem<br>Exam             |

|    |                                                                                       |         |           |                     |
|----|---------------------------------------------------------------------------------------|---------|-----------|---------------------|
| 45 | Measures of risk in financial analysis- Define and measure risk for individual assets | Lecture | BBA 302.7 | Quiz & End Sem Exam |
| 46 | calculation of standard deviation and variance of returns,                            | Lecture | BBA 302.7 | Quiz & End Sem Exam |
| 47 | Computation of historical average return of securities and market premium             | Lecture | BBA 302.7 | Quiz & End Sem Exam |
| 48 | difference between relevant and irrelevant risks                                      | Lecture | BBA 302.7 | Quiz & End Sem Exam |

#### F. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                           | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |     |          |          |     |     |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|-----|----------|----------|-----|-----|
|                  |                                                                                                                                                     | PO1                                 | PO2      | PO3      | PO4      | PO5 | PO6      | PO7      | PO8 | PO9 |
| <b>BBA 302.1</b> | To Understand the Basic of Financial management and the Changing role of finance manager.                                                           | <b>3</b>                            | <b>1</b> | <b>1</b> | <b>1</b> | -   | <b>2</b> | <b>2</b> | -   | -   |
| <b>BBA 302.2</b> | To study about the tools of financial statement analysis and its objectives                                                                         | <b>2</b>                            | <b>3</b> | <b>3</b> | <b>3</b> | -   | <b>2</b> | <b>3</b> | -   | -   |
| <b>BBA 302.3</b> | To Explain the concept of fundamental financial concepts, especially time value of money.                                                           | <b>3</b>                            | <b>1</b> | <b>2</b> | <b>1</b> | -   | <b>3</b> | <b>1</b> | -   | -   |
| <b>BBA 302.4</b> | To learn about asset-based financing through lease financing and hire purchase.                                                                     | <b>2</b>                            | <b>1</b> | <b>2</b> | -        | -   | <b>1</b> | <b>2</b> | -   | -   |
| <b>BBA 302.5</b> | <i>To know about the different methods of capital budgeting and learn about the uses of the methods for selecting the best investment proposal.</i> | <b>3</b>                            | <b>2</b> | <b>3</b> | -        | -   | <b>1</b> | <b>2</b> | -   | -   |
| <b>BBA 302.6</b> | <i>To understand about the importance of working capital management and know about the determinates of working capital management.</i>              | <b>3</b>                            | <b>1</b> | <b>1</b> | <b>3</b> | -   | <b>1</b> | <b>1</b> | -   | -   |

|                      |                                                                                                                       |          |          |          |          |   |          |          |   |   |
|----------------------|-----------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|---|----------|----------|---|---|
| <b>BBA<br/>302.7</b> | <i>To understand about the risk and its types regarding the comparative studies of different investment Proposal.</i> | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | - | <b>1</b> | <b>2</b> | - | - |
|----------------------|-----------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|---|----------|----------|---|---|

### Sample Question Paper

|                                                                                                                                                           |              |                                                                                             |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Business Management<br>I MID-SEMESTER (SEM –III) 2022-23                                                           |              |                                                                                             |          |           |                |          |
| Class: B.B.A III Semester                                                                                                                                 |              |                                                                                             |          |           |                |          |
| Subject Name:<br>BBA 302 Basic of Financial<br>Management                                                                                                 |              | Time: 2 Hrs                                                                                 |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                   | Remembering  | Understanding                                                                               | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                       | Q.1          | Q.2a, Q.2b,<br>Q.5a                                                                         | Q.3, Q.4 | Q.5b      |                | Q 6      |
| Student will be able to<br>CO1: List the broad perspective of cloud architecture and model.<br>CO2: Apply different cloud programming models as per need. |              |                                                                                             |          |           |                |          |
| CO Map                                                                                                                                                    | Question No. | Question                                                                                    |          |           |                | Marks    |
| BBA<br>105.1                                                                                                                                              | Q.1          | Explain the financial management and its objectives in details.                             |          |           |                | 3        |
| BBA<br>105.1<br>& BBA<br>105.2                                                                                                                            | Q.2a         | Explain the role of Finance Manager in decision making.                                     |          |           |                | 3        |
|                                                                                                                                                           | Q.2b         | Define the objectives of financial statement analysis.                                      |          |           |                | 3        |
| BBA<br>105.2                                                                                                                                              | Q.3          | Define liquidity ratios and its role in investment decision.                                |          |           |                | 6        |
| BBA<br>105.2                                                                                                                                              | Q.4          | What do you mean by Comparative analysis, explain its role in the analysis part.            |          |           |                | 3        |
| BBA<br>105.3                                                                                                                                              | Q.5a         | Explain the time value of money in details.                                                 |          |           |                | 3        |
|                                                                                                                                                           | Q.5b         | Write down the Process of Compounding and discounting techniques under time value of money. |          |           |                | 3        |
| BBA<br>105.3                                                                                                                                              | Q 6          | Write down the concept of perpetuity in details.                                            |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                |                                |
|----------------|--------------------------------|
| Session Course | 2021-22                        |
| Name           | BBA                            |
| Semester       | 3rd Semester                   |
| Subject Code   | BBA 302                        |
| Subject Name   | Basics of Financial Management |

### Attainment Level

43% of the students secured more than 60% marks

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):**

Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |        | P01 | P02 | P03 | P04 | P05 | P06 | P07 | P08 | P09 |
| BBA III SEM                   | BBA304 | 3   | 3   | 3   | 3   | 1   | 2   | 3   | 2   | 1   |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| DEPARTMENT OF BUSINESS MANAGEMENT                                                        |
|------------------------------------------------------------------------------------------|
| Course Handout                                                                           |
| Course : MARKETING MANAGEMENT                                                            |
| Course Code : BBA304, Crédits : 04,<br>Session : 2021-22 (Odd Sem.), Class : BBA 3rd Sem |
| Faculty Name :                                                                           |

**A. Introduction:** The aim of the course is to acquaint students with an elementary knowledge of the fundamentals in the field of marketing. The focus is on both, developing and helping them imbibe basic marketing principles and establishing an appreciation of contemporary realities. Emphasis is given on the core concepts in marketing, thereby giving the students an understanding of the environment in which marketing works.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA304.1.** Examine marketing concepts and phenomenon to current business events in the industry and to identify the scope and significance of marketing in domain industry.

**BBA304.2.** Understand the need, importance and process of Marketing Planning and develop comprehensive strategic and tactical plans for an organization.

**BBA304.3.** Coordinate the various marketing environment variables to interpret them for designing marketing strategy for business firms and to illustrate market research skills for designing innovative marketing strategies for business firms.

**BBA304.4.** Examine the role of consumers as purchasers and users of goods and services using various theories and models of consumer behaviour.

**BBA304.5.** Demonstrate effective understanding of relevant functional areas of marketing management and its application.

**BBA304.6.** Use creative, critical and reflective thinking to address organisational opportunities and challenge and explore emerging paradigms in marketing management.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**D. Programme Specific Outcomes:**

**[PSO.1]**

**E. Assessment Plan:**

| Component of Evaluation        | Description | Code | Weightage % |
|--------------------------------|-------------|------|-------------|
| Continuous Internal Evaluation | Mid Term 1  | CT   | 15%         |
|                                | Mid Term 2  |      |             |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
|                          | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## F. Syllabus

### Module I: Introduction to Marketing

Meaning of marketing, Core concepts of marketing, Evolution and its role in the changing business environment, various marketing management philosophies, viz., the production concept, the product concept, selling concept and the marketing concept, The newer definitions of marketing- societal marketing and relationship marketing.

### Module II: Relationship between Marketing and Strategic Planning

Introduction to Strategic Planning with marketing perspective, Marketing process and Marketing Plan

### Module III: Analyzing marketing opportunities

Internal and External Marketing Environment Analysis, Introduction to Marketing Information System and Marketing Research, BCG matrix, GE 9 cell model, Intensive growth strategies.

### Module IV: Studying Consumer Behaviour

Buying Behaviour for Consumer Markets and Industrial Markets, Types of Buying Situations, Buying Decision Process and Factors Affecting Buyer Behaviour, Consumer Adoption Process

### Module V: Segmentation, Targeting and Positioning

Concept of Market Segmentation, Bases for segmenting Consumer and Business markets, Approaches for Targeting, Differentiation and Positioning.

### Module VI: Emerging Marketing Paradigms

Concept of E-marketing, Global marketing, Mobile marketing, Kiosk marketing, Green marketing, Tele marketing, Multi-level marketing, Rural marketing.

**G. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**H. Suggested Text/Reference Books:**

- Text:
  1. Marketing Management, Philip Kotler, Eleventh Edition
- References:
  1. Principles of Marketing, Philip Kotler and Gray Armstrong
  2. Marketing Management, Michael R. Czinkota and Masaaki Kotabe
  3. Marketing, Charles W. Lamb, Joseph F. Hair, and Carl McDaniel
  4. Fundamentals of Marketing, Stanton, Ezel, etc.

**I. Lecture Plan**

| Lecture | Topics                                                                                  | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | Introduction to Marketing: Meaning of marketing, Core concepts of marketing             | Lecture          | BBA304.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | Introduction to Marketing: Evolution and its role in the changing business environment. | Group Discussion | BBA304.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | Introduction to Marketing: marketing management philosophies                            | Lecture          | BBA304.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | Introduction to Marketing: marketing management philosophies - the production concept.  | Lecture          | BBA304.1         | Mid Term-1, Quiz & End Sem Exam |
| 5.      | Introduction to Marketing: the product concept,                                         | Lecture          | BBA304.1         | Mid Term-1, Quiz & End Sem Exam |



|     |                                                                                                       |                  |          |                                 |
|-----|-------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 6.  | Introduction to Marketing: selling concept and the marketing concept.                                 | Home Assignment  | BBA304.1 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | Introduction to Marketing: The newer definitions of marketing                                         | Lecture          | BBA304.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | Introduction to Marketing: societal marketing                                                         | Case Study       | BBA304.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | Introduction to Marketing: relationship marketing.                                                    | Lecture          | BBA304.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | Relationship between Marketing and Strategic Planning: Introduction to Strategic Planning             | Lecture          | BBA304.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | Relationship between Marketing and Strategic Planning: Strategic Planning with marketing perspective  | Home Assignment  | BBA304.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | Relationship between Marketing and Strategic Planning: Strategic Planning with marketing perspective. | Lecture          | BBA304.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | Relationship between Marketing and Strategic Planning: Marketing process                              | Group Discussion | BBA304.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | Relationship between Marketing and Strategic Planning: Marketing Plan.                                | Lecture          | BBA304.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | Analyzing marketing opportunities: Internal and External Marketing Environment Analysis               | Lecture          | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 16. | Analyzing marketing opportunities: Internal and External Marketing Environment Analysis.              | Lecture          | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                    |                  |          |                                 |
|-----|------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 17. | Analyzing marketing opportunities:<br>Introduction to Marketing Information System | Group Discussion | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 18. | Analyzing marketing opportunities:<br>Marketing Information System                 | Case Study       | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | Analyzing marketing opportunities:<br>Introduction to Marketing Research.          | Group Discussion | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | Analyzing marketing opportunities:<br>BCG matrix                                   | Lecture          | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | Analyzing marketing opportunities:<br>BCG matrix.                                  | Lecture          | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 22. | Analyzing marketing opportunities:<br>GE 9 cell model,                             | Group Discussion | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 23. | Analyzing marketing opportunities:<br>Intensive growth strategies.                 | Home Assignment  | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 24. | Analyzing marketing opportunities:<br>Intensive growth strategies.                 | Lecture          | BBA304.3 | Mid Term-1, Quiz & End Sem Exam |
| 25. | Studying Consumer Behaviour: Buying Behaviour for Consumer Markets                 | Lecture          | BBA304.4 | Mid Term-1, Quiz & End Sem Exam |
| 26. | Studying Consumer Behaviour: Buying Behaviour Industrial Markets                   | Lecture          | BBA304.4 | Mid Term-1, Quiz & End Sem Exam |
| 27. | Studying Consumer Behaviour: Types of Buying Situations.                           | Lecture          | BBA304.4 | Mid Term-1, Quiz & End Sem Exam |
| 28. | Studying Consumer Behaviour: Types of Buying Situations.                           | Lecture          | BBA304.4 | Mid Term-1, Quiz & End Sem Exam |
| 29. | Studying Consumer Behaviour: Buying Decision Process                               | Group Discussion | BBA304.4 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                              |                 |          |                                 |
|-----|----------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 30. | Studying Consumer Behaviour: Buying Decision Process.                                        | Lecture         | BBA304.4 | Mid Term-1, Quiz & End Sem Exam |
| 31. | Studying Consumer Behaviour: Consumer Adoption Process.                                      | Lecture         | BBA304.4 | Mid Term-1, Quiz & End Sem Exam |
| 32. | Segmentation, Targeting and Positioning - Concept of Market Segmentation                     | Lecture         | BBA304.5 | Mid Term-1, Quiz & End Sem Exam |
| 33. | Segmentation, Targeting and Positioning - Concept of Market Segmentation                     | Lecture         | BBA304.5 | Mid Term-2, Quiz & End Sem Exam |
| 34. | Segmentation, Targeting and Positioning - Bases for segmenting Consumer and Business markets | Lecture         | BBA304.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | Segmentation, Targeting and Positioning - Bases for segmenting Consumer and Business markets | Home Assignment | BBA304.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | Segmentation, Targeting and Positioning - Bases for segmenting Consumer and Business markets | Case Study      | BBA304.5 | Mid Term-2, Quiz & End Sem Exam |
| 37. | Segmentation, Targeting and Positioning - Approaches for Targeting,                          | Case Study      | BBA304.5 | Mid Term-2, Quiz & End Sem Exam |
| 38. | Segmentation, Targeting and Positioning - Approaches for Targeting,                          | Case Study      | BBA304.5 | Mid Term-2, Quiz & End Sem Exam |
| 39. | Segmentation, Targeting and Positioning - Differentiation and Positioning.                   | Case Study      | BBA304.5 | Mid Term-2, Quiz & End Sem Exam |
| 40. | Segmentation, Targeting and Positioning - Differentiation and Positioning.                   | Case Study      | BBA304.5 | Mid Term-2, Quiz & End Sem Exam |
| 41. | Emerging Marketing Paradigms - Concept of E-marketing                                        | Case Study      | BBA304.6 | Mid Term-2, Quiz & End Sem Exam |
| 42. | Emerging Marketing Paradigms - Global marketing, Mobile marketing                            | Case Study      | BBA304.6 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                       |            |          |                                 |
|-----|-------------------------------------------------------|------------|----------|---------------------------------|
| 43. | Emerging Marketing Paradigms - Kiosk marketing,       | Case Study | BBA304.6 | Mid Term-2, Quiz & End Sem Exam |
| 44. | Emerging Marketing Paradigms - Green marketing,       | Case Study | BBA304.6 | Mid Term-2, Quiz & End Sem Exam |
| 45. | Emerging Marketing Paradigms - Tele marketing,        | Case Study | BBA304.6 | Mid Term-2, Quiz & End Sem Exam |
| 46. | Emerging Marketing Paradigms - Multi-level marketing, | Case Study | BBA304.6 | Mid Term-2, Quiz & End Sem Exam |
| 47. | Emerging Marketing Paradigms - Rural marketing        | Case Study | BBA304.6 | Mid Term-2, Quiz & End Sem Exam |
| 48. | Emerging Marketing Paradigms - Rural marketing        | Case Study | BBA304.6 | Mid Term-2, Quiz & End Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| Course Outcome  | Statement                                                                                                                                                        | Correlation with Programme Outcomes |      |      |      |      |      |      |      |      |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|
|                 |                                                                                                                                                                  | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| <b>BBA304.1</b> | Examine marketing concepts and phenomenon to current business events in the industry and to identify the scope and significance of marketing in domain industry. | 3                                   | 1    | 2    | 2    | 1    | 1    | -    | 2    | -    |
| <b>BBA304.2</b> | Understand the need,                                                                                                                                             | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    |

|                 |                                                                                                                                                                                                                                         |          |          |          |          |          |          |          |          |          |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 | importance and process of Marketing Planning and develop comprehensive strategic and tactical plans for an organization.                                                                                                                |          |          |          |          |          |          |          |          |          |
| <b>BBA304.3</b> | Coordinate the various marketing environment variables to interpret them for designing marketing strategy for business firms and to illustrate market research skills for designing innovative marketing strategies for business firms. | <b>3</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>-</b> |
| <b>BBA304.4</b> | Examine the role of consumers as purchasers and users of goods and services using various theories and models of consumer behaviour.                                                                                                    | <b>3</b> | <b>1</b> | <b>-</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA304.5</b> | Demonstrate effective                                                                                                                                                                                                                   | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> |

|                 |                                                                                                                                                              |          |          |          |          |          |          |          |          |          |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 | understanding of relevant functional areas of marketing management and its application.                                                                      |          |          |          |          |          |          |          |          |          |
| <b>BBA304.6</b> | Use creative, critical and reflective thinking to address organisational opportunities and challenge and explore emerging paradigms in marketing management. | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> |

## **Sample Question Paper**

|                                                                                                                                                                                                                                                                                                                                                                                     |                     |                                                                  |                      |           |                       |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>Amity Business School</b><br><b>Department of Management</b><br><b>I MID-SEMESTER (SEM - III) 2021-22</b>                                                                                                                                                                                                                                                                        |                     |                                                                  |                      |           |                       |              |
| <b>Class: BBA III Semester</b>                                                                                                                                                                                                                                                                                                                                                      |                     |                                                                  |                      |           |                       |              |
| <b>Subjects Name: BBA 304</b><br><b>Marketing Management</b>                                                                                                                                                                                                                                                                                                                        |                     |                                                                  | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                                                               | Remem<br>bering     | Understa<br>nding                                                | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                                                                             | Q. 2, Q. 4          | Q. 3, Q. 6                                                       | Q. 1                 | -         | Q. 5                  | -            |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Examine marketing concepts and phenomenon to current business events in the industry and to identify the scope and significance of marketing in domain industry.<br><b>CO 2:</b> Understand the need, importance and process of Marketing Planning and develop comprehensive strategic and tactical plans for an organization. |                     |                                                                  |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                                       | <b>Question No.</b> | <b>Question</b>                                                  |                      |           |                       | <b>Marks</b> |
| CO 1                                                                                                                                                                                                                                                                                                                                                                                | 1.                  | Define marketing and state the core concepts of marketing.       |                      |           |                       | 5            |
| CO 1                                                                                                                                                                                                                                                                                                                                                                                | 2.                  | Elaborate the evolution of the changing business environment.    |                      |           |                       | 5            |
| CO 1                                                                                                                                                                                                                                                                                                                                                                                | 3.                  | What is the production concept?                                  |                      |           |                       | 5            |
| CO 2                                                                                                                                                                                                                                                                                                                                                                                | 4.                  | State the relationship between marketing and Strategic Planning. |                      |           |                       | 5            |
| CO 2                                                                                                                                                                                                                                                                                                                                                                                | 5.                  | Evaluate the marketing process.                                  |                      |           |                       | 5            |
| CO 2                                                                                                                                                                                                                                                                                                                                                                                | 6.                  | Discuss the stages of strategic marketing plan                   |                      |           |                       | 5            |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                 |
|------------------|-------------------------------------------------|
| Session Course   | 2021-22                                         |
| Name             | BBA                                             |
| Semester         | 3rd Semester                                    |
| Subject Code     | BBA 304                                         |
| Subject Name     | Marketing Management – I                        |
| Attainment Level | 51% of the students secured more than 60% marks |

### Note:

#### Attainments

Level 1  
Level 2  
Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1 IF 70% of students secure more than 60% marks then level 2 IF 80% of students secure more than 60% marks then level 3





**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2022-2023**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**Note: -** Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|-------------------------------------|------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|----------|----------|----------|------|
|                                     |            | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | PO<br>10 | PS<br>O1 | PS<br>O2 | PSO3 |
| I<br>SE<br>M                        | BBA5<br>02 | -           | -           | 3           | -           | -           | 1           | 2           | 1           | -       | -        | -        | -        | -    |
|                                     |            | -           | -           | -           | -           | -           | -           | -           | -           | -       | -        | -        | -        | -    |
|                                     |            | -           | -           | -           | -           | -           | -           | -           | -           | -       | -        | -        | -        | -    |
|                                     |            | -           | -           | -           | -           | -           | -           | -           | -           | -       | -        | -        | -        | -    |
|                                     |            | -           | -           | -           | -           | -           | -           | -           | -           | -       | -        | -        | -        | -    |
|                                     |            | -           | -           | -           | -           | -           | -           | -           | -           | -       | -        | -        | -        | -    |
|                                     |            | -           | -           | -           | -           | -           | -           | -           | -           | -       | -        | -        | -        | -    |
|                                     |            | -           | -           | -           | -           | -           | -           | -           | -           | -       | -        | -        | -        | -    |
|                                     |            | -           | -           | -           | -           | -           | -           | -           | -           | -       | -        | -        | -        | -    |
|                                     |            | -           | -           | -           | -           | -           | -           | -           | -           | -       | -        | -        | -        | -    |
|                                     |            | -           | -           | -           | -           | -           | -           | -           | -           | -       | -        | -        | -        | -    |
|                                     |            | -           | -           | -           | -           | -           | -           | -           | -           | -       | -        | -        | -        | -    |
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|                                     |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
|                                     |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
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|                                     |            |             |             |             |             |             |             |             |             |         |          |          |          |      |
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|                                                                                                    |
|----------------------------------------------------------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                                    |
| <b>AMITY BUSINESS SCHOOL</b>                                                                       |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>                                                           |
|                                                                                                    |
| <b>Course Handout</b>                                                                              |
| Course : <b>Cost and Management Accounting</b>                                                     |
| Course Code : BBA 305, Crédits : 03, Session :2021-22 (Odd Sem.), Class : BBA 2 <sup>nd</sup> Year |
| Faculty Name : Dr. Sudarshana Sharma                                                               |

**Introduction:** The course aims at developing an insight into cost accounting, its need and the various methods used to determining the cost of production, preparation of cost sheet, allocation and absorption of overheads, break even analysis, variance analysis and budgeting.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA305.1.** Get an overview of Cost Accounting, its concept, scope and nature. The students will be able to differentiate between management accounting and financial accounting, understand methods of costing, different cost concepts, how to prepare cost sheet and will be able to know the relevant cost which are used for decision making.

**BBA305.2.** Understand the material pricing and method of costing. The students will get acquainted different methods of pricing the material and various methods used in costing such as job costing, batch costing, contract costing, single costing, process costing etc.

**BBA305.3.** Know about Overhead allocation and absorption. The students will be able to know how to do accounting for factory overheads, administration overheads, classification of selling and distribution overheads, and activity-based costing.

**BBA305.4.** Understand the concept of marginal costing and Cost volume profit analysis. The students will be able to calculate the fixed & variable cost, cost volume profit ratio, break-even point, calculation of sales at desired profits.

**BBA305.5.** Get an overview of concept of budgetary control, objectives of budgetary control. The students will be able to prepare purchase budget, production budget, cash budget, fixed and flexible budget.

**BBA305.6.** Understand the concept and calculations of Variance, Material cost Variance, Material Price variance, labour cost variance and Overhead Variance.

**B. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

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**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**E. Syllabus**

**Module I: Introduction to Cost Accounting**

Meaning, nature and scope of cost accounting. Differentiate cost accounting from management accounting and financial accounting. Methods of costing. Cost concepts and numerical on preparation of cost sheet. Relevant costs for decision-making.

**Module II: Material Pricing & Methods of Costing**

Methods of pricing materials. Actual cost method, First in First out method, Last in First out method, Weighted Average method (numericals), Highest in First out method, Replacement Cost method, Introduction to various methods used in costing: job costing, batch costing, contract costing, single costing, process costing, services or operating costing (no numericals).

Case Study: “**Cortland Manufacturing, Inc**” (<http://www.chegg.com/homework-help/questions-and-answers/maneagerial-accounting-case-study-case-assignment-1-cortland-manufacturing-inc>)

**Module III: Overhead Allocation and Absorption**

Introduction and classification of overheads. Accounting for factory overheads, Accounting for the administration overheads. Definition and classification of Selling and Distribution overheads and numericals on the same. Introduction to Activity Based Costing.

#### **Module IV: Marginal Costing and Cost Volume Profit Analysis**

Marginal Costing – Fixed & variable cost, meaning & characteristics of marginal costing profit/volume ratio. Limiting or key factor, break-even analysis and calculation of sales for desired profit and numericals on the same.

#### **Module V: Budgetary Control**

Budgetary Control, objective of budgetary control, preparation of purchase budget, production budget, cash budget, fixed & flexible budgets and zero base budgeting.

#### **Module VI: Variance Analysis**

Concept of variance. Material Cost Variance, Material Price Variance and numericals on the same. Labour cost Variance, Labour Rate Variance and numericals on the same. Concept of overhead variance.

#### **F. Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b>     | <b>5</b> | <b>70</b> |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

#### **G. Suggested Text/Reference Books:**

Text:

- Cost Accounting, S.P Jain & K.L Narang

References:

- Management Accounting, MY Khan & PK Jain, Third Edition, Tata McGraw Hill
- Advanced Management Accounting, Robert S Koplan, Anthony A Atkinson, Third Edition, Printice Hall.

#### **H. Lecture Plan:**

| <b>Lecture</b> | <b>Topics</b>                                 | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|----------------|-----------------------------------------------|-------------------------|-------------------------|-------------------------------------------------|
| 1              | Introduction to cost Accounting               | Lecture                 | BBA305.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2              | Meaning, nature and scope of cost accounting. | Lecture                 | BBA305.1                | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                                    |         |          |                                                 |
|----|------------------------------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 3  | Differentiate cost accounting from management accounting and financial accounting. | Lecture | BBA305.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4  | Methods of costing                                                                 | Lecture | BBA305.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5  | Cost Concepts and Numericals on preparation of cost sheet                          | Lecture | BBA305.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6  | Relevant Costs for Decision Making                                                 | Lecture | BBA305.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7  | Material Pricing and Methods of Costing- Introduction                              | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8  | Actual Cost Method, FIFO method                                                    | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9  | LIFO method and Weighted average cost methods                                      | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10 | HIFO method and replacement cost method                                            | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | Introduction to various methods used in costing                                    | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | Job Costing and Batch Costing                                                      | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Contract Costing, Single Costing                                                   | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Process Costing                                                                    | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Operating costing                                                                  | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Case Study: Cortland Manufacturing, INC.                                           | Lecture | BBA305.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Overhead Allocation and Absorption- Introduction                                   | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination                 |

|    |                                                                                            |         |          |                                 |
|----|--------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 18 | Introduction and Classification of overheads                                               | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 19 | Accounting for factory overheads                                                           | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 20 | Accounting for the administration Overheads                                                | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 21 | Definition and classification of selling and distribution overheads                        | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 22 | Numerical                                                                                  | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 23 | Introduction to activity based costing                                                     | Lecture | BBA305.3 | Viva/Quiz & End Sem Examination |
| 24 | Introduction to marginal costing and cost volume profit analysis                           | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 25 | Marginal Costing-Fixed and Variable cost                                                   | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 26 | Meaning and Characteristic of marginal costing                                             | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 27 | Calculating Marginal Costing profit volume ratio                                           | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 28 | Limiting Key Factor and Calculating break-even analysis and calculation for desired profit | Lecture | BBA305.4 | Viva/Quiz & End Sem Examination |
| 29 | Introduction to budgetary control and Its objective                                        | Lecture | BBA305.5 | Viva/Quiz & End Sem Examination |
| 30 | Preparation of Purchase Budget and Production Budget                                       | Lecture | BBA305.5 | Viva/Quiz & End Sem Examination |
| 31 | Preparing Cash Budget, Fixed and Flexible Budget                                           | Lecture | BBA305.5 | Viva/Quiz & End Sem Examination |
| 32 | Concept of zero base budgeting                                                             | Lecture | BBA305.5 | Viva/Quiz & End Sem Examination |
| 33 | Introduction to variance analysis, Concept of variance, material cost variance             | Lecture | BBA305.6 | Viva/Quiz & End Sem Examination |





|                              |                                                                                                                                                                                                                                                                                                                                               |   |   |   |   |   |   |   |   |   |  |  |  |  |
|------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|--|--|--|--|
| <b>BBA<br/>305.<br/>2.1.</b> | <p>Get an overview of Cost Accounting, its concept, scope and nature. The students will be able to differentiate between management accounting and financial accounting, understand methods of costing, different cost concepts, how to prepare cost sheet and will be able to know the relevant cost which are used for decision making.</p> | - | - | 3 | - | - | 2 | - | - | - |  |  |  |  |
| <b>BBA<br/>305.<br/>2</b>    | <p><b>BBA305.2.</b><br/>Understand the material pricing and method of costing. The students will get acquainted different methods of pricing the material and various methods used in costing such as job costing, batch costing, contract costing, single costing, process costing etc.</p>                                                  | - | - | 3 | - | - | 3 | - | - | - |  |  |  |  |

|                           |                                                                                                                                                                                                                                                           |          |          |   |          |   |          |          |   |   |  |  |  |  |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|---|----------|---|----------|----------|---|---|--|--|--|--|
| <b>BBA<br/>305.<br/>3</b> | <b>BBA305.3.</b> Know about Overhead allocation and absorption. The students will be able to know how to do accounting for factory overheads, administration overheads, classification of selling and distribution overheads, and activity-based costing. | <b>3</b> | <b>3</b> | - | <b>3</b> | - | <b>3</b> | <b>3</b> | - | - |  |  |  |  |
| <b>BBA<br/>305.<br/>4</b> | <b>BBA305.4.</b> Understand the concept of marginal costing and Cost volume profit analysis. The students will be able to calculate the fixed & variable cost, cost volume profit ratio, break-even point, calculation of sales at desired profits.       | -        | -        | 3 | -        | - | 2        | -        | - | - |  |  |  |  |

|                  |                                                                                                                                                                                                                      |   |   |   |   |   |   |   |   |   |  |  |  |  |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|--|--|--|--|
| <b>BBA 305.5</b> | <b>BBA305.5.</b> Get an overview of concept of budgetary control, objectives of budgetary control. The students will be able to prepare purchase budget, production budget, cash budget, fixed and flexible budget.. | - | - | 3 | - | - | 2 | - | - | - |  |  |  |  |
| <b>BBA 305.6</b> | <b>BBA305.6.</b> Understand the concept and calculations of Variance, Material cost Variance, Material Price variance, labour cost variance and Overhead Variance                                                    | - | - | 3 | - | - | 2 | - | - | - |  |  |  |  |

## J. Sample Question Paper

|                                                                                                |                         |                           |                      |                                  |                        |                      |
|------------------------------------------------------------------------------------------------|-------------------------|---------------------------|----------------------|----------------------------------|------------------------|----------------------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –III) 2022-23</p> |                         |                           |                      |                                  |                        |                      |
| <p style="text-align: center;">Class: BBA III Semester</p>                                     |                         |                           |                      |                                  |                        |                      |
| <p>Subject Name:<br/>BBA 305 Cost and Management<br/>Accounting</p>                            |                         | <p>Time: 2 Hrs</p>        |                      |                                  | <p>Max. Marks: 30</p>  |                      |
| <p>Levels of the<br/>questions as<br/>per Blooms<br/>Taxonomy</p>                              | <p>Rememberin<br/>g</p> | <p>Understandin<br/>g</p> | <p>Applyi<br/>ng</p> | <p>Analyzi<br/>ng</p>            | <p>Evaluati<br/>ng</p> | <p>Creatin<br/>g</p> |
| <p>Question<br/>Mapping</p>                                                                    | <p>Q. 1, 2</p>          | <p>Q.1, 2, 5</p>          | <p>Q.4, 5,<br/>6</p> | <p>Q.2 b,<br/>Q 3 , 5,<br/>6</p> | <p>Q 5 and 6</p>       |                      |
| <p>Student will be able to</p>                                                                 |                         |                           |                      |                                  |                        |                      |

CO1: Get an overview of business environment, types of business environment, and the factors affecting business environment.

CO2: Understand the Indian business environment. The students will get acquainted with the New Industrial Policy and various acts related to industries in India.

CO3: know about the concept of financial markets, their types and functions in India. The students will also get acquainted with the concept and functions of Stock Exchanges, SEBI, various Industrial Financial Institutions.

| CO Map | Question No. | Question                                                                                                                                                                                                                                                                                                                                                              | Marks |
|--------|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| CO1    | Q. 1         | What do you mean by elements of cost? Discuss the various elements of cost                                                                                                                                                                                                                                                                                            | 3     |
| CO3    | Q. 2a        | State the distinction between the two terms in each of the following, giving examples:<br><br>(a) Cost allocation and cost apportionment.                                                                                                                                                                                                                             | 3     |
|        | Q. 2b        | (b) Direct cost and indirect cost.                                                                                                                                                                                                                                                                                                                                    | 3     |
| CO3    | Q. 3         | The following information is given for company A for year 2002<br><br>Factory Overheads Rs 62,000<br><br>Direct Labor cost Rs 98,000<br><br>Direct labor hours 50,000<br><br>Machine hours 70,000<br><br>From the above figures prepare the overhead application rates using the following methods:<br><br>a) Direct labor hour b) Direct labor cost c) Machine hour. | 6     |
| CO2    | Q. 4         | What do you understand by Job costing explain with example? In which industries is it applied?                                                                                                                                                                                                                                                                        | 3     |
| CO3    | Q. 5         | What are overheads? How should overheads be classified?                                                                                                                                                                                                                                                                                                               | 3     |
|        | Q. 5         | To what extent will you include overhead charges in your valuation of (a) work-in-progress, and (b) finished goods?                                                                                                                                                                                                                                                   | 3     |
| CO3    | Q. 6         | What are the general considerations that should decide your choice of basis for distribution of overhead costs to departments?                                                                                                                                                                                                                                        | 6     |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY**

**MADHYA PRADESH**

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                |                              |
|----------------|------------------------------|
| Session Course | 2021-22                      |
| Name           | BBA                          |
| Semester       | 3rd Semester                 |
| Subject Code   | BBA 305                      |
| Subject Name   | Cost & Management Accounting |

### Attainment Level

53% of the students secured more than 60% marks

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3







**PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>        |

**2021-2022**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and

global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
| III SEM                          | BBL 326 | 1   | 1   | 2   | 3   | 1   | 3   | 3   | 1   | 1   |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**Course Handout**

Course : Business Laws

Course Code : BBL326, Crédits : 03, Session :2021-22(Odd Sem.), Class : BBA. 2nd Year

Faculty Name :

**A. Introduction:** The objective of this course is to familiarize the budding managers with the objective of the course to acquaint the students with the fundamentals of business related laws, which have an important role over smooth conduct of business with the exposure of Business Laws or we can say legal environment of business, Indian contract Act 1872 ,Indian Sale of Goods Act,1930 ,Negotiable Instruments Act,1881 ,Elements of company law and consumer protection act 1986 and torts .where students have a capacity to mobilize resources and power accordingly. It aims to equip the students to focuses on understanding the basic concepts of Business Law and its functioning and its applications that they would find how it useful to society.

**B. Course Outcomes:** At the end of the course, students will be able to:

**1.BBL 326.1.** To make the student aware about the legal environment of business so that the fair level of business understanding principles can be developed.

**2.BBL326.2.** Getting them acquainted with the mercantile law's norms with respect to Indian contract Act. Where all aspirants learn the entry level complexities in Law.

**3.BBL326.3.** Acquaintance of the various term Hire Purchase -Pledge -Mortgage where they able to recognize the essential of Indian Sale of Goods Act with the rights of unpaid seller.

**4.BBL326.4.** Understand the role of Negotiable Instruments Act,1881 and its functions with applicability in day-to-day life.

**5.BBL326.5.** Demonstrate the essential elements of company law with the provisions of power and liabilities of directors and its remuneration with the all provisions of winding up of company.

**6.BBL326.6.** Acquaintance of consumer protection Act,1986 and its applicability.

**A. Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**C. :**

**Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End Semester Examination       |                                                                                                                                                                                                               | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**D. Syllabus**

**Module I: Legal Environment of Business**

Importance of Law, Legal environment of business, sources of law, function of law.

**Module II: Indian Contract Act, 1872**

Nature and kinds of Contracts, Concepts related to offer, Acceptance and Consideration, Principles Governing Capacity of Parties and Free Consent, Legality of Objects, Performance and Discharge of Contract, Breach of Contract and its Remedies, Basic Elements of Law Relating to Agency, Guarantee and Pledge.

**Module III: Indian Sale of Goods Act, 1930**

Sale and Agreement to Sell, Hire Purchase – Pledge – Mortgage – Hypothecation Lease. Goods – Different types of Goods, Passing of Property in Goods, Conditions and Warranties, Doctrine of Caveat emptor, Rights of an unpaid Seller.

**Module IV: Negotiable Instruments Act, 1881**

Meaning of Negotiability and Definition of Negotiable Instruments, Features, Cheques, Bill of Exchange and Promissory Note, Holder in Due Course, Crossing of Cheques, Endorsement and Dishonour of Cheques.

### Module V: Elements of Company Law

Meaning and types of companies, Formation of a company, Memorandum and Articles of Association, Prospectus and Issue of Shares, Share Capital and Shareholders, Company Meetings and Proceedings, Powers and Liabilities of Directors, meeting, Managerial Remuneration and Winding up of Company.

### Module VI: Consumer Protection Act 1986 and Torts

Need for Consumer Protection – Meaning of Consumer – Different Redressal Forums for Consumers, Rights of Consumers, Unfair Trade Practices, and Procedure for Filing Complaints. Meaning of tort, Application of Tortious Liability in Business Situations

#### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### E. Suggested Text/Reference Books:

Text:

- Mercantile Law N.D. Kapoor.
- Prof (Cmde) P.K Goel, Business Law for managers Biztantra.

References:

- Dr. S.M. Shukla and Dr. O P Gupta Mercantile Law.
- S. S. Gulshan Excel Book Mercantile Law.
- Maheshwari & Maheshwari Business Law.

#### F. Lecture Plan

| Lecture | Topics                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Legal Environment of Business: Introduction | Lecture          | BBL326.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Importance of Law                           | Lecture          | BBL326.1.        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Legal environment of business               | Lecture          | BBL326.1.        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Sources of law                              | Lecture          | BBL326.1.        | Mid Term-1, Quiz &              |

|    |                                                                             |         |                  |                                 |
|----|-----------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                             |         |                  | End Sem Exam                    |
| 5  | Function of law                                                             | Lecture | <b>BBL326.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6  | Indian Contract Act, 1872: Introduction                                     | Lecture | <b>BBL326.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7  | Nature and kinds of Contracts                                               | Lecture | <b>BBL326.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | Concepts related to offer, Acceptance                                       | Lecture | <b>BBL326.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Consideration, Principles Governing Capacity of Parties and Free Consent    | Lecture | <b>BBL326.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | Legality of Objects                                                         | Lecture | <b>BBL326.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Performance and Discharge of Contract, Breach of Contract and its Remedies, | Lecture | <b>BBL326.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Basic Elements of Law Relating to Agency,                                   | Lecture | <b>BBL326.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Guarantee and Pledge                                                        | Lecture | <b>BBL326.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Indian Sale of Goods Act, 1930: Introduction                                | Lecture | <b>BBL326.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Sale and Agreement to Sell                                                  | Lecture | <b>BBL326.3.</b> | Mid Term-1, Quiz &              |

|    |                                                                                           |         |                  |                                 |
|----|-------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                           |         |                  | End Sem Exam                    |
| 16 | Hire Purchase – Pledge – Mortgage – Hypothecation Lease. Goods – Different types of Goods | Lecture | <b>BBL326.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Passing of Property in Goods                                                              | Lecture | <b>BBL326.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | Conditions and Warranties                                                                 | Lecture | <b>BBL326.3.</b> | Mid Term-1, Quiz& End Sem Exam  |
| 19 | Doctrine of Caveat emptor, Rights of an unpaid Seller                                     | Lecture | <b>BBL326.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Negotiable Instruments Act, 1881                                                          | Lecture | <b>BBL326.4.</b> | Quiz & End Sem Exam             |
| 21 | Meaning of Negotiability and Definition of Negotiable Instruments                         | Lecture | <b>BBL326.4.</b> | Quiz & End Sem Exam             |
| 22 | Features, Cheques, Bill of Exchange and Promissory Note,                                  | Lecture | <b>BBL326.4.</b> | Quiz & End Sem Exam             |
| 23 | Holder in Due Course, Crossing of Cheques, Endorsement and Dishonour of Cheques.          | Lecture | <b>BBL326.4.</b> | Quiz & End Sem Exam             |
| 24 | Elements of Company Law: Meaning, Types of companies                                      | Lecture | <b>BBL326.5</b>  | Quiz & End Sem Exam             |
| 25 | Formation of a company, Memorandum and Articles of Association                            | Lecture | <b>BBL326.5</b>  | Quiz & End Sem Exam             |





|                       |                                                                                                                                                             | O<br>1   | O<br>2   | O<br>3   | O<br>4   | O<br>5   | O<br>6   | O<br>7   | O<br>8   | O<br>9   |
|-----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBL3<br/>26.1.</b> | To make the student aware about the legal environment of business so that the fair level of business understanding principles can be developed.             | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |
| <b>BBL3<br/>26.2.</b> | Getting them acquainted with the mercantile law's norms with respect to Indian contract Act. Where all aspirants learn the entry level complexities in Law. | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |
| <b>BBL3<br/>26.3.</b> | Acquaintance of the various term<br>Hire<br>Purchase -<br>Pledge -<br>Mortgage<br>where they able to recognize the essential of Indian                      | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |

|                   |                                                                                                                                                                     |          |          |          |          |          |          |          |          |          |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                   | Sale of Goods Act with the rights of unpaid seller.                                                                                                                 |          |          |          |          |          |          |          |          |          |
| <b>BBL3 26.4.</b> | Understand the role of Negotiable Instruments Act, 1881 and its functions with applicability in day-to-day life.                                                    | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |
| <b>BBL3 26.5.</b> | Demonstrate the essential elements of company law with the provisions of power and liabilities of directors and its remuneration with the all provisions of winding | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |

|                       |                                                                      |          |          |          |          |          |          |          |          |          |
|-----------------------|----------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                       | up of company.                                                       |          |          |          |          |          |          |          |          |          |
| <b>BBL3<br/>26.6.</b> | Acquaintance of consumer protection Act, 1986 and its applicability. | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> |

### Sample question Paper

|                                                                                                                                                                         |               |                                                                                               |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-----------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>Department of Management studies<br/>I MID-SEMESTER (SEM –III) 2021-22</p>                                     |               |                                                                                               |          |           |                |          |
| Class: BBA III Semester                                                                                                                                                 |               |                                                                                               |          |           |                |          |
| Subject Name:<br>BBL326                                                                                                                                                 |               | Time: 2 Hrs                                                                                   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                          | Remembering   | Understanding                                                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                        | Q.1,2(a),2(b) | Q.3,6                                                                                         | Q.4,5    |           |                |          |
| <p>Student will be able to</p> <p>CO1: List the broad perceptive of cloud architecture and model.</p> <p>CO2: Apply different cloud programming models as per need.</p> |               |                                                                                               |          |           |                |          |
| CO Map                                                                                                                                                                  | Question No.  | Question                                                                                      |          |           |                | Marks    |
| CO2                                                                                                                                                                     | Q.1           | Why all contracts are agreement but all agreement are not contract? Highlight the difference. |          |           |                | 3        |
| CO1                                                                                                                                                                     | Q.2a          | Write a short on Legal environment of business.                                               |          |           |                | 3        |
|                                                                                                                                                                         | Q.2b          | What are the different sources of Law?                                                        |          |           |                | 3        |
| CO2                                                                                                                                                                     | Q.3           | What are the essential elements of valid contract as per Indian Contract Act?                 |          |           |                | 6        |

|     |      |                                                                |   |
|-----|------|----------------------------------------------------------------|---|
| C03 | Q.4  | Define sale and agreement to sell.                             | 3 |
| C03 | Q.5  | Explain rights of unpaid seller.                               | 6 |
| C02 | Q.6. | What do you mean by Breach of contract? Explain with examples. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                |               |
|----------------|---------------|
| Session Course | 2021-22       |
| Name           | BBA           |
| Semester       | 3rd Semester  |
| Subject Code   | BBL 326       |
| Subject Name   | Business Laws |

|                  |                                                 |
|------------------|-------------------------------------------------|
| Attainment Level | 46% of the students secured more than 60% marks |
|------------------|-------------------------------------------------|

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY Business School**

**Department of Management**

## **PROGRAMME OUTCOMES**

### **Bachelor of Business Administration, Academic Year – 2021-22**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.







# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| DEPARTMENT OF Management                                                               |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : Corporate Financial Management                                                |
| Course Code : BBA 401, Crédits : 04, Session :2021-22(Even Sem.), Class : BBA 2nd Year |
| Faculty Name :                                                                         |
|                                                                                        |

A. In today's world, every manager is a decision-making unit. To take decisions which are effective, a manager should understand all areas of management. The objective of this course is to develop an understanding of short term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

B. **Course Outcomes:** At the end of the course, students will be able to:

**BBA 401.1** To learn about the Sources of finance – Debt: Term Loans, Debentures. Equity: Ordinary Shares. Hybrid: Preference, Warrants

**BBA 401.2** to study about the Concept significance assumptions, Computation of cost of capital of various sources: Equity, Debt, Reserve & Surplus and Preference shares

**BBA 401.3** to study about the Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage

**BBA 401.4** Importance of dividend decisions, Theories of Dividend decisions: Irrelevance theory, optimal dividend Decision.

**BBA 401.5** To study about the Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options

**BBA 401.6** To learn about the Introduction to Financial Services, Features of marketing these services

C. **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### E. Syllabus

Module I: Introduction to Financial Management

Indian Financial System (Meaning, importance and role). Sources of finance – Debt: Term Loans, Debentures. Equity: Ordinary Shares. Hybrid: Preference, Warrants, Convertible securities, ADRs, GDRs.

#### Module II: Cost of capital

Concept significance assumptions, Computation of cost of capital of various sources: Equity, Debt, Reserve & Surplus and Preference shares. Weighted average cost of capital. Book value weights v/s market value weights.

#### Module III: Leverage Analysis and Capital Structure Theories

Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage.

Factors affecting Capital Structure decisions, Theory of Capital Structure Decisions, MM Theory, NI, NOI and traditional theory.

#### Module IV: Dividend Decisions

Importance of dividend decisions, Theories of Dividend decisions: Irrelevance theory, optimal dividend decision, relevance theory, Issues in dividend policy: Bonus Shares, Stock Splits & Buyback of shares.

#### Module V: Introduction to Derivatives

Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options, Use of Derivative in financial investment decision.

#### Module VI: Marketing of Financial Services

Introduction to Financial Services, Features of marketing these services, Recent developments.

#### **Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **F. Suggested Text/Reference Books:**

Chandra, P. **Fundamentals of Financial Management, Sixth Edition, Tata Mc-Graw Hill.**  
Brearly R.A. and Myers, S.C. **Eighth Edition Principles of Corporate Finance, Tata Mc-Graw Hill.**  
Horne.V. **Tenth Edition, Financial Management and Policy, Prentice Hall of India**

#### **G. Lecture Plan**

| Lecture | Topics                                                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Indian Financial System (Meaning, importance and role). Sources of finance | Lecture          | BBA 401.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Indian Financial System (Meaning, importance and role). Sources of finance | Lecture          | BBA 401.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Debt: Term Loans, Debentures. Equity: Ordinary Shares                      | Lecture          | BBA 401.1        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                        |         |           |                                    |
|----|--------------------------------------------------------------------------------------------------------|---------|-----------|------------------------------------|
| 4  | <i>Debt: Term Loans, Debentures.<br/>Equity: Ordinary Shares</i>                                       | Lecture | BBA 401.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 5  | <b>Hybrid: Preference, Warrants,<br/>Convertible securities, ADRs,<br/>GDRs</b>                        | Lecture | BBA 401.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 6  | <b>Hybrid: Preference, Warrants,<br/>Convertible securities, ADRs, GDRs</b>                            | Lecture | BBA 401.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 7  | <b>Hybrid: Preference, Warrants,<br/>Convertible securities, ADRs,<br/>GDRs</b>                        | Lecture | BBA 401.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 8  | <b>Hybrid: Preference, Warrants,<br/>Convertible securities, ADRs,<br/>GDRs</b>                        | Lecture | BBA 401.1 | Mid Term-1, Quiz<br>& End Sem Exam |
| 9  | <b>Concept significance<br/>assumptions, Computation of<br/>cost of capital of various<br/>sources</b> | Lecture | BBA 401.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 10 | <b>Concept significance<br/>assumptions, Computation of<br/>cost of capital of various<br/>sources</b> | Lecture | BBA 401.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 11 | <b>Equity, Debt, Reserve &amp;<br/>Surplus and Preference shares</b>                                   | Lecture | BBA 401.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 12 | <b>Equity, Debt, Reserve &amp;<br/>Surplus and Preference shares</b>                                   | Lecture | BBA 401.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 13 | <b>Weighted average cost of capital.<br/>Book value weights v/s market value<br/>weights</b>           | Lecture | BBA 401.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 14 | <b>Weighted average cost of capital.<br/>Book value weights v/s market value<br/>weights</b>           | Lecture | BBA 401.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 15 | <b>Weighted average cost of capital.<br/>Book value weights v/s market value<br/>weights</b>           | Lecture | BBA 401.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 16 | <b>Weighted average cost of capital.<br/>Book value weights v/s market value<br/>weights</b>           | Lecture | BBA 401.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 17 | <b>Leverage Analysis: Operating<br/>Leverage, Financial Leverage &amp;<br/>Combined Leverage</b>       | Lecture | BBA 401.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 18 | <b>Leverage Analysis: Operating<br/>Leverage, Financial Leverage &amp;<br/>Combined Leverage</b>       | Lecture | BBA 401.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 19 | <b>Factors affecting Capital Structure<br/>decisions, Theory of Capital<br/>Structure Decisions</b>    | Lecture | BBA 401.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 20 | <b>Factors affecting Capital Structure<br/>decisions, Theory of Capital<br/>Structure Decisions</b>    | Lecture | BBA 401.3 | Mid Term-1, Quiz<br>& End Sem Exam |

|    |                                                                                            |         |           |                                 |
|----|--------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 21 | <b>MM Theory, NI, NOI and traditional theory.</b>                                          | Lecture | BBA 401.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | <b>MM Theory, NI, NOI and traditional theory.</b>                                          | Lecture | BBA 401.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | <b>MM Theory, NI, NOI and traditional theory.</b>                                          | Lecture | BBA 401.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | <b>MM Theory, NI, NOI and traditional theory.</b>                                          | Lecture | BBA 401.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | <b>Importance of dividend decisions, Theories of Dividend decisions</b>                    | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | <b>Importance of dividend decisions, Theories of Dividend decisions</b>                    | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | <b>Irrelevance theory, optimal dividend decision, relevance theory</b>                     | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | <b>Irrelevance theory, optimal dividend decision, relevance theory</b>                     | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | <b>Issues in dividend policy: Bonus Shares, Stock Splits &amp; Buyback of shares</b>       | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | <b>Issues in dividend policy: Bonus Shares, Stock Splits &amp; Buyback of shares</b>       | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | <b>Issues in dividend policy: Bonus Shares, Stock Splits &amp; Buyback of shares</b>       | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | <b>Issues in dividend policy: Bonus Shares, Stock Splits &amp; Buyback of shares</b>       | Lecture | BBA 401.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | <b>Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options</b> | Lecture | BBA 401.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | <b>Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options</b> | Lecture | BBA 401.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | <b>Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options</b> | Lecture | BBA 401.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | <b>Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options</b> | Lecture | BBA 401.5 | Mid Term-2, Quiz & End Sem Exam |
| 37 | <b>Use of Derivative in financial investment decision.</b>                                 | Lecture | BBA 401.5 | Quiz & End Sem Exam             |
| 38 | <b>Use of Derivative in financial investment decision.</b>                                 | Lecture | BBA 401.5 | Quiz & End Sem Exam             |
| 39 | <b>Use of Derivative in financial investment decision.</b>                                 | Lecture | BBA 401.5 | Quiz & End Sem                  |

|    |                                                     |         |           |                     |
|----|-----------------------------------------------------|---------|-----------|---------------------|
|    |                                                     |         |           | Exam                |
| 40 | Use of Derivative in financial investment decision. | Lecture | BBA 401.5 | Quiz & End Sem Exam |
| 41 | Introduction to Financial Services                  | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 42 | Introduction to Financial Services                  | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 43 | Features of marketing these services                | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 44 | Features of marketing these services                | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 45 | Features of marketing these services                | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 46 | Recent developments in financial Services           | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 47 | Recent developments in financial Services           | Lecture | BBA 401.6 | Quiz & End Sem Exam |
| 48 | Recent developments in financial Services           | Lecture | BBA 401.6 | Quiz & End Sem Exam |

#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                                     | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  |                                                                                                                                                               | PO1                                 | PO2      | PO3      | PO4      | PO5      | PO6      | PO7      | PO8      | PO9      |
| <b>BBA 401.1</b> | To learn about the Sources of finance – Debt: Term Loans, Debentures. Equity: Ordinary Shares. Hybrid: Preference, Warrants                                   | <b>2</b>                            | -        | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | <b>3</b> |
| <b>BBA 401.2</b> | To study about the Concept significance assumptions, Computation of cost of capital of various sources: Equity, Debt, Reserve & Surplus and Preference shares | <b>3</b>                            | -        | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>1</b> | -        | <b>2</b> |
| <b>BBA 401.3</b> | to study about the Leverage Analysis: Operating Leverage, Financial Leverage & Combined Leverage                                                              | <b>2</b>                            | -        | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        |
| <b>BBA 401.4</b> | Importance of dividend decisions, Theories of Dividend decisions: Irrelevance theory, optimal dividend Decision.                                              | -                                   | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> |

|                  |                                                                                                        |          |          |          |          |          |          |          |          |          |
|------------------|--------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  |                                                                                                        |          |          |          |          |          |          |          |          |          |
| <b>BBA 401.5</b> | To study about the Meaning and Concept of Derivatives, Conceptual understanding of Futures and Options | -        | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> |
| <b>BBA 401.6</b> | To learn about the Introduction to Financial Services, Features of marketing these services            | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> |

## Sample Question Paper

|                                                                                                                                                           |              |                                                              |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Business Management<br>I MID-SEMESTER (SEM –II) 2022-23                                                            |              |                                                              |          |           |                |          |
| Class: B.B.A II Semester                                                                                                                                  |              |                                                              |          |           |                |          |
| Subject Name:<br>BBA 401 Corporate Financial<br>Management                                                                                                |              | Time: 2 Hrs                                                  |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                   | Remembering  | Understanding                                                | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                       | Q.1          | Q.4                                                          | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| Student will be able to<br>CO1: List the broad perspective of cloud architecture and model.<br>CO2: Apply different cloud programming models as per need. |              |                                                              |          |           |                |          |
| CO Map                                                                                                                                                    | Question No. | Question                                                     |          |           |                | Marks    |
| BBA 401.1                                                                                                                                                 | Q.1          | Write down the Importance of Indian Financial System         |          |           |                | 3        |
| BBA 401.2                                                                                                                                                 | Q.2a         | Write down the Procedure of Computation of Cost of Equity    |          |           |                | 3        |
|                                                                                                                                                           | Q.2b         | Write down the Procedure of Computation of Cost of Debenture |          |           |                | 3        |
| BBA 401.1                                                                                                                                                 | Q.3          | Explain the Long-term Sources of Finance in details          |          |           |                | 6        |
| BBA 401.2                                                                                                                                                 | Q.4          | Write down Short Notes on ADR and GDR                        |          |           |                | 3        |
| BBA 401.1                                                                                                                                                 | Q.5a         | Write down the Procedure of Convertible Securities           |          |           |                | 3        |
|                                                                                                                                                           | Q.5b         | Write down the role of Indian Financial System.              |          |           |                | 3        |
| BBA 401.2                                                                                                                                                 | Q.6          | Explain the Weighted average cost of Capital in details      |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |



|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |



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## Attainment

|                       |                                |
|-----------------------|--------------------------------|
| <b>Session Course</b> | 2021-22                        |
| <b>Name</b>           | BBA                            |
| <b>Semester</b>       | 4th Semester                   |
| <b>Subject Code</b>   | BBA 401                        |
| <b>Subject Name</b>   | Corporate Financial Management |

**Attainment Level** 47% of the students secured more than 60% marks.

### Note:

#### **Attainments**

Level 1  
Level 2  
Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF  
70% of students secure more than 60% marks then level 2 IF  
80% of students secure more than 60% marks then level 3



|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY Business School</b>                    |
| <b>Department of Management</b>                 |

### **PROGRAMME OUTCOMES**

#### **Bachelor of Business Administration, Academic Year – 2021-22**

##### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.





# AMITY UNIVERSITY

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| DEPARTMENT OF Management                                                               |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : Marketing Management II                                                       |
| Course Code : BBA 402, Crédits : 04, Session :2021-22(Even Sem.), Class : BBA 2nd Year |
| Faculty Name :                                                                         |
|                                                                                        |

A. To expose the students to the advance concepts of Marketing and to help them analyze the recurrent issues in Marketing with the help of cases.

B. **Course Outcomes:** At the end of the course, students will be able to:

**BBA 402.1** To learn about the industrial, product differentiation, product mix, Product Life Cycle and various strategies.

**BBA 402.2** to study about the Product Line Decision, New Product Development: Challenges & Process.

**BBA 402.3** to study about the Understanding various pricing strategies and their application.

**BBA 402.4** To learn about the Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions

**BBA 402.5** To understand about the Marketing communication budget. Introduction to various elements of integrated marketing communications briefly

**BBA 402.6** To learn about the Challenges and opportunities of Globalization. Factors governing entry into foreign markets

C. **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business

environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### E. Syllabus

##### Module I: Product Mix Strategy

Product: concept & levels, Classification of products consumer and industrial, product differentiation, product mix, Product Life Cycle and various strategies, Branding: concept and challenges, brand

decisions. Packaging and labeling.

#### **Module II: Product Development Decision**

Product Line Decision, New Product Development: Challenges & Process, Consumer Adoption Process, Diffusion of Innovation.

#### **Module III: Pricing Considerations and Strategies**

Introduction to various objectives of pricing, Pricing Process. Adapting the price: Concept of geographical pricing, promotional pricing, discriminatory pricing. Understanding various pricing strategies and their application.

#### **Module IV: Distribution and Logistics Decision**

Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions, Channel Dynamics. Introduction to Wholesaling, Retailing and Logistics.

#### **Module V: Deciding on the Marketing Communications Mix**

The process of deciding the Marketing communication mix, Marketing communication budget. Introduction to various elements of integrated marketing communications briefly.

#### **Module VI: Introduction to global market place**

Challenges and opportunities of Globalization. Factors governing entry into foreign markets. Marketing Mix for Global Markets. Trends in international marketing

#### **Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **F. Suggested Text/Reference Books:**

Kotler Philip and Armstrong Gray, **Principles of Marketing, Eleventh Edition**, Pearson Education.  
Ramaswamy VS, Namakumari S, **Marketing Management, Planning Implementation & Control, Third Edition**, MacMillan.

#### **G. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                   | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|---------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Product: concept & levels, Classification of products consumer and industrial   | Lecture                 | BBA 402.1               | Mid Term-1, Quiz & End Sem Exam |
| 2              | Product: concept & levels, Classification of products consumer and industrial   | Lecture                 | BBA 402.1               | Mid Term-1, Quiz & End Sem Exam |
| 3              | product differentiation, product mix, Product Life Cycle and various strategies | Lecture                 | BBA 402.1               | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                        |         |           |                                 |
|----|----------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 4  | <i>product differentiation, product mix, Product Life Cycle and various strategies</i> | Lecture | BBA 402.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Branding: concept and challenges, brand decisions. Packaging and labeling.             | Lecture | BBA 402.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Branding: concept and challenges, brand decisions. Packaging and labeling.             | Lecture | BBA 402.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Branding: concept and challenges, brand decisions. Packaging and labeling.             | Lecture | BBA 402.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Branding: concept and challenges, brand decisions. Packaging and labeling.             | Lecture | BBA 402.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | <b>Product Line Decision, New Product Development: Challenges &amp; Process</b>        | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | <b>Product Line Decision, New Product Development: Challenges &amp; Process</b>        | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | <b>Product Line Decision, New Product Development: Challenges &amp; Process</b>        | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | <b>Product Line Decision, New Product Development: Challenges &amp; Process</b>        | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Consumer Adoption Process, Diffusion of Innovation.                                    | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Consumer Adoption Process, Diffusion of Innovation.                                    | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Consumer Adoption Process, Diffusion of Innovation.                                    | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Consumer Adoption Process, Diffusion of Innovation.                                    | Lecture | BBA 402.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Introduction to various objectives of pricing, Pricing Process. Adapting the price     | Lecture | BBA 402.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Introduction to various objectives of pricing, Pricing Process. Adapting the price     | Lecture | BBA 402.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Introduction to various objectives of pricing, Pricing Process. Adapting the price     | Lecture | BBA 402.3 | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                                                 |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 20 | Concept of geographical pricing, promotional pricing, discriminatory pricing                                    | Lecture | BBA 402.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Concept of geographical pricing, promotional pricing, discriminatory pricing                                    | Lecture | BBA 402.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Understanding various pricing strategies and their application.                                                 | Lecture | BBA 402.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Understanding various pricing strategies and their application.                                                 | Lecture | BBA 402.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Understanding various pricing strategies and their application.                                                 | Lecture | BBA 402.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Nature of Marketing Channels, Channel Functions and Flows                                                       | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Nature of Marketing Channels, Channel Functions and Flows                                                       | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Nature of Marketing Channels, Channel Functions and Flows                                                       | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Channel Design and Management Decisions, Channel Dynamics. Introduction to Wholesaling, Retailing and Logistics | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Channel Design and Management Decisions, Channel Dynamics. Introduction to Wholesaling, Retailing and Logistics | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Channel Design and Management Decisions, Channel Dynamics. Introduction to Wholesaling, Retailing and Logistics | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Channel Design and Management Decisions, Channel Dynamics. Introduction to Wholesaling, Retailing and Logistics | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Channel Design and Management Decisions, Channel Dynamics. Introduction to Wholesaling, Retailing and Logistics | Lecture | BBA 402.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | <b>The process of deciding the Marketing communication mix</b>                                                  | Lecture | BBA 402.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | <b>The process of deciding the Marketing communication mix</b>                                                  | Lecture | BBA 402.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | <b>The process of deciding the Marketing communication mix</b>                                                  | Lecture | BBA 402.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | <b>Marketing communication budget</b>                                                                           | Lecture | BBA 402.5 | Mid Term-2, Quiz                |

|    |                                                                                             |         |           |                     |
|----|---------------------------------------------------------------------------------------------|---------|-----------|---------------------|
|    |                                                                                             |         |           | & End Sem Exam      |
| 37 | <b>Marketing communication budget</b>                                                       | Lecture | BBA 402.5 | Quiz & End Sem Exam |
| 38 | <b>Introduction to various elements of integrated marketing communications briefly.</b>     | Lecture | BBA 402.5 | Quiz & End Sem Exam |
| 39 | <b>Introduction to various elements of integrated marketing communications briefly.</b>     | Lecture | BBA 402.5 | Quiz & End Sem Exam |
| 40 | <b>Introduction to various elements of integrated marketing communications briefly.</b>     | Lecture | BBA 402.5 | Quiz & End Sem Exam |
| 41 | Challenges and opportunities of Globalization. Factors governing entry into foreign markets | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 42 | Challenges and opportunities of Globalization. Factors governing entry into foreign markets | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 43 | Challenges and opportunities of Globalization. Factors governing entry into foreign markets | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 44 | Marketing Mix for Global Markets. Trends in international marketing                         | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 45 | Marketing Mix for Global Markets. Trends in international marketing                         | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 46 | Marketing Mix for Global Markets. Trends in international marketing                         | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 47 | Marketing Mix for Global Markets. Trends in international marketing                         | Lecture | BBA 402.6 | Quiz & End Sem Exam |
| 48 | Marketing Mix for Global Markets. Trends in international marketing                         | Lecture | BBA 402.6 | Quiz & End Sem Exam |

#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                               | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  |                                                                                                                                         | PO1                                 | PO2      | PO3      | PO4      | PO5      | PO6      | PO7      | PO8      | PO9      |
| <b>BBA402.1</b>  | To learn about the industrial, product differentiation, product mix, Product Life Cycle and various strategies.                         | <b>2</b>                            | -        | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | <b>3</b> |
| <b>BBA 402.2</b> | to study about the Product Line Decision, New Product Development: Challenges & Process.                                                | <b>3</b>                            | -        | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>1</b> | -        | <b>2</b> |
| <b>BBA402.3</b>  | to study about the Understanding various pricing strategies and their application.                                                      | <b>2</b>                            | -        | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        |
| <b>BBA 402.4</b> | To learn about the Nature of Marketing Channels, Channel Functions and Flows, Channel Design and Management Decisions                   | -                                   | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> |
| <b>BBA 402.5</b> | To understand about the Marketing communication budget. Introduction to various elements of integrated marketing communications briefly | -                                   | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> |
| <b>BBA 402.6</b> | To learn about the Challenges and opportunities of Globalization. Factors governing entry into foreign markets                          | <b>2</b>                            | -        | <b>2</b> | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> |

## Sample Question Paper

|                                                                                                                                                           |              |                                                                   |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Business Management<br>I MID-SEMESTER (SEM –II) 2022-23                                                            |              |                                                                   |          |           |                |          |
| Class: B.B.A II Semester                                                                                                                                  |              |                                                                   |          |           |                |          |
| Subject Name:<br>BBA 402 Marketing Management II                                                                                                          |              | Time: 2 Hrs                                                       |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                            | Remembering  | Understanding                                                     | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                          | Q.1          | Q.4                                                               | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| Student will be able to<br>CO1: List the broad perspective of cloud architecture and model.<br>CO2: Apply different cloud programming models as per need. |              |                                                                   |          |           |                |          |
| CO Map                                                                                                                                                    | Question No. | Question                                                          |          |           |                | Marks    |
| BBA402.1                                                                                                                                                  | Q.1          | Explain the Product mix in details                                |          |           |                | 3        |
| BBA402.2                                                                                                                                                  | Q.2a         | Explain the Different Stages of New Product Development           |          |           |                | 3        |
|                                                                                                                                                           | Q.2b         | Write down the Challenges and Process of new Product Development. |          |           |                | 3        |
| BBA402.1                                                                                                                                                  | Q.3          | Write down the Product Life Cycle and various strategies          |          |           |                | 6        |
| BBA402.2                                                                                                                                                  | Q.4          | Explain the Product Line Decision                                 |          |           |                | 3        |
| BBA402.1                                                                                                                                                  | Q.5a         | Explain the Brand decision in details                             |          |           |                | 3        |
|                                                                                                                                                           | Q.5b         | Explain the Packaging and labeling in details                     |          |           |                | 3        |
| BBA402.2                                                                                                                                                  | Q 6          | Explain the Diffusion of Innovation                               |          |           |                | 6        |

|                    |   |                                                            |
|--------------------|---|------------------------------------------------------------|
| <b>Attainments</b> |   | <b>Rubric</b>                                              |
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |



## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                         |
| <b>Name</b>             | BBA                                             |
| <b>Semester</b>         | 4th Semester                                    |
| <b>Subject Code</b>     | BBA 402                                         |
| <b>Subject Name</b>     | Marketing Management – II                       |
| <b>Attainment Level</b> | 51% of the students secured more than 60% marks |

**Note:**

**Attainments**

Level 1  
Level 2  
Level 3

**Rubric**

IF 60% of students secure more than 60% marks then level 1 IF  
70% of students secure more than 60% marks then level 2 IF  
80% of students secure more than 60% marks then level 3



|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY Business School</b>                    |
| <b>Department of Management</b>                 |

### **PROGRAMME OUTCOMES**

#### **Bachelor of Business Administration, Academic Year – 2021-22**

##### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.







# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## DEPARTMENT OF Management

### Course Handout

Course : Research Methodology and Report Preparation

Course Code : BBA 403, Crédits : 03, Session :2021-22(Even Sem.), Class : BBA 2nd Year

Faculty Name :

- A. To understand the way in which systematic research can be conducted to describe, explain, and predict phenomena of interest; To develop practical knowledge and skills to understand and carry out research projects; To develop understanding of the basic techniques and tools for conducting research; To develop contents and organization of both the written report and oral presentation for which the research study was done.

- B. **Course Outcomes:** At the end of the course, students will be able to:

**BBA 403.1** To learn about Conceptualization and Formulation of a Research Problem, Introduction to Research Design

**BBA 403.2** to study about Concept of Primary And Secondary Data; Data Collection Methods: Observation, Survey, Questionnaire; Steps in Constructing Questionnaire

**BBA 403.3** to study about Concept Nature of Sampling, Steps of Sampling Design, Sampling Frame, Sample Selection Methods

**BBA 403.4** To understand about Fieldwork procedure, Common sources of error in the fieldwork

**BBA 403.5** To study about the Data analysis-I: Test of significance Z, t, F and chi-square

**BBA 203.6** To learn about Research presentation and research process examination

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

#### C. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### D. Syllabus

#### Module I: Introduction

**Meaning and Importance of Research, Conceptualization and Formulation of a Research Problem, Introduction to Research Design, Scales and Measurements: Ordinal, Nominal, Ratio, Interval, Likert. Preliminary Research: Literature Review, Construction of Hypotheses**

#### Module II: Data collection methods

**Primary And Secondary Data; Data Collection Methods: Observation, Survey, Questionnaire; Steps in Constructing Questionnaire, Type of Questions, Introduction to Projective techniques**

#### Module III: Sampling

**Nature of Sampling, Steps of Sampling Design, Sampling Frame, Sample Selection Methods - Probability and Non Probability, Sample Size, Sampling Errors and Principles of Sampling.**

#### Module IV: Data Collection Field Work

**Fieldwork procedure, Common sources of error in the fieldwork, Minimizing fieldwork errors, Tabulation of collected data**

#### Module V: Data Analysis

**Data analysis-I: Test of significance Z, t, F and chi-square, Data analysis-II: Correlation and Regression techniques, Data analysis – III: Introduction to Statistical Package**

#### Module VI: Report Writing

**Research presentation and research process examination; Report writing – Format and Types of research report.**

#### **Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **E. Suggested Text/Reference Books:**

Luck, David J and Rubin, Ronald S., Marketing Research(7th edition), Prentice Hall of India  
Aaker, David A; Kumar V and George S., Marketing Research(6th edition), John Wiley & Sons.  
**Boyd, Harper W, Westphall, Ralph & Stasch, Stanely F, Market Research : Text & Cases, Richard D. Irwin Inc.**

#### **F. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                                      | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|----------------------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | <b>Meaning and Importance of Research, Conceptualization and Formulation of a Research Problem</b> | Lecture                 | BBA 403.1               | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                |         |           |                                 |
|----|--------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 2  | <b>Introduction to Research Design, Scales and Measurements</b>                | Lecture | BBA 403.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | <b>Ordinal, Nominal, Ratio, Interval, Likert</b>                               | Lecture | BBA 403.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | <i>Preliminary Research</i>                                                    | Lecture | BBA 403.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | <b>Literature Review</b>                                                       | Lecture | BBA 403.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | <b>Construction of Hypotheses</b>                                              | Lecture | BBA 403.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | <b>Primary And Secondary Data</b>                                              | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | <b>Data Collection Methods</b>                                                 | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | <b>Observation, Survey, Questionnaire; Steps in Constructing Questionnaire</b> | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | <b>Type of Questions, Introduction to Projective techniques</b>                | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | <b>Type of Questions, Introduction to Projective techniques</b>                | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | <b>Type of Questions, Introduction to Projective techniques</b>                | Lecture | BBA 403.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | <b>Nature of Sampling, Steps of Sampling Design, Sampling Frame</b>            | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | <b>Nature of Sampling, Steps of Sampling Design, Sampling Frame</b>            | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | <b>Sample Selection Methods - Probability and Non Probability</b>              | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | <b>Sample Selection Methods - Probability and Non Probability</b>              | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | <b>Sample Size, Sampling Errors and Principles of Sampling.</b>                | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | <b>Sample Size, Sampling Errors and Principles of Sampling.</b>                | Lecture | BBA 403.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | <b>Fieldwork procedure, Common sources of error in the fieldwork</b>           | Lecture | BBA 403.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | <b>Fieldwork procedure, Common sources of error in the fieldwork</b>           | Lecture | BBA 403.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | <b>Fieldwork procedure, Common sources of error in the fieldwork</b>           | Lecture | BBA 403.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | <b>Minimizing fieldwork errors, Tabulation of collected data</b>               | Lecture | BBA 403.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                        |         |           |                                 |
|----|------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 23 | Minimizing fieldwork errors, Tabulation of collected data              | Lecture | BBA 403.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Minimizing fieldwork errors, Tabulation of collected data              | Lecture | BBA 403.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Data analysis-I: Test of significance Z, t, F and chi-square           | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Data analysis-I: Test of significance Z, t, F and chi-square           | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Data analysis-I: Test of significance Z, t, F and chi-square           | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Data analysis-II: Correlation and Regression techniques, Data analysis | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Data analysis-II: Correlation and Regression techniques, Data analysis | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Introduction to Statistical Package                                    | Lecture | BBA 403.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Research presentation and research process examination                 | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Research presentation and research process examination                 | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Research presentation and research process examination                 | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Report writing – Format and Types of research report.                  | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Report writing – Format and Types of research report.                  | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Report writing – Format and Types of research report.                  | Lecture | BBA 403.6 | Mid Term-2, Quiz & End Sem Exam |

#### G. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                               | CORRELATION WITH PROGRAMME OUTCOMES |     |     |          |          |     |     |          |          |
|-----------------|---------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----|----------|----------|-----|-----|----------|----------|
|                 |                                                                                                         | PO1                                 | PO2 | PO3 | PO4      | PO5      | PO6 | PO7 | PO8      | PO9      |
| <b>BBA403.1</b> | To learn about Conceptualization and Formulation of a Research Problem, Introduction to Research Design | <b>2</b>                            | -   | -   | <b>3</b> | <b>2</b> | -   | -   | <b>2</b> | <b>3</b> |

|                  |                                                                                                                                                                             |          |          |          |          |          |          |          |          |          |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA 403.2</b> | to study about<br>Concept of Primary<br>And Secondary Data;<br>Data Collection<br>Methods: Observation,<br>Survey, Questionnaire;<br>Steps in Constructing<br>Questionnaire | <b>3</b> | -        | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>1</b> | -        | <b>2</b> |
| <b>BBA403.3</b>  | to study about<br>Concept Nature of<br>Sampling, Steps of<br>Sampling Design,<br>Sampling Frame,<br>Sample Selection<br>Methods                                             | <b>2</b> | -        | -        | <b>3</b> | <b>1</b> | -        | <b>2</b> | -        | -        |
| <b>BBA 403.4</b> | To understand about<br>Fieldwork procedure,<br>Common sources of error in<br>the fieldwork                                                                                  | -        | <b>3</b> | <b>2</b> | -        | -        | <b>2</b> | -        | <b>3</b> | <b>2</b> |
| <b>BBA 403.5</b> | To study about the Data<br>analysis-I: Test of<br>significance Z, t, F and chi-<br>square                                                                                   | -        | <b>2</b> | -        | <b>3</b> | -        | <b>2</b> | <b>3</b> | -        | <b>1</b> |
| <b>BBA 403.6</b> | To learn about Research<br>presentation and research<br>process examination                                                                                                 | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> | -        | <b>2</b> | <b>3</b> | <b>2</b> |

## Sample Question Paper

|                                                                                                                                                          |              |                                                            |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Business Management<br>I MID-SEMESTER (SEM –II) 2022-23                                                           |              |                                                            |          |           |                |          |
| Class: B.B.A II Semester                                                                                                                                 |              |                                                            |          |           |                |          |
| Subject Name:<br>BBA 203 Organizational Behaviour                                                                                                        |              | Time: 2 Hrs                                                |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                           | Remembering  | Understanding                                              | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                         | Q.1          | Q.4                                                        | Q.5a     | Q.5b      | Q.2a           | Q.2b     |
| Student will be able to<br>CO1: List the broad perceptive of cloud architecture and model.<br>CO2: Apply different cloud programming models as per need. |              |                                                            |          |           |                |          |
| CO Map                                                                                                                                                   | Question No. | Question                                                   |          |           |                | Marks    |
| BBA203.1                                                                                                                                                 | Q.1          | Write down a formulation of Research Problem               |          |           |                | 3        |
| BBA203.2                                                                                                                                                 | Q.2a         | Write down the method of data collection of Primary data   |          |           |                | 3        |
|                                                                                                                                                          | Q.2b         | Write down the sources of Secondary data collection        |          |           |                | 3        |
| BBA203.1                                                                                                                                                 | Q.3          | Write about the scale and measurement                      |          |           |                | 6        |
| BBA203.2                                                                                                                                                 | Q.4          | Write down the steps in the construction of Questionnaire. |          |           |                | 3        |
| BBA203.1                                                                                                                                                 | Q.5a         | Explain about the nominal and ordinal scale                |          |           |                | 3        |
|                                                                                                                                                          | Q.5b         | Write down about the ratio, likert and interval scale      |          |           |                | 3        |
| BBA203.2                                                                                                                                                 | Q 6          | Write down about the projective technique                  |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                         |
| <b>Name</b>             | BBA                                             |
| <b>Semester</b>         | 4th Semester                                    |
| <b>Subject Code</b>     | BBA 403                                         |
| <b>Subject Name</b>     | Research Methodology and Report Preparation     |
| <b>Attainment Level</b> | 49% of the students secured more than 60% marks |

**Note:**

**Attainments**

Level 1  
Level 2  
Level 3

**Rubric**

IF 60% of students secure more than 60% marks then level 1 IF 70% of students secure more than 60% marks then level 2 IF 80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |         | P01 | P02 | P03 | P04 | P05 | P06 | P07 | P08 | P09 |
| BBA IV SEM                    | BBA 404 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| DEPARTMENT OF BUSINESS MANAGEMENT                                                 |
|-----------------------------------------------------------------------------------|
| Course Handout                                                                    |
| Course : ENTREPRENEURSHIP DEVELOPMENT                                             |
| Course Code : BBA 404, Crédits : 03,<br>Session : 2022-23 (Odd Sem.), Class : BBA |
| Faculty Name : Dr Astha Joshi                                                     |

**A. Introduction:** The aim of the course is to orient the students in theories and practices of management so as to apply the acquired knowledge in actual business practices. This is a gateway to the real world of management and decision-making.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 404.1.** Knowledge of principles of management and school of management thoughts

**BBA 404.2.** Understand the significance of planning, and decision making.

**BBA 404.3.** Describe the organization concept and classify the organization structure

**BBA 404.4.** Understand the complexities associated with management of human resources or staffing in the organizations and integrate the learning in handling these complexities.

**BBA 404.5.** Understand and analyze the concept, theories and techniques of motivation and leadership. Demonstrate the ability to directing and communicate effectively.

**BBA 404.6.** Understand and describe the conceptual framework of control and techniques of control.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a

global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**D. Programme Specific Outcomes:**

**[PSO.1]**

**E. Assessment Plan:**

| Component of Evaluation | Description | Code | Weightage % |
|-------------------------|-------------|------|-------------|
| Continuous Internal     | Mid Term 1  | CT   | 15%         |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Evaluation               | Mid Term 2                                                                                                                                                                                                    |          |             |
|                          | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## F. Syllabus

### Module I: Basic Concepts

Qualities, Characteristics of an entrepreneur, Venture idea generation, Ideas and the entrepreneurship, Women entrepreneurs, Preliminary Screening, Drawbacks or Problems of entrepreneurship, Reasons of failure, Overview of setting up an enterprise with organizational forms – MSMED Act.

Project Based Learning -1

Group task: studying various success stories of entrepreneurs and discussing their characteristics and reasons for success.

### Module II: Project Appraisal

Pre-feasibility Report, Project Report, Comparative Rating of Product ideas, Cash Flow, Financial Analysis and Planning, Sources of Finance. Stages of Project Feasibility Analysis-Market, Technical, Financial, Social Analysis, Project Implementation Stages.

Project Based Learning – 2

Activities and assignments: Students asked to finalize on their ideas and start writing business plans.

### Module III: Financial Analysis

Financing the project, Sources of finance, Venture Capital Sources, What Investor looks in the Investment Proposal, Outline for a Venture Capital Proposal.

### Module IV: Market and Materials Management Analysis

Vendor development, vendor selection decision factors, methods of price determination, direct and hidden cost in material management, market development, market feasibility, activities and decisions in materials management – International Markets.

### Module V: Project Management

Steps and procedure for setting up small scale, Role of Banks and Financial Institutions in Development, E-Commerce, E-Business, E-Auction. Project management problems. SEZ, Cluster Development. Legal Issues for the Entrepreneur: Patents, Trademarks, Copyrights.

## G. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## H. Suggested Text/Reference Books:

- Essential of Management, Koontz O' Donnell
- Management, Stoner, Freemond & Gilbert
- Principles & practice of Mgmt., L.M. Prasad
- Management Today, Burton & Thakur
- Principles & Practices of Mgmt., C.B. Gupta

## I. Lecture Plan

| Lecture | Topics                                                                                                                                                                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Qualities, Characteristics</b> of an entrepreneur, Venture idea generation, Ideas and the entrepreneurship, Women entrepreneurs, Preliminary Screening, Drawbacks or Problems of entrepreneurship | Lecture          | BBA 404.1        | Mid Term-1, Quiz & End Sem Exam |
| 2.      | Overview of setting up an enterprise with organizational forms – MSMED Act.                                                                                                                          | Group Discussion | BBA 404.1        | Mid Term-1, Quiz & End Sem Exam |
| 3.      | Pre-feasibility Report, Project Report, Comparative Rating of Product ideas, Cash Flow, Financial Analysis and Planning                                                                              | Lecture          | BBA 404.1        | Mid Term-1, Quiz & End Sem Exam |
| 4.      | Sources of Finance. Stages of Project Feasibility Analysis-Market                                                                                                                                    | Lecture          | BBA 404.1        | Mid Term-1, Quiz & End Sem Exam |
| 5.      | Technical, Financial, Social Analysis, Project Implementation Stages.                                                                                                                                | Lecture          | BBA 404.1        | Mid Term-1, Quiz & End Sem Exam |
| 6.      | Financing the project, Sources of finance                                                                                                                                                            | Home Assignment  | BBA 404.1        | Mid Term-1, Quiz & End Sem Exam |
| 7.      | Venture Capital Sources, What Investor looks in the Investment Proposal                                                                                                                              | Lecture          | BBA 404.1        | Mid Term-1, Quiz & End Sem Exam |
| 8.      | Outline for a Venture Capital Proposal                                                                                                                                                               | Case Study       | BBA 404.1        | Mid Term-1, Quiz & End          |

|     |                                                                                                   |                  |           |                                 |
|-----|---------------------------------------------------------------------------------------------------|------------------|-----------|---------------------------------|
|     |                                                                                                   |                  |           | Sem Exam                        |
| 9.  | Vendor development, vendor selection decision factors,                                            | Lecture          | BBA 404.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | methods of price determination, direct and hidden cost in material management, market development | Lecture          | BBA 404.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | market feasibility, activities and decisions in materials management – International Markets.     | Home Assignment  | BBA 404.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | Steps and procedure for setting up small scale                                                    | Lecture          | BBA 404.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | Role of Banks and Financial Institutions in Development, E-Commerce, E-Business, E-Auction,       | Group Discussion | BBA 404.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | Project management problems                                                                       | Lecture          | BBA 404.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | SEZ, Cluster Development                                                                          | Lecture          | BBA 404.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | Legal Issues for the Entrepreneur                                                                 | Lecture          | BBA 404.3 | Mid Term-1, Quiz & End Sem Exam |
| 17. | Patents, Trademarks, Copyrights                                                                   | Group Discussion | BBA 404.3 | Mid Term-1, Quiz & End Sem Exam |
| 18. | Span of Control, Types of Organization,                                                           | Case Study       | BBA 404.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | Authority, Delegation of Authority, Decentralization.                                             | Group Discussion | BBA 404.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | Meaning, Job analysis, Manpower planning,                                                         | Lecture          | BBA 404.4 | Mid Term-1, Quiz & End Sem Exam |
| 21. | Recruitment: recruitment sources & selection,                                                     | Lecture          | BBA 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 22. | Orientation, Transfers and Promotions,                                                            | Group Discussion | BBA 404.4 | Mid Term-2, Quiz & End          |

|     |                                                                   |                  |           |                                 |
|-----|-------------------------------------------------------------------|------------------|-----------|---------------------------------|
|     |                                                                   |                  |           | Sem Exam                        |
| 23. | Job design, Training & Career Development                         | Home Assignment  | BBA 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 24. | Performance appraisal, Rewards and Recognition.                   | Lecture          | BBA 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 25. | Direction: Nature and Purpose,                                    | Lecture          | BBA 404.5 | Mid Term-2, Quiz & End Sem Exam |
| 26. | Motivation                                                        | Lecture          | BBA 404.5 | Mid Term-2, Quiz & End Sem Exam |
| 27. | Leadership                                                        | Lecture          | BBA 404.5 | Mid Term-2, Quiz & End Sem Exam |
| 28. | Co-ordination,                                                    | Lecture          | BBA 404.5 | Mid Term-2, Quiz & End Sem Exam |
| 29. | Communication,                                                    | Group Discussion | BBA 404.5 | Mid Term-2, Quiz & End Sem Exam |
| 30. | Directing, Creativity and Innovation.                             | Lecture          | BBA 404.5 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Controlling</b> – Objectives and process of management control | Lecture          | BBA 404.6 | Mid Term-2, Quiz & End Sem Exam |
| 32. | Types of control- budgetary and non-budgetary                     | Lecture          | BBA 404.6 | Mid Term-2, Quiz & End Sem Exam |
| 33. | Techniques and behavioural aspects of management control          | Lecture          | BBA 404.6 | Mid Term-2, Quiz & End Sem Exam |
| 34. | An overview of Strategic Management,                              | Lecture          | BBA 404.6 | Mid Term-2, Quiz & End Sem Exam |
| 35. | SWOT Analysis, Future Management-Challenges and Skills.           | Home Assignment  | BBA 404.6 | Mid Term-2, Quiz & End Sem Exam |
| 36. | Future Management-Challenges and Skills, Case                     | Case Study       | BBA 404.6 | Mid Term-2, Quiz & End          |



|  |       |  |  |          |
|--|-------|--|--|----------|
|  | Study |  |  | Sem Exam |
|--|-------|--|--|----------|

**J. Course Articulation Matrix (Mapping of COs with POs)**

| Course Outcome   | Statement                                                                                                                                               | Correlation with Programme Outcomes |      |      |      |      |      |      |      |      |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|
|                  |                                                                                                                                                         | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| <b>BBA 404.1</b> | Knowledge of principles of management and school of management thoughts                                                                                 | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    |
| <b>BBA 404.2</b> | Understand the significance of planning, and decision making.                                                                                           | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    |
| <b>BBA 404.3</b> | Describe the organization concept and classify the organization structure                                                                               | 3                                   | 3    | 1    | 3    | 3    | 1    | 2    | 1    | -    |
| <b>BBA 404.4</b> | Understand the complexities associated with management of human resources or staffing in the organizations and integrate the learning in handling these | 3                                   | 1    | -    | 1    | 3    | 1    | 3    | 2    | 1    |

|                  |                                                                                                                                                             |          |          |          |          |          |          |          |          |          |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  | complexities.                                                                                                                                               |          |          |          |          |          |          |          |          |          |
| <b>BBA 404.5</b> | Understand and analyze the concept, theories and techniques of motivation and leadership. Demonstrate the ability to directing and communicate effectively. | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> |
| <b>BBA 404.6</b> | Understand and describe the conceptual framework of control and techniques of control.                                                                      | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>-</b> | <b>3</b> | <b>2</b> | <b>1</b> |

## **Sample Question Paper**

|                                                                                                                                                                                                             |                     |                                                                                                                                                |                      |           |                       |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>Amity Business School</b><br><b>Department of Management</b><br><b>I MID-SEMESTER (SEM – I) 2021-22</b>                                                                                                  |                     |                                                                                                                                                |                      |           |                       |              |
| <b>Class: BBA I Semester</b>                                                                                                                                                                                |                     |                                                                                                                                                |                      |           |                       |              |
| <b>Subjects Name: BBA 404 Management Foundations</b>                                                                                                                                                        |                     |                                                                                                                                                | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                       | Remembering         | Understanding                                                                                                                                  | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                     | <b>Q. 2, Q. 4</b>   | <b>Q. 3, Q. 6</b>                                                                                                                              | <b>Q. 1</b>          | <b>-</b>  | <b>Q. 5</b>           | <b>-</b>     |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Knowledge of principles of management and school of management thoughts.<br><b>CO 2:</b> Understand the significance of planning, and decision making. |                     |                                                                                                                                                |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                               | <b>Question No.</b> | <b>Question</b>                                                                                                                                |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>1.</b>           | <b>Discuss the scope and nature of management.</b>                                                                                             |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>2.</b>           | <b>Define Administration.</b>                                                                                                                  |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                 | <b>3.</b>           | <b>Explain the salient features of neo- classical theory of management with the human relations approach and behavioural science approach.</b> |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>4.</b>           | <b>What are the objectives of planning? State any four limitations of planning.</b>                                                            |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>5.</b>           | <b>Describe in detail the various types of organizational plans.</b>                                                                           |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                 | <b>6.</b>           | <b>Discuss the steps of decision – making process</b>                                                                                          |                      |           |                       | <b>5</b>     |

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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                         |
| <b>Name</b>             | BBA                                             |
| <b>Semester</b>         | 4th Semester                                    |
| <b>Subject Code</b>     | BBA 404                                         |
| <b>Subject Name</b>     | Entrepreneurship Development                    |
| <b>Attainment Level</b> | 48% of the students secured more than 60% marks |

### Note:

#### **Attainments**

Level 1  
Level 2  
Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF 70% of students secure more than 60% marks then level 2 IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                              |
|------------------------------------------------------------------------------|
|                                                                              |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                              |
| <b>AMITY BUSINESS SCHOOL</b>                                                 |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>                                     |
|                                                                              |
| <b>Course Handout</b>                                                        |
| Course : E - Commerce                                                        |
| Course Code : BBA 405, Crédits : 04, Session :2021-22(Odd Sem.), Class : BBA |
| Faculty Name :                                                               |

**A. Introduction:** In the changed business environment of today, it has become imperative for businesses to understand, appreciate and learn to create their presence in cyber space. This course focuses on exposing the students to the world of e-commerce, the opportunities, and the threats and teaches them the strategies of making businesses viable and successful.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA 405.1.** To focus on the three major driving forces that permeate all aspects of e-commerce: business development and strategy, technological innovations, and social and legal issues and impacts

**BBA 405.2.** Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences.

**BBA 405.3.** To know the concept of e-commerce and its (r)evolution. Understand current Internet business models and strategies

**4. BBA 405.4.** Able to Explain and develop solutions for implementing an e-commerce web presence. Discuss major ethical and legal issues surrounding e-commerce

5. **BBA 405.5.** To understand implement, in simulation or authentically, an e-commerce presence. Create a marketing and promotional plan for an e-commerce presence.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Programme Specific Outcomes:**

#### E. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### F. Syllabus

##### Module I: E-Commerce Concept

Meaning, definition, concept, features, function of E-Commerce, E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce, limitations of E-Commerce, precaution for secure E-Commerce, proxy services. Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI, Application areas for EDI, Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control. Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce

##### Module II: Types of E-Commerce Applications of B2C

Consumers' shopping procedure on the internet; Online travel tourism services; Benefits and Impact of e-commerce on travel industry; Online stock trading and its benefits; Online banking and its benefits; Online financial services and their future; Instant Paid payment

system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards

E-Auction Applications in B2C- E-Banking, E-Trading. - Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement,

Just in time delivery. Consumer to consumer and peer to peer business model Introduction and basic concepts.

### **Module III: E-Marketing Applications in B2B**

Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets Architectural models of b2b; Characteristics of the supplier-oriented marketplace, Buyer-oriented marketplace, and Intermediary-oriented marketplace; Benefits of b2b on procurement reengineering; Marketing issue in E-Marketing, Promoting your E-Business. Direct marketing, one to one marketing.

### **Module IV: E-Finance Applications in Governance,**

E-government; E-governance – applications of the internet; Concept of government-to-business, business-to-government and citizen-to-government; E-governance models;

Areas of E-Financing, E-Banking, traditional v/s E-Banking, operations in E-Banking. E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading.

### **Module V: E-Payment Emerging Business Models**

Retail model; Media model; advisory model, Made-to-order manufacturing model; Do-it-yourself model; Information service model; Emerging hybrid models; Emerging models in India.

Transactions through Internet, Requirements of E-Payment system, Post paid payment system- Credit card solutions, cyber cash Internet cheques. Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards.

#### **G. Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance



#### H. Suggested Text/Reference Books:

- Computer Today, S. Bansundara
- E-Commerce: The Cutting Edge of Business, Kamblesh Bajaj and Debjani Nag, McGraw Hill
- E-Commerce, S. Jaiswal

#### I. Lecture Plan

| Lecture | Topics                                                                                                                            | Mode of Delivery | Corresponding CO   | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------------------------------------|------------------|--------------------|---------------------------------|
| 1       | Meaning, definition, concept, features, function of E-Commerce,                                                                   | Lecture          | <b>BBA 405.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce,                                             | Lecture          | <b>BBA 405.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | limitations of E-Commerce, precaution for secure E-Commerce, proxy services.                                                      | Lecture          | <b>BBA 405.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI,</i>                         | Lecture          | <b>BBA 405.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control | Lecture          | <b>BBA 405.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | Action plan for Implementing EDI, Factors influencing the choice of EDI, Software                                                 | Lecture          | <b>BBA 405.1.</b>  | Mid Term-1, Quiz & End Sem      |

|    |                                                                                                                                     |         |                   |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
|    | Concept of Electronic Signature,                                                                                                    |         |                   | Exam                            |
| 7  | Access Control. Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce               | Lecture | <b>BBA 405.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce                               | Lecture | <b>BBA 405.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce                               | Lecture | <b>BBA 405.1</b>  | Mid Term-1, Quiz & End Sem Exam |
| 10 | Consumers' shopping procedure on the internet; Online travel tourism services;                                                      | Lecture | <b>BBA 405.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Benefits and Impact of e-commerce on travel industry; Online stock trading and its benefits;                                        | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit. | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Online banking and its benefits;                                                                                                    | Lecture | <b>BBA 405.2.</b> | Mid Term-1,                     |

|    |                                                                                                                                                    |         |                   |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
|    | Online financial services and their future; Instant Paid payment system- Debit card, direct debit.                                                 |         |                   | Quiz & End Sem Exam             |
| 14 | Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit.                | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit.                | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit.                | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards<br>E-Auction Applications in B2C- E-Banking,                    | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | E-Trading. - Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement, | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | E-Trading. - Introduction and overview of these concepts. Application of                                                                           | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz &              |

|    |                                                                                                                                                                                                                  |         |                   |                                 |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
|    | B2B- E-distributor, B2B service provider, benefits of B2B on Procurement, Just in time delivery. Consumer to consumer and peer to peer business model Introduction and basic concepts                            |         |                   | End Sem Exam                    |
| 20 | Just in time delivery. Consumer to consumer and peer to peer business model Introduction and basic concepts redemption of preference shares - statutory requirements, disclosure in balance sheet; rights issue. | Lecture | <b>BBA 405.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets Architectural models of b2b;                                                                                                               | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Characteristics of the supplier-oriented marketplace,                                                                                                                                                            | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Buyer-oriented marketplace, and Intermediary-oriented marketplace;                                                                                                                                               | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Benefits of b2b on procurement reengineering;                                                                                                                                                                    | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Marketing issue in E-Marketing, Promoting your E-Business. Direct                                                                                                                                                | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem      |

|    |                                                                                                                                               |         |                   |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
|    | marketing, one to one marketing.                                                                                                              |         |                   | Exam                            |
| 26 | Marketing issue in E-Marketing, Promoting your E-Business.Direct marketing, one to one marketing.                                             | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Marketing issue in E-Marketing, Promoting your E-Business.Direct marketing, one to one marketing.                                             | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | E-government;E-governance - applications of the internet;Concept of government-to-business, business-to-government and citizen-to-government; | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | E-governance models; Areas of E-Financing, E-Banking, traditional v/s E-Banking, operations in E-Banking.                                     | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading.        | Lecture | <b>BBA 405.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | <b>E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading.</b> | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading.        | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-                | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem      |

|    |                                                                                                                                                                     |         |                   |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
|    | Trading.                                                                                                                                                            |         |                   | Exam                            |
| 34 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading.                              | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading.                              | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | Do-it-yourself model; Information service model; Emerging hybrid models; Emerging models in India. Transactions through Internet, Requirements of E-Payment system, | Lecture | <b>BBA 405.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | Do-it-yourself model; Information service model; Emerging hybrid models; Emerging models in India.                                                                  | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam             |
| 38 | Transactions through Internet, Requirements of E-Payment system,                                                                                                    | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam             |
| 39 | Post paid payment system- Credit card solutions, cyber cash Internet cheques.                                                                                       | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam             |
| 40 | Preparation of statement showing allocation of gross liability and net liability.                                                                                   | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam             |
| 41 | Preparation of statement showing allocation of gross                                                                                                                | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem                  |

|    |                                                                                                                                            |         |                   |                     |
|----|--------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------|
|    | liability and net liability.                                                                                                               |         |                   | Exam                |
| 42 | Preparation of statement showing allocation of gross liability and net liability.                                                          | Lecture | <b>BBA 405.4.</b> | Quiz & End Sem Exam |
| 43 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |
| 44 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |
| 45 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |
| 46 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |
| 47 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |
| 48 | Instant Paid payment system- Debit card, direct debit. Prepaid                                                                             | Lecture | <b>BBA 405.5.</b> | Quiz & End Sem Exam |







|                                                          |                                                                                                                                                       |          |          |          |          |          |          |          |          |          |          |
|----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>5<br/>.<br/>4<br/>.</b> | Able to Explain and develop solutions for implementing an e-commerce web presence. Discuss major ethical and legal issues surrounding e-commerce.     | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> |
| <b>B<br/>B<br/>A<br/>4<br/>0<br/>5<br/>.<br/>5<br/>.</b> | To understand implement, in simulation or authentically, an e-commerce presence. Create a marketing and promotional plan for an e-commerce presence.. | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> |

### **Sample question Paper**

Amity Business School  
Department of Management studies  
I MID-SEMESTER (SEM –III) 2021-22

| Class: B.Com.(H) III Semester                                                                                                                   |              |                                                                         |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Subject Name: E Commerce BBA 405                                                                                                                |              | Time: 2 Hrs                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                  | Remembering  | Understanding                                                           | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                | Q.1,4        | Q.2,3                                                                   | Q.4      | Q.2,5,6   | Q 6            |          |
| Student will be able to<br>CO1: List the broad perspective of corporate accounting.<br>CO2: Apply buyback and balance sheet models as per need. |              |                                                                         |          |           |                |          |
| CO Map                                                                                                                                          | Question No. | Question                                                                |          |           |                | Marks    |
| CO1                                                                                                                                             | Q.1          | Explain in brief the functions of ecommerce.                            |          |           |                | 3        |
| CO1                                                                                                                                             | Q.2a         | What are the essential features of digital marketing?                   |          |           |                | 3        |
|                                                                                                                                                 | Q.2b         | Write a short note on SEO.                                              |          |           |                | 3        |
| CO1                                                                                                                                             | Q.3          | State the significance of digital marketing in present scenario.        |          |           |                | 6        |
| CO2                                                                                                                                             | Q.4          | Explain functions of W.W.W.                                             |          |           |                | 3        |
| CO2                                                                                                                                             | Q.5a         | Elaborate B to B, B to C and C to C.                                    |          |           |                | 3        |
|                                                                                                                                                 | Q.5b         | Write short note on development of e-commerce in India.                 |          |           |                | 3        |
| CO2                                                                                                                                             | Q 6          | Evaluating the role of digital marketing in development of the economy. |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

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MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                 |
|------------------|-------------------------------------------------|
| Session Course   | 2021-22                                         |
| Name             | BBA                                             |
| Semester         | 4th Semester                                    |
| Subject Code     | BBA 405                                         |
| Subject Name     | E-Commerce                                      |
| Attainment Level | 58% of the students secured more than 60% marks |

### Note:

#### Attainments

Level 1  
Level 2  
Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1 IF 70% of students secure more than 60% marks then level 2 IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                         |
|-------------------------------------------------------------------------------|
| Course Handout                                                                |
| Course : Human Resource Management                                            |
| Course Code : BBA 406, Crédits : 03 Session :2021- 22 (Odd Sem.), Class : BBA |
| Faculty Name :                                                                |

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2021-2024**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

- **[PSO1]** : Analyze the business environment and assess its impact on Human Resource Management
- **[PSO2]** : Evaluate Human Resource Management functions to maximize the return on investment for corporate and individuals.

| PROGRAM<br>ME<br>ARTICULAT<br>ION<br>MATRIX |            |     |       |     |     |     |     |     |     |     |       |       |       |
|---------------------------------------------|------------|-----|-------|-----|-----|-----|-----|-----|-----|-----|-------|-------|-------|
|                                             |            | PO1 | PO2   | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 | PSO 1 | PSO 2 |
| V<br>SEM                                    | BBA<br>406 | 1   | " _ " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " _ " | 2     | 2     |

|                                                                                                                                                                                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <div> <b>AMITY UNIVERSITY</b><br/>         MADHYA PRADESH<br/> <i>Established vide Government of Madhya Pradesh Act No. 27 of 2010</i> </div> |
| <b>Course Handout</b>                                                                                                                                                                                                            |
| Course : Human Resource Management                                                                                                                                                                                               |
| Course Code : BBA 406 , Credits : 03, Session :2021- 22(Odd Sem.), Class : BBA                                                                                                                                                   |
| Faculty Name : Dr Kul Prakash                                                                                                                                                                                                    |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BBA 406.1 Understand basic concepts of Human Resource Management
- BBA 406.2. Analyse Human Resource Planning
- BBA 406.3 Apply Promotion and Transfer Policy

**Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide

thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |

|              |  |  |             |
|--------------|--|--|-------------|
| <b>Total</b> |  |  | <b>100%</b> |
|              |  |  |             |

## A. Syllabus

### Course Contents:

#### Module I- HR Process

Human Resource Management – Meaning of HRM, Importance of HRM, Objectives and functions, Process of HRM, systems and techniques, Role of human resource manager, duties and Responsibilities of human resource manager.

#### Module II – HR Planning

Human Resource planning, Recruitment, Selection and Placement – Meaning and importance of Human resource planning, benefits of human resource planning, Meaning of recruitment, selection, Placement and training – Methods of Recruitment and selection – Uses of tests in selection, Problems involved in placement. Induction Process & its benefits to organizations & employees.

#### Module III – Promotion , Transfer & Separation

Promotion and Transfers – Purpose of promotion, basis of promotion, meaning of transfer, reasons for transfer, types of transfer, right sizing of work force. Need for right sizing. Separation (Layoff, Discharge & VRS). Exit Interview.

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6<sup>th</sup> Edn.), McGraw Hill, New Delhi
- Dessler G (2006). Human Resource Management, Pearson Education, India
- Mathis R L and Jackson J H (2006). Human Resource Management, (10<sup>th</sup> Edn.) Cengage Learning, Indian Print.
- Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition
- Pattanayak B,(2014), Human Resource Management, 4<sup>th</sup> Edition , PHI

### Lecture Plan

| Lecture | Topics | Mode of Delivery | Corresponding CO | Mode of Assessing |
|---------|--------|------------------|------------------|-------------------|
|---------|--------|------------------|------------------|-------------------|



|    |                                                               |         |           | <b>CO</b>                        |
|----|---------------------------------------------------------------|---------|-----------|----------------------------------|
| 1  | Human Resource Management – Meaning of HRM                    | Lecture | BBA 406.1 | Mid Term-1, Quiz & End Sem. Exam |
| 2  | Human Resource Management – Meaning of HRM                    | Lecture | BBA 406.1 | Mid Term-1, Quiz & End Sem. Exam |
| 3  | Importance of HRM                                             | Lecture | BBA 406.1 | Mid Term-1, Quiz & End Sem. Exam |
| 4  | Objectives and functions                                      | Lecture | BBA 406.1 | Mid Term-1, Quiz & End Sem. Exam |
| 5  | Process of HRM                                                | Lecture | BBA 406.1 | Mid Term-1, Quiz & End Sem. Exam |
| 6  | systems and techniques                                        | Lecture | BBA 406.1 | Mid Term-1, Quiz & End Sem. Exam |
| 7  | Role of human resource manager                                | Lecture | BBA 406.1 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | duties and Responsibilities of human resource manager.        | Lecture | BBA 406.1 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Human Resource planning, Recruitment, Selection and Placement | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Meaning and importance of Human resource planning             | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | benefits of human resource planning,                          | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Meaning of recruitment, selection,                            | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Placement and training – Methods of Recruitment and selection | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Uses of tests in selection                                    | Lecture | BBA 406.2 | Mid Term-1, Quiz &               |

|    |                                                                              |         |           |                                  |
|----|------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                                              |         |           | End Sem.<br>Exam                 |
| 15 | Uses of tests in selection,                                                  | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Problems involved in placement                                               | Lecture | BBA 406.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Induction Process & its benefits to organizations & employees.               | Lecture | BBA 406.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Induction Process & its benefits to organizations & employees.               | Lecture | BBA 406.3 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Promotion and Transfers                                                      | Lecture | BBA 406.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Purpose of promotion, basis of promotion,                                    | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | meaning of transfer                                                          | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | reasons for transfer, types of transfer,                                     | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | types of transfer, right sizing of work force                                | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Need for right sizing. Separation (Layoff, Discharge & VRS). Exit Interview. | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |                  |                  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 |

|              |                                                                 |             |             |             |             |             |   |             |             |   |             |   |   |
|--------------|-----------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|---|-------------|-------------|---|-------------|---|---|
| BBA<br>406.1 | Understand basic<br>concepts of Human<br>Resource<br>Management | “<br>-<br>“ | “<br>”<br>” | “<br>”<br>” | ”<br>”<br>” | “<br>”<br>” | 2 | “<br>”<br>” | “<br>”<br>” | 2 | “<br>”<br>” |   | 2 |
| BBA<br>406.2 | Analyse Human<br>Resource Planning                              | 3           | 3           | 3           | 3           | 3           | 2 | “<br>”<br>” | “<br>”<br>” | 1 | “<br>”<br>” | 2 | 2 |
| BBA<br>406.3 | Apply Promotion<br>and Transfer Policy                          | 3           | 3           | 3           | 3           | 3           | 2 | “<br>”<br>” | “<br>”<br>” | 1 | “<br>”<br>” | 2 | 1 |

### Sample Question Paper

| Amity Business School<br>V MID-SEMESTER (SEM –I) 2021-22                                                                         |              |                                                                      |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                                |              |                                                                      |          |           |                |          |
| Subject Name:<br>BBA 406 Human Resource Management                                                                               |              | Time: 2 Hours                                                        |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                   | Remembering  | Understanding                                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                 | Q.1,4        | Q.2,3                                                                | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Human Resource Management<br>CO2: Analyse Human Resource Planning |              |                                                                      |          |           |                |          |
| CO Map                                                                                                                           | Question No. | Question                                                             |          |           |                | Marks    |
| CO1                                                                                                                              | Q.1          | Explain in brief the rational for studying Human Resource Management |          |           |                | 3        |
| CO1                                                                                                                              | Q.2a         | Explain Human Resource Management                                    |          |           |                | 3        |
|                                                                                                                                  | Q.2b         | Explain need of Human Resource Management                            |          |           |                | 3        |
| CO1                                                                                                                              | Q.3          | Discuss duties of HR Manager                                         |          |           |                | 6        |

|     |      |                                   |   |
|-----|------|-----------------------------------|---|
| CO2 | Q.4  | Explain HR Planning               | 3 |
| CO2 | Q.5a | Explain purpose of HR Planning    | 3 |
|     | Q.5b | Explain importance of HR Planning | 3 |
| CO2 | Q 6  | Explain Induction                 | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                         |
| <b>Name</b>             | BBA                                             |
| <b>Semester</b>         | 4th Semester                                    |
| <b>Subject Code</b>     | BBA 406                                         |
| <b>Subject Name</b>     | Human Resource Management                       |
| <b>Attainment Level</b> | 59% of the students secured more than 60% marks |

### Note:

#### Attainments

Level 1  
Level 2  
Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1 IF  
70% of students secure more than 60% marks then level 2 IF  
80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : INTERNATIONAL BUSINESS Management

Course Code : BBA 501, Crédits : 03 Session :2021- 22 (Odd Sem.), Class : BBA

Faculty Name : Dr

### PROGRAMME OUTCOMES

#### Bachelor of Business Administration

2021-2024

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national

development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### Program Specific Outcomes :

- **[PSO1]** : Analyze the business environment and assess its impact on Financial Institutions and Financial Markets.
- **[PSO2]** : Evaluate financing and investment options to maximize the return on investment for corporate and individuals.

| PROGRAM<br>ME<br>ARTICULAT<br>ION<br>MATRIX |            |     |       |     |     |     |     |     |     |     |       |       |       |
|---------------------------------------------|------------|-----|-------|-----|-----|-----|-----|-----|-----|-----|-------|-------|-------|
|                                             |            | PO1 | PO2   | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 | PSO 1 | PSO 2 |
| V<br>SEM                                    | BBA<br>501 | 1   | " _ " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " _ " | 2     | 2     |



# AMITY UNIVERSITY

MADHYA PRADESH

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|                                                                             |
|-----------------------------------------------------------------------------|
|                                                                             |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                             |
| <b>AMITY BUSINESS SCHOOL</b>                                                |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>                                    |
|                                                                             |
| <b>Course Handout</b>                                                       |
| Course : Insurance and risks                                                |
| Course Code BBA 501, Credits : 03, Session :2021- 22(Odd Sem.), Class : BBA |
| Faculty Name : Dr                                                           |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCH 50'9.1 Understand International Business
- BBA 501. 2 Analyse International Economic Environment
- BBA 501.3 Apply Licensing
- BBA 501.4 Examine World Trade Organization

**Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students



understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

#### A. Syllabus

## Course Contents:

### **Module I:** International Business

Definition evaluation, nature, international business approaches theories of International business, problems of international business.

**Module II:** International Economic Environment Business, Social, Cultural, technological, economic and political environment. International trade policies and relations – tariffs, subsidies, import quota, voluntary export restraints, administrative policies, international Law and business firms.

**Module III:** Modes of Entering International Business Modes of entry-exporting, licensing, Franchising, contracts, contracts of manufacturing, management contracts, turnkey projects, mergers, acquisitions. Joint ventures.

**Module IV:** World Trade Organization and Trade Blocks Economic Integrations – free trade area, custom unions, common markets, economic unions, GATT, GATS, liberalization of agriculture trade, EEC, ASEAN, SAARC, AAFTA.

## Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

## Text & References:

- Frame Works – International Business – II Edition by Roger Benneet – Financial Times management – Pitman Publishing, London.
- International Business – Text and cases. By P. Subba Rao, Himalaya Publishing House.

## Lecture Plan

| Lecture | Topics                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|----------------------------------------|------------------|------------------|----------------------------------|
| 1       | Introduction to International Business | Lecture          | BBA 501.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | International business                 | Lecture          | BBA 501.1        | Mid                              |

|    |                                                                                        |         |           |                                              |
|----|----------------------------------------------------------------------------------------|---------|-----------|----------------------------------------------|
|    | approaches                                                                             |         |           | Term-1,<br>Quiz &<br>End Sem.<br>.Exam       |
| 3  | theories of International<br>business                                                  | Lecture | BBA 501.1 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 4  | problems of<br>international business.                                                 | Lecture | BBA 501.1 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 5  | problems of<br>international business.                                                 | Lecture | BBA 501.1 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 6  | problems of<br>international business.                                                 | Lecture | BBA 501.1 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 7  | Business, Social,<br>Cultural, technological,<br>economic and political<br>environment | Lecture | BBA 501.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 8  | Business, Social,<br>Cultural, technological,<br>economic and political<br>environment | Lecture | BBA 501.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 9  | International trade<br>policies and relations                                          | Lecture | BBA 501.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 10 | – tariffs, subsidies,<br>import quota, voluntary<br>export restraints                  | Lecture | BBA 501.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 11 | administrative<br>policies                                                             | Lecture | BBA 501.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 12 | International Law and<br>business firms.                                               | Lecture | BBA 501.2 | Mid<br>Term-1,<br>Quiz &<br>End Sem.         |

|    |                                                  |         |           |                                  |
|----|--------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                  |         |           | Exam                             |
| 13 | Modes of entry-exporting, licensing              | Lecture | BBA 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Franchising, contracts                           | Lecture | BBA 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | contracts of manufacturing, management contracts | Lecture | BBA 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | turnkey projects,                                | Lecture | BBA 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | mergers, acquisitions                            | Lecture | BBA 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Joint ventures.                                  | Lecture | BBA 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Economic Integrations                            | Lecture | BBA 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Economic Integrations                            | Lecture | BBA 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | custom unions                                    | Lecture | BBA 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | common markers, economic unions                  | Lecture | BBA 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | GATT, GATS, liberalization of                    | Lecture | BBA 501.4 | Mid Term-2,                      |

|    |                           |         |           |                                  |
|----|---------------------------|---------|-----------|----------------------------------|
|    | agriculture trade         |         |           | Quiz & End Sem. Exam             |
| 24 | EEC, ASEAN, SAARC, AAFT A | Lecture | BBA 501.4 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |                  |                  |
|-----------|----------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|
|           |                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 |
| BBA 501.1 | Understand basic concepts of Insurance | “<br>-<br>“                         | “<br>”<br>” | “<br>”<br>” | ”<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>”  |                  | 2                |
| BBA 501.2 | Analyse Risk Management                | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  | 2                | 2                |
| BBA 501.3 | Apply Life Assurance                   | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  | 2                | 1                |
| BBA 501.4 | Examine the functions of an agent      | “<br>”<br>”                         | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  | 2                | 1                |

Sample Question Paper

|                                                          |             |               |          |           |                |          |
|----------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Amity Business School<br>V MID-SEMESTER (SEM –I) 2021-22 |             |               |          |           |                |          |
| Class: B Com (Honours) V Semester                        |             |               |          |           |                |          |
| Subject Name:<br>BBA 501 International Business I        |             | Time: 2 Hours |          |           | Max. Marks: 30 |          |
| Levels of the questions as per                           | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |

| Blooms Taxonomy                                                                                                        |              |                                                           |     |         |       |  |
|------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------|-----|---------|-------|--|
| Question Mapping                                                                                                       | Q.1,4        | Q.2,3                                                     | Q.4 | Q.2,5,6 |       |  |
| Student will be able to<br>CO1: 1 Understand International Business<br>CO2: Analyse International Economic Environment |              |                                                           |     |         |       |  |
| CO Map                                                                                                                 | Question No. | Question                                                  |     |         | Marks |  |
| CO1                                                                                                                    | Q.1          | Explain in brief the importance of International Business |     |         | 3     |  |
| CO1                                                                                                                    | Q.2a         | Define International Business                             |     |         | 3     |  |
|                                                                                                                        | Q.2b         | Explain technological Environment                         |     |         | 3     |  |
| CO1                                                                                                                    | Q.3          | Differentiate between International and local business    |     |         | 6     |  |
| CO2                                                                                                                    | Q.4          | Explain Tariff                                            |     |         | 3     |  |
| CO2                                                                                                                    | Q.5a         | Explain purpose of subsidies                              |     |         | 3     |  |
|                                                                                                                        | Q.5b         | Explain importance of import quota                        |     |         | 3     |  |
| CO3                                                                                                                    | Q 6          | Explain evolution of licensing                            |     |         | 6     |  |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                         |
| <b>Name</b>             | BBA                                             |
| <b>Semester</b>         | 5th Semester                                    |
| <b>Subject Code</b>     | BBA 501                                         |
| <b>Subject Name</b>     | International Business Management               |
| <b>Attainment Level</b> | 40% of the students secured more than 60% marks |

### Note:

#### **Attainments**

Level 1  
Level 2  
Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF  
70% of students secure more than 60% marks then level 2 IF  
80% of students secure more than 60% marks then level 3



|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>        |

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2022-2023**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.



Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

[illegible]

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

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**AMITY BUSINESS SCHOOL**

**Course Handout**

Course : **Personal Financial Planning**

Course Code : BBA 502, Crédits : 04, Session :2021-22 (Odd Sem.), Class : BBA V Year

Faculty Name : Dr. Sudarshana Sharma

**Introduction:** The aim of the course is to orient the student to the recent changes in the financial institutions and financial services industry and their link to economic development. The financial institutions and services are changing rapidly. A course that merely describes the existing institutions and services will not prepare you for the change. Thus you must familiarize yourself with the services available in the industry today and understand why they are the way they are and why they are changing. An Indian perspective will be given.

|                                          |
|------------------------------------------|
| <b>AMITY BUSINESS SCHOOL</b>             |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b> |

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA 502.1.** Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.

**BBA 502.2.** Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ.

**BBA 502.3.** Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.

**BBA 502.4.** Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.

**BBA 502.5.** Get an conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds.

**BBA 502.6.** Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.

**Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **E. Syllabus**

##### **Module I: Introduction to personal financial planning and personal accounting**

**Concept of Personal Financial Planning: Need, Significance, Scope; Ethical issues in Personal Financial Planning; Changing per capita investors. Need to maintain Accounts, Methods: Traditional & Using Electronic Media. Applying for PAN & filing of Income Tax returns.**

## **Module II: Investment Avenues**

**Real Assets: Investment in Real Assets: Real Estate, Precious Metals, Other Fixed assets. Their relative merits & demerits. Change in their returns over the past few years.**

**Financial Assets: Investments in securities: Through IPO, Secondary Market. Investment in G-sec; Debt instruments, Post Office instruments, Insurance Policies, Mutual Funds, Certificate of Deposits, Foreign Market.**

## **Module III: Introduction to Income tax and Income from salary**

**Introduction to Income tax act 1961 and Finance Act. Previous year, Assessment year, Income, Total Income, Gross Total Income, Capital and Revenue Receipts / Expenditures, Exempted Incomes, Residential Status and incidence of Tax. Salary, Exemption:- Leave encashment, Gratuity, Pension, Annuity, Pension fund, Allowance (HRA, Entertainment, Special allowance – dependent of expense ad not dependent on expenae, perquisites – rent free accommodation, Leave travel concession, medical facility), Deductions 80c to 80u. ). Sections (2(9), 2(31), 2(7), 2(24), 3, 6, 14, 288A, 288B, 2(17), 4, 9, 45, 9(1)(ii), 9(1)(iv), 9(1)(v), 10, 11, 12, 17(1), 22**

## **Module IV: Income from house property, capital gains and other sources**

**Income from House Property(Types of house property, Exempted house property income, Computation of GAV and NAV, Treatment of unrealized, recovered and arrears of rent), Capital Gains and other Sources (Short term & Long term capital gain, Cost of acquisition, Cost of improvement, Index cost, Income that are taxed under other sources, Deduction under other sources, Tax treatment of lotteries, puzzles. Sections 23, 24, 2528, 30, 31, 32.**

## **Module V: Tax planning**

**Concept, significance and problems of tax planning, Tax evasion and tax avoidance, Individual Taxation Slabs, Wealth Tax, Gift Tax, Capital Gains Tax, Service tax, Recent Tax saving schemes**

## **Module VI: Retirement & Goal Planning**

**Concept of risk assessment of individual, Introduction to portfolio management, Retirement planning & investment: Income generation after retirement, liability management, anticipation of expenses. Investment for major goals: House, Family, Education, Medical, Wealth Management/ Financial Advisory companies. Their role, significance & growth**

## **Module VII Insurance Planning (Life & Medical)**

**Concept of Insurance, Characteristics of insurance, Concept of risk financing, Nature, Functions of Insurance and Types of Insurance, Requirements of an Insurable risk, Advantages and Disadvantages of Insurance, Approaches of life insurance. Medical Insurance, Its Features, advantages & Disadvantages.**

### **F. Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b>     | <b>5</b> | <b>70</b> |

**(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)**

### **G. Suggested Text/Reference Books:**

**Text:**

- Khan, M. Y. Indian Financial System, Tata McGraw Hill

**References:**

- Khan, M.Y. Financial Services, Tata McGraw Hill

### **H. Lecture Plan:**

| <b>Lecture</b> | <b>Topics</b>                                  | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|----------------|------------------------------------------------|-------------------------|-------------------------|-------------------------------------------------|
| 1              | <b>Concept of Personal Financial Planning:</b> | Lecture                 | BBA 502.1               | Mid-Term, Assignment/Quiz & End Sem Examination |

|   |                                                                                                                                                                                               |         |           |                                                 |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|-------------------------------------------------|
| 2 | Need, Significance, Scope; Ethical issues in Personal Financial Planning; Changing per capita investors. Need to maintain Accounts                                                            | Lecture | BBA 502.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3 | , Methods: Traditional & Using Electronic Media. Applying for PAN & filing of Income Tax returns.                                                                                             | Lecture | BBA 502.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4 | Real Assets: Investment in Real Assets: Real Estate, Precious Metals, Other Fixed assets. Their relative merits & demerits. Change in their returns over the past few years.                  | Lecture | BBA 502.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5 | Financial Assets: Investments in securities                                                                                                                                                   | Lecture | BBA 502.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6 | Through IPO, Secondary Market. Investment in G-sec; Debt instruments, Post Office instruments, Insurance Policies                                                                             | Lecture | BBA 502.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7 | Mutual Funds, Certificate of Deposits, Foreign Market                                                                                                                                         | Lecture | BBA 502.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8 | Introduction to Income tax act 1961 and Finance Act. Previous year, Assessment year, Income, Total Income, Gross Total Income, Capital and Revenue Receipts / Expenditures, Exempted Incomes, | Lecture | BBA 502.1 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9 | Introduction to Venture Capital                                                                                                                                                               | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                                                                                                                                                                                                 |         |           |                                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|-------------------------------------------------|
| 10 | Meaning and Stages of Venture Capital Financing                                                                                                                                                                                                 | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | Venture Capital Financing in India                                                                                                                                                                                                              | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | International Experiences in VCI                                                                                                                                                                                                                | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Income from House Property (Types of house property, Exempted house property income, Computation of GAV and NAV, Treatment of unrealized, recovered and arrears of rent), Capital Gains and other Sources (Short term & Long term capital gain) | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Key features of depository system in India                                                                                                                                                                                                      | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Tax treatment of lotteries, puzzles. Sections 23, 24, 2528, 30, 31, 32.                                                                                                                                                                         | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Concept, significance and problems of tax planning, Tax evasion and tax avoidance, Individual Taxation Slabs, Wealth Tax                                                                                                                        | Lecture | BBA 502.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Organization and functions of CDSL                                                                                                                                                                                                              | Lecture | BBA 502.2 | Viva/Quiz & End Sem Examination                 |
| 18 | Gift Tax, Capital Gains Tax, Service tax, Recent Tax saving schemes                                                                                                                                                                             | Lecture | BBA 502.2 | Viva/Quiz & End Sem Examination                 |
| 19 | Brief Introduction of NYSE and NASDAQ                                                                                                                                                                                                           | Lecture | BBA 502.2 | Viva/Quiz & End Sem Examination                 |
| 20 | Introduction to Factoring Services                                                                                                                                                                                                              | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination                 |



|    |                                                                                                                  |         |           |                                 |
|----|------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 21 | Features of Factoring Services                                                                                   | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination |
| 22 | Merits and Demerits of Factoring Services                                                                        | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination |
| 23 | Cost Benefit analysis                                                                                            | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination |
| 24 | Introduction to Forfaiting Services                                                                              | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination |
| 25 | Features                                                                                                         | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination |
| 26 | Merits and Demerits                                                                                              | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination |
| 27 | Concept of risk assessment of individual, Introduction to portfolio management, Retirement planning & investment | Lecture | BBA 502.3 | Viva/Quiz & End Sem Examination |
| 28 | Introduction to Leasing                                                                                          | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 29 | Development of leasing Services                                                                                  | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 30 | Definition And types of leasing                                                                                  | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 31 | Income generation after retirement, liability management, anticipation of expenses                               | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 32 | Merits and Demerits                                                                                              | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 33 | Difference between Leasing and Hire Purchase                                                                     | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 34 | Concept of Insurance, Characteristics of insurance, Concept of risk financing,                                   | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 35 | Financial Analysis                                                                                               | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 36 | Taxation aspects                                                                                                 | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |

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|----|------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 38 | Requirements of an Insurable risk, Advantages and Disadvantages of Insurance                                           | Lecture | BBA 502.4 | Viva/Quiz & End Sem Examination |
| 39 | Concept and Role of Mutual Funds                                                                                       | Lecture | BBA 502.5 | Viva/Quiz & End Sem Examination |
| 40 | History and Types of Mutual Funds                                                                                      | Lecture | BBA 502.5 | Viva/Quiz & End Sem Examination |
| 41 | Fund Structure & Constituent,                                                                                          | Lecture | BBA 502.5 | Viva/Quiz & End Sem Examination |
| 42 | Selecting the Right Investment Products for Investors,                                                                 | Lecture | BBA 502.5 | Viva/Quiz & End Sem Examination |
| 43 | Approaches of life insurance. Medical Insurance, Its Features, advantages & Disadvantages.                             | Lecture | BBA 502.5 | Viva/Quiz & End Sem Examination |
| 44 | Measuring of Risk In M/Fs, Recommending model Portfolios & selecting the right funds.                                  | Lecture | BBA 502.5 | Viva/Quiz & End Sem Examination |
| 45 | Credit rating concept of Credit rating                                                                                 | Lecture | BBA 502.6 | Viva/Quiz & End Sem Examination |
| 46 | Types of credit rating,                                                                                                | Lecture | BBA 502.6 | Viva/Quiz & End Sem Examination |
| 47 | Advantages and Disadvantages of credit rating,                                                                         | Lecture | BBA 502.6 | Viva/Quiz & End Sem Examination |
| 48 | Credit rating agencies and their methodology and process, Individual Credit rating, Sovereign Credit Rating Practices. | Lecture | BBA 502.6 | Viva/Quiz & End Sem Examination |
|    |                                                                                                                        |         |           |                                 |

# I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                                                                                                                                                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |       | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |      |      |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|----------------------------------------------|------|------|
|                  |                                                                                                                                                                                                                                                                                                                                                        | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 1                                         | PO 2 | PO 3 |
| <b>BBA 502.1</b> | <b>BBA 502.1.</b> Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.                                                                                      | 3                                   | -    | 3    | -    | -    | 3    | -    | -    | -    |       | 3                                            | 2    | -    |
| <b>BBA 502.2</b> | <b>BBA 502.2.</b> Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ. | 3                                   | -    | 3    | -    | -    | 3    | -    | -    | -    |       | 3                                            | 3    | -    |

|                  |                                                                                                                                                                                                                                                                                                                                                 |   |   |   |   |   |   |   |   |   |  |   |   |   |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|--|---|---|---|
| <b>BBA 502.3</b> | <b>BBA 502.3.</b> Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.                                                                                                                                                                                                                     | 3 | - | - | - | - | 2 | - | - | - |  | 3 | 3 | - |
| <b>BBA 502.4</b> | <b>BBA 502.4.</b> Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.                                                                                                | 3 | - | - | - | - | 2 | - | - | - |  | 3 | 3 | - |
| <b>BBA 502.5</b> | <b>BBA 502.5.</b> Get an conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds. | 3 | 2 | - | - | - | 2 | - | - | - |  | 3 | 3 | - |
| <b>BBA 502.6</b> | <b>BBA 502.6.</b> Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.                                                                                                                                                                      | 3 | - | - | - | - | 2 | - | - | - |  | 3 | 3 | - |

## J. Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –V) 2022-23                                                                                                                                                                                                                     |               |                                                            |                |                   |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|------------------------------------------------------------|----------------|-------------------|----------------|----------|
| Class: BBA V Semester                                                                                                                                                                                                                                                        |               |                                                            |                |                   |                |          |
| Subject Name:<br>BBA 502 Financial Services                                                                                                                                                                                                                                  |               | Time: 2 Hrs                                                |                |                   | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                               | Remembering   | Understanding                                              | Applying       | Analysing         | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                             | Q. 1, 2, 4, 5 | Q.1, 2, 3,6                                                | Q.2 (b, 3)4, 5 | Q.2 b, Q 3 , 5, 6 | Q 2(b), 3,     |          |
| <b>CO1 :</b> Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.<br><b>CO2 :</b> |               |                                                            |                |                   |                |          |
| CO Map                                                                                                                                                                                                                                                                       | Question No.  | Question                                                   |                |                   |                | Marks    |
| CO1                                                                                                                                                                                                                                                                          | Q.1           | Explain Financial System and Its different Component       |                |                   |                | 3        |
| CO2                                                                                                                                                                                                                                                                          | Q.2a          | Explain the concept of Venture Capital Financing.          |                |                   |                | 3        |
|                                                                                                                                                                                                                                                                              | Q.2b          | Explain the different stages of Venture Capital Financing? |                |                   |                | 3        |
| CO3                                                                                                                                                                                                                                                                          | Q.3           | Explain Cost benefit analysis in factoring services.       |                |                   |                | 6        |
| CO3                                                                                                                                                                                                                                                                          | Q.4           | Discuss the process of Forfeiting services.                |                |                   |                | 3        |
| CO2                                                                                                                                                                                                                                                                          | Q.5           | Write a short note on Depository services in India.        |                |                   |                | 3        |
|                                                                                                                                                                                                                                                                              | Q.5           | Write a brief note on stock exchanges in India.            |                |                   |                | 3        |
| CO2                                                                                                                                                                                                                                                                          | Q 6           | What is Investment Banking? Explain its functions.         |                |                   |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                       |                             |
|-----------------------|-----------------------------|
| <b>Session Course</b> | 2021-22                     |
| <b>Name</b>           | BBA                         |
| <b>Semester</b>       | 5th Semester                |
| <b>Subject Code</b>   | BBA 502                     |
| <b>Subject Name</b>   | Personal Financial Planning |

**Attainment Level** 52% of the students secured more than 60% marks

### Note:

#### **Attainments**

Level 1  
Level 2  
Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF  
70% of students secure more than 60% marks then level 2 IF  
80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):**

Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |        | P01 | P02 | P03 | P04 | P05 | P06 | P07 | P08 | P09 |
| BBA V SEM                     | BBA504 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| DEPARTMENT OF BUSINESS MANAGEMENT                                                             |
|-----------------------------------------------------------------------------------------------|
| Course Handout                                                                                |
| Course : Consumer Behaviour                                                                   |
| Course Code : BBA504, Crédits : 04,<br>Session : 2022-23 (Odd Sem.), Class : BBA 5th Semester |
| Faculty Name : Dr Astha Joshi, Mr. Rajeev Dwivedi                                             |

**A. Introduction:** To develop an understanding of how consumers behave and use the knowledge to adopt appropriate marketing strategies.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA504.1.** Demonstrate how knowledge of consumer behaviour can be applied to marketing.

**BBA504.2.** Identify and explain factors which influence consumer behaviour.

**BBA504.3.** Use appropriate personal influence and leadership in diffusing innovative practices to evaluate consumer behaviour.

**BBA504.4.** Relate internal individual dynamics such as personality, perception, learning motivation and attitude to the choices consumers make.

**BBA504.5.** Use appropriate research approach in consumer decision making process.

**BBA504.6.** Define behavioural issues within an organisation as a consumer to the industry.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**[PSO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PSO.5]. Individual and teamwork ethics:** Complete all work in a professional, ethical and timely manner. Learn to distinguish misleading and deceptive advertisements from truthful, ethical and responsible advertising

**[PSO.6]. Continuous learning:** Pursue MBA, Postgraduate Degree\Diploma in Marketing, Advertising, Mass Communication, Public Relations, Media Studies, Graphic Designing and other professional courses in this field of study.

**[PSO.7]. Entrepreneurship an employability:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses. Seek jobs in marketing, sales, advertising, and public relations.

**[PSO.8]. Effective Communication:** Prepare and deliver a sales presentation. Communicate marketing information persuasively and accurately in oral, written and graphic formats. Identify and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.

**[PSO.9]. Reasoning Ability:** Participate in the development of creative solutions to address advertising and marketing communications challenges. Perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behavior of each segment.

**[PSO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and marketing management.

| PROGRAMME ARTICULATION MATRIX |        |      |      |      |      |      |      |      |      |      |      |
|-------------------------------|--------|------|------|------|------|------|------|------|------|------|------|
|                               |        | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 | PSO9 | PSO9 |
| BBA V SEM                     | BBA504 | 3    | 2    | 3    | 2    | 3    | 1    | 3    | 3    | 1    | 3    |

#### E. Assessment Plan:

| Component of Evaluation        | Description                                                                                                 | Code      | Weightage % |
|--------------------------------|-------------------------------------------------------------------------------------------------------------|-----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                  | CT        | 15%         |
|                                | Mid Term 2                                                                                                  |           |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                      | S/V/Q /HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End | A         | 5%          |

|                          |                                                                                                   |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------|----|-------------|
|                          | Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                                          | EE | 70%         |
| <b>Total</b>             |                                                                                                   |    | <b>100%</b> |

## **F. Syllabus**

### **Module I: Introduction**

Consumer Behaviour: Definition and significance. Understanding consumer and market. Difference in individual buyer behaviour and organizational buyer behaviour. Market segmentation: lifestyle and demographic segmentation, usage segmentation, benefit segmentation. Product positioning.

### **Module II: Environmental influences**

Culture: Meaning and Characteristics. Cross Cultural understanding of Consumer Behaviour. Subculture. Social Groups: Meaning and formation of a group. Reference groups. Influence of reference groups on consumer behaviour. Family: Lifecycle and it's significance on consumer behaviour. Family purchase decision process.

### **Module III: Personal influence and Diffusion of Innovation**

Concept, nature and significance of personal influence. Opinion leadership and its role in consumer behaviour. Concept of product adoption and adoption process. Diffusion of innovation and process of diffusion.

### **Module IV: Individual determinants of Consumer Behaviour**

Personality and self concept and it's relevance in consumer behaviour. Motivation: Nature and role of motives and their significance in marketing. Information processing: Concept and Process. Attitudes: Characteristics, functions and it's importance in buyer behaviour.

### **Module V: Consumer Decision process**

Consumer decision process model. Problem Recognition, Search and Evaluation, Purchasing Process. Post-purchase Behaviour: Post Purchase evaluation and Product disposition.

### **Module VI: Organizational buyer behaviour**

Nature of Organizational Buying. Factors influencing organizational buyer behaviour. Types of decision situations. Organizational buyers decision process.

**G. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**H. Suggested Text/Reference Books:**

Text:

- Loudon David L. & Della Bitta Albert J. Consumer Behaviour, Fourth Edition, Tata McGraw Hill.

References:

- Schiffman and Kanuk, Consumer Behaviour, Eighth Edition, Printice Hall.
- Hawkins, Best, Coney, Consumer Behaviour, Building Marketing Strategy, Ninth Edition, Tata McGraw Hill

**I. Lecture Plan**

| Lecture | Topics                                                                                             | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Introduction</b> – Consumer Behaviour: Definition and significance.                             | Lecture          | BBA504.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Introduction</b> – Understanding consumer and market                                            | Group Discussion | BBA504.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Introduction</b> – Difference in individual buyer behaviour and organizational buyer behaviour. | Lecture          | BBA504.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Introduction</b> – Difference in individual buyer behaviour and organizational buyer behaviour  | Lecture          | BBA504.1         | Mid Term-1, Quiz & End Sem Exam |
| 5.      | <b>Introduction</b> – Difference in individual buyer behaviour and organizational buyer behaviour  | Lecture          | BBA504.1         | Mid Term-1, Quiz & End Sem Exam |
| 6.      | <b>Introduction</b> – Market segmentation: lifestyle and demographic segmentation                  | Home Assignment  | BBA504.1         | Mid Term-1, Quiz & End Sem Exam |
| 7.      | <b>Introduction</b> – Market segmentation: lifestyle and demographic segmentation                  | Lecture          | BBA504.1         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                             |                  |          |                                 |
|-----|-----------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 8.  | <b>Introduction</b> – usage segmentation, benefit segmentation. Product positioning.                                        | Case Study       | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | <b>Introduction</b> – usage segmentation, benefit segmentation. Product positioning.                                        | Lecture          | BBA504.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Environmental influences</b> - Culture: Meaning and Characteristics. Cross Cultural understanding of Consumer Behaviour. | Lecture          | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Environmental influences</b> - Subculture.                                                                               | Home Assignment  | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Environmental influences</b> - Meaning and formation of a group. Reference groups.                                       | Lecture          | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Environmental influences</b> - Reference groups. Influence of reference groups on consumer behaviour.                    | Group Discussion | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Environmental influences</b> - Family: Lifecycle and its significance on consumer behaviour.                             | Lecture          | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Environmental influences</b> - Family: Lifecycle and its significance on consumer behaviour.                             | Lecture          | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Environmental influences</b> - Family purchase decision process.                                                         | Lecture          | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Environmental influences</b> - Family purchase decision process.                                                         | Group Discussion | BBA504.2 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Personal influence and Diffusion of Innovation</b> - Concept, nature and significance of personal influence.             | Case Study       | BBA504.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Personal influence and Diffusion of Innovation</b> - Concept, nature and significance of personal influence.             | Group Discussion | BBA504.3 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                                                                                     |                  |          |                                 |
|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 20. | <b>Personal influence and Diffusion of Innovation</b> - Opinion leadership and its role in consumer behaviour.                                                                      | Lecture          | BBA504.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Personal influence and Diffusion of Innovation</b> - Opinion leadership and its role in consumer behaviour.                                                                      | Lecture          | BBA504.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Personal influence and Diffusion of Innovation</b> - Concept of product adoption and adoption process.                                                                           | Group Discussion | BBA504.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Personal influence and Diffusion of Innovation</b> - Concept of product adoption and adoption process.                                                                           | Home Assignment  | BBA504.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Personal influence and Diffusion of Innovation</b> - Diffusion of innovation and process of diffusion.                                                                           | Lecture          | BBA504.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Personal influence and Diffusion of Innovation</b> - Diffusion of innovation and process of diffusion.                                                                           | Lecture          | BBA504.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Individual determinants of Consumer Behaviour</b> - Personality and self-concept and its relevance in consumer behaviour.                                                        | Lecture          | BBA504.5 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Individual determinants of Consumer Behaviour</b> - Personality and self-concept and its relevance in consumer behaviour.                                                        | Lecture          | BBA504.5 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Individual determinants of Consumer Behaviour</b> - Personality and self-concept and its relevance in consumer behaviour.                                                        | Lecture          | BBA504.5 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Individual determinants of Consumer Behaviour</b> - Motivation: Nature and role of motives and their significance in marketing. functions and its importance in buyer behaviour. | Group Discussion | BBA504.5 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Individual determinants of Consumer Behaviour</b> - Motivation: Nature and role                                                                                                  | Lecture          | BBA504.5 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                                                                                  |                 |          |                                 |
|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
|     | of motives and their significance in marketing.                                                                                                                                  |                 |          |                                 |
| 31. | <b>Individual determinants of Consumer Behaviour</b> - Information processing: Concept and Process. Attitudes: Characteristics, functions and its importance in buyer behaviour. | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Individual determinants of Consumer Behaviour</b> - Information processing: Concept and Process. Attitudes: Characteristics, functions and its importance in buyer behaviour. | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Consumer Decision process</b> - Consumer decision process model.                                                                                                              | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Consumer Decision process</b> - Consumer decision process model.                                                                                                              | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Consumer Decision process</b> - Problem Recognition, Search and Evaluation, Purchasing Process.                                                                               | Home Assignment | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Consumer Decision process</b> - Problem Recognition, Search and Evaluation, Purchasing Process.                                                                               | Case Study      | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 37. | <b>Consumer Decision process</b> - Problem Recognition, Search and Evaluation, Purchasing Process.                                                                               | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 38. | <b>Consumer Decision process</b> - Post-purchase Behaviour: Post Purchase evaluation and Product disposition.                                                                    | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 39. | <b>Consumer Decision process</b> - Post-purchase Behaviour: Post Purchase evaluation and Product disposition.                                                                    | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |



|     |                                                                                                               |                 |          |                                 |
|-----|---------------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 40. | <b>Consumer Decision process</b> - Post-purchase Behaviour: Post Purchase evaluation and Product disposition. | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 41. | <b>Organizational buyer behaviour</b> - Nature of Organizational Buying.                                      | Home Assignment | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 42. | <b>Organizational buyer behaviour</b> - Nature of Organizational Buying.                                      | Case Study      | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 43. | <b>Organizational buyer behaviour</b> - Factors influencing organizational buyer behaviour.                   | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 44. | <b>Organizational buyer behaviour</b> - Factors influencing organizational buyer behaviour.                   | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 45. | <b>Organizational buyer behaviour</b> - Factors influencing organizational buyer behaviour.                   | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 46. | <b>Organizational buyer behaviour</b> - Types of decision situations.                                         | Lecture         | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 47. | <b>Organizational buyer behaviour</b> - Types of decision situations.                                         | Home Assignment | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |
| 48. | <b>Organizational buyer behaviour</b> Organizational buyers decision process.                                 | Case Study      | BBA504.6 | Mid Term-2, Quiz & End Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| Course Outcome  | Statement                                              | Correlation with Programme Outcomes |      |      |      |      |      |      |      |      |
|-----------------|--------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|
|                 |                                                        | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| <b>BBA504.1</b> | Demonstrate how knowledge of consumer behaviour can be | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    |

|                 |                                                                                                                                      |          |          |          |          |          |          |          |          |          |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 | applied to marketing.                                                                                                                |          |          |          |          |          |          |          |          |          |
| <b>BBA504.2</b> | Identify and explain factors which influence consumer behaviour.                                                                     | <b>2</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>-</b> | <b>-</b> |
| <b>BBA504.3</b> | Use appropriate personal influence and leadership in diffusing innovative practices to evaluate consumer behaviour.                  | <b>3</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>-</b> |
| <b>BBA504.4</b> | Relate internal individual dynamics such as personality, perception, learning motivation and attitude to the choices consumers make. | <b>3</b> | <b>1</b> | <b>-</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA504.5</b> | Use appropriate research approach in consumer decision making process.                                                               | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> |
| <b>BBA504.6</b> | Define behavioural issues within an organisation as a consumer to the industry                                                       | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>-</b> | <b>3</b> | <b>2</b> | <b>1</b> |



## **Sample Question Paper**

|                                                                                                                                                                                                                |                     |                                                                                                 |                      |           |                       |              |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-------------------------------------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>Amity Business School</b><br><b>Department of Management</b><br><b>I MID-SEMESTER (SEM – I) 2021-22</b><br><b>Class: BBA I Semester</b>                                                                     |                     |                                                                                                 |                      |           |                       |              |
| <b>Subjects Name: BBA 101 Management Foundations</b>                                                                                                                                                           |                     |                                                                                                 | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                          | Remembering         | Understanding                                                                                   | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                        | <b>Q. 2, Q. 4</b>   | <b>Q. 6</b>                                                                                     | <b>Q. 1</b>          | <b>-</b>  | <b>Q. 5</b>           | <b>Q. 3</b>  |
| <b>Students will be able to:</b><br><b>CO 1:</b> Demonstrate how knowledge of consumer behaviour can be applied to marketing.<br><b>CO 2:</b> Identify and explain factors which influence consumer behaviour. |                     |                                                                                                 |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                  | <b>Question No.</b> | <b>Question</b>                                                                                 |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                    | <b>1.</b>           | <b>Define consumer behavior</b>                                                                 |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                    | <b>2.</b>           | <b>State the difference between individual and organisational buying behaviour.</b>             |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                    | <b>3.</b>           | <b>How can you specify the segmentation of market through lifestyle? Explain with examples.</b> |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                    | <b>4.</b>           | <b>What are the internal and external factors that influence buying behaviour?</b>              |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                    | <b>5.</b>           | <b>What issues of cross- cultural population influence consumer?</b>                            |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                    | <b>6.</b>           | <b>Describe family life cycle.</b>                                                              |                      |           |                       | <b>5</b>     |

\*\*\*\*\*



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                         |
| <b>Name</b>             | BBA                                             |
| <b>Semester</b>         | 5th Semester                                    |
| <b>Subject Code</b>     | BBA 504                                         |
| <b>Subject Name</b>     | Consumer Behaviour                              |
| <b>Attainment Level</b> | 42% of the students secured more than 60% marks |

### **Note:**

#### **Attainments**

Level 1  
Level 2  
Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF  
70% of students secure more than 60% marks then level 2 IF  
80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):**

Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |        | P01 | P02 | P03 | P04 | P05 | P06 | P07 | P08 | P09 |
| BBA V SEM                     | BBA505 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| DEPARTMENT OF BUSINESS MANAGEMENT                                                             |
|-----------------------------------------------------------------------------------------------|
| Course Handout                                                                                |
| Course : Service Marketing                                                                    |
| Course Code : BBA505, Crédits : 04,<br>Session : 2022-23 (Odd Sem.), Class : BBA 5th Semester |
| Faculty Name : Dr Astha Joshi, Mr. Rajeev Dwivedi                                             |

**A. Introduction:** The course has been designed to familiarize students with characteristics of services, their design and delivery and the complexities of handling intangibles.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA505.1.** Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products

**BBA505.2.** Identify the characteristics of the services industry and the modus operandi of consumers.

**BBA505.3.** Analyse the role and relevance of Quality in Services

**BBA505.4.** Measure service quality and assess the impact of service quality on consumer Behaviour.

**BBA505.5.** Identify GAPS between end user and service provider and devise strategies to close them.

**BBA505.6.** Develop services pricing strategies and identify and analyse best service practices in the industry.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.



**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**[PSO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PSO.5]. Individual and teamwork ethics:** Complete all work in a professional, ethical and timely manner. Learn to distinguish misleading and deceptive advertisements from truthful, ethical and responsible advertising

**[PSO.6]. Continuous learning:** Pursue MBA, Postgraduate Degree\Diploma in Marketing, Advertising, Mass Communication, Public Relations, Media Studies, Graphic Designing and other professional courses in this field of study.

**[PSO.7]. Entrepreneurship an employability:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses. Seek jobs in marketing, sales, advertising, and public relations.

**[PSO.8]. Effective Communication:** Prepare and deliver a sales presentation. Communicate marketing information persuasively and accurately in oral, written and graphic formats. Identify and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.

**[PSO.9]. Reasoning Ability:** Participate in the development of creative solutions to address advertising and marketing communications challenges. Perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behavior of each segment.

**[PSO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and marketing management.

| PROGRAMME ARTICULATION MATRIX |        |      |      |      |      |      |      |      |      |      |      |
|-------------------------------|--------|------|------|------|------|------|------|------|------|------|------|
|                               |        | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 | PSO9 | PSO9 |
| BBA V SEM                     | BBA505 | 3    | 2    | 3    | 2    | 3    | 1    | 3    | 3    | 1    | 3    |

#### E. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                       | Code      | Weightage % |
|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|-----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                        | CT        | 15%         |
|                                | Mid Term 2                                                                                                                        |           |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                            | S/V/Q /HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. | A         | 5%          |

|                          |                                                                             |    |             |
|--------------------------|-----------------------------------------------------------------------------|----|-------------|
|                          | The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                    | EE | 70%         |
| <b>Total</b>             |                                                                             |    | <b>100%</b> |

## **F. Syllabus**

### **Module I: Services an Overview**

Services: concept, characteristics. Marketing of goods v/s marketing of services. Significance of services marketing. Role of services sector in economy. Growth of service sector. Services- Global and Indian Scenario. Introduction to service marketing mix: Seven Ps of Service Marketing, Classification of services,

### **Module II: Consumer Behaviour in Services**

Consumer decision-making process. Consumer Expectations: Concept. Factors influencing customer expectation of services. Service encounter and moments of truths. Managing Customer Satisfaction. Service failure and recovery.

### **Module III: Service Quality & Productivity**

Managing service operations. Concept of productivity in service context. Approaches to improve productivity. Managing service demand and capacity: Understanding capacity constraints, understanding demand patterns. Strategies for matching demand and supply; service blueprinting, physical evidence & Servicescape.

### **Module IV: Service Quality**

Concept of service quality, Gap model of service quality, measuring & improving service quality, concept of SERVQUAL system, concept of CRM & enhancing quality through it. Introduction to Six Sigma.

### **Module V: Managing Service Personnel**

Role of service personnel and developing customer-focused personnel. Job characteristics. Internal marketing, Strategies for delivering quality through people.

### **Module VI: Pricing and Distribution for Services**

Price determinants, pricing modifications. Approaches to pricing services. Pricing strategies linking to value definitions. Customer-focused pricing. Channel structures, distribution-growth options. Service industries: insurance, banking, air transportation, courier, education etc.

**G. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**H. Suggested Text/Reference Books:**

Text:

- Clow Kenneth E. and Kurtz David L., Services marketing operations, management and strategy, biztantra innovations in management, John Willey & Sons

References:

- Valarie A Zeithaml and mary J Bitner, Services Marketing, Third Edition, Tata McGraw Hill Companies
- Christopher lovelock, Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.
- Rampal M.K., Gupta S.L., Service Marketing, 2006 Galgotia Publishing Company.

**I. Lecture Plan**

| Lecture | Topics                                                                                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Services an Overview</b> - Services: concept, characteristics. Marketing of goods v/s marketing of services. | Lecture          | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Services an Overview</b> - Significance of services marketing.                                               | Group Discussion | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Services an Overview</b> - Role of services sector in economy.                                               | Lecture          | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Services an Overview</b> - Role of services sector in economy.                                               | Lecture          | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |
| 5.      | <b>Services an Overview</b> - Growth of service sector. Services- Global and Indian Scenario.                   | Lecture          | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |
| 6.      | <b>Services an Overview</b> - Growth of service sector. Services- Global and Indian Scenario.                   | Home Assignment  | BBA505.1         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                      |                  |          |                                 |
|-----|----------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 7.  | <b>Services an Overview</b> - Introduction to service marketing mix: Seven Ps of Service Marketing,                  | Lecture          | BBA505.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | <b>Services an Overview</b> - Introduction to service marketing mix: Seven Ps of Service Marketing,                  | Case Study       | BBA505.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | <b>Services an Overview</b> - Classification of services                                                             | Lecture          | BBA505.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Consumer Behaviour in Services</b> - Consumer decision-making process. Consumer Expectations: Concept.            | Lecture          | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Consumer Behaviour in Services</b> - Factors influencing customer expectation of services                         | Home Assignment  | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Consumer Behaviour in Services</b> - Service encounter and moments of truths.                                     | Lecture          | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Consumer Behaviour in Services</b> - Service encounter and moments of truths.                                     | Group Discussion | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Consumer Behaviour in Services</b> - Managing Customer Satisfaction.                                              | Lecture          | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Consumer Behaviour in Services</b> - Managing Customer Satisfaction.                                              | Lecture          | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Consumer Behaviour in Services</b> - Service failure and recovery.                                                | Lecture          | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Consumer Behaviour in Services</b> - Service failure and recovery.                                                | Group Discussion | BBA505.2 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Service Quality &amp; Productivity</b> - Managing service operations. Concept of productivity in service context. | Case Study       | BBA505.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Service Quality &amp; Productivity</b> - Approaches to improve productivity. Managing service demand and capacity | Group Discussion | BBA505.3 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                |                  |          |                                 |
|-----|----------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 20. | <b>Service Quality &amp; Productivity</b> - Understanding capacity constraints, understanding demand patterns. | Lecture          | BBA505.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Service Quality &amp; Productivity</b> - Strategies for matching demand and supply                          | Lecture          | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Service Quality &amp; Productivity</b> - service blueprinting,                                              | Group Discussion | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Service Quality &amp; Productivity</b> - service blueprinting,                                              | Home Assignment  | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Service Quality &amp; Productivity</b> - physical evidence & Servicescape.                                  | Lecture          | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Service Quality &amp; Productivity</b> - physical evidence & Servicescape.                                  | Lecture          | BBA505.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Service Quality</b> - Concept of service quality                                                            | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Service Quality</b> - Gap model of service quality.                                                         | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Service Quality</b> - Gap model of service quality                                                          | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Service Quality</b> - measuring & improving service quality,                                                | Group Discussion | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Service Quality</b> - Concept of SERVQUAL system.                                                           | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Service Quality</b> - Concept of CRM & enhancing quality through it.                                        | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Service Quality</b> - Concept of CRM & enhancing quality through it.                                        | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Service Quality</b> - Introduction to Six Sigma.                                                            | Lecture          | BBA505.4 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Managing Service Personnel</b> - Role of service personnel and developing customer-focused personnel.       | Lecture          | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                                    |                 |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 35. | <b>Managing Service Personnel</b> - Job characteristics.                                                                           | Home Assignment | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Managing Service Personnel</b> - Internal marketing,                                                                            | Case Study      | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 37. | <b>Managing Service Personnel</b> - Internal marketing,                                                                            | Lecture         | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 38. | <b>Managing Service Personnel</b> - Strategies for delivering quality through people.                                              | Lecture         | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 39. | <b>Managing Service Personnel</b> - Strategies for delivering quality through people.                                              | Lecture         | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 40. | <b>Managing Service Personnel</b> - Strategies for delivering quality through people.                                              | Lecture         | BBA505.5 | Mid Term-2, Quiz & End Sem Exam |
| 41. | <b>Pricing and Distribution for Services</b> - Price determinants, pricing modifications. Approaches to pricing services.          | Home Assignment | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 42. | <b>Pricing and Distribution for Services</b> - Pricing strategies linking to value definitions.                                    | Case Study      | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 43. | <b>Pricing and Distribution for Services</b> - Customer-focused pricing.                                                           | Lecture         | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 44. | <b>Pricing and Distribution for Services</b> - Channel structures, distribution-growth options.                                    | Lecture         | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 45. | <b>Pricing and Distribution for Services</b> - Channel structures, distribution-growth options.                                    | Lecture         | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 46. | <b>Pricing and Distribution for Services</b> - Service industries: insurance, banking, air transportation, courier, education etc. | Lecture         | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |
| 47. | <b>Pricing and Distribution for Services</b> - Service industries: insurance,                                                      | Home Assignment | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                                   |            |          |                                 |
|-----|-----------------------------------------------------------------------------------------------------------------------------------|------------|----------|---------------------------------|
|     | banking, air transportation, courier, education etc.                                                                              |            |          |                                 |
| 48. | <b>Pricing and Distribution for Services-</b> Service industries: insurance, banking, air transportation, courier, education etc. | Case Study | BBA505.6 | Mid Term-2, Quiz & End Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| Course Outcome  | Statement                                                                                                                         | Correlation with Programme Outcomes |      |      |      |      |      |      |      |      |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|
|                 |                                                                                                                                   | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| <b>BBA505.1</b> | Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    |
| <b>BBA505.2</b> | Identify the characteristics of the services industry and the modus operandi of consumers.                                        | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    |
| <b>BBA505.3</b> | Analyse the role and relevance of Quality in Services                                                                             | 3                                   | 3    | 1    | 3    | 3    | 1    | 2    | 1    | -    |
| <b>BBA505.4</b> | Measure service quality and assess the impact of service quality on consumer Behaviour.                                           | 3                                   | 1    | -    | 1    | 3    | 1    | 3    | 2    | 1    |
| <b>BBA505.5</b> | Identify GAPs between end user and                                                                                                | 3                                   | 2    | 3    | 3    | 3    | 2    | 3    | 3    | 1    |



|                 |                                                                                                      |          |          |          |          |          |          |          |          |          |
|-----------------|------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 | service provider and devise strategies to close them.                                                |          |          |          |          |          |          |          |          |          |
| <b>BBA505.6</b> | Develop services pricing strategies and identify and analyse best service practices in the industry. | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>-</b> | <b>3</b> | <b>2</b> | <b>1</b> |

## **Sample Question Paper**

|                                                                                                                                                                                                                                                                                                |                     |                                                                                                |                      |           |                       |              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------------------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>Amity Business School</b><br><b>Department of Management</b><br><b>I MID-SEMESTER (SEM – V) 2021-22</b><br><b>Class: BBA V Semester</b>                                                                                                                                                     |                     |                                                                                                |                      |           |                       |              |
| <b>Subject Name: BBA505 Services Marketing</b>                                                                                                                                                                                                                                                 |                     |                                                                                                | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                          | Remembering         | Understanding                                                                                  | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                        | Q. 2, Q. 4          | Q. 6                                                                                           | Q. 1                 | -         | Q. 5                  | Q. 3         |
| <b>Students will be able to:</b><br><b>CO 1:</b> Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products.<br><b>CO 2:</b> Identify the characteristics of the services industry and the modus operandi of consumers. |                     |                                                                                                |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                  | <b>Question No.</b> | <b>Question</b>                                                                                |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                    | <b>1.</b>           | <b>What is service marketing? State its features.</b>                                          |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                    | <b>2.</b>           | <b>How does service industry influence the economy?</b>                                        |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                    | <b>3.</b>           | <b>What impact does the service industry bring in the growth of global and Indian markets?</b> |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                    | <b>4.</b>           | <b>Elaborate consumer decision process for services?</b>                                       |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                    | <b>5.</b>           | <b>What are the factors that influence the customer expectations?</b>                          |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                    | <b>6.</b>           | <b>State the reasons for service failure.</b>                                                  |                      |           |                       | <b>5</b>     |

\*\*\*\*\*



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                         |
| <b>Name</b>             | BBA                                             |
| <b>Semester</b>         | 5th Semester                                    |
| <b>Subject Code</b>     | BBA 505                                         |
| <b>Subject Name</b>     | Service Marketing                               |
| <b>Attainment Level</b> | 55% of the students secured more than 60% marks |

### Note:

#### **Attainments**

Level 1

Level 2

Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF

70% of students secure more than 60% marks then level 2 IF

80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2022-2023**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning.

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

[illegible]

[illegible]

|                                                                                      |  |
|--------------------------------------------------------------------------------------|--|
| <b>AMITY BUSINESS SCHOOL</b>                                                         |  |
| <b>Course Handout</b>                                                                |  |
| Course : <b>Financial Services</b>                                                   |  |
| Course Code : BBA 507, Crédits : 04, Session :2021-22 (Odd Sem.), Class : BBA V Year |  |
| Faculty Name : Dr. Sudarshana Sharma                                                 |  |

**Introduction:** The aim of the course is to orient the student to the recent changes in the financial institutions and financial services industry and their link to economic development. The financial institutions and services are changing rapidly. A course that merely describes the existing institutions and services will not prepare you for the change. Thus you must familiarize yourself with the services available in the industry today and understand why they are the way they are and why they are changing. An Indian perspective will be given.

|                                          |
|------------------------------------------|
| <b>AMITY BUSINESS SCHOOL</b>             |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b> |

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA507.1.** Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.

**BBA507.2.** Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ.

**BBA507.3.** Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.

**BBA507.4.** Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.

**BBA507.5.** Get an conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds.

**BBA507.6.** Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process.

**Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |



## **E. Syllabus**

### **Module I: Financial Services**

Introduction: An Overview of Indian Financial System, Components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India. Investment Banking: Introduction and Functions

### **Module II: Venture Capital & Depository System**

Venture Capital , Stages of Venture Capital Financing, International Experiences in Venture Capital Financing, Venture Capital Financing in India, Pitfalls to be Avoided.

Overview of Depository system, Key features of depository system in India, Agreement between depository and Issuer, Organisation and functions of NSDL and CDSL. Brief introduction of BSE, NSE, NYSE AND NASDAQ

### **Module III: Factoring & Forfaiting**

Factoring Services – Features, Merits and Demerits, Cost Benefit Analysis. Forfaiting: Features, Merits & Limitations

### **Module IV: Leasing and Hire Purchase**

Development and Definition of Leasing and Hire Purchase, Types of Leasing, Differences between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.

### **Module V: Mutual funds**

The concept & Role of M/Fs, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent, Selecting the Right Investment Products for Investors, Comparison of Investment products, Measuring of Risk In M/Fs, Recommending model Portfolios & selecting the right funds.

### **Module VI: Credit rating**

Credit rating concept of Credit rating, Types of credit rating, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process, Individual Credit rating, Sovereign Credit Rating Practices.

## **F. Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b>     | <b>5</b> | <b>70</b> |

**(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)**

**G. Suggested Text/Reference Books:**

**Text:**

- Khan, M. Y. Indian Financial System, Tata McGraw Hill

**References:**

- Khan, M.Y. Financial Services, Tata McGraw Hill

**H. Lecture Plan:**

| <b>Lecture</b> | <b>Topics</b>                                      | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|----------------|----------------------------------------------------|-------------------------|-------------------------|-------------------------------------------------|
| 1              | Introduction-Financial Services                    | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2              | Overview of Indian Financial System                | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3              | Overview of Indian Financial System                | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4              | Components of Indian Financial System              | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5              | Role of Financial Services in Economic Development | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6              | Evolution of Financial Services Sector in India    | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7              | Investment Banking: Introduction                   | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8              | Functions of Investment Banking                    | Lecture                 | BBA507.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9              | Introduction to Venture Capital                    | Lecture                 | BBA507.2                | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                 |         |          |                                                 |
|----|-------------------------------------------------|---------|----------|-------------------------------------------------|
| 10 | Meaning and Stages of Venture Capital Financing | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | Venture Capital Financing in India              | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | International Experiences in VCI                | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Introduction to Depository System               | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Key features of depository system in India      | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Agreement Between Depository and Issuer         | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Organization and functions of NSDL              | Lecture | BBA507.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Organization and functions of CDSL              | Lecture | BBA507.2 | Viva/Quiz & End Sem Examination                 |
| 18 | Brief Introduction of NSE AND BSE               | Lecture | BBA507.2 | Viva/Quiz & End Sem Examination                 |
| 19 | Brief Introduction of NYSE and NASDAQ           | Lecture | BBA507.2 | Viva/Quiz & End Sem Examination                 |
| 20 | Introduction to Factoring Services              | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 21 | Features of Factoring Services                  | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 22 | Merits and Demerits of Factoring Services       | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 23 | Cost Benefit analysis                           | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 24 | Introduction to Forfaiting Services             | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 25 | Features                                        | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |
| 26 | Merits and Demerits                             | Lecture | BBA507.3 | Viva/Quiz & End Sem Examination                 |

|    |                                                                                |         |           |                                 |
|----|--------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 27 | Flowchart of Forfeiting services                                               | Lecture | BBA507.3  | Viva/Quiz & End Sem Examination |
| 28 | Introduction to Leasing                                                        | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 29 | Development of leasing Services                                                | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 30 | Definition And types of leasing                                                | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 31 | Meaning of Hire Purchase                                                       | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 32 | Merits and Demerits                                                            | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 33 | Difference between Leasing and Hire Purchase                                   | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 34 | Pricing methodology                                                            | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 35 | Financial Analysis                                                             | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 36 | Taxation aspects                                                               | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 38 | Legal Framework for Leasing and Hire Purchase                                  | Lecture | BBA507.4  | Viva/Quiz & End Sem Examination |
| 39 | Concept and Role of Mutual Funds                                               | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 40 | History and Types of Mutual Funds                                              | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 41 | Fund Structure & Constituent,                                                  | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 42 | Selecting the Right Investment Products for Investors,                         | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 43 | Comparison of Investment products,                                             | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |
| 44 | Measuring of Risk In M/Fs, Recommending model Portfolios & selecting the right | Lecture | BBA 507.5 | Viva/Quiz & End Sem Examination |

|    |                                                                                                                        |         |          |                                 |
|----|------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | funds.                                                                                                                 |         |          |                                 |
| 45 | Credit rating concept of Credit rating                                                                                 | Lecture | BBA507.6 | Viva/Quiz & End Sem Examination |
| 46 | Types of credit rating,                                                                                                | Lecture | BBA507.6 | Viva/Quiz & End Sem Examination |
| 47 | Advantages and Disadvantages of credit rating,                                                                         | Lecture | BBA507.6 | Viva/Quiz & End Sem Examination |
| 48 | Credit rating agencies and their methodology and process, Individual Credit rating, Sovereign Credit Rating Practices. | Lecture | BBA507.6 | Viva/Quiz & End Sem Examination |
|    |                                                                                                                        |         |          |                                 |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                                                                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |      |          |      |      |      |      |      |      |       | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |          |      |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|----------|------|------|------|------|------|------|-------|----------------------------------------------|----------|------|
|                  |                                                                                                                                                                                                                                              | PO 1                                | PO 2 | PO 3     | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 1                                         | PO 2     | PO 3 |
| <b>BBA 507.1</b> | <b>BBA507.1.</b> Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of | <b>3</b>                            | -    | <b>3</b> | -    | -    | 3    | -    | -    | -    |       | <b>3</b>                                     | <b>2</b> | -    |

|                  |                                                                                                                                                                                                                                                                                                                                                       |   |   |   |   |   |   |   |   |   |  |   |   |   |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|--|---|---|---|
|                  | Investment Banking.                                                                                                                                                                                                                                                                                                                                   |   |   |   |   |   |   |   |   |   |  |   |   |   |
| <b>BBA 507.2</b> | <b>BBA507.2.</b> Understand the concept of Venture Capital financing, Stages of Venture Capital Financing, International and Indian Experiences in Venture Capital Financing. To get an overview of Indian Depository system and its key features, Organisation and functions of NSDL and CDSL and get a brief overview of BSE, NSE, NYSE AND NASDAQ. | 3 | - | 3 | - | - | 3 | - | - | - |  | 3 | 3 | - |
| <b>BBA 507.3</b> | <b>BBA507.3.</b> Know about Factoring and forfaiting Services, their features, merits and demerits, Cost Benefit Analysis.                                                                                                                                                                                                                            | 3 | - | - | - | - | 2 | - | - | - |  | 3 | 3 | - |
| <b>BBA 507.4</b> | <b>BBA507.4.</b> Understand the concept of Leasing and Hire Purchase, their types, difference between Leasing and Hire-Purchase. Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies.                                                                                                       | 3 | - | - | - | - | 2 | - | - | - |  | 3 | 3 | - |
| <b>BBA 507.5</b> | <b>BBA507.5.</b> Get an conceptual overview of Mutual funds, History of M/Fs in India, Types of M/Fs, Fund Structure & Constituent. Students will be able to select the Right                                                                                                                                                                         | 3 | 2 | - | - | - | 2 | - | - | - |  | 3 | 3 | - |

|                  |                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |  |   |          |   |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|--|---|----------|---|
|                  | Investment Products for Investors, make comparison of Investment products, measuring of risk In M/Fs, recommending model Portfolios & selecting the right funds.          |   |   |   |   |   |   |   |   |   |  |   |          |   |
| <b>BBA 507.6</b> | <b>BBA507.6.</b> Understand the concept of Credit rating, Types, Advantages and Disadvantages of credit rating, Credit rating agencies and their methodology and process. | 3 | - | - | - | - | 2 | - | - | - |  | 3 | <b>3</b> | - |

#### J. Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –V) 2022-23                                                                                                                                                                                                                     |               |                                                      |                |                   |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|------------------------------------------------------|----------------|-------------------|----------------|----------|
| Class: BBA V Semester                                                                                                                                                                                                                                                        |               |                                                      |                |                   |                |          |
| Subject Name:<br>BBA 507 Financial Services                                                                                                                                                                                                                                  |               | Time: 2 Hrs                                          |                |                   | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                               | Remembering   | Understanding                                        | Applying       | Analysing         | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                             | Q. 1, 2, 4, 5 | Q.1, 2, 3,6                                          | Q.2 (b, 3)4, 5 | Q.2 b, Q 3 , 5, 6 | Q 2(b), 3,     |          |
| <b>CO1 :</b> Get an Overview of Indian Financial System, different components of Indian Financial System, Role of Financial Services in economic development. Evolution of Financial Services Sector in India, overview and functions of Investment Banking.<br><b>CO2 :</b> |               |                                                      |                |                   |                |          |
| CO Map                                                                                                                                                                                                                                                                       | Question No.  | Question                                             |                |                   |                | Marks    |
| CO1                                                                                                                                                                                                                                                                          | Q. 1          | Explain Financial System and Its different Component |                |                   |                | 3        |

|     |          |                                                            |   |
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| CO2 | Q.<br>2a | Explain the concept of Venture Capital Financing.          | 3 |
|     | Q.<br>2b | Explain the different stages of Venture Capital Financing? | 3 |
| CO3 | Q.<br>3  | Explain Cost benefit analysis in factoring services.       | 6 |
| CO3 | Q.<br>4  | Discuss the process of Forfeiting services.                | 3 |
| CO2 | Q.<br>5  | Write a short note on Depository services in India.        | 3 |
|     | Q.<br>5  | Write a brief note on stock exchanges in India.            | 3 |
| CO2 | Q<br>6   | What is Investment Banking? Explain its functions.         | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                 |
|------------------|-------------------------------------------------|
| Session Course   | 2021-22                                         |
| Name             | BBA                                             |
| Semester         | 5th Semester                                    |
| Subject Code     | BBA 507                                         |
| Subject Name     | Financial Services                              |
| Attainment Level | 31% of the students secured more than 60% marks |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1 IF

70% of students secure more than 60% marks then level 2 IF

80% of students secure more than 60% marks then level 3



|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>        |

**PROGRAMME OUTCOMES**

**Bachelor of Business Administration  
2022-2023**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

[illegible]

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## AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

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## AMITY BUSINESS SCHOOL

### Course Handout

Course : Financial Derivatives

Course Code : BBA 509, Crédits : 04, Session :2022-23 (Odd Sem.), Class : BBA 3<sup>rd</sup> Year

Faculty Name : Dr. Sudarshana Sharma

**Introduction:** This course attempts to give an overview of the derivatives market with special reference to India. A financial manager must understand how derivatives can be used to the advantage of the firm. An introduction to Derivatives will equip the students to understand the mechanics of this highly intriguing & innovative field of study.

|                                          |
|------------------------------------------|
| <b>AMITY BUSINESS SCHOOL</b>             |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b> |

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA509.1.** Get an overview of derivative trading, concept of Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives, types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India.

**BBA509.2.** Get a conceptual understanding on Forward and future contracts, Differences between forwards and futures, concept of Early delivery, extension & cancellation of forward contracts, Futures terminology and pricing of futures contract and types of future contracts.

**BBA509.3.** Learn the options fundamentals and its Terminology like call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM , Options positions(payoff graphs), Types of Stock options.

**BBA509.4.** Understand the concept of Option Valuation and Trading strategies.

**BBA509.5.** Get an overview on **Swaps**, LIBOR, MIBOR, Swap basis, Interest rate swaps,. Learn how to determine LIBOR/MIBOR, Various types of swaps & features and about Swaptions.

**BBA509.6.** Get aware of recent developments in derivatives market., New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc. and different scams in derivatives market.

**Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **E. Syllabus**

##### **Module I:**

Introduction to financial derivatives Introduction to derivative trading, Characteristics of derivatives, Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives as an investment option, introduction to types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India.

#### **Module II:**

Forwards & Futures: Forward contracts: Limitations of forward markets, Differences between forwards and futures, Early delivery, extension & cancellation of forward contracts, Futures terminology, pricing of futures contract, Introduction to currency futures, Interest rate futures, Treasury bond futures, Eurodollar futures, commodity futures, Index futures & Stock Futures (Hedging, speculation and arbitrage).

#### **Module III:**

Options: Fundamentals, Terminology - call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM, Options positions (payoff graphs), Types of Stock options, futures options vs spot options, Options on stock Indices, currencies & futures, Warrants & executive stock options, Exotic options

#### **Module IV: Principles of trading & Hedging with Options**

Option Valuation: The BS-Merton Model (Solving for BS model, assumption application and criticism), Trading strategies - Option trading using bull and bear spreads (payoff graphs)

#### **Module V: Swaps**

Terminology:- LIBOR, MIBOR, Swap basis, Interest rate swaps, Determining LIBOR/MIBOR swap zero rates, Currency swaps: Various types of swaps & features, Introduction to Swaptions.

#### **Module VI: Recent Developments**

New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc. Role of derivatives in the economic meltdown of 2007 - 2008, Major Derivative mishaps in the world including The Baring Bank disaster (1995), The Sumitomo corporation scandal(1996) the Swiss Bank scam (2011), US Subprime Crisis (2008), Forex derivatives scam by Indian banks (25 lakh crores)

#### **F. Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b>     | <b>5</b> | <b>70</b> |

(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)

### **G. Suggested Text/Reference Books:**

#### **Text:**

- Hull, John C, An introduction to futures and options markets, Second Edition Prentice Hall of India

#### **References:**

Gupta, S .L., Financial Derivatives Theory, Concepts and Problem 2005, Prentice - Hall, India

### **H. Lecture Plan:**

| <b>Lecture</b> | <b>Topics</b>                                                                   | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|----------------|---------------------------------------------------------------------------------|-------------------------|-------------------------|-------------------------------------------------|
| 1              | Introduction to the course                                                      | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2              | Derivative Trading-Meaning, Characteristics of Derivatives                      | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3              | Concept of Underlying Assets (Equity, Bonds /Loans, Foreign Currency, Commodity | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4              | Importance of derivatives as an investment option                               | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5              | Introduction to types of derivatives                                            | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6              | Participants in derivatives market (Hedgers, Speculators , Arbitrageurs         | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7              | Evolution of Derivates markets in India                                         | Lecture                 | BBA509.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8              | Forward Contracts: Limitations of Forward Markets                               | Lecture                 | BBA509.2                | Mid-Term, Assignment/Quiz & End Sem Examination |



|    |                                                               |         |          |                                                 |
|----|---------------------------------------------------------------|---------|----------|-------------------------------------------------|
| 9  | Difference between forwards and futures                       | Lecture | BBA509.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 10 | Early Delivery, Extensions& Cancellation of forward contracts | Lecture | BBA509.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 11 | Futures terminology                                           | Lecture | BBA509.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 12 | Pricing of Futures contract, introduction to currency future  | Lecture | BBA509.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 13 | Interest Rate Futures                                         | Lecture | BBA509.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 14 | Treasury Bond Futures                                         | Lecture | BBA509.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 15 | Eurodollar futures, commodity futures                         | Lecture | BBA509.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 16 | Problem solving session                                       | Lecture | BBA509.2 | Mid-Term, Assignment/Quiz & End Sem Examination |
| 17 | Introduction to Options                                       | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |
| 18 | Terminology - call, put, writer, buyer, premium               | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |
| 19 | Intrinsic value, time value, expiry date, settlement date     | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |
| 20 | Strike price, ATM, OTM & ITM                                  | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |
| 21 | Options positions (payoff graphs)                             | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |
| 22 | Types of Stock options, futures options vs spot options       | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |
| 23 | Options on stock Indices, currencies & futures                | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |
| 24 | Warrants & executive stock options, Exotic options            | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination                 |

|    |                                                                                 |         |          |                                 |
|----|---------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 25 | Problem Solving Session                                                         | Lecture | BBA509.3 | Viva/Quiz & End Sem Examination |
| 26 | <b>Principles of trading &amp; Hedging with Options</b>                         | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 27 | Option Valuation: The BS-Merton Model                                           | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 28 | Solving for BS model, assumption                                                | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 29 | application and criticism),                                                     | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 30 | Trading strategies - Option trading using bull and bear spreads (payoff graphs) | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 31 | Trading strategies - Option trading using bull and bear spreads (payoff graphs) | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 32 | Trading strategies - Option trading using bull and bear spreads (payoff graphs) | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 33 | Trading strategies - Option trading using bull and bear spreads (payoff graphs) | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 34 | Practical session on using option strategies in derivatives trading             | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 35 | Practical session on using option strategies in derivatives trading             | Lecture | BBA509.4 | Viva/Quiz & End Sem Examination |
| 36 | <b>Swaps: Introduction</b>                                                      | Lecture | BBA509.5 | Viva/Quiz & End Sem Examination |
| 38 | Terminology:- LIBOR, MIBOR,                                                     | Lecture | BBA509.5 | Viva/Quiz & End Sem Examination |
| 39 | Swap basis, Interest rate swaps,                                                | Lecture | BBA509.5 | Viva/Quiz & End Sem Examination |
| 40 | swap zero rates                                                                 | Lecture | BBA509.5 | Viva/Quiz & End Sem Examination |
| 41 | Currency swaps:                                                                 | Lecture | BBA509.5 | Viva/Quiz & End Sem Examination |
| 42 | Various types of swaps & features,                                              | Lecture | BBA509.5 | Viva/Quiz & End Sem Examination |

|    |                                                                                                                                                       |         |           |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 43 | Introduction to Swaptions.                                                                                                                            | Lecture | BBA509.5  | Viva/Quiz & End Sem Examination |
| 44 | New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc.                                                  | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |
| 45 | Role of derivatives in the economic meltdown of 2007 - 2008,                                                                                          | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |
| 46 | Major Derivative mishaps in the world including The Baring Bank disaster (1995),                                                                      | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |
| 47 | The Sumitomo corporation scandal(1996) the Swiss Bank scam (2011), US Subprime Crisis (2008), Forex derivatives scam by Indian banks (25 lakh crores) | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |
| 48 | Problem Solving Session                                                                                                                               | Lecture | BBA 509.6 | Viva/Quiz & End Sem Examination |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                 | STATEMENT                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |       | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |      |      |
|--------------------|--------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|----------------------------------------------|------|------|
|                    |                                                                                                  | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 1                                         | PO 2 | PO 3 |
| <b>BBA 509. 1.</b> | Get an overview of derivative trading, concept of Underlying assets (Equity Bonds/loans, Foreign | -                                   | -    | 3    | -    | -    | 3    | -    | -    | -    |       | 3                                            | 3    | 3    |

|                   |                                                                                                                                                                                                                                                                       |   |   |   |   |   |   |   |   |   |  |   |   |   |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|--|---|---|---|
|                   | Currency, and Commodity), Importance of derivatives, types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India.                                                                         |   |   |   |   |   |   |   |   |   |  |   |   |   |
| <b>BBA 509. 2</b> | Get a conceptual understanding on Forward and future contracts, Differences between forwards and futures, concept of Early delivery, extension & cancellation of forward contracts, Futures terminology and pricing of futures contract and types of future contracts | - | - | 3 | - | - | 3 | - | - | - |  | 3 | 3 | 2 |
| <b>BBA 509. 3</b> | Learn the options fundamentals and its Terminology like call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM & ITM, Options positions(payoff graphs), Types of Stock options.                         | 3 | 3 | - | 3 | - | 3 | 3 | - | - |  | 3 | 3 | 2 |
| <b>BBA 509. 4</b> | Understand the concept of Option Valuation and Trading strategies.                                                                                                                                                                                                    | - | - | 3 | - | - | 2 | 3 | - | - |  | 3 | 3 | 2 |
| <b>BBA 509. 5</b> | Get an overview on <b>Swaps</b> , LIBOR, MIBOR, Swap basis, Interest rate swaps,. Learn how to determine LIBOR/MIBOR, Various types of swaps & features and about Swaptions.                                                                                          | - | - | 3 | - | - | 2 | 3 | - | - |  | 3 | 3 | 2 |

|                           |                                                                                                                                                                                                          |   |   |   |   |   |   |   |   |   |  |   |   |   |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|--|---|---|---|
| <b>BBA<br/>509.<br/>6</b> | Get aware of recent developments in derivatives market., New Derivative contracts including Credit Derivatives, Weather Derivatives, Energy Derivatives, etc. and different scams in derivatives market. | - | - | 3 | 3 | - | 2 | - | - | - |  | 1 | 2 | - |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|--|---|---|---|

### J. Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –III) 2022-23                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |             |               |           |                   |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|---------------|-----------|-------------------|----------------|----------|
| Class: BBA III Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |             |               |           |                   |                |          |
| Subject Name:<br>BBA 305 Cost and Management Accounting                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |             | Time: 2 Hrs   |           |                   | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Remembering | Understanding | Applying  | Analyzing         | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q. 1, 2     | Q.1, 2, 5     | Q.4, 5, 6 | Q.2 b, Q 3 , 5, 6 | Q 5 and 6      |          |
| <p>Student will be able to</p> <p>CO1: Get an overview of derivative trading, concept of Underlying assets (Equity Bonds/loans, Foreign Currency, and Commodity), Importance of derivatives, types of derivatives, Participants in derivatives market (Hedgers, Speculators, Arbitrageurs). Evolution of Derivative markets in India.</p> <p>CO2: Get a conceptual understanding on Forward and future contracts, Differences between forwards and futures, concept of Early delivery, extension &amp; cancellation of forward contracts, Futures terminology and pricing of futures contract and types of future contracts.</p> <p>CO3: Learn the options fundamentals and its Terminology like call, put, writer, buyer, premium, intrinsic value, time value, expiry date, settlement date, strike price, ATM, OTM &amp; ITM , Options positions(payoff graphs), Types of Stock options.</p> |             |               |           |                   |                |          |
| CO                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Question    | Questi        |           |                   |                | Mar      |

| Map | No.      | on                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | ks |
|-----|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| CO1 | Q.<br>1  | What is a derivative? Explain the characteristics of a derivative.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 3  |
| CO2 | Q.<br>2a | What is meant by a futures? Explain different types of futures contracts.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 3  |
|     | Q.<br>2b | A sugar mill in Uttar Pradesh is expected to produce 100 MT of sugar in the month of April. The current price today (in the month of February) is Rs. 22 per kg. April future contract in sugar due on 20 April is trading at Rs. 25 per kg. The sugar mill apprehends that a lesser price than Rs. 25 per kg will prevail in April due to excessive supply expected at that time. How can the sugar mill hedge its position against the anticipated decline in sugar prices in April? (Quantity to be hedged is 100 MT and Quantity in each future contract is 10 MT) | 3  |
| CO2 | Q.<br>3  | Explain the following concepts with reference to future contracts:<br>1- Short Position and Long Position<br>2- Speculation with Futures<br>3- Margin                                                                                                                                                                                                                                                                                                                                                                                                                  | 6  |
| CO3 | Q.<br>4  | What are options? Explain the concepts of strike price, underlying price and option premium.                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 3  |
| CO2 | Q.<br>5  | Explain the different types of future contracts.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | 3  |
|     | Q.<br>5  | Differentiate between future and forwards contracts.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | 3  |
| CO1 | Q<br>6   | What are stock indices? Discuss about few of the Indian stock indices with their basis.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | 6  |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                         |
| <b>Name</b>             | BBA                                             |
| <b>Semester</b>         | 5th Semester                                    |
| <b>Subject Code</b>     | BBA 509                                         |
| <b>Subject Name</b>     | Financial Derivatives                           |
| <b>Attainment Level</b> | 49% of the students secured more than 60% marks |

### Note:

#### **Attainments**

Level 1  
Level 2  
Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF  
70% of students secure more than 60% marks then level 2 IF  
80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.



**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
| V SEM                            | BBA 510 | 3   | 1   | 1   | 3   | 1   | 2   | 2   | 1   | 1   |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                        |
|----------------------------------------------------------------------------------------|
|                                                                                        |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                        |
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>                                               |
|                                                                                        |
| <b>Course Handout</b>                                                                  |
| <b>Course : ORGANISATIONAL DEVELOPMENT AND CHANGE</b>                                  |
| Course Code : BBA 510, Crédits : 04, Session :2021-22Even Sem.), Class : BBA. 5th Year |
| <b>Faculty Name :</b>                                                                  |

**Introduction:** The objective of this course is to familiarize the budding managers with how course will help students to acquire the conceptual input of meaning, characteristics, process and influences of organizational development and change management. It gives comprehensive overview of human capital from the prospective of organizational excellence in the light of transitional phase of Indian Industries. It gives the imperatives, assumptions, role and skills of O.D. specialists through experiential learning methods it facilitates teamwork, team building and the concepts of transformational Leadership

**Course Outcomes:** At the end of the course, students will be able to:

- 1.**BBA 510.1.** Able to Understand the concept of organizational development and analysing the values and assumption underlying organization development (OD).

2.**BBA 510.2.** Know the basic of organisational development process and steps involved in OD with relevant factors affecting OD with contemporary techniques of organisational diagnosis.

3.**BBA 510.3.** Able to Recognize the need of Classification of OD interventions in relations to Human Strategic interventions with Evaluation and institutionalization of interventions.

4.**BBA 510.4.** Describe the role of change management and factors causing change with contemporary model and techniques involved in change management.

5.**BBA 510.5.** Demonstrate the applications and implementation of change models by implementing the Lewin's force model field analysis and Kotler's eight step model with action research model to improve Total Quality Management, Business Process Reengineering, Learning Organization.

6.**BBA 510.6.** Able to understand the trends in OD by analyse the different role & styles of OD practitioners and HRD interface in relations to OD in global settings with contemporary OD issues for today's managers.

#### **Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

#### **A. Programme Specific Outcomes:**

PSO1:- Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

PSO2 :- Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

PSO3:- Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits .

PSO4 :- Practical exposure to the real life organizational development and change at national and International Human resources management through the different value based management at Different countries culture .

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |

|                          |                          |    |             |
|--------------------------|--------------------------|----|-------------|
| Attendance               | End Semester Examination | A  | 5%          |
| End Semester Examination |                          | EE | 70%         |
| <b>Total</b>             |                          |    | <b>100%</b> |

## B. Syllabus

# ORGANISATIONAL DEVELOPMENT AND CHANGE

**Course Code: BBA 510**

**Credit Units: 04**

### Course Objective:

It aims to provide a conceptual input of meaning, characteristics, process and influences of organizational development and change management. It gives comprehensive overview of human capital from the prospective of organizational excellence in the light of transitional phase of Indian Industries. It gives the imperatives, assumptions, role and skills of O.D. specialists through experiential learning methods it facilitates teamwork, team building and the concepts of transformational Leadership.

### Course Contents:

#### Module I: Organizational Development

Nature, basic assumptions, characteristics & importance, values and assumption underlying organization development (OD).

#### Module II: Organizational Development Process

OD process, Steps involved in OD, Role of Managers, Factors affecting OD, Techniques of organizational diagnosis - Questionnaires, interviews.

#### Module III: Structural and Comprehensive OD interventions

Classification of OD interventions: Human Process, Techno structural, HRM, Strategic interventions, Evaluation and institutionalization of interventions.

#### Module IV: Change Management

Need for the change, Factors causing change, environmental, Technological, Legal, Political, Social and cultural factors of change, Models and Techniques involved in change management,

#### Module V: Implementation of Change Models

Lewin's force field analysis, Kotler's eight step model, action research model.  
Total Quality Management, Business Process Reengineering, Learning Organization.

#### Module VI: Trends in OD

Role & styles of OD practitioners, OD-HRD interface; OD in global settings; contemporary OD issues for today's managers.

**Assignment :** Experiential learning: Managing leadership talent to support change (Class activity) Designing organizational diagnosis tool (Class activity)

Cases study: Change management success and failure

### Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

Text:

- French W L & Bell, Organizational Development, Prentice Hall of India
- Ravishankar S & Mishra R.K., Organizational Development, Vision Books Pvt. Ltd.

References:

- Preeck U & Rao T V, Designing & Managing HR System, Oxford & IBH Publishing company
- Preeck U & Rao T V Making Organization Roles Effective, TATA McGraw Hill

### C. Lecture Plan

| Lecture | Topics                                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Organizational development: Definition and scope.               | Lecture          | BBA 510.1.       | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept characteristics of & importance OF OD                   | Lecture          | BBA 510.1.       | Mid Term-1, Quiz & End Sem Exam |
| 3       | values and assumption underlying organization development (OD). | Lecture          | BBA 510.1.       | Mid Term-1, Quiz & End Sem Exam |
| 4       | Organizational Development: Case studies                        | Lecture          | BBA 510.1.       | Mid Term-1, Quiz & End Sem Exam |
| 5       | Organizational Development Process: Introduction                | Lecture          | BBA 510.2.       | Mid Term-1, Quiz & End Sem Exam |
| 6       | OD process                                                      | Lecture          | BBA 510.2.       | Mid Term-1, Quiz & End Sem      |

|    |                                               |         |            |                                 |
|----|-----------------------------------------------|---------|------------|---------------------------------|
|    |                                               |         |            | Exam                            |
| 7  | Steps involved in OD                          | Lecture | BBA 510.2. | Mid Term-1, Quiz & End Sem Exam |
| 8  | Role of Managers                              | Lecture | BBA 510.2. | Mid Term-1, Quiz & End Sem Exam |
| 9  | Factors affecting OD                          | Lecture | BBA 510.2. | Mid Term-1, Quiz & End Sem Exam |
| 10 | Techniques of organizational diagnosis -.     | Lecture | BBA 510.2. | Mid Term-1, Quiz & End Sem Exam |
| 11 | Questionnaires, interviews.                   | Lecture | BBA 510.2. | Mid Term-1, Quiz & End Sem Exam |
| 12 | Structural and Comprehensive OD interventions | Lecture | BBA 510.3. | Mid Term-1, Quiz & End Sem Exam |
| 13 | Classification of OD interventions            | Lecture | BBA 510.3. | Mid Term-1, Quiz & End Sem Exam |
| 14 | Human Process, Techno structural              | Lecture | BBA 510.3. | Mid Term-1, Quiz & End Sem Exam |
| 15 | HRM, Strategic interventions,                 | Lecture | BBA 510.3. | Mid Term-1, Quiz & End Sem      |

|    |                                                                                                                                                                     |         |            |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------|---------------------------------|
|    |                                                                                                                                                                     |         |            | Exam                            |
| 16 | Evaluation of interventions                                                                                                                                         | Lecture | BBA 510.3. | Mid Term-1, Quiz & End Sem Exam |
| 17 | Institutionalization of intervention                                                                                                                                | Lecture | BBA 510.3. | Mid Term-1, Quiz & End Sem Exam |
| 18 | Change Management : Need for the change                                                                                                                             | Lecture | BBA 510.4. | Mid Term-1, Quiz& End Sem Exam  |
| 19 | Factors causing change, environmental, Technological, Legal, Political, Social and cultural factors of change, Models and Techniques involved in change management, | Lecture | BBA 510.4. | Mid Term-1, Quiz & End Sem Exam |
| 20 | Technological Techniques involved in change management,                                                                                                             | Lecture | BBA 510.4. | Mid Term-1, Quiz & End Sem Exam |
| 21 | Legal techniques involved in change management,                                                                                                                     | Lecture | BBA 510.4. | Quiz & End Sem Exam             |
| 22 | Political, Social and cultural factors of change, Models and Techniques involved in change management,                                                              | Lecture | BBA 510.4. | Quiz & End Sem Exam             |
| 23 | cultural factors of change, Models and Techniques involved in change management,                                                                                    | Lecture | BBA 510.4. | Quiz & End Sem Exam             |
| 24 | Models and                                                                                                                                                          | Lecture | BBA 510.4. | Quiz &                          |



|    |                                            |         |            |                     |
|----|--------------------------------------------|---------|------------|---------------------|
|    | Techniques involved in change management.  |         |            | End Sem Exam        |
| 25 | Implementation of Change Models            | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 26 | Lewin's force field analysis,              | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 27 | Kotler's eight step model                  | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 28 | Action research model.                     | Lecture | BBA 510.5  | Quiz & End Sem Exam |
| 29 | Action research model: case study          | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 30 | Total Quality Management: meaning          | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 31 | Business Process Reengineering             | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 32 | Business Process Reengineering: case study | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 33 | Learning Organization: Introduction        | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 34 | Learning Organization: case study          | Lecture | BBA 510.5. | Quiz & End Sem Exam |
| 35 | Trends in OD: introduction                 | Lecture | BBA 510.6  | Quiz & End Sem Exam |
| 36 | Trends in OD: case study                   | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 37 | Role of OD:                                | Lecture | BBA 510.6. | Quiz &              |

|    |                                                               |         |            |                     |
|----|---------------------------------------------------------------|---------|------------|---------------------|
|    | Introduction                                                  |         |            | End Sem Exam        |
| 38 | Styles of OD practitioners                                    | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 39 | Role & styles of OD practitioners: case study                 | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 40 | OD-HRD interface: Introduction                                | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 41 | OD-HRD interface: case study                                  | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 42 | OD in global settings                                         | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 43 | contemporary OD issues for today's managers.                  | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 44 | Experiential learning                                         | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 45 | Managing leadership talent to support change (Class activity) | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 46 | Designing organizational diagnosis tool (Class activity)      | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 47 | Cases study: Change management success and failure            | Lecture | BBA 510.6. | Quiz & End Sem Exam |
| 48 | OD in global settings: case study                             | Lecture | BBA 510.6. | Quiz & End Sem Exam |

#### D. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                  |                                                                                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 |
| <b>BBA 510.1</b> | Able to Understand the concept of organizational development and analysing the values and assumption underlying organization development (OD). | <b>1</b>                            | <b>1</b>    | <b>3</b>    | <b>2</b>    | 1           | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>3</b>    |

|                  |                                                                                                                                                                            |          |          |          |          |          |          |          |          |          |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA510.2.</b> | Know the basic of organisational development process and steps involved in OD with relevant factors affecting OD with contemporary techniques of organisational diagnosis. | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> |
| <b>BBA510.3.</b> | Able to Recognize the need of Classification of OD interventions in relations to Human Strategic interventions with Evaluation and institutionalization of interventions.  | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> |
| <b>BBA510.4.</b> | Describe the role of change management and factors causing change with contemporary model and                                                                              | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> |

|                   |                                                                                                                                                                                                                                                                              |          |          |          |          |          |          |          |          |          |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                   | techniques involved in change management.                                                                                                                                                                                                                                    |          |          |          |          |          |          |          |          |          |
| <b>BBA510.5.</b>  | Demonstrate the applications and implementation of change models by implementing the Lewin's force model field analysis and Kotler's eight step model with action research model to improve Total Quality Management, Business Process Reengineering, Learning Organization. | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA 510.6.</b> | Able to understand the trends in OD by analyse the different role & styles of OD practitioners and HRD interface in relations to OD in global settings with contemporar y OD issues for today's managers .                                                                   | <b>2</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>1</b> |

### Sample question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –V) 2021-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |              |                                                                                                     |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: BBA VI Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |              |                                                                                                     |          |           |                |          |
| Subject Name:<br>BBA 510                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |              | Time: 2 Hrs                                                                                         |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Remembering  | Understanding                                                                                       | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.1,4        | Q.2,3                                                                                               | Q.4      | Q.5,6     |                |          |
| <p>Student will be able to</p> <p>CO1: Able to Understand the concept of organizational development and analysing the values and assumption underlying organization development (OD).</p> <p>CO2: Know the basic of organisational development process and steps involved in OD with relevant factors affecting OD with contemporary techniques of organisational diagnosis.</p> <p>CO3 : Able to Recognize the need of Classification of OD interventions in relations to Human Strategic interventions with Evaluation and institutionalization of interventions.</p> <p>CO4: Describe the role of change management and factors causing change with contemporary model and techniques involved in change management.</p> <p>CO5: Demonstrate the applications and implementation of change models by implementing the Lewin's force model field analysis and Kotler's eight step model with action research model to improve Total Quality Management, Business Process Reengineering, Learning Organization.</p> <p>CO6: Able to understand the trends in OD by analyse the different role &amp; styles of OD practitioners and HRD interface in relations to OD in global settings with contemporary OD issues for today's managers .</p> |              |                                                                                                     |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Question No. | Question                                                                                            |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Q.1          | Explain in brief the basic concept of Organisational Development and its importance and philosophy. |          |           |                | 6        |

|     |       |                                                                                      |   |
|-----|-------|--------------------------------------------------------------------------------------|---|
| CO2 | Q.2   | What are the different values and assumptions underlying organisational development? | 6 |
| CO3 | Q.3   | Write the name of Classifications of organizational Development Interventions.       | 3 |
| CO1 | Q.4   | Describe the different Techniques of organizational development.                     | 6 |
| CO1 | Q.5   | Demonstrate the functions related to training styles.                                | 6 |
| CO2 | Q .6. | Write short note on steps involved in OD.                                            | 3 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                         |
| <b>Name</b>             | BBA                                             |
| <b>Semester</b>         | 5th Semester                                    |
| <b>Subject Code</b>     | BBA 510                                         |
| <b>Subject Name</b>     | Organizational Development & Change             |
| <b>Attainment Level</b> | 44% of the students secured more than 60% marks |

### Note:

#### **Attainments**

Level 1

Level 2

Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF

70% of students secure more than 60% marks then level 2 IF

80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
| V SEM                            | BBA 511 | 3   | 1   | 1   | 3   | 1   | 2   | 2   | 1   | 1   |



# AMITY UNIVERSITY

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|                                                                                        |
|----------------------------------------------------------------------------------------|
|                                                                                        |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                        |
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>                                               |
|                                                                                        |
| <b>Course Handout</b>                                                                  |
| Course : Training and Development                                                      |
| Course Code : BBA 511, Crédits : 04, Session :2021-22Even Sem.), Class : BBA. 3rd Year |
| Faculty Name :                                                                         |

**Introduction:** The objective of this course is to familiarize the budding managers with how course will help students to help students acquire and enhance their knowledge of how to plan, develop, carry out, and evaluate training and executive development programmes in Business Organizations and familiarize students with the dynamics of training and development for an organization and individuals. It will develop an understanding of various training and their evaluation. Further it will develop a right perspective in them towards managing and improving performance. It aims to equip the students to focuses on understanding the basic concepts, theories and functioning of training system on organisation and its applications.

**A. Course Outcomes:** At the end of the course, students will be able to:

**1.BBA 511.1.** Able to Understand the concept of Training and its strategy in relations to education, culture and context.

2.**BBA 511.2.** Know the basic of process of training with need assessment in relations to person analysis, task analysis and organisational analysis, focus on recent on training methods with styles.

3.**BBA 511.3.** Able to Recognize the need for Training Evaluation and Measuring Training Effectiveness in relation to Return on Investment and Cost – Benefit Analysis with models of Training Evaluation.

4.**BBA 511.4.** Describe the role of training system and its actions for better career development and succession planning to gain the full advantage of diversity training.

5.**BBA 511.5.** Demonstrate the applications functions of Changes in Training Needs for Modern Organizations focus on Learning Organizations by which the Training for Trainers concept by conducting a sensitivity Training, Computer Based Training, Training transfer to workplace.

6.**BBA 511.6.** Able to understand the Executive Development significance and identify the role of HRD in 21<sup>st</sup> century.

#### **Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

#### **B. Programme Specific Outcomes:**

PSO1:- Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

PSO2 :- Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

PSO3:- Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits .

PSO4 :- Practical exposure to the real life organizational development and change at national and International Human resources management through the different value based management at Different countries culture .

#### **Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |

|                          |                          |    |             |
|--------------------------|--------------------------|----|-------------|
| Attendance               | End Semester Examination | A  | 5%          |
| End Semester Examination |                          | EE | 70%         |
| <b>Total</b>             |                          |    | <b>100%</b> |

### C. Syllabus

## TRAINING AND DEVELOPMENT

**Course Code: BBA 511**

**Credit Units: 04**

### Course Objective:

The objective of the course is to help students acquire and enhance their knowledge of how to plan, develop, carry out, and evaluate training and executive development programmes in Business Organizations.

### Course Contents:

#### Module I: Introduction

Meaning and definition of training, Training vs education, Culture and Context, Introduction to training Strategy.

#### Module II: Process of Training

Establishing objectives, training need assessment (Person Analysis, Task Analysis, Organization Analysis, designing the programs, training methods, trainers and training styles, Introduction to Management Development program.

#### Module III: Evaluation of Training & Development

Training Evaluation – Need for evaluation, Measuring Training Effectiveness, Concept of Return on Investment, Cost – Benefit Analysis, Models of Training Evaluation.

#### Module IV: Training Systems

Action Research for better training, knowledge management, career development, succession planning, diversity training, orientation training.

**Module V:** Changes in Training Needs for Modern Organizations. Concept and Need for Learning Organizations, Trainer Identification) & Training for Trainers, Leadership, Basics of Sensitivity Training, Computer Based Training. Training transfer to workplace

#### Module VI: Development

Executive Development – significance & nature, identifying development needs and setting objectives. Techniques of development and advantages. Role of HRD in 21<sup>st</sup> Century.

**Assignment** – Visit an Organization & find out their training needs.

### Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

*Text:*

- Lynton R.P and Pareek U (1990). Training for Development. Vistaar Publications, New Delhi

*References:*

- Goldstein, Training in Organizations, Thomson Learning.
- Pareek Udai, Training and Development, Tata McGraw Hill.
- Srivastava, S., Recruitment, Selection & Retention, ABS Course pack, 1999.
- Wexley, K & Lathan Gary, Developing & Training HR in Organization. P. Hall, 2002.

#### D. Lecture Plan

| Lecture | Topics                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | What is training? definition and scope.              | Lecture          | BBA 511.1.       | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of training Strategy.                        | Lecture          | BBA 511.1.       | Mid Term-1, Quiz & End Sem Exam |
| 3       | Nature, Importance, Philosophy, Objectives: Training | Lecture          | BBA 511.1.       | Mid Term-1, Quiz & End Sem Exam |
| 4       | Definition, Goals: Training vs. education            | Lecture          | BBA 511.1.       | Mid Term-1, Quiz & End Sem Exam |
| 5       | Process of Training                                  | Lecture          | BBA 511.2.       | Mid Term-1, Quiz & End Sem Exam |
| 6       | Establishing objectives, training need assessment    | Lecture          | BBA 511.2.       | Mid Term-1, Quiz & End Sem Exam |
| 7       | Person Analysis                                      | Lecture          | BBA 511.2.       | Mid Term-1, Quiz & End Sem Exam |
| 8       | Task Analysis                                        | Lecture          | BBA 511.2.       | Mid                             |

|    |                                                   |         |            |                                             |
|----|---------------------------------------------------|---------|------------|---------------------------------------------|
|    |                                                   |         |            | Term-1,<br>Quiz &<br>End Sem<br>Exam        |
| 9  | Organization<br>Analysis                          | Lecture | BBA 511.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 10 | Designing the programs:<br>Introduction and steps | Lecture | BBA 511.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 11 | Designing the<br>programs                         | Lecture | BBA 511.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 12 | Training methods: off<br>the job                  | Lecture | BBA 511.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 13 | Training methods: on<br>the job                   | Lecture | BBA 511.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 14 | Training methods: off the<br>job : implications   | Lecture | BBA 511.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 15 | Trainers: Role<br>,importance and<br>significance | Lecture | BBA 511.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 16 | Training styles :<br>Introduction and<br>methods  | Lecture | BBA 511.2. | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 17 | Training styles : case<br>studies                 | Lecture | BBA 511.2. | Mid<br>Term-1,                              |



|    |                                                                   |         |            |                                 |
|----|-------------------------------------------------------------------|---------|------------|---------------------------------|
|    |                                                                   |         |            | Quiz & End Sem Exam             |
| 18 | Introduction to Management Development program: Introduction      | Lecture | BBA 511.2. | Mid Term-1, Quiz & End Sem Exam |
| 19 | Evaluation of Training & Development : Introduction               | Lecture | BBA 511.3. | Mid Term-1, Quiz & End Sem Exam |
| 20 | Training Evaluation role and significance                         | Lecture | BBA 511.3. | Mid Term-1, Quiz & End Sem Exam |
| 21 | Need for evaluation: Training                                     | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 22 | Measuring Training Effectiveness: Introduction                    | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 23 | Concept of Return on Investment: Introduction                     | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 24 | Cost – Benefit Analysis: Introduction :                           | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 25 | Models of Training Evaluation: Introduction                       | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 26 | Models of Training Evaluation: The Kirkpatrick-Phillips Model     | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 27 | Models of Training Evaluation: Anderson's Value of Learning Model | Lecture | BBA 511.3. | Quiz & End Sem Exam             |
| 28 | Models of Training Evaluation: Brinkerhoff's Success Case Method. | Lecture | BBA 511.3  | Quiz & End Sem Exam             |
| 29 | Learning Transfer                                                 | Lecture | BBA 511.3. | Quiz & End Sem                  |

|    |                                                                      |         |            |                     |
|----|----------------------------------------------------------------------|---------|------------|---------------------|
|    | Evaluation Model (LTEM).                                             |         |            | Exam                |
| 30 | Models of Training Evaluation: summary                               | Lecture | BBA 511.3. | Quiz & End Sem Exam |
| 31 | Training Systems: Introductions                                      | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 32 | Action Research for better training: Introductions                   | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 33 | knowledge management: Importance                                     | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 34 | career development: Introductions                                    | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 35 | Retirement benefits, Employees' service benefits: Types              | Lecture | BBA 511.4  | Quiz & End Sem Exam |
| 36 | succession planning: Introduction: steps                             | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 37 | Diversity training: Introduction and steps                           | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 38 | Orientation training: introduction and steps                         | Lecture | BBA 511.4. | Quiz & End Sem Exam |
| 39 | Changes in Training Needs for Modern Organizations                   | Lecture | BBA 511.5. | Quiz & End Sem Exam |
| 40 | Concept and Need for Learning Organizations, Trainer Identification) | Lecture | BBA 511.5. | Quiz & End Sem Exam |
| 41 | Training for Trainers                                                | Lecture | BBA 511.5. | Quiz & End Sem Exam |
| 42 | Leadership                                                           | Lecture | BBA 511.5. | Quiz & End Sem Exam |

|    |                                                              |         |            |                     |
|----|--------------------------------------------------------------|---------|------------|---------------------|
| 43 | Basics of Sensitivity Training, Computer Based Training.     | Lecture | BBA 511.5. | Quiz & End Sem Exam |
| 44 | Training transfer to workplace                               | Lecture | BBA 511.5. | Quiz & End Sem Exam |
| 45 | Executive Development: significance & nature                 | Lecture | BBA 511.6. | Quiz & End Sem Exam |
| 46 | Identifying development needs                                | Lecture | BBA 511.6. | Quiz & End Sem Exam |
| 47 | Setting objectives. Techniques of development and advantages | Lecture | BBA 511.6. | Quiz & End Sem Exam |
| 48 | Role of HRD in 21 <sup>st</sup> Century.                     | Lecture | BBA 511.6. | Quiz & End Sem Exam |

#### E. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |
|------------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                  |                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 |
| <b>BBA 511.1</b> | Able to Understand the concept of Training and its strategy in relations to education, culture and context. | <b>1</b>                            | <b>1</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>3</b>    |

|                  |                                                                                                                                                                                             |          |          |          |          |          |          |          |          |          |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA511.2.</b> | Know the basic of process of training with need assessment in relations to person analysis, task analysis and organisationa l analysis, focus on recent on training methods with styles.    | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> |
| <b>BBA511.3.</b> | Able to Recognize the need for Training Evaluation and Measuring Training Effectiveness in relation to Return on Investment and Cost – Benefit Analysis with models of Training Evaluation. | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> |

|                   |                                                                                                                                                                                                                                                                        |          |          |          |          |          |          |          |          |          |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA511.4.</b>  | Describe the role of training system and its actions for better career development and succession planning to gain the full advantage of diversity training.                                                                                                           | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA511.5.</b>  | Demonstrate the applications functions of Changes in Training Needs for Modern Organizations focus on Learning Organizations by which the Training for Trainers concept by conducting a sensitivity Training, Computer Based Training, Training transfer to workplace. | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA 511.6.</b> | Able to understand the Executive                                                                                                                                                                                                                                       | <b>2</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>1</b> |



CO5: Demonstrate the applications functions of Changes in Training Needs for Modern Organizations focus on Learning Organizations by which the Training for Trainers concept by conducting a sensitivity Training, Computer Based Training, Training transfer to workplace.

CO6: Able to understand the Executive Development significance and identify the role of HRD in 21<sup>st</sup> century.

| CO Map | Question No. | Question                                                                          | Marks |
|--------|--------------|-----------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief the basic concept of Training and its importance and philosophy. | 6     |
| CO2    | Q.2          | What are the different training need assessment?                                  | 6     |
| CO3    | Q.3          | Write a short note on: Management development program.                            | 3     |
| CO1    | Q.4          | Describe the different classification of training and methods .                   | 6     |
| CO1    | Q.5          | Demonstrate the functions related to training styles.                             | 6     |
| CO2    | Q .6.        | Write short note on: Training strategy                                            | 3     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                       |                        |
|-----------------------|------------------------|
| <b>Session Course</b> | 2021-22                |
| <b>Name</b>           | BBA                    |
| <b>Semester</b>       | 5th Semester           |
| <b>Subject Code</b>   | BBA 511                |
| <b>Subject Name</b>   | Training & Development |

|                         |         |
|-------------------------|---------|
| <b>Attainment Level</b> | Level 3 |
|-------------------------|---------|

### Note:

#### **Attainments**

Level 1

Level 2

Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF

70% of students secure more than 60% marks then level 2 IF

80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):**

Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |        | P01 | P02 | P03 | P04 | P05 | P06 | P07 | P08 | P09 |
| BBA VI SEM                    | BBA605 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   |



# AMITY UNIVERSITY

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| DEPARTMENT OF BUSINESS MANAGEMENT                                                             |
|-----------------------------------------------------------------------------------------------|
| Course Handout                                                                                |
| Course : Brand Management                                                                     |
| Course Code : BBA605, Crédits : 04,<br>Session : 2022-23 (Odd Sem.), Class : BBA 6th Semester |
| Faculty Name : Dr Astha Joshi, Mr. Rajeev Dwivedi                                             |

**A. Introduction:** The objective of the course is to help the students understand and appreciate the theoretical concepts of brands. To generate the ability to apply the concepts in real life.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA605.1.** Building awareness for the concept of branding and brand equity and to identify the scope and significance of brand management in domain industry.

**BBA605.2.** Identifying the emerging markets and marketing challenges in the developing brand equity and brand value

**BBA605.3.** Acquire knowledge and understand the brand elements and develop product and price strategies.

**BBA605.4.** Evaluate different methods and use appropriate research approaches for building brand hierarchy and brand extension.

**BBA605.5.** Understanding the policies and procedures prevalent to audit brand and also acquiring knowledge to develop global brand strategy.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**[PSO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PSO.5]. Individual and teamwork ethics:** Complete all work in a professional, ethical and timely manner. Learn to distinguish misleading and deceptive advertisements from truthful, ethical and responsible advertising

**[PSO.6]. Continuous learning:** Pursue MBA, Postgraduate Degree\Diploma in Marketing, Advertising, Mass Communication, Public Relations, Media Studies, Graphic Designing and other professional courses in this field of study.

**[PSO.7]. Entrepreneurship an employability:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses. Seek jobs in marketing, sales, advertising, and public relations.

**[PSO.8]. Effective Communication:** Prepare and deliver a sales presentation. Communicate marketing information persuasively and accurately in oral, written and graphic formats. Identify and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.

**[PSO.9]. Reasoning Ability:** Participate in the development of creative solutions to address advertising and marketing communications challenges. Perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behavior of each segment.

**[PSO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and marketing management.

| PROGRAMME ARTICULATION MATRIX |        |      |      |      |      |      |      |      |      |      |      |
|-------------------------------|--------|------|------|------|------|------|------|------|------|------|------|
|                               |        | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 | PSO9 | PSO9 |
| BBA VI SEM                    | BBA605 | 3    | 2    | 3    | 2    | 3    | 1    | 3    | 3    | 1    | 3    |

#### E. Assessment Plan:

| Component of Evaluation        | Description                                                                                         | Code     | Weightage % |
|--------------------------------|-----------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                          | CT       | 15%         |
|                                | Mid Term 2                                                                                          |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                              | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up | A        | 5%          |

|                          |                                                                                                           |    |             |
|--------------------------|-----------------------------------------------------------------------------------------------------------|----|-------------|
|                          | the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                                                  | EE | 70%         |
| <b>Total</b>             |                                                                                                           |    | <b>100%</b> |

## **F. Syllabus**

### **Module I: Introduction**

Meaning and importance of brands. Brands v/s products. Challenges and opportunities of branding. Concept of Brand Equity. Brand management process. Role of CRM in building brands.

### **Module II: Brand Positioning and value**

Sources of brand equity. Brand Building. Implications of brand building. Brand positioning: Brand value. Internal branding.

### **Module III: Brand Marketing**

Criteria for choosing Brand elements. Building brand equity: Product strategy, pricing strategy. Integrated marketing communication. Brand Personality, Brand Image, Celebrity endorsements. Concept of co-branding

### **Module IV: Brand Performance and Branding strategies**

Brand value chain, Brand equity management system. Brand hierarchy. Designing branding strategy. Brand extension: Concept, Advantages and disadvantages. Evaluating opportunities of brand extension, Managing Brands over time, Branding strategy over PLC.

### **Module V: Managing Brands**

Brand Audit: Meaning, Need and Significance, Reinforcing Brands. Brands revitalization Managing brands internationally, Standardization v/s customization. Global Brand strategy.

### **Module VI: The Indian Scenario**

The Export Import Scene in India. EXIM Policy. Export Documentation, Export Procedure

**G. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**H. Suggested Text/Reference Books:**

Text:

- Keller Kevin Lane, Strategic Brand Management: Building, Measuring and Managing Brand Equity, Second Edition, Prentice Hall.

References:

- Jean Noel Kampferer, Kogan Page, Strategic Brand Management, Second Edition
- Understanding Brands, Cowley D.
- 

**I. Lecture Plan**

| Lecture | Topics                                                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Introduction</b> - Meaning and importance of brands.                              | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Introduction</b> - Meaning and importance of brands.                              | Group Discussion | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Introduction</b> - Brands v/s products. Challenges and opportunities of branding. | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Introduction</b> - Challenges and opportunities of branding.                      | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 5.      | <b>Introduction</b> - Concept of Brand Equity                                        | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 6.      | <b>Introduction</b> - Concept of Brand Equity.                                       | Home Assignment  | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 7.      | <b>Introduction</b> - Brand management process.                                      | Lecture          | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |
| 8.      | <b>Introduction</b> - Brand management process.                                      | Case Study       | BBA605.1         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                     |                  |          |                                 |
|-----|-------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 9.  | <b>Introduction</b> - Role of CRM in building brands.                               | Lecture          | BBA605.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Introduction</b> - Role of CRM in building brands.                               | Lecture          | BBA605.1 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Brand Positioning and value</b> - Sources of brand equity.                       | Home Assignment  | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Brand Positioning and value</b> - Brand Building.                                | Lecture          | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Brand Positioning and value</b> - Implications of brand building.                | Group Discussion | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Brand Positioning and value</b> - Implications of brand building                 | Lecture          | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Brand Positioning and value</b> - Brand positioning:                             | Lecture          | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Brand Positioning and value</b> - Brand positioning                              | Lecture          | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Brand Positioning and value</b> - Brand value.                                   | Group Discussion | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Brand Positioning and value</b> - Internal branding.                             | Case Study       | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Brand Positioning and value</b> - Internal branding.                             | Group Discussion | BBA605.2 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>Brand Marketing</b> - Criteria for choosing Brand elements.                      | Lecture          | BBA605.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Brand Marketing</b> - Building brand equity: Product strategy, pricing strategy. | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Brand Marketing</b> - Building brand equity: Product strategy, pricing strategy. | Group Discussion | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Brand Marketing</b> - Integrated marketing communication.                        | Home Assignment  | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Brand Marketing</b> - Integrated marketing communication.                        | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |



|     |                                                                                                            |                  |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 25. | <b>Brand Marketing</b> - Brand Personality                                                                 | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Brand Marketing</b> - Brand Image                                                                       | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Brand Marketing</b> - Celebrity endorsements.                                                           | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Brand Marketing</b> - Concept of co-branding                                                            | Lecture          | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Brand Marketing</b> - Concept of co-branding                                                            | Group Discussion | BBA605.3 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Brand Performance and Branding strategies</b> - Brand value chain, Brand equity management system       | Lecture          | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 31. | <b>Brand Performance and Branding strategies</b> - Brand hierarchy.                                        | Lecture          | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Brand Performance and Branding strategies</b> - Designing branding strategy                             | Lecture          | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Brand Performance and Branding strategies</b> - Brand extension: Concept, Advantages and disadvantages. | Lecture          | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Brand Performance and Branding strategies</b> - Brand extension: Concept, Advantages and disadvantages. | Lecture          | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Brand Performance and Branding strategies</b> - Evaluating opportunities of brand extension             | Home Assignment  | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Brand Performance and Branding strategies</b> - Evaluating opportunities of brand extension             | Case Study       | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 37. | <b>Brand Performance and Branding strategies</b> - Managing Brands over time                               | Lecture          | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 38. | <b>Brand Performance and Branding strategies</b> - Branding strategy over PLC.                             | Lecture          | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                    |                 |          |                                 |
|-----|------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 39. | <b>Brand Performance and Branding strategies</b> - Branding strategy over PLC.     | Lecture         | BBA605.4 | Mid Term-2, Quiz & End Sem Exam |
| 40. | <b>Managing Brands</b> - Brand Audit: Meaning, Need and Significance               | Lecture         | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |
| 41. | <b>Managing Brands</b> - Reinforcing Brands.                                       | Home Assignment | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |
| 42. | <b>Managing Brands</b> - Reinforcing Brands.                                       | Case Study      | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |
| 43. | <b>Managing Brands</b> - Brands revitalization                                     | Lecture         | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |
| 44. | <b>Managing Brands</b> - Brands revitalization                                     | Lecture         | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |
| 45. | <b>Managing Brands</b> - Managing brands internationally,                          | Lecture         | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |
| 46. | <b>Managing Brands</b> - Standardization v/s customization. Global Brand strategy. | Lecture         | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |
| 47. | <b>Managing Brands</b> - Standardization v/s customization. Global Brand strategy. | Home Assignment | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |
| 48. | <b>Managing Brands</b> -. Global Brand strategy.                                   | Case Study      | BBA605.5 | Mid Term-2, Quiz & End Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| Course Outcome  | Statement                                                                                     | Correlation with Programme Outcomes |          |          |          |          |          |          |          |          |
|-----------------|-----------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 |                                                                                               | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     |
| <b>BBA605.1</b> | Building awareness for the concept of branding and brand equity and to identify the scope and | <b>3</b>                            | <b>1</b> | <b>1</b> | <b>-</b> | <b>3</b> | <b>2</b> | <b>-</b> | <b>-</b> | <b>1</b> |

|                 |                                                                                                                                   |          |          |          |          |          |          |          |          |          |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 | significance of brand management in domain industry.                                                                              |          |          |          |          |          |          |          |          |          |
| <b>BBA605.2</b> | Identifying the emerging markets and marketing challenges in the developing brand equity and brand value                          | <b>2</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>-</b> | <b>-</b> |
| <b>BBA605.3</b> | Acquire knowledge and understand the brand elements and develop product and price strategies.                                     | <b>3</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>-</b> |
| <b>BBA605.4</b> | Evaluate different methods and use appropriate research approaches for building brand hierarchy and brand extension.              | <b>3</b> | <b>1</b> | <b>-</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA605.5</b> | Understanding the policies and procedures prevalent to audit brand and also acquiring knowledge to develop global brand strategy. | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> |

## **Sample Question Paper**

|                                                                                                                                                                                                                                                                                                                               |                     |                                                                      |                      |           |                       |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>Amity Business School</b><br><b>Department of Management</b><br><b>I MID-SEMESTER (SEM – VI) 2021-22</b><br><b>Class: BBA VI Semester</b>                                                                                                                                                                                  |                     |                                                                      |                      |           |                       |              |
| <b>Subject Name: BBA605 Brand Management</b>                                                                                                                                                                                                                                                                                  |                     |                                                                      | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                         | Remembering         | Understanding                                                        | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                       | Q. 2, Q. 4          | Q. 6                                                                 | Q. 1                 | -         | Q. 5                  | Q. 3         |
| <b>Students will be able to:</b><br><b>CO 1:</b> Building awareness for the concept of branding and brand equity and to identify the scope and significance of brand management in domain industry.<br><b>CO 2:</b> Identifying the emerging markets and marketing challenges in the developing brand equity and brand value. |                     |                                                                      |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                 | <b>Question No.</b> | <b>Question</b>                                                      |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                   | <b>1.</b>           | <b>Define branding and state the importance of brands.</b>           |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                   | <b>2.</b>           | <b>Differentiate between brands and products.</b>                    |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                                   | <b>3.</b>           | <b>Elaborate the process of brand management.</b>                    |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                   | <b>4.</b>           | <b>What are the sources of brand equity?</b>                         |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                   | <b>5.</b>           | <b>Discuss the concept of Internal Branding.</b>                     |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                                   | <b>6.</b>           | <b>State the importance of developing brand value in the market.</b> |                      |           |                       | <b>5</b>     |

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## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                         |
| <b>Name</b>             | BBA                                             |
| <b>Semester</b>         | 6th Semester                                    |
| <b>Subject Code</b>     | BBA 605                                         |
| <b>Subject Name</b>     | Brand Management                                |
| <b>Attainment Level</b> | 48% of the students secured more than 60% marks |

### Note:

#### **Attainments**

Level 1  
Level 2  
Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF  
70% of students secure more than 60% marks then level 2 IF  
80% of students secure more than 60% marks then level 3



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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

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**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):**

Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |        | P01 | P02 | P03 | P04 | P05 | P06 | P07 | P08 | P09 |
| BBA VI SEM                    | BBA606 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| DEPARTMENT OF BUSINESS MANAGEMENT                                                             |
|-----------------------------------------------------------------------------------------------|
| Course Handout                                                                                |
| Course : Advertising & Sales Promotion                                                        |
| Course Code : BBA606, Crédits : 04,<br>Session : 2022-23 (Odd Sem.), Class : BBA 6th Semester |
| Faculty Name : Dr Astha Joshi, Mr. Rajeev Dwivedi                                             |

**A. Introduction:** The objective of the course is to familiarize students with advertising concepts and strategies, the methods and tools used. Enabling them to develop advertising strategies and plans and to develop the judgment parameters required in product management, to evaluate advertising.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA606.1.** Understand the concept of advertising and evaluate the concept of integrated communication

**BBA606.2.** Identify the objectives and importance of advertising as a promotional tool.

**BBA606.3.** Remember the approaches of advertising campaign planning and develop ethics in advertising.

**BBA606.4.** Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market.

**BBA606.5.** Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.

**BBA606.6.** Create sales promotion strategies and identify the latest trends and practices in the industry.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.



**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**[PSO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PSO.5]. Individual and teamwork ethics:** Complete all work in a professional, ethical and timely manner. Learn to distinguish misleading and deceptive advertisements from truthful, ethical and responsible advertising

**[PSO.6]. Continuous learning:** Pursue MBA, Postgraduate Degree\Diploma in Marketing, Advertising, Mass Communication, Public Relations, Media Studies, Graphic Designing and other professional courses in this field of study.

**[PSO.7]. Entrepreneurship an employability:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses. Seek jobs in marketing, sales, advertising, and public relations.

**[PSO.8]. Effective Communication:** Prepare and deliver a sales presentation. Communicate marketing information persuasively and accurately in oral, written and graphic formats. Identify and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.

**[PSO.9]. Reasoning Ability:** Participate in the development of creative solutions to address advertising and marketing communications challenges. Perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behavior of each segment.

**[PSO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and marketing management.

| PROGRAMME ARTICULATION MATRIX |        |      |      |      |      |      |      |      |      |      |      |
|-------------------------------|--------|------|------|------|------|------|------|------|------|------|------|
|                               |        | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 | PSO9 | PSO9 |
| BBA VI SEM                    | BBA606 | 3    | 2    | 3    | 2    | 3    | 1    | 3    | 3    | 1    | 3    |

#### E. Assessment Plan:

| Component of Evaluation        | Description | Code | Weightage % |
|--------------------------------|-------------|------|-------------|
| Continuous Internal Evaluation | Mid Term 1  | CT   | 15%         |
|                                | Mid Term 2  |      |             |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
|                          | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## **F. Syllabus**

### **Module I: Introduction**

Role of Promotion in Marketing Mix. Components of promotion mix viz Advertising Publicity, Personal selling, Public relations and Sales promotion. Concept of integrated marketing communication.

### **Module II: Advertising**

Need, scope objectives and importance of advertising, Strengths and Weaknesses of Advertising as a Promotion Tool, role of advertising in current market, advertising and society- latest trends in advertisements different types of advertisements.

### **Module III: Advertising Campaign Planning**

Setting advertising goals and objectives- The DAGMAR Approach. Message strategies and tactics- Creative approaches, Copywriting and testing. Advertising copy design. Copy layout, Advertising appeals and themes, Classification of advertisement copies-Essentials of a good copy Ethics in advertising.

### **Module IV: Advertising Media and Agencies**

Types of media, media planning and scheduling. Advertising budgets. Approaches to advertising budgeting. Measuring advertising effectiveness. Advertising business in India. Rural advertising. Legal and ethical aspects of advertising, Advertising and society. Advertising in international perspective.

### **Module V: Sales Promotion**

Need, scope objectives and importance of sales promotion. Management of sales Promotion at the consumer, trade and sales force levels. Strengths and weaknesses of Sales Promotion.

### **Module VI: Sales Promotion Strategy**

Planning and designing sales promotion programme with specific reference to sales contest, trade in discount coupons etc. sales display and merchandising. Latest trends in sales promotion.

#### **G. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **H. Suggested Text/Reference Books:**

Text:

- Belch and Belch, Advertising and Promotion, Sixth Edition, Tata McGraw Hill

References:

- Batra Rajeev, Aaker, David A and Myere John G. Advertising Management, Fifth Edition, Pearson Education
- Advertising Management – Chunawalla

#### **I. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                                  | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|------------------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1.             | <b>Introduction</b> - Role of Promotion in Marketing Mix.                                      | Lecture                 | BBA606.1                | Mid Term-1, Quiz & End Sem Exam |
| 2.             | <b>Introduction</b> - Role of Promotion in Marketing Mix.                                      | Group Discussion        | BBA606.1                | Mid Term-1, Quiz & End Sem Exam |
| 3.             | <b>Introduction</b> - Role of Promotion in Marketing Mix.                                      | Lecture                 | BBA606.1                | Mid Term-1, Quiz & End Sem Exam |
| 4.             | <b>Introduction</b> - Components of promotion mix viz Advertising Publicity, Personal selling, | Lecture                 | BBA606.1                | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                |                  |          |                                 |
|-----|------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 5.  | <b>Introduction</b> - Components of promotion mix viz Advertising Publicity, Personal selling, | Lecture          | BBA606.1 | Mid Term-1, Quiz & End Sem Exam |
| 6.  | <b>Introduction</b> - Public relations and Sales promotion.                                    | Home Assignment  | BBA606.1 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | <b>Introduction</b> - Public relations and Sales promotion.                                    | Lecture          | BBA606.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | <b>Introduction</b> - Concept of integrated marketing communication.                           | Case Study       | BBA606.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | <b>Introduction</b> - Concept of integrated marketing communication.                           | Lecture          | BBA606.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Advertising</b> - Need, scope objectives and importance of advertising                      | Lecture          | BBA606.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Advertising</b> - Strengths and Weaknesses of Advertising as a Promotion Tool.              | Home Assignment  | BBA606.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Advertising</b> -Strengths and Weaknesses of Advertising as a Promotion Tool                | Lecture          | BBA606.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Advertising</b> - role of advertising in current market, advertising and society            | Group Discussion | BBA606.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Advertising</b> - role of advertising in current market, advertising and society-           | Lecture          | BBA606.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Advertising</b> - trends in advertisements different types of advertisements.               | Lecture          | BBA606.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Advertising</b> - latest trends in advertisements different types of advertisements.        | Lecture          | BBA606.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Advertising Campaign Planning</b> - Setting advertising goals and objectives                | Group Discussion | BBA606.3 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Advertising Campaign Planning</b> - The DAGMAR Approach.                                    | Case Study       | BBA606.3 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Advertising Campaign Planning</b> - The DAGMAR Approach.                                    | Group Discussion | BBA606.3 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                        |                  |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 20. | <b>Advertising Campaign Planning</b> - - Message strategies and tactics- Creative approaches, Copywriting and testing. | Lecture          | BBA606.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Advertising Campaign Planning</b> - Message strategies and tactics- Creative approaches, Copywriting and testing.   | Lecture          | BBA606.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Advertising Campaign Planning</b> - Advertising copy design. Copy layout, Advertising appeals and themes            | Group Discussion | BBA606.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Advertising Campaign Planning</b> - Advertising copy design. Copy layout, Advertising appeals and themes            | Home Assignment  | BBA606.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Advertising Campaign Planning</b> - Classification of advertisement copies- Essentials of a good copy               | Lecture          | BBA606.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Advertising Campaign Planning</b> - Ethics in advertising.                                                          | Lecture          | BBA606.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Advertising Media and Agencies</b> - Types of media, media planning and scheduling. Advertising budgets.            | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Advertising Media and Agencies</b> -. Approaches to advertising budgeting. Measuring advertising effectiveness.     | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Advertising Media and Agencies</b> - Advertising business in India. Rural advertising.                              | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Advertising Media and Agencies</b> - Advertising business in India. Rural advertising.                              | Group Discussion | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 30. | <b>Advertising Media and Agencies</b> - Legal and ethical aspects of advertising,                                      | Lecture          | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                              |                 |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 31. | <b>Advertising Media and Agencies</b> - Legal and ethical aspects of advertising,                                            | Lecture         | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 32. | <b>Advertising Media and Agencies</b> - Advertising in international perspective.                                            | Lecture         | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 33. | <b>Advertising Media and Agencies</b> - Advertising in international perspective.                                            | Lecture         | BBA606.4 | Mid Term-2, Quiz & End Sem Exam |
| 34. | <b>Sales Promotion</b> - Need, scope objectives of sales promotion.                                                          | Lecture         | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 35. | <b>Sales Promotion</b> - Need, scope objectives and importance of sales promotion.                                           | Home Assignment | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 36. | <b>Sales Promotion</b> - importance of sales promotion.                                                                      | Case Study      | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 37. | <b>Sales Promotion</b> - Management of sales Promotion Promotion.                                                            | Lecture         | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 38. | <b>Sales Promotion</b> - Promotion at the consumer, trade and sales force levels.                                            | Lecture         | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 39. | <b>Sales Promotion</b> - Promotion at the consumer, trade and sales force levels.                                            | Lecture         | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 40. | <b>Sales Promotion</b> - Strengths and weaknesses of Sales Promotion.                                                        | Lecture         | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 41. | <b>Sales Promotion</b> - Strengths and weaknesses of Sales Promotion.                                                        | Home Assignment | BBA606.5 | Mid Term-2, Quiz & End Sem Exam |
| 42. | <b>Sales Promotion Strategy</b> - Planning and designing sales promotion programme with specific reference to sales contest, | Case Study      | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |
| 43. | <b>Sales Promotion Strategy</b> - Planning and designing sales promotion programme with specific reference to sales contest, | Lecture         | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |
| 44. | <b>Sales Promotion Strategy</b> - trade in discount coupons etc.                                                             | Lecture         | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                     |                 |          |                                 |
|-----|---------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 45. | <b>Sales Promotion Strategy</b> - trade in discount coupons etc.    | Lecture         | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |
| 46. | <b>Sales Promotion Strategy</b> - sales display and merchandising.  | Lecture         | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |
| 47. | <b>Sales Promotion Strategy</b> - Latest trends in sales promotion. | Home Assignment | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |
| 48. | <b>Sales Promotion Strategy</b> - Latest trends in sales promotion. | Case Study      | BBA606.6 | Mid Term-2, Quiz & End Sem Exam |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| Course Outcome  | Statement                                                                                   | Correlation with Programme Outcomes |      |      |      |      |      |      |      |      |
|-----------------|---------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|
|                 |                                                                                             | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| <b>BBA606.1</b> | Understand the concept of advertising and evaluate the concept of integrated communication. | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    |
| <b>BBA606.2</b> | Identify the objectives and importance of advertising as a promotional tool.                | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    |
| <b>BBA606.3</b> | Remember the approaches of advertising campaign planning and develop ethics in advertising. | 3                                   | 3    | 1    | 3    | 3    | 1    | 2    | 1    | -    |
| <b>BBA606.4</b> | Analyse media planning and scheduling. Create advertising budgets and evaluate the          | 3                                   | 1    | -    | 1    | 3    | 1    | 3    | 2    | 1    |



|                 |                                                                                                        |          |          |          |          |          |          |          |          |          |
|-----------------|--------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 | role of advertisement in the international market.                                                     |          |          |          |          |          |          |          |          |          |
| <b>BBA606.5</b> | Identify the need and scope of sales promotion and manage the factors responsible for sales promotion. | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> |
| <b>BBA606.6</b> | Create sales promotion strategies and identify the latest trends and practices in the industry.        | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> |

## **Sample Question Paper**

| <b>Amity Business School</b><br><b>Department of Management</b><br><b>I MID-SEMESTER (SEM – VI) 2021-22</b><br><b>Class: BBA VI Semester</b>                                                                                              |                     |                                                                          |                      |           |                       |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|--------------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>Subject Name: BBA606 Advertising &amp; Sales Promotion</b>                                                                                                                                                                             |                     |                                                                          | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                     | Remembering         | Understanding                                                            | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                                                   | <b>Q. 2, Q. 4</b>   | <b>Q. 6</b>                                                              | <b>Q. 1</b>          | <b>-</b>  | <b>Q. 5</b>           | <b>Q. 3</b>  |
| <b>Students will be able to:</b><br><b>CO 1:</b> Understand the concept of advertising and evaluate the concept of integrated communication.<br><b>CO 2:</b> Identify the objectives and importance of advertising as a promotional tool. |                     |                                                                          |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                                             | <b>Question No.</b> | <b>Question</b>                                                          |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                                               | <b>1.</b>           | <b>Elaborate the role of marketing mix in advertising.</b>               |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                               | <b>2.</b>           | <b>Differentiate between Publicity, Personal Selling and advertising</b> |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                               | <b>3.</b>           | <b>Define integrated marketing communications.</b>                       |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                               | <b>4.</b>           | <b>Give the SWOT analysis of advertising as a promotional tool.</b>      |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                               | <b>5.</b>           | <b>How does the prevailing market influence advertising? Elaborate.</b>  |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                               | <b>6.</b>           | <b>Describe the types of advertisements.</b>                             |                      |           |                       | <b>5</b>     |

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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                       |                   |
|-----------------------|-------------------|
| <b>Session Course</b> | 2021-22           |
| <b>Name</b>           | BBA               |
| <b>Semester</b>       | 6th Semester      |
| <b>Subject Code</b>   | BBA 607           |
| <b>Subject Name</b>   | Retail Management |

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Attainment Level</b> | 52% of the students secured more than 60% marks |
|-------------------------|-------------------------------------------------|

### **Note:**

#### **Attainments**

Level 1  
Level 2  
Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF  
70% of students secure more than 60% marks then level 2 IF  
80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):**

Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                               |        | P01 | P02 | P03 | P04 | P05 | P06 | P07 | P08 | P09 |
| BBA VI<br>SEM                 | BBA607 | 3   | 2   | 3   | 2   | 3   | 1   | 3   | 3   | 1   |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| DEPARTMENT OF BUSINESS MANAGEMENT                                                             |
|-----------------------------------------------------------------------------------------------|
| Course Handout                                                                                |
| Course : Retail Management                                                                    |
| Course Code : BBA607, Crédits : 04,<br>Session : 2022-23 (Odd Sem.), Class : BBA 6th Semester |
| Faculty Name : Dr Astha Joshi, Mr. Rajeev Dwivedi                                             |

**A. Introduction:** Keeping in view the growth of retail industry, the course has been designed to familiarize students with the basics of retail industry and give them an overview about rural marketing practices.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBA607.1.** Remember the concept of retailing and evaluate the change due to the influencing environment, lifestyle and technological changes.

**BBA607.2.** Identify the buying decision process in retailing and the types of buying decisions used by consumers.

**BBA607.3.** Create strategies for retail marketing and analyse the customer loyalty programmes. Identify GAPs between end user and service provider and devise strategies to close them.

**BBA607.4.** Understand the concept of merchandise management, its planning and establishing strategies of retail.

**BBA607.5.** Evaluate the concept of store management, store layout and atmospherics. Develop compensation schemes and control of store employees.

**BBA607.6.** Develop strategies to implement rural marketing and evaluate social and sustainability aspects of rural retailing in the industry.

**C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

#### **D. Programme Specific Outcomes:**

After graduating in this Program the students will be able to:

**[PSO.1] Leadership and Management:** Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces.

**[PSO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PSO.3]. Problem Solving & Innovation:** Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits. Contribute to evaluating the effectiveness of advertising and marketing communications initiatives.

**[PSO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PSO.5]. Individual and teamwork ethics:** Complete all work in a professional, ethical and timely manner. Learn to distinguish misleading and deceptive advertisements from truthful, ethical and responsible advertising

**[PSO.6]. Continuous learning:** Pursue MBA, Postgraduate Degree\Diploma in Marketing, Advertising, Mass Communication, Public Relations, Media Studies, Graphic Designing and other professional courses in this field of study.

**[PSO.7]. Entrepreneurship an employability:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses. Seek jobs in marketing, sales, advertising, and public relations.

**[PSO.8]. Effective Communication:** Prepare and deliver a sales presentation. Communicate marketing information persuasively and accurately in oral, written and graphic formats. Identify and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications.

**[PSO.9]. Reasoning Ability:** Participate in the development of creative solutions to address advertising and marketing communications challenges. Perform a market segmentation analysis, identify the organization's target market/audience and define the consumer behavior of each segment.

**[PSO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and marketing management.

| PROGRAMME ARTICULATION MATRIX |        |      |      |      |      |      |      |      |      |      |      |
|-------------------------------|--------|------|------|------|------|------|------|------|------|------|------|
|                               |        | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 | PSO9 | PSO9 |
| BBA VI SEM                    | BBA607 | 3    | 2    | 3    | 2    | 3    | 1    | 3    | 3    | 1    | 3    |

#### E. Assessment Plan:

| Component of Evaluation        | Description | Code | Weightage % |
|--------------------------------|-------------|------|-------------|
| Continuous Internal Evaluation | Mid Term 1  | CT   | 15%         |
|                                | Mid Term 2  |      |             |



|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
|                          | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## **F. Syllabus**

### **Module I: Introduction**

Nature, scope and importance of retailing, retail competition theories, Retail management process, Influence of changing environment on retailing viz demographic changes, lifestyle changes, technology changes (e-business), Retail Environment.

### **Module II: Consumer Behaviour in Retailing**

Consumer Behaviour in retailing, Buying decision process in retailing, Types of buying decision, market segmentation for retailing, generational cohorts.

### **Module III: Retail Marketing Strategy& Customer Service**

Types of retailers, multichannel retailing, Retail strategy concept & its elements, Strategic retail planning process, Retail Pricing, Retail Promotion tool, Customer Loyalty Programme, global retailing growth strategies & international market entry strategies, Advantages through customer service, Customer evaluation of service quality, GAP model for improving service.

### **Module IV: Merchandise management**

Retail Information system & supply chain management, Concept of merchandise management. Planning Merchandise – organizing buying process, developing an assortment plan, allocating merchandise to stores meeting vendors and establishing strategic relations with them, branding strategies for retail (e.g., private labels).

### **Module V: Store management & visual merchandising**

Store layout & space planning, atmospherics, Choosing store location, visual merchandising, Recruitment, selection, Training, motivation, Compensation and Control of store employees.

## Module VI: Rural Retailing

Introduction to rural retailing, Relevance, Importance and the Emerging Scenario of Rural markets, Major problem areas in rural retailing, Strategies for Rural Retailing, Social and sustainability aspects of rural retailing.

### G. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### H. Suggested Text/Reference Books:

Text:

- Levy & Weitz, Retailing Management, Fifth edition, Tata McGraw Hill,
- Kashyap Pradeep, Raut Siddhartha, The Rural Marketing Book, 2006, Biztantra.

References:

- Retailing management, Swapna Pradhan, 3rd edition Tata McGraw Hill.
- Retail Marketing Management, David Gilbert.
- Barry Berman & Joel R. Evans, Retail Management, A Strategic Approach, Ninth Edition, Pearson Education.

### I. Lecture Plan

| Lecture | Topics                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Introduction</b> - Nature, scope and importance of retailing, | Lecture          | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | <b>Introduction</b> - Nature, scope and importance of retailing, | Group Discussion | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | <b>Introduction</b> - retail competition theories,               | Lecture          | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | <b>Introduction</b> - retail competition theories,               | Lecture          | BBA607.1         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                       |                  |          |                                 |
|-----|-------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 5.  | <b>Introduction</b> - Retail management process, Influence of changing environment on retailing       | Lecture          | BBA607.1 | Mid Term-1, Quiz & End Sem Exam |
| 6.  | <b>Introduction</b> - Retail management process, Influence of changing environment on retailing viz   | Home Assignment  | BBA607.1 | Mid Term-1, Quiz & End Sem Exam |
| 7.  | <b>Introduction</b> - demographic changes, lifestyle changes, technology changes (e-business)         | Lecture          | BBA607.1 | Mid Term-1, Quiz & End Sem Exam |
| 8.  | <b>Introduction</b> - demographic changes, lifestyle changes, technology changes (e-business)         | Case Study       | BBA607.1 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | <b>Introduction</b> - Retail Environment.                                                             | Lecture          | BBA607.1 | Mid Term-1, Quiz & End Sem Exam |
| 10. | <b>Consumer Behaviour in Retailing</b> - Consumer Behaviour in retailing,                             | Lecture          | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | <b>Consumer Behaviour in Retailing</b> - Buying decision process in retailing                         | Home Assignment  | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | <b>Consumer Behaviour in Retailing</b> - Buying decision process in retailing,                        | Lecture          | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | <b>Consumer Behaviour in Retailing</b> - Types of buying decision, market segmentation for retailing, | Group Discussion | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | <b>Consumer Behaviour in Retailing</b> - Types of buying decision, market segmentation for retailing, | Lecture          | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | <b>Consumer Behaviour in Retailing</b> - generational cohorts.                                        | Lecture          | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | <b>Consumer Behaviour in Retailing</b> - generational cohorts.                                        | Lecture          | BBA607.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Types of retailers, multichannel retailing. | Group Discussion | BBA607.3 | Mid Term-1, Quiz & End Sem Exam |
| 18. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Retail                                      | Case Study       | BBA607.3 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                                                                  |                  |          |                                 |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
|     | strategy concept & its elements,                                                                                                                                 |                  |          |                                 |
| 19. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Strategic retail planning process, Retail Pricing, Retail Promotion tool                               | Group Discussion | BBA607.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Strategic retail planning process, Retail Pricing, Retail Promotion tool                               | Lecture          | BBA607.3 | Mid Term-1, Quiz & End Sem Exam |
| 21. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Customer Loyalty Programme, global retailing growth strategies & international market entry strategies | Lecture          | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |
| 22. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Advantages through customer service                                                                    | Group Discussion | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |
| 23. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Advantages through customer service,                                                                   | Home Assignment  | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |
| 24. | <b>Retail Marketing Strategy &amp; Customer Service</b> - Customer evaluation of service quality                                                                 | Lecture          | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |
| 25. | <b>Retail Marketing Strategy &amp; Customer Service</b> - GAP model for improving service.                                                                       | Lecture          | BBA607.3 | Mid Term-2, Quiz & End Sem Exam |
| 26. | <b>Merchandise management</b> - Retail Information system & supply chain management,                                                                             | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 27. | <b>Merchandise management</b> - Concept of merchandise management.                                                                                               | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 28. | <b>Merchandise management</b> - Concept of merchandise management.                                                                                               | Lecture          | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |
| 29. | <b>Merchandise management</b> - Planning Merchandise – organizing buying process, developing an assortment plan                                                  | Group Discussion | BBA607.4 | Mid Term-2, Quiz & End Sem Exam |

|     |                                                                                                                                              |                    |          |                                       |
|-----|----------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------|---------------------------------------|
| 30. | <b>Merchandise management</b><br>- Planning Merchandise –<br>organizing buying process,<br>developing an assortment<br>plan                  | Lecture            | BBA607.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 31. | <b>Merchandise management</b><br>- allocating merchandise to<br>stores meeting vendors and<br>establishing strategic<br>relations with them, | Lecture            | BBA607.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 32. | <b>Merchandise management</b><br>- branding strategies for<br>retail (e.g., private labels).                                                 | Lecture            | BBA607.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 33. | <b>Merchandise management</b><br>- branding strategies for<br>retail (e.g., private labels).                                                 | Lecture            | BBA607.4 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 34. | <b>Store management &amp;<br/>visual merchandising</b> -<br>Store layout & space<br>planning, atmospherics,                                  | Lecture            | BBA607.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 35. | <b>Store management &amp;<br/>visual merchandising</b> -<br>Store layout & space<br>planning, atmospherics,                                  | Home<br>Assignment | BBA607.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 36. | <b>Store management &amp;<br/>visual merchandising</b> -<br>Choosing store location                                                          | Case Study         | BBA607.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 37. | <b>Store management &amp;<br/>visual merchandising</b> -<br>visual merchandising                                                             | Lecture            | BBA607.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 38. | <b>Store management &amp;<br/>visual merchandising</b> -<br>Recruitment, selection of<br>store employees.                                    | Lecture            | BBA607.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 39. | <b>Store management &amp;<br/>visual merchandising</b> -<br>Training, motivation, store<br>employees.                                        | Lecture            | BBA607.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 40. | <b>Store management &amp;<br/>visual merchandising</b> -<br>Compensation and Control of<br>store employees.                                  | Lecture            | BBA607.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 41. | <b>Store management &amp;<br/>visual merchandising</b> -<br>Compensation and Control of<br>store employees.                                  | Home<br>Assignment | BBA607.5 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 42. | <b>Rural Retailing</b> -<br>Introduction to rural<br>retailing                                                                               | Case Study         | BBA607.6 | Mid Term-2,<br>Quiz & End<br>Sem Exam |

|     |                                                                                           |                 |          |                                 |
|-----|-------------------------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 43. | <b>Rural Retailing</b> - Relevance, Importance and the Emerging Scenario of Rural markets | Lecture         | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 44. | <b>Rural Retailing</b> - Major problem areas in rural retailing,                          | Lecture         | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 45. | <b>Rural Retailing</b> - Major problem areas in rural retailing,                          | Lecture         | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 46. | <b>Rural Retailing</b> - Strategies for Rural Retailing,                                  | Lecture         | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 47. | <b>Rural Retailing</b> - Social and sustainability aspects of rural retailing.            | Home Assignment | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |
| 48. | <b>Rural Retailing</b> - Social and sustainability aspects of rural retailing.            | Case Study      | BBA607.6 | Mid Term-2, Quiz & End Sem Exam |

#### J. Course Articulation Matrix (Mapping of COs with POs)

| Course Outcome  | Statement                                                                                                                          | Correlation with Programme Outcomes |      |      |      |      |      |      |      |      |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|
|                 |                                                                                                                                    | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 |
| <b>BBA607.1</b> | Remember the concept of retailing and evaluate the change due to the influencing environment, lifestyle and technological changes. | 3                                   | 1    | 1    | -    | 3    | 2    | -    | -    | 1    |
| <b>BBA607.2</b> | Identify the buying decision process in retailing and the types of buying decisions used by consumers.                             | 2                                   | 2    | 1    | 3    | 1    | 3    | 3    | -    | -    |
| <b>BBA607.3</b> | Create strategies for                                                                                                              | 3                                   | 3    | 1    | 3    | 3    | 1    | 2    | 1    | -    |

|                 |                                                                                                                                                        |          |          |          |          |          |          |          |          |          |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 | retail marketing and analyse the customer loyalty programmes. Identify GAPS between end user and service provider and devise strategies to close them. |          |          |          |          |          |          |          |          |          |
| <b>BBA607.4</b> | Understand the concept of merchandise management, its planning and establishing strategies of retail.                                                  | <b>3</b> | <b>1</b> | <b>-</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> |
| <b>BBA607.5</b> | Evaluate the concept of store management, store layout and atmospherics. Develop compensation schemes and control of store employees.                  | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> |
| <b>BBA607.6</b> | Develop strategies to implement rural marketing and evaluate social and sustainability aspects of rural retailing in the industry.                     | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> |

## **Sample Question Paper**

|                                                                                                                                                                                                                                                                                                            |                     |                                                                                 |                      |           |                       |              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|---------------------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>Amity Business School</b><br><b>Department of Management</b><br><b>I MID-SEMESTER (SEM – VI) 2021-22</b><br><b>Class: BBA VI Semester</b>                                                                                                                                                               |                     |                                                                                 |                      |           |                       |              |
| <b>Subject Name: BBA607 Retail Management</b>                                                                                                                                                                                                                                                              |                     |                                                                                 | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                      | Remembering         | Understanding                                                                   | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                    | Q. 2, Q. 4          | Q. 6                                                                            | Q. 1                 | -         | Q. 5                  | Q. 3         |
| <b>Students will be able to:</b><br><b>CO 1:</b> Remember the concept of retailing and evaluate the change due to the influencing environment, lifestyle and technological changes.<br><b>CO 2:</b> Identify the buying decision process in retailing and the types of buying decisions used by consumers. |                     |                                                                                 |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                              | <b>Question No.</b> | <b>Question</b>                                                                 |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                | <b>1.</b>           | <b>Define retailing. State its importance and scope.</b>                        |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                | <b>2.</b>           | <b>Elaborate the factors influencing the changing environment of retailing.</b> |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                                                                                                | <b>3.</b>           | <b>Write a note on Retail Environment.</b>                                      |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                | <b>4.</b>           | <b>What are the types of buying decisions in retail industry?</b>               |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                | <b>5.</b>           | <b>How does consumer behaviour influence retail sector?</b>                     |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                                                                                                | <b>6.</b>           | <b>Write a note on generation cohorts.</b>                                      |                      |           |                       | <b>5</b>     |

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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                       |                   |
|-----------------------|-------------------|
| <b>Session Course</b> | 2021-22           |
| <b>Name</b>           | BBA               |
| <b>Semester</b>       | 6th Semester      |
| <b>Subject Code</b>   | BBA 607           |
| <b>Subject Name</b>   | Retail Management |

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Attainment Level</b> | 52% of the students secured more than 60% marks |
|-------------------------|-------------------------------------------------|

### Note:

#### Attainments

Level 1  
Level 2  
Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1 IF  
70% of students secure more than 60% marks then level 2 IF  
80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2022-2023**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

[illegible]

[illegible]

|                                                                                         |
|-----------------------------------------------------------------------------------------|
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>Course Handout</b>                                                                   |
| Course : <b>CORPORATE TAX PLANNING</b>                                                  |
| Course Code : BBA 608, Crédits : 04, Session :2022-23 (Even Sem.), Class : BBA 3rd Year |
| Faculty Name : Dr. Sudarshana Sharma                                                    |

**Introduction:** To provide understanding of Direct Tax including Rules pertaining there to and application to different business situations. To understand principles underlying the Service Tax and concepts of VAT.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA608.1.** Get an overview on tax management, Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation.

**BBA608.2.** Determine the Residential Status of companies, and computing Taxable income under Business and Profession, Assessment of Retail Business and Deemed incomes.

**BBA608.3.** Learn about different Deductions allowed under business and profession

**BBA608.4.** Get an overview of International accounting and Taxation concepts.

**BBA608.5.** Get an overview of GST, Classification of goods and services with GST rates, Basic terminologies- CGST/SGST, IGST, Input Tax Credit, Transitional Provisions, Electronic Commerce etc

**BBA608.6.** Understand the Tax planning concepts relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports. Learn about Tax deductions and collection at source, Advance payment of tax.

**B. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **E. Syllabus**

### **Module I: Introduction to Tax Management**

Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation.

### **Module II Income from business**

Residential Status of companies, Taxable income under Business and Profession, Computation of Profit and Gains from business & profession, Deemed business profits, Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, unexplained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of accounts)

### **Module III: Deductions allowed under business and profession**

Deduction Expressly allowed section 30-35, Depreciation deduction calculation, Setoff and carry forward of unabsorbed depreciation section 32(2). Determining Actual Cost<sup>43</sup>(1), Set-off and Carry Forward Losses, Bonus or commission to employees section, Interest on borrowed capital, Insurance premium 36(1(i)), Employees contribution to provident fund, Bad debts 36, Revenue expenditure incurred by statutory corporation, Banking transaction tax, Security transaction tax, Commodity transaction tax, provision for admissibility of general deduction 37(1),

### **Module IV: International accounting and Taxation**

Comparison of GST of Two Western Country with India. Analysis of foreign financial statement, Accounting standard: US GAAP, Indian GAAP, IAS, IFRS. Transfer Pricing – Meaning, measurement, strategic considerations Norms & Practices, tax havens, Double taxation agreement among countries, Tax implication of activities of foreign enterprise in India: Mode of entry and taxation respectively.

### **Module V: Introduction to Goods and Services Tax (GST)**

Meaning, Scope and Significance of GST, Principles of sub summation and taxes subsumed, Classification of goods and services with GST rates, Basic terminologies- CGST/SGST, IGST, Input Tax Credit, Transitional Provisions, Electronic Commerce.

### **Module VI: Tax Planning and Financial Management Decisions**

Tax planning relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports. Tax deductions and collection at source, Advance payment of tax.

## **F. Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b>     | <b>5</b> | <b>70</b> |

**(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)**

**G. Suggested Text/Reference Books:**

Text:

- Lal & Vashisht, Direct Taxes, 29<sup>th</sup> Edition, Pearson

References:

- Singhania & Singhania, Income Tax, 39<sup>th</sup> Edition, Taxmann

**H. Lecture Plan:**

| <b>Lecture</b> | <b>Topics</b>                                             | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|----------------|-----------------------------------------------------------|-------------------------|-------------------------|-------------------------------------------------|
| 1              | Introduction to syllabus                                  | Lecture                 | BBA608.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2              | Introduction to Tax Management                            | Lecture                 | BBA608.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3              | Concept of tax planning,                                  | Lecture                 | BBA608.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4              | Tax avoidance and tax evasions,                           | Lecture                 | BBA608.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5              | Concept of Corporate taxation.                            | Lecture                 | BBA608.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6              | Introduction to Income from Business & Profession         | Lecture                 | BBA608.2                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7              | Residential Status of companies                           | Lecture                 | BBA608.2                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8              | Taxable income under Business and Profession,             | Lecture                 | BBA608.2                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9              | Computation of Profit and Gains from business profession, | Lecture                 | BBA608.2                | Mid-Term, Assignment/Quiz & End Sem Examination |



|    |                                                                                                                                                                                                                                  |         |          |                                                       |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|-------------------------------------------------------|
| 10 | Deemed business profits,                                                                                                                                                                                                         | Lecture | BBA608.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 11 | Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, un explained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of accounts). | Lecture | BBA608.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 12 | Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, un explained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of accounts   | Lecture | BBA608.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 13 | Assessment of Retail Business, Deemed incomes (cash credit, unexplained investments, un explained money and other assets, unexplained expenditures, investments and valuable articles not fully disclosed in books of Accounts   | Lecture | BBA608.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 14 | Problem Solving Session                                                                                                                                                                                                          | Lecture | BBA608.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 15 | Deductions allowed under business and profession                                                                                                                                                                                 | Lecture | BBA608.3 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 16 | Deduction Expressly allowed section 30-35,                                                                                                                                                                                       | Lecture | BBA608.3 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 17 | Depreciation deduction calculation                                                                                                                                                                                               | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                       |
| 18 | Setoff and carry forward of unabsorbed                                                                                                                                                                                           | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination                       |

|    |                                                                                                     |         |          |                                 |
|----|-----------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | depreciation section 32(2).                                                                         |         |          |                                 |
| 19 | Determining Actual Cost43(1)                                                                        | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination |
| 20 | Set-off and Carry Forward Losses                                                                    | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination |
| 21 | Bonus or commission to employees section, Interest on borrowed capital, Insurance premium 36(1(i)), | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination |
| 22 | Employees contribution to provident fund,                                                           | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination |
| 23 | Bad debts 36, Revenue expenditure incurred by statutory corporation,                                | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination |
| 24 | Banking transaction tax, Security transaction tax,)                                                 | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination |
| 25 | Commodity transaction tax                                                                           | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination |
| 26 | provision for admisibility of general deduction 37(1)                                               | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination |
| 27 | Problem Solving Session                                                                             | Lecture | BBA608.3 | Viva/Quiz & End Sem Examination |
| 28 | Comparison of GST of Two Western Country with India.                                                | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 29 | Analysis of foreign financial statement,                                                            | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 30 | Accounting standard: US GAAP, Indian GAAP, IAS,                                                     | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 31 | IFRS. Transfer Pricing – Meaning, measurement,                                                      | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 32 | Strategic considerations Norms & Practices,                                                         | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 33 | Tax havens, Double taxation agreement among countries                                               | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 34 | Tax implication of activities of foreign enterprise in India:                                       | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |

|    |                                                                                       |         |          |                                 |
|----|---------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 35 | Mode of entry and taxation                                                            | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 36 | Problem Solving Session                                                               | Lecture | BBA608.4 | Viva/Quiz & End Sem Examination |
| 38 | Meaning, Scope and Significance of GST,                                               | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 39 | Principles of sub summation and taxes subsumed                                        | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 40 | Classification of goods and services with GST rates,                                  | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 41 | Basic terminologies- CGST/SGST, IGST,                                                 | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 42 | Input Tax Credit, Transitional Provisions, Electronic Commerce                        | Lecture | BBA608.5 | Viva/Quiz & End Sem Examination |
| 43 | Tax planning relating to capital structure decision                                   | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |
| 44 | Dividend policy, Inter – corporate,                                                   | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |
| 45 | Dividends and bonus shares                                                            | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |
| 46 | Tax provisions relating to free trade zones, Infrastructure sector and backward areas | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |
| 47 | Tax incentives for exports.                                                           | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |
| 48 | Tax deductions and collection at source, Advance payment of tax.                      | Lecture | BBA608.6 | Viva/Quiz & End Sem Examination |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                 | STATEMENT                                                                                                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |       | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |      |      |
|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|----------------------------------------------|------|------|
|                    |                                                                                                                                                              | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 1                                         | PO 2 | PO 3 |
| <b>BBA 608. 1.</b> | Get an overview on tax management, Concept of tax planning, Tax avoidance and tax evasions, Corporate taxation.                                              | -                                   | -    | 3    | -    | -    | 3    | 3    | -    | -    |       | -                                            | -    | 3    |
| <b>BBA 608. 2.</b> | Determine the Residential Status of companies, and computing Taxable income under Business and Profession, Assessment of Retail Business and Deemed incomes. | -                                   | -    | 3    | -    | -    | 3    | 3    | -    | -    |       | -                                            | -    | 3    |
| <b>BBA 608. 3.</b> | Learn about different Deductions allowed under business and profession                                                                                       | -                                   | 3    | -    | 3    | -    | 3    | 3    | -    | -    |       | -                                            | -    | 3    |
| <b>BBA 608. 4.</b> | Get an overview of International accounting and Taxation concepts.                                                                                           | -                                   | -    | 3    | -    | -    | 2    | 3    | -    | -    |       | -                                            | -    | 3    |
| <b>BBA 608. 5.</b> | Get an overview of GST, Classification of goods and services with GST rates, Basic terminologies- CGST/SGST, IGST, Input                                     | -                                   | -    | 3    | -    | -    | 2    | -    | -    | -    |       | -                                            | -    | 3    |

|                    |                                                                                                                                                                                                                                                                                                                                              |   |   |   |   |   |   |   |   |   |  |   |   |          |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|--|---|---|----------|
|                    | Tax Credit, Transitional Provisions, Electronic Commerce etc                                                                                                                                                                                                                                                                                 |   |   |   |   |   |   |   |   |   |  |   |   |          |
| <b>BBA 608. 6.</b> | Understand the Tax planning concepts relating to capital structure decision, Dividend policy, Inter – corporate, dividends and bonus shares, Tax provisions relating to free trade zones, Infrastructure sector and backward areas, Tax incentives for exports. Learn about Tax deductions and collection at source, Advance payment of tax. | - | - | 3 | - | - | 2 | 3 | - | - |  | - | - | <b>3</b> |

### J. Sample Question Paper

|                                                                                                |              |                                                                        |              |                   |                |          |
|------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------------|--------------|-------------------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –III) 2022-23</p> |              |                                                                        |              |                   |                |          |
| Class: BBA III Semester                                                                        |              |                                                                        |              |                   |                |          |
| Subject Name:<br>BBA 305 Cost and Management Accounting                                        |              | Time: 2 Hrs                                                            |              |                   | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                 | Remembering  | Understanding                                                          | Applying     | Analyzing         | Evaluating     | Creating |
| Question Mapping                                                                               | Q. 1, 2a, 3  | Q.1, 2a and b, 5                                                       | Q.3, 4, 5, 6 | Q.2 b, Q 3 , 5, 6 | Q 2, 5 and 6   |          |
| <p>Student will be able to</p> <p>CO1:</p> <p>CO2:</p> <p>CO3:</p> <p>CO4:</p>                 |              |                                                                        |              |                   |                |          |
| CO Map                                                                                         | Question No. | Question                                                               |              |                   |                | Marks    |
| CO2                                                                                            | Q. 1         | Explain the rules for determining the residential status of companies. |              |                   |                | 3        |

|     |          |                                                                          |   |
|-----|----------|--------------------------------------------------------------------------|---|
| CO1 | Q.<br>2a | Explain the concept of tax planning.                                     | 3 |
|     | Q.<br>2b | What do you mean by tax avoidance and tax evasions? Differentiate.       | 3 |
| CO3 | Q.<br>3  | Briefly describe the deductions allowed from sec 30-35.                  | 6 |
| CO3 | Q<br>4   | Explain banking transaction tax and security transaction tax.            | 3 |
| CO4 | Q.<br>5  | Differentiate between US GAAP and Indian GAAP?                           | 6 |
|     |          |                                                                          |   |
| CO4 | Q<br>6   | Describe in detail the tax implications of foreign enterprises in India. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                         |
| <b>Name</b>             | BBA                                             |
| <b>Semester</b>         | 6th Semester                                    |
| <b>Subject Code</b>     | BBA 608                                         |
| <b>Subject Name</b>     | Corporate Tax Planning                          |
| <b>Attainment Level</b> | 51% of the students secured more than 60% marks |

### Note:

#### **Attainments**

Level 1

Level 2

Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF 70% of students secure more than 60% marks then level 2 IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2022-2023**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.



Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**PSO.1** Understand the different types of financial products and services and get acquainted with the recent trends in the functioning of financial services industry including banking, insurance & other financial services providers.

**PSO.3** Become an accounting and finance specialist with strong foundations in advance corporate accounting concepts, taxation concepts, taxation laws and tax planning

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

[illegible]

|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>        |

|                                                                                        |
|----------------------------------------------------------------------------------------|
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>Course Handout</b>                                                                  |
| Course : <b>Banking and Financial Institutions</b>                                     |
| Course Code : BBA 609, Crédits : 04, Session :2022-23 (Odd Sem.), Class : BBA 3rd Year |
| Faculty Name : Dr. Sudarshana Sharma                                                   |

**Introduction:** The aim of the course is to orient the finance students to the change in the banking industry. The financial industry much like the computer industry is changing rapidly. The students will be familiarized with institutions of today and developing an understanding why they are the way they are, and why they are changing is the core aim of the course. An Indian perspective will be added but conceptually the Global frameworks will be used.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BBA609.1.** Understand the concept of Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing.

**BBA609.2.** Understand the Banking System & Operations, Types of banks, about NBFCs- its types; comparison between Banks and NBFCs, International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing), Banking Operation: An overview Principles of Lending, Study of Borrowers & Project Evaluation Criteria

**BBA609.3.** Know about Banking Sector Reforms, Provisions of Banking Regulation Act, ,Regulatory Institutions RBI & SEBI, Basle Committee Recommendations, Asset Liability Management in Commercial Banks.

**BBA609.4.** Understand the Insurance & Pension Institutions. Learn about IRDA, Its objectives, functions, concept of Bancassurance, Role of Insurance companies in Industrial Financing, New Pension Scheme, Pension Fund Regulatory and Development Authority (PFRDA) Role and guidelines.

**BBA609.5.** Get an conceptual understanding on Financial Inclusion, Challenges in India, Scope of Financial Inclusion in banking activities & financial services, Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, Principles of microfinance- institutional structures and delivery mechanisms. Enforcement and savings

**BBA609.6.** Know about recent Trends in Banking and Banking Innovations. Marketing of banking services and Latest Banking Technology.

**B. Programme Outcome:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **E. Syllabus**

##### **Module I: Introduction**

Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing.

## **Module II: Banking System & Operations.**

Banking system and structure in India- Types of banks in operation and their functions, Retail and Wholesale Banking, Near Banks, Rural Banking. Cooperative Banking. Universal Banking, Payment Banks, NBFCs- its types; comparison between Banks and NBFCs; International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing) Banking Operation: An overview Principles of Lending, Study of Borrowers & Project Evaluation Criteria

## **Module III: Banking Sector Reforms**

Provisions of Banking Regulation Act, Prudential Norms - Narsimhan Committee Recommendations, Regulatory Institutions RBI & SEBI, Basle Committee Recommendations- I, II, III & IV. Asset Liability Management in Commercial Banks.

## **Module IV: Insurance & Pension Institutions**

Introduction to Insurance – Elements of Insurance Risk, Principles of Insurance, Types of Insurance – Life Insurance and General Insurance Products including unit linked plans, Re-insurance, regulatory institution: IRDA – Objective and key functions; Bancassurance- concepts, critical issues & functional aspects. Role of Insurance companies in Industrial Financing, New Pension Scheme, Pension Fund Regulatory and Development Authority (PFRDA) Role and guidelines.

## **Module V: Financial Inclusion**

Concept, Financial Inclusion in India: Challenges, Scope of Financial Inclusion in banking activities & financial services. Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, Principles of microfinance- institutional structures and delivery mechanisms. Enforcement and savings

## **Module VI: Trends in Banking**

Banking Innovations. Marketing of banking services; Latest Banking Technology - Core banking solution (CBS); RTGS, Internet banking, Personal Banking, ATMs, mobile banking; Banking Technology - ECS, debit, credit and smart cards, Securitization (SARFAECI Act, SPV, ARC)

### **F. Examination Scheme:**

| <b>Components</b>    | <b>CT</b> | <b>HA/C/V</b> | <b>A</b> | <b>EE</b> |
|----------------------|-----------|---------------|----------|-----------|
| <b>Weightage (%)</b> | <b>15</b> | <b>10</b>     | <b>5</b> | <b>70</b> |

**(C - Case Discussion/ Presentation; HA - Home Assignment; Q – Quiz; V - Viva; CT - Class Test; A - Attendance; EE - End Semester Examination)**

### **G. Suggested Text/Reference Books:**

**Text:**

Khan, M. 3rd Reprint, 1998, Financial Institutions and Markets, Tata McGraw Hill Publishing Company Limited.

## References:

Cornett and Saunders, 1999, Fundamentals of Financial Institutions Management, 1999 McGraw Hill Publishing Company Limited.

## H. Lecture Plan:

| <b>I.</b> | <b>Topics</b>                                               | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>                     |
|-----------|-------------------------------------------------------------|-------------------------|-------------------------|-------------------------------------------------|
| 1         | Introduction to syllabus                                    | Lecture                 | BBA609.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 2         | Money, Process of Capital Formation.                        | Lecture                 | BBA609.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 3         | Banking and Financial Institutions and economic development | Lecture                 | BBA609.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 4         | Role of Development Banks in Industrial Financing.          | Lecture                 | BBA609.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 5         | Case Study Discussion                                       | Lecture                 | BBA609.1                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 6         | Banking system and structure in India                       | Lecture                 | BBA609.2                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 7         | Types of banks in operation and their functions             | Lecture                 | BBA609.2                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 8         | Retail and Wholesale Banking,                               | Lecture                 | BBA609.2                | Mid-Term, Assignment/Quiz & End Sem Examination |
| 9         | Near Banks, Rural Banking.                                  | Lecture                 | BBA609.2                | Mid-Term, Assignment/Quiz & End Sem Examination |

|    |                                                                                          |         |          |                                                       |
|----|------------------------------------------------------------------------------------------|---------|----------|-------------------------------------------------------|
| 10 | Cooperative Banking.<br>Universal Banking                                                | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 11 | Payment Banks                                                                            | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 12 | NBFCs- its types;                                                                        | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 13 | Comparison between<br>Banks and NBFCs;                                                   | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 14 | International Banking-<br>financing exporters and<br>importers                           | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 15 | Important ECGC Policies<br>and guarantees governing<br>export financing)                 | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 16 | Banking Operation: An<br>overview Principles of<br>Lending,                              | Lecture | BBA609.2 | Mid-Term,<br>Assignment/Quiz &<br>End Sem Examination |
| 17 | Study of Borrowers &<br>Project Evaluation Criteria                                      | Lecture | BBA609.2 | Viva/Quiz & End Sem<br>Examination                    |
| 18 | Case Study Discussion                                                                    | Lecture | BBA609.2 | Viva/Quiz & End Sem<br>Examination                    |
| 19 | Introduction to banking<br>sector reforms                                                | Lecture | BBA609.3 | Viva/Quiz & End Sem<br>Examination                    |
| 20 | Provisions of Banking<br>Regulation Act                                                  | Lecture | BBA609.3 | Viva/Quiz & End Sem<br>Examination                    |
| 21 | Prudential Norms -<br>Narsimhan Committee<br>Recommendations,                            | Lecture | BBA609.3 | Viva/Quiz & End Sem<br>Examination                    |
| 22 | Regulatory Institutions<br>RBI                                                           | Lecture | BBA609.3 | Viva/Quiz & End Sem<br>Examination                    |
| 23 | Regulatory Institutions -<br>SEBI,                                                       | Lecture | BBA609.3 | Viva/Quiz & End Sem<br>Examination                    |
| 24 | Basle Committee<br>Recommendations- I, II,<br>III & IV. Asset Liability<br>Management in | Lecture | BBA609.3 | Viva/Quiz & End Sem<br>Examination                    |

|    |                                                                                |         |          |                                 |
|----|--------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | Commercial Banks.                                                              |         |          |                                 |
| 25 | Basle Committee Recommendations- I, II, III & IV.                              | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 26 | Asset Liability Management in Commercial Banks.                                | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 27 | Group Discussion                                                               | Lecture | BBA609.3 | Viva/Quiz & End Sem Examination |
| 28 | Introduction to Insurance – Elements of Insurance Risk,                        | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 29 | Principles of Insurance                                                        | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 30 | <u>Types of Insurance</u> – Life Insurance and <u>General Insurance</u>        | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 31 | Products including unit linked plans, Re-insurance, regulatory institution:    | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 32 | IRDA – Objective and key functions;                                            | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 33 | Bancassurance- concepts, critical issues & functional aspects.                 | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 34 | Role of Insurance companies in Industrial Financing, New Pension Scheme,       | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 35 | Pension Fund Regulatory and Development Authority (PFRDA) Role and guidelines. | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 36 | Group Discussion                                                               | Lecture | BBA609.4 | Viva/Quiz & End Sem Examination |
| 38 | Concept of Financial Inclusion                                                 | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |
| 39 | Financial Inclusion in India: Challenges                                       | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |



|    |                                                                                                                |         |          |                                 |
|----|----------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 40 | Scope of Financial Inclusion in banking activities & financial services.                                       | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |
| 41 | Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |
| 42 | Principles of microfinance-institutional structures and delivery mechanisms. Enforcement and savings           | Lecture | BBA609.5 | Viva/Quiz & End Sem Examination |
| 43 | Recent Trends in Banking                                                                                       | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |
| 44 | Banking Innovations. Marketing of banking services;                                                            | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |
| 45 | Latest Banking Technology - Core banking solution (CBS); RTGS, Internet banking, Personal Banking, ATMs,       | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |
| 46 | Mobile banking; Banking Technology - ECS, debit, credit and smart cards,                                       | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |
| 47 | Securitization (SARFAECI Act, SPV, ARC)                                                                        | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |
| 48 | Case Study Discussion                                                                                          | Lecture | BBA609.6 | Viva/Quiz & End Sem Examination |

#### **J. Course Articulation Matrix (Mapping of COs with POs)**

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |
|----|-----------|-------------------------------------|----------------------------------------------|
|    |           |                                     |                                              |

|                            |                                                                                                                                                                                                                                                                                                                                                               | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
|----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
| <b>BBA<br/>609.<br/>1.</b> | <b>BBA609.1.</b> Understand the concept of Money, Process of Capital Formation., Banking and Financial Institutions and economic development, Role of Development Banks in Industrial Financing.                                                                                                                                                              | <b>3</b>    | -           | -           | <b>2</b>    | -           | <b>2</b>    | -           | -           | -           |              | <b>3</b>         | <b>1</b>         | <b>3</b>         |
| <b>BBA<br/>609.<br/>2</b>  | Understand the Banking System & Operations, Types of banks, about NBFCs- its types; comparison between Banks and NBFCs, International Banking- financing exporters and importers – Important ECGC Policies and guarantees governing export financing), Banking Operation: An overview Principles of Lending, Study of Borrowers & Project Evaluation Criteria | 3           | -           | 3           | -           | -           | 3           | -           | -           | -           |              | <b>3</b>         | -                | -                |
| <b>BBA<br/>609.<br/>3</b>  | Know about Banking Sector Reforms, Provisions of Banking Regulation Act, ,Regulatory Institutions RBI & SEBI, Basle Committee Recommendations, Asset Liability Management in Commercial Banks.                                                                                                                                                                | <b>3</b>    | <b>3</b>    | -           | <b>3</b>    | -           | <b>3</b>    | <b>3</b>    | -           | -           |              |                  |                  |                  |
| <b>BBA<br/>609.<br/>4</b>  | Understand the Insurance & Pension Institutions. Learn about IRDA, Its objectives, functions, concept of Bancassurance, Role of Insurance                                                                                                                                                                                                                     | 3           | -           | 3           | 2           | -           | 2           | -           | -           | -           |              | 3                | -                | <b>2</b>         |

|                   |                                                                                                                                                                                                                                                                                                                                                                            |   |   |   |   |   |   |   |   |   |  |   |   |   |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|--|---|---|---|
|                   | companies in Industrial Financing, New Pension Scheme, Pension Fund Regulatory and Development Authority (PF RDA) Role and guidelines,                                                                                                                                                                                                                                     |   |   |   |   |   |   |   |   |   |  |   |   |   |
| <b>BBA 609. 5</b> | Get an conceptual understanding on Financial Inclusion, Challenges in India, Scope of Financial Inclusion in banking activities & financial services, Micro Finance as a tool of Financial inclusion: Evolution: Grameen Model, Self Help groups. Progress in India, Principles of microfinance- institutional structures and delivery mechanisms. Enforcement and savings | 3 | - | - | 3 | - | 2 | - | - | - |  | 3 | - | 2 |
| <b>BBA 609. 6</b> | Know about recent Trends in Banking and Banking Innovations. Marketing of banking services and Latest Banking Technology.                                                                                                                                                                                                                                                  | 3 | - | - | 2 | - | 2 | - | - | - |  | 3 | - | 2 |

### K. Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –III) 2022-23 |             |               |           |                 |                |          |
|------------------------------------------------------------|-------------|---------------|-----------|-----------------|----------------|----------|
| Class: BBA III Semester                                    |             |               |           |                 |                |          |
| Subject Name:<br>BBA 305 Cost and Management Accounting    |             | Time: 2 Hrs   |           |                 | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy             | Remembering | Understanding | Applying  | Analyzing       | Evaluating     | Creating |
| Question Mapping                                           | Q. 1, 2, 3  | Q.1, 2, 3, 5  | Q.4, 5, 6 | Q.2 b, Q 3 , 5, | Q 4            |          |

|                                                 |              |                                                            |  |   |       |  |
|-------------------------------------------------|--------------|------------------------------------------------------------|--|---|-------|--|
|                                                 |              |                                                            |  | 6 |       |  |
| Student will be able to<br>CO1:<br>CO2:<br>CO3: |              |                                                            |  |   |       |  |
| CO Map                                          | Question No. | Question                                                   |  |   | Marks |  |
| CO1                                             | Q. 1         | Define Money.                                              |  |   | 3     |  |
| CO1                                             | Q. 2a        | Explain the process of capital formation.                  |  |   | 3     |  |
|                                                 | Q. 2b        | Write a short note on role of development banks in India.  |  |   | 3     |  |
| CO2                                             | Q. 3         | Explain retail and whole sale banking and their functions. |  |   | 6     |  |
| CO2                                             | Q. 4         | Explain the criteria for project evaluation.               |  |   | 3     |  |
| CO3                                             | Q. 5         | Write 5 functions of RBI.                                  |  |   | 3     |  |
|                                                 | Q. 5         | Briefly explain the provisions of Banking sector reform.   |  |   | 3     |  |
| CO3                                             | Q 6          | What is asset liability management?                        |  |   | 6     |  |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                       |                                  |
|-----------------------|----------------------------------|
| <b>Session Course</b> | 2021-22                          |
| <b>Name</b>           | BBA                              |
| <b>Semester</b>       | 6th Semester                     |
| <b>Subject Code</b>   | BBA 609                          |
| <b>Subject Name</b>   | Banking & Financial Institutions |

**Attainment Level** 51% of the students secured more than 60% marks

### Note:

#### **Attainments**

Level 1  
Level 2  
Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF 70% of students secure more than 60% marks then level 2 IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
| VI SEM                           | BBA 613 | 3   | 1   | 1   | 3   | 1   | 2   | 2   | 1   | 1   |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                        |
|----------------------------------------------------------------------------------------|
|                                                                                        |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                        |
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>                                               |
|                                                                                        |
| <b>Course Handout</b>                                                                  |
| Course : Compensation and Reward Management                                            |
| Course Code : BBA 613, Crédits : 04, Session :2021-22Even Sem.), Class : BBA. 3rd Year |
| Faculty Name :                                                                         |

**Introduction:** The objective of this course is to familiarize the budding managers with how course will help students to familiarize students with the dynamics of wage and salary administration and current trends in India and understand the significance of compensation and reward management for an organization and individuals. It will develop an understanding of various compensation tools and their applications and potential appraisal. Further it will develop a right perspective in them towards managing and improving performance. It aims to equip the students to focuses on understanding the basic concepts, theories and functioning of compensation and reward management system on organisation and its applications.

**A. Course Outcomes:** At the end of the course, students will be able to:

**1.BBA 613.1.** Able to Understand the concept of compensation management and basic elements of wages and salary administration and Role of various parties with Legislations for compensation.



2.**BBA 613.2.** Know the basic of Developing Compensation Programs and Job Evaluation, with Basic wage payment systems with total Salary Structure with help of Compensation Surveys.

3.**BBA 613.3.** Able to Recognize the Derivatives of Compensation with Merit pay and Performance Evaluation and Performance based rewards with Performance Criteria Choices.

4.**BBA 613.4.** Describe the role of Incentive Plans: individual and group incentive plans and its impact on Productivity Gain sharing plans with financial incentives.

5.**BBA 613.5.** Demonstrate the applications functions of Supplemented Pay benefits insurance benefits and Retirement benefits, Employees' service benefits in performance management related to creating high performance organisation Which is depends on ESOPs, Flexible benefits and Benefit Surveys. Measuring Cost- to – Company (CTC) .

6.**BBA 613.6.** Able to understand the current trends in compensation and reward management.

#### **Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

### **B. Programme Specific Outcomes:**

PSO1:- Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

PSO2 :- Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

PSO3:- Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits .

PSO4 :- Practical exposure to the real life organizational development and change at national and International Human resources management through the different value based management at Different countries culture .

### **C. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA    | 10%                |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A           | 5%                 |
| End                            |                                                                                                                                                                                                               | EE          | 70%                |

|                      |  |  |             |
|----------------------|--|--|-------------|
| Semester Examination |  |  |             |
| <b>Total</b>         |  |  | <b>100%</b> |

#### D. Syllabus

### COMPENSATION AND REWARD MANAGEMENT

Course Code: BBA 613

Credit Units: 04

#### Course Objective:

The objective of this course is to familiarize students with the dynamics of wage and salary administration and current trends in India.

#### Course Contents:

##### Module I: Introduction

Overview of Compensation Management, Wage and Salary Administration – Nature, Importance, Philosophy, Objectives, Definition, Goals Role of various parties – Employees, Employers, Unions & Government and

Consequences of pay, Legislations for compensation – PF, Gratuity, Pension, Bonus

##### Module II: Developing Compensation Programs

Job Evaluation, Basic systems Time wage, Piece wage, Incentives, Wage payments and Total Salary Structure, Compensation Surveys, Hay Plan, Developing Competitive Compensation Programs, Developing Salary Structures

##### Module III: Derivatives of Compensation

Pay for Performance, Merit pay and Performance Evaluation, Performance based rewards, Performance Criteria Choices, and Performance based Compensation Schemes, Benefits.

##### Module IV: Incentive Plans

Incentive Plans: individual and group incentive plans, Productivity Gain sharing plans, Profit Sharing Plans, Non - Financial and Financial incentives,

##### Module V: Employee Benefits

Employee Benefits: Supplemented Pay benefits (pay for time not worked) insurance benefits, Retirement benefits, Employees' service benefits, Introduction to ESOPs, Flexible benefits and Benefit Surveys. Measuring Cost- to – Company (CTC)

##### Module VI: Current Trends :Current Trends in Compensation and Reward Management.

#### Examination Scheme:

|            |    |        |   |    |
|------------|----|--------|---|----|
| Components | CT | HA/C/V | A | EE |
|------------|----|--------|---|----|

|               |    |    |   |    |
|---------------|----|----|---|----|
| Weightage (%) | 15 | 10 | 5 | 70 |
|---------------|----|----|---|----|

#### Text & References:

##### *Text:*

- Garry Dressler, "Personnel / Human Resource Management", London, Prentice Hall, 1994.
- William B. Werther Jr. and Keith Davis "Human Resource Management". New Jersey: McGraw Hill. (1993)
- Milkovich & Newman, Compensation, Irwin/McGraw-Hill 8<sup>th</sup> Ed.

##### *References:*

- Frans Poets, The Art of HRD – Job Evaluation & Remuneration, Crest Publishing, Volume7 1<sup>st</sup> Edition
- Michael Armstrong, Helen Murlis, The Art of HRD – Reward Management, Crest Publishing
- Michael Armstrong, Employee Reward, (University Press)
- P. Zingheim, The New Pay, Linking Employee & Organization Performance, Schuster, (Jossey-Bass)
- Sara Rynes, Compensation in Organization, Gerhart (Jossey BASS)
- Wendell L French, "Human Resource Management", USA, Houghton Mifflin Company, 1994.
- David D. Decenzo and Stephen P. Robbins, "Human Resource Management", New Delhi, Prentice Hall, 3<sup>rd</sup> Edn., 1988.

#### **E. Lecture Plan**

| Lecture | Topics                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | What is Compensation Management? definition and scope. | Lecture          | BBA 613.1.       | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of Wage and Salary Administration              | Lecture          | BBA 613.1.       | Mid Term-1, Quiz & End Sem Exam |
| 3       | Nature, Importance, Philosophy, Objectives             | Lecture          | BBA 613.1.       | Mid Term-1, Quiz & End Sem Exam |
| 4       | Definition, Goals                                      | Lecture          | BBA 613.1.       | Mid Term-1, Quiz & End Sem Exam |

|    |                                             |         |            |                                 |
|----|---------------------------------------------|---------|------------|---------------------------------|
| 5  | Role of various parties                     | Lecture | BBA 613.1. | Mid Term-1, Quiz & End Sem Exam |
| 6  | Employees, Employers, Unions & Government . | Lecture | BBA 613.1. | Mid Term-1, Quiz & End Sem Exam |
| 7  | Legislations for compensation               | Lecture | BBA 613.1. | Mid Term-1, Quiz & End Sem Exam |
| 8  | PF, Gratuity, Pension, Bonus                | Lecture | BBA 613.1. | Mid Term-1, Quiz & End Sem Exam |
| 9  | Developing Compensation Programs            | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 10 | Job Evaluation                              | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 11 | Basic systems Time wage                     | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 12 | Piece wage, Incentives                      | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 13 | Wage payments                               | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                     |         |            |                                 |
|----|---------------------------------------------------------------------|---------|------------|---------------------------------|
| 14 | Total Salary Structure,                                             | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 15 | Compensation Surveys                                                | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 16 | Hay Plan                                                            | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 17 | Developing Competitive Compensation Programs.                       | Lecture | BBA 613.2. | Mid Term-1, Quiz & End Sem Exam |
| 18 | Developing Salary Structures                                        | Lecture | BBA 613.2. | Mid Term-1, Quiz& End Sem Exam  |
| 19 | Derivatives of Compensation                                         | Lecture | BBA 613.3. | Mid Term-1, Quiz & End Sem Exam |
| 20 | Pay for Performance, Merit pay .                                    | Lecture | BBA 613.3. | Mid Term-1, Quiz & End Sem Exam |
| 21 | Incentive Plans                                                     | Lecture | BBA 613.4. | Quiz & End Sem Exam             |
| 22 | Individual and group incentive plans,                               | Lecture | BBA 613.4. | Quiz & End Sem Exam             |
| 23 | Individual and group incentive plans. Introduction, classifications | Lecture | BBA 613.4. | Quiz & End Sem Exam             |

|    |                                                                                       |         |            |                     |
|----|---------------------------------------------------------------------------------------|---------|------------|---------------------|
|    |                                                                                       |         |            |                     |
| 24 | Individual and group incentive plans: Importance                                      | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 25 | Productivity Gain sharing plans: Introduction                                         | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 26 | Productivity Gain sharing plans: classifications                                      | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 27 | Productivity Gain sharing plans: summary                                              | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 28 | Productivity Gain sharing plans :case study                                           | Lecture | BBA 613.4  | Quiz & End Sem Exam |
| 29 | Profit Sharing Plans: Introduction                                                    | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 30 | Non - Financial and Financial incentives : Introduction , classification              | Lecture | BBA 613.4. | Quiz & End Sem Exam |
| 31 | Employee Benefits: Introductions                                                      | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 32 | Supplemented Pay benefits (pay for time not worked) insurance benefits: Introductions | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 33 | Insurance benefits: Introductions                                                     | Lecture | BBA 613.5. | Quiz & End Sem Exam |
| 34 | Retirement benefits, Employees'                                                       | Lecture | BBA 613.5. | Quiz & End Sem Exam |

|    |                                                                          |         |            |                           |
|----|--------------------------------------------------------------------------|---------|------------|---------------------------|
|    | service benefits:<br>Introductions                                       |         |            |                           |
| 35 | Retirement<br>benefits,<br>Employees'<br>service benefits :<br>Types     | Lecture | BBA 613.5. | Quiz &<br>End Sem<br>Exam |
| 36 | Introduction to<br>ESOPs                                                 | Lecture | BBA 613.5. | Quiz &<br>End Sem<br>Exam |
| 37 | ESOPs: Case<br>studies                                                   | Lecture | BBA 613.5. | Quiz &<br>End Sem<br>Exam |
| 38 | Flexible benefits :<br>Introduction                                      | Lecture | BBA 613.5. | Quiz &<br>End Sem<br>Exam |
| 39 | Benefit Surveys:<br>classification and<br>benefits                       | Lecture | BBA 613.5. | Quiz &<br>End Sem<br>Exam |
| 40 | Measuring Cost- to –<br>Company (CTC) :<br>meaning                       | Lecture | BBA 613.5. | Quiz &<br>End Sem<br>Exam |
| 41 | Measuring Cost- to –<br>Company (CTC) :<br>different heads under<br>CTC. | Lecture | BBA 613.6. | Quiz &<br>End Sem<br>Exam |
| 42 | Measuring Cost- to –<br>Company (CTC) :<br>Importance                    | Lecture | BBA 613.6. | Quiz &<br>End Sem<br>Exam |
| 43 | Current Trends in<br>compensation                                        | Lecture | BBA 613.6. | Quiz &<br>End Sem<br>Exam |
| 44 | Current Trends:<br>case study.                                           | Lecture | BBA 613.6. | Quiz &<br>End Sem<br>Exam |
| 45 | Current Trends in<br>reward management                                   | Lecture | BBA 613.6. | Quiz &<br>End Sem<br>Exam |



|    |                                              |         |            |                     |
|----|----------------------------------------------|---------|------------|---------------------|
| 46 | Current Trends in compensation: case study   | Lecture | BBA 613.6. | Quiz & End Sem Exam |
| 47 | Reward management : summary                  | Lecture | BBA 613.6. | Quiz & End Sem Exam |
| 48 | Derivatives of Compensation : Current trends | Lecture | BBA 613.6. | Quiz & End Sem Exam |

#### F. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                                                       | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |      |          |          |          |          |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|------|----------|----------|----------|----------|
|                  |                                                                                                                                                                                 | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5 | PO 6     | PO 7     | PO 8     | PO 9     |
| <b>BBA 613.1</b> | Able to Understand the concept of compensation management and basic elements of wages and salary administration and Role of various parties with Legislations for compensation. | <b>1</b>                            | <b>1</b> | <b>3</b> | <b>2</b> | 1    | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> |

|                  |                                                                                                                                                                       |          |          |          |          |          |          |          |          |          |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BBA613.2.</b> | Know the basic of Developing Compensation Programs and Job Evaluation, with Basic wage payment systems with total Salary Structure with help of Compensation Surveys. | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> |
| <b>BBA613.3.</b> | Able to Recognize the Derivatives of Compensation with Merit pay and Performance Evaluation and Performance based rewards with Performance                            | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> |

|                  |                                                                                                                                                                                                                                                                                                                                |          |          |          |          |          |          |          |          |          |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  | Criteria Choices.                                                                                                                                                                                                                                                                                                              |          |          |          |          |          |          |          |          |          |
| <b>BBA613.4.</b> | Describe the role of Incentive Plans: individual and group incentive plans and its impact on Productivity Gain sharing plans with financial incentives.                                                                                                                                                                        | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA613.5.</b> | Demonstrate the applications functions of Supplemented Pay benefits insurance benefits and Retirement benefits, Employees' service benefits in performance management related to creating high performance organisation Which is depends on ESOPs, Flexible benefits and Benefit Surveys. Measuring Cost- to – Company (CTC) . | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |



CO4: . Describe the role of Incentive Plans: individual and group incentive plans and its impact on Productivity Gain sharing plans with financial incentives.

CO5: Demonstrate the applications functions of Supplemented Pay benefits insurance benefits and Retirement benefits, Employees' service benefits in performance management related to creating high performance organisation Which is depends on ESOPs, Flexible benefits and Benefit Surveys. Measuring Cost- to – Company (CTC) .

CO6: Able to understand the current trends in compensation and reward management.

| CO Map | Question No. | Question                                                                                   | Marks |
|--------|--------------|--------------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief the basic elements of compensation management: importance and philosophy. | 6     |
| CO2    | Q.2          | What are the different developing compensation programs?                                   | 6     |
| CO3    | Q.3          | Write a short note on: Gratuity, pension.                                                  | 3     |
| CO1    | Q.4          | Describe the role of developing competitive compensation programs.                         | 6     |
| CO1    | Q.5          | Demonstrate the functions related to various parties related to compensation.              | 6     |
| CO2    | Q .6.        | Write short note on : wages and salary administration .                                    | 3     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                  |
|-------------------------|----------------------------------|
| <b>Session Course</b>   | 2021-22                          |
| <b>Name</b>             | BBA                              |
| <b>Semester</b>         | 6th Semester                     |
| <b>Subject Code</b>     | BBA 613                          |
| <b>Subject Name</b>     | Compensation & Reward Management |
| <b>Attainment Level</b> | Level 3                          |

### Note:

#### **Attainments**

Level 1

Level 2

Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF

70% of students secure more than 60% marks then level 2 IF

80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |
|----------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
|                                  |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 |
| VI SEM                           | BBL629 | 3   | 1   | 1   | 3   | 1   | 2   | 2   | 1   | 1   |





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|                                                                                       |
|---------------------------------------------------------------------------------------|
|                                                                                       |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                       |
| <b>AMITY BUSINESS SCHOOL</b>                                                          |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>                                              |
|                                                                                       |
| <b>Course Handout</b>                                                                 |
| Course : INDUSTRIAL RELATIONS AND LABOUR LAW                                          |
| Course Code : BBL629, Crédits : 04, Session :2021-22Even Sem.), Class : BBA. 3rd Year |
| Faculty Name :                                                                        |

**A. Introduction:** The objective of this course is to familiarize the budding managers with how industrial relations and labour law is an identifiable governing general functioning of employees in an organisation and also to educate student with the important provisions under these laws .This will enable them to develop the right perspective of this delicate responsibility to deal with union constructively and to maintain industrial democracy, and have a capacity to deal different laws mobilize resources and power accordingly.

**B. Course Outcomes:** At the end of the course, students will be able to:

- 1.BBL629.1.** Able to Understand the concept of the industrial Relations and basic elements of labour unrest and Labour-Management Relations During Five Year Plans.
- 2.BBL629.2.** Know the basic functioning of laws relating to industry and details discussion on the factories Act,1948 and industrial disputes act ,1947 .

3.**BBL629.3.** Able to Recognize the essential features of Laws relating to remunerations in relations to the payment of wages Act,1936. Minimum wages act 1948 and employees state insurance act 1948 with its applicability.

4.**BBL629.4.** Describe the role of Trade union act 1926 and recognition.

5.**BBL629.5.** Demonstrate the functions related to compensation and insurance, with respect to defense mechanism available to employer and employees etc.

6.**BBL629.6.** Able to understand the concept of provident fund, Bonus and gratuity in organisational social structure of India with respect to social security judicial activism.

#### **A. Programme Outcomes:**

**[[PO.1]. Knowledge of Business, Management and Emerging Technologies:** Have a broad body of knowledge in business management concepts, current practices in a global business environment and emerging technologies to support, sustain and innovate business.

**[PO.2]. Research and Business Intelligence:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Creativity and Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment Analysis:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Working in team:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Problem Solving and Decision Making:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Intercultural Competence/Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Global Citizenship/Ethics (Collaborate, Negotiate and Resolve Conflicts):** Define, explain and illustrate the foundations of business ethics, and in preparing for citizenship, both

local and global. Recognise, explain and illustrate the importance of ethical conduct and resolve ethical issues in business.

### C. Programme Specific Outcomes:

PSO1:- Understand the basic concepts of Human resources management and role of Industrial relations and labour law with its applications at national and international level in the individual, team and at organizational levels .

PSO2 :- Theoretical Knowledge of Law relating to industry which impacts the whole performance management system .

PSO3:- Practical knowledge of training and development in various areas and hands on session compensation and reward management with current trends and its benefits .

PSO4 :- Practical exposure to the real life organizational development and change at national and International Human resources management through the different value based management at Different countries culture .

### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## E. Syllabus

### INDUSTRIAL RELATIONS AND LABOUR LAW

Course Code: BBL 629

Credit Units: 04

#### Course Objective:

The objective of the course is to acquaint students with the origin and importance of Labour laws governing general functioning of employees in an organisation and also to educate student with the important provisions under these laws. This will enable them to develop the right perspective of this delicate responsibility to deal with union constructively and to maintain industrial democracy.

#### Course Contents:

##### Module I: Basic Concepts

Background Study of Industrial Relations in India, Industrial Relations, Industrial Peace, Industrial unrest and Industrial Discipline, Labour-Management Relations During Five Year Plans. Technological Change and Industrial Relations.

##### Module II: Laws Relating to Industry

The factories Act, 1948 - Definition - Approval licencing and registration of factories - Notice by occupier, Health, and welfare measures - weekly holidays. Leave with wages, Employment of women and young person - Penalties and returns. The Industrial Disputes Act, 1947 - Definition – conciliation, court of enquiry and voluntary process for the settlement of industrial disputes - power of the Govt. under ID Act - Instrument of economic coercion - Strike & lock out, Lay off Retrenchment, Transfer and closures - Discharge and Dismissal - Managements prerogative during pendency of proceeding – Work Committee, arbitration and adjudication.

##### Module III: Laws Relating to Remuneration

The Payment of Wages Act, 1936 - Definition - Rules for payment of wages and deductions from wage. The Minimum Wages Act 1948 - Fixing of minimum wages, Procedure for raising minimum wage - Concept of living wages, Fair wage and minimum wage. The Employees State Insurance Act 1948 - Definition - Applicability of the Act - Insurable workmen - Contribution Benefit – Penalties, The Maternity Benefit Act 1961

##### Module IV: Laws Relating to Trade Union

The Trade Union Act 1926. Statutory Definition - Registration of TU Immoduley granted to Registered Trade Union - Recognition of TU.

##### Module V: Laws relating to Compensation and Insurance

The workmen's compensation Act 1923 - Definition - Rules regarding workmen's compensation - Defense available to employer and employees.

## Module VI: Laws relating to Provident Fund, Bonus and Gratuity

The Employees Provident Fund and Miscellaneous Provisions Act, 1952 and Employees family pension scheme - definition - Coverage of the organization and employees under the Act - Employees Provident Fund and pension fund scheme - Calculation of contribution withdrawal of Provident Fund amount - Penalties for offence. The. The Payment of Bonus Act 1965 - Applicability of Act - Coverage of employee - Calculation of bonus Rate of Payable bonus - available surplus - allocable surplus Payment of Gratuity Act, 1972 - Definition - Scope and Coverage of the Act - Eligibility criteria - Calculation of Gratuity Nomination

### Assignment :

1. Students need to select an organization and gather information of any industrial dispute in the said organization. Each student is required to articulate on the following:

1. The key issues in the situation
2. The key role players in solving or increasing the conflict
3. To give suggestions as how such situations can be avoided in future.

Case Study Air India Pilots, Monnapa Arun, Industrial Relations, Pages(218-242), TataMacGrow Hill,2010.

### Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

#### *Text:*

- P L Malik, Handbook of Labour and Industrial Law Eastern Book Publication 9th Edition 2005

#### *References:*

- R. C. Chawla and K.C. Garg, "Industrial Law", Ludhiana, Kalyani Publishers, 1993.
- P.L. Malik, "Industrial Law", Lucknow, Eastern Book Co., 1995.19<sup>th</sup> edition reprinted 2006
- J.K. Bareja, "Industrial Law", New Delhi, Galgotia Publishing Co., 2001.
- M.Y. Pylee and George Simon, "Industrial Relations and Personnel Management", New Delhi, Vikas Publishing House, 1996.
- P. Subba Rao, "Essentials of Human Resource Management and Industrial Relations: Text, Cases and Games", Mumbai, Himalaya, 2000.
- S.C. Shrivastava, "Industrial Relations and Labour Laws", New Delhi, Vikas Publishing House, 2000 Fourth revised Edition. Reprinted 2006

## F. Lecture Plan

| Lecture | Topics                                                                                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | What is Background Study of Industrial Relations in India? definition and scope.                                       | Lecture          | <b>BBL629.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept of Industrial Peace.                                                                                           | Lecture          | <b>BBL629.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 3       | Industrial unrest and Industrial Discipline                                                                            | Lecture          | <b>BBL629.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | Labour-Management Relations During Five Year Plans.                                                                    | Lecture          | <b>BBL629.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 5       | Technological Change and Industrial Relations.                                                                         | Lecture          | <b>BBL629.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6       | Laws Relating to Industry: The factories Act, 1948 - Definition                                                        | Lecture          | <b>BBL629.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7       | Approval licensing and registration of factories - Notice by occupier, Health, and welfare measures - weekly holidays. | Lecture          | <b>BBL629.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8       | Leave with wages, Employment of women and young person - Penalties and returns.                                        | Lecture          | <b>BBL629.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9       | The Industrial Disputes Act, 1947 - Definition                                                                         | Lecture          | <b>BBL629.2.</b> | Mid Term-1,                     |

|    |                                                                                                              |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                                              |         |                  | Quiz & End Sem Exam             |
| 10 | conciliation, court of enquiry and voluntary process for the settlement of industrial disputes.              | Lecture | <b>BBL629.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Power of the Govt. under ID Act - Instrument of economic coercion - Strike & lock out, Lay off Retrenchment, | Lecture | <b>BBL629.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Discharge and Dismissal -                                                                                    | Lecture | <b>BBL629.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Managements prerogative during pendency of proceeding                                                        | Lecture | <b>BBL629.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Work Committee                                                                                               | Lecture | <b>BBL629.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Arbitration and adjudication.                                                                                | Lecture | <b>BBL629.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Laws Relating to Remuneration                                                                                | Lecture | <b>BBL629.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | The Payment of Wages Act, 1936                                                                               | Lecture | <b>BBL629.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | Definition - Rules for payment of wages and deductions from                                                  | Lecture | <b>BBL629.3.</b> | Mid Term-1,                     |

|    |                                                      |         |                  |                                 |
|----|------------------------------------------------------|---------|------------------|---------------------------------|
|    | wage.                                                |         |                  | Quiz & End Sem Exam             |
| 19 | The Minimum Wages Act 1948                           | Lecture | <b>BBL629.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Fixing of minimum wages,                             | Lecture | <b>BBL629.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Procedure for raising minimum wage                   | Lecture | <b>BBL629.3.</b> | Quiz & End Sem Exam             |
| 22 | Concept of living wages, Fair wage and minimum wage  | Lecture | <b>BBL629.3.</b> | Quiz & End Sem Exam             |
| 23 | The Employees State Insurance Act 1948               | Lecture | <b>BBL629.3.</b> | Quiz & End Sem Exam             |
| 24 | Applicability of the Act                             | Lecture | <b>BBL629.3.</b> | Quiz & End Sem Exam             |
| 25 | Insurable workmen - Contribution Benefit – Penalties | Lecture | <b>BBL629.3.</b> | Quiz & End Sem Exam             |
| 26 | The Maternity Benefit Act 1961                       | Lecture | <b>BBL629.3.</b> | Quiz & End Sem Exam             |
| 27 | Laws Relating to Trade Union                         | Lecture | <b>BBL629.4.</b> | Quiz & End Sem Exam             |
| 28 | The Trade Union Act 1926.                            | Lecture | <b>BBL629.4</b>  | Quiz & End Sem Exam             |
| 29 | Statutory Definition - Registration of TU            | Lecture | <b>BBL629.4.</b> | Quiz & End Sem Exam             |
| 30 | Registered Trade Union - Recognition of TU.          | Lecture | <b>BBL629.4.</b> | Quiz & End Sem Exam             |
| 31 | Laws relating to Compensation and Insurance          | Lecture | <b>BBL629.5.</b> | Quiz & End Sem                  |



|    |                                                                     |         |                  |                     |
|----|---------------------------------------------------------------------|---------|------------------|---------------------|
|    |                                                                     |         |                  | Exam                |
| 32 | The workmen's compensation Act 1923                                 | Lecture | <b>BBL629.5.</b> | Quiz & End Sem Exam |
| 33 | Definition: The workmen's compensation Act 1923                     | Lecture | <b>BBL629.5.</b> | Quiz & End Sem Exam |
| 34 | Defense available to employer and employees.                        | Lecture | <b>BBL629.5.</b> | Quiz & End Sem Exam |
| 35 | Laws relating to Provident Fund, Bonus and Gratuity                 | Lecture | <b>BBL629.1.</b> | Quiz & End Sem Exam |
| 36 | The Employees Provident Fund and Miscellaneous Provisions Act, 1952 | Lecture | <b>BBL629.6.</b> | Quiz & End Sem Exam |
| 37 | Employees family pension scheme - definition                        | Lecture | <b>BBL629.6.</b> | Quiz & End Sem Exam |
| 38 | Coverage of the organization and employees under the Act            | Lecture | <b>BBL629.6.</b> | Quiz & End Sem Exam |
| 39 | Employees Provident Fund                                            | Lecture | <b>BBL629.6.</b> | Quiz & End Sem Exam |
| 40 | pension fund scheme                                                 | Lecture | <b>BBL629.6.</b> | Quiz & End Sem Exam |
| 41 | Calculation of contribution withdrawal of Provident Fund amount     | Lecture | <b>BBL629.6.</b> | Quiz & End Sem Exam |
| 42 | The Payment of Bonus Act 1965 - Applicability of Act                | Lecture | <b>BBL629.6.</b> | Quiz & End Sem Exam |
| 43 | Coverage of employee - Calculation of bonus Rate of Payable bonus   | Lecture | <b>BBL629.6.</b> | Quiz & End Sem Exam |

|    |                                                                     |         |                  |                     |
|----|---------------------------------------------------------------------|---------|------------------|---------------------|
| 44 | Available surplus - allocable surplus Payment of Gratuity Act, 1972 | Lecture | <b>BBL629.6.</b> | Quiz & End Sem Exam |
| 45 | Definition – Scope of the Act                                       | Lecture | <b>BBL629.6.</b> | Quiz & End Sem Exam |
| 46 | Coverage of the gratuity Act                                        | Lecture | <b>BBL629.6.</b> | Quiz & End Sem Exam |
| 47 | Eligibility criteria                                                | Lecture | <b>BBL629.6.</b> | Quiz & End Sem Exam |
| 48 | Calculation of Gratuity Nomination                                  | Lecture | <b>BBL629.6.</b> | Quiz & End Sem Exam |

#### G. Course Articulation Matrix (Mapping of COs with POs)

| CO                        | STATE<br>MENT                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |
|---------------------------|------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|                           |                                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 |
| <b>BBL<br/>629.<br/>1</b> | Able to Understand the concept of the industrial Relations and basic elements of labour unrest | <b>1</b>                            | <b>1</b>    | <b>3</b>    | <b>2</b>    | 1           | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>3</b>    |

|                    |                                                                                                                                              |          |          |          |          |          |          |          |          |          |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                    | and Labour-Management Relations During Five Year Plans.                                                                                      |          |          |          |          |          |          |          |          |          |
| <b>BBA 629. 2.</b> | Know the basic functioning of laws relating to industry and details discussion on the factories Act,1948 and industrial disputes act ,1947 . | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> |
| <b>BBA 629. 3.</b> | Able to Recognize the essential features of                                                                                                  | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> |

|                    |                                                                                                                                                                      |          |          |          |          |          |          |          |          |          |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                    | Laws relating to remunerations in relations to the payment of wages Act, 1936. Minimum wages act 1948 and employees state insurance act 1948 with its applicability. |          |          |          |          |          |          |          |          |          |
| <b>BBA 629. 4.</b> | Describe the role of Trade union act 1926 and recognition.                                                                                                           | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BBA 629. 5.</b> | Demonstrate the functions related                                                                                                                                    | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |

|                            |                                                                                                                                                                                |   |   |   |   |   |   |   |   |   |
|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|
|                            | to<br>compe<br>nsatio<br>n and<br>insura<br>nce,<br>with<br>respec<br>t to<br>defens<br>e<br>mecha<br>nism<br>availab<br>le to<br>emplo<br>yer<br>and<br>emplo<br>yees<br>etc. |   |   |   |   |   |   |   |   |   |
| <b>BBL<br/>629.<br/>6.</b> | Able to<br>understand<br>the concept<br>of provident<br>fund, Bonus<br>and gratuity<br>in<br>organisation<br>al social<br>security.                                            | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 1 |

**Sample question Paper**

|                                                                                               |
|-----------------------------------------------------------------------------------------------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –VI) 2021-22 |
| Class: BBA VI Semester                                                                        |

| Subject Name:<br>BBL629                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              | Time: 2 Hrs                                                                    |          |           | Max. Marks: 30 |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Remembering  | Understanding                                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.1,4        | Q.2,3                                                                          | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Able to Understand the concept of the industrial Relations and basic elements of labour unrest and Labour-Management Relations During Five Year Plans.</p> <p>CO2: Know the basic functioning of laws relating to industry and details discussion on the factories Act,1948 and industrial disputes act ,1947 .</p> <p>CO3: Able to Recognize the essential features of Laws relating to remunerations in relations to the payment of wages Act,1936. Minimum wages act 1948 and employees state insurance act 1948 with its applicability.</p> <p>CO4: Describe the role of Trade union act 1926 and recognition.</p> <p>CO5: Demonstrate the functions related to compensation and insurance, with respect to defense mechanism available to employer and employees etc.</p> <p>CO6: Able to understand the concept of provident fund, Bonus and gratuity in organisational social Security.</p> |              |                                                                                |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Question No. | Question                                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.1          | Explain in brief the functions of Management Relations During Five Year Plans. |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.2          | What are the essential features of factories Act ,1948?                        |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.3          | Write a short note on : Minimum wages act 1948                                 |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.4          | Describe the role concept of the industrial Relations and labour unrest.       |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.5          | Demonstrate the functions related to compensation and insurance.               |          |           |                | 3        |

|     |       |                                                                                            |   |
|-----|-------|--------------------------------------------------------------------------------------------|---|
| CO2 | Q .6. | Write short note on : industrial disputes act ,1947 . and different of functioning of laws | 6 |
|-----|-------|--------------------------------------------------------------------------------------------|---|

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                       |                                   |
|-----------------------|-----------------------------------|
| <b>Session Course</b> | 2021-22                           |
| <b>Name</b>           | BBA                               |
| <b>Semester</b>       | 6th Semester                      |
| <b>Subject Code</b>   | BBL 629                           |
| <b>Subject Name</b>   | Industrial Relations & Labour Law |

|                         |         |
|-------------------------|---------|
| <b>Attainment Level</b> | Level 2 |
|-------------------------|---------|

### Note:

#### **Attainments**

Level 1  
Level 2  
Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF  
70% of students secure more than 60% marks then level 2 IF  
80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

[illegible]



| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>ORGANIZATION BEHAVIOUR</b>                                                  |
| Course Code : MBA 101, Crédits : 02, Session :2021-22 (Odd Sem.), Class : MBA. 1st Year |
| Faculty Name : DR SHWETA SAXENA                                                         |

**A. Introduction:** The objective of this course is to help the students gain understanding of the functions and responsibilities of the manager and to provide the student understand Human Behaviour in organizations so as to improve his managerial effectiveness. It provides a comprehensive analysis of individual and group behavior in organizations. This course will expose students to approaches and processes that can help in effectively leading and managing others in organizations.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA101.1.** Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.

**MBA101.2.** Analyze the complexities associated with management of the group behavior in the organization

**MBA101.3.** Demonstrate the applicability of analyzing the complexities in making organization decision associated with technology, culture and design of the organization.

**MBA101.4.** Demonstrate how the organizational behavior can help in managing the conflict in the organization considering power and politics to facilitate changes in the organization.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**E. Syllabus**

**Module I : Introduction and Individual Behaviour :** Introduction, Nature and structure of organization, Foundations of individual behavior-Ability, Attitudes , Job Satisfaction, Personality, Values , Perception, Motivation–Theories, leadership

**Module II : Group Behaviour:** Foundations of Group behavior -Group development; Group properties: Roles, norms, status, size and cohesiveness, Group decision making, Techniques, Work teams

**Module III : Understanding organizations:** Managing organizational culture, Technology and organizational design, Organizational decision making

**Module IV : Organizational Culture and Change Management:** Managing organizational conflict, power & politics and Organisational change.

**Case Study** - Inclusive Leadership: The Mary Barra Way  
<http://www.icmrindia.org/casestudies/catalogue/Leadership%20and%20Entrepreneurship/LDEN099.htm>

**F. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

**G. Suggested Text/Reference Books:**

- Luthans, F. (2005), Organizational Behaviour, McGraw – Hill International Edition.
- Robbins, S.P, Judge TA, Sanghi S, Organizational Behaviour, Thirteenth Edition, Pearson.
- Greenberg, J. & Baron, R.A. (2005), Behaviour in Organizations, Pearson Education.
- Newstrom John W. and Davis Keith, (1993), Organizational Behaviour: Human Behaviour at Work, Tata McGraw Hill, New Delhi
- P. Subba Rao (2010), Management and Organisation and Behaviour, Himalaya Publishing House, New Delhi
- Pierce Gardner with Dunham (2011) Managing Organizational Behaviour. Cengage Learning India.
- L M Prasad, Organisational Behavior, Sultan Chand
- M Gregory & G Ricky , Organisational Behavior, Biztantra Publication

**H. Lecture Plan**

| Lecture | Topics                                                                   | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction, Nature and structure of organization                       | Lecture          | MBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Foundations of individual behavior-Ability, Attitudes , Job Satisfaction | Lecture          | MBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Personality, Values ,                                                    | Lecture          | MBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Perception</i>                                                        | Lecture          | MBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Motivation–Theories                                                      | Lecture          | MBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | leadership                                                               | Lecture          | MBA101.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Group development                                                        | Lecture          | MBA101.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Group properties: Roles, norms, status                                   | Lecture          | MBA101.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Group properties: size and cohesiveness                                  | Lecture          | MBA101.2         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                |         |          |                                 |
|----|------------------------------------------------|---------|----------|---------------------------------|
| 10 | Group decision making                          | Lecture | MBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Group decision Techniques                      | Lecture | MBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Work teams                                     | Lecture | MBA101.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Managing organizational culture                | Lecture | MBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Managing organizational culture and technology | Lecture | MBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Managing organizational Technology             | Lecture | MBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Managing organizational Technology and design  | Lecture | MBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Organizational design                          | Lecture | MBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Organizational decision making                 | Lecture | MBA101.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Managing organizational conflict               | Lecture | MBA101.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Managing organizational conflict               | Lecture | MBA101.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | power & politics                               | Lecture | MBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | power & politics                               | Lecture | MBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Organisational change                          | Lecture | MBA101.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Organisational change                          | Lecture | MBA101.4 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                       | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|-------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                 | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA101.1</b> | Demonstrate the applicability of the concept of | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            |                                              |                  |                  |

|                 |                                                                                                                                                                             |   |   |   |   |   |   |   |   |   |   |  |  |  |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
|                 | organizational behavior to understand the behavior of people in the organization.                                                                                           |   |   |   |   |   |   |   |   |   |   |  |  |  |
| <b>MBA101.2</b> | Analyze the complexities associated with management of the group behavior in the organization.                                                                              | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |  |  |  |
| <b>MBA101.3</b> | Demonstrate the applicability of analyzing the complexities in making organization decision associated with technology, culture and design of the organization.             | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 |  |  |  |
| <b>MBA101.4</b> | Demonstrate how the organizational behavior can help in managing the conflict in the organization considering power and politics to facilitate changes in the organization. | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 2 |  |  |  |





### Sample Question Paper

|                                                                                                                                                                                                                                                                                        |                     |                                                                                        |                 |                  |                       |                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –I) 2022-23</b>                                                                                                                                                                                                                 |                     |                                                                                        |                 |                  |                       |                 |
| <b>Class: MBA I Semester</b>                                                                                                                                                                                                                                                           |                     |                                                                                        |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>MBA 101 Organization Behaviour</b>                                                                                                                                                                                                                          |                     | <b>Time: 2 Hrs</b>                                                                     |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                  | <b>Remembering</b>  | <b>Understanding</b>                                                                   | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                                           | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <p>Student will be able to</p> <p>CO1: Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.</p> <p>CO2: Analyze the complexities associated with management of the group behavior in the organization</p> |                     |                                                                                        |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                                                                          | <b>Question No.</b> | <b>Question</b>                                                                        |                 |                  |                       | <b>Marks</b>    |
| <b>CO1</b>                                                                                                                                                                                                                                                                             | <b>Q.1</b>          | <b>Explain in brief Organizational Behaviour.</b>                                      |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                                                                                             | <b>Q.2a</b>         | <b>What are the nature of the organization?</b>                                        |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                                                                                                        | <b>Q.2b</b>         | <b>How ability and attitude develop the behaviour of an organization?</b>              |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                                                                                             | <b>Q.3</b>          | <b>Elaborate the types of leadership style.</b>                                        |                 |                  |                       | <b>6</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                                             | <b>Q.4</b>          | <b>Explain the significance of group behaviour in the organization.</b>                |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                                             | <b>Q.5a</b>         | <b>Elaborate different group norms with status.</b>                                    |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                                                                                                        | <b>Q.5b</b>         | <b>Describe in brief all the group properties.</b>                                     |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                                             | <b>Q 6</b>          | <b>How groups are formed in the organization? Discuss the importance of work team.</b> |                 |                  |                       | <b>6</b>        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                     |                          |
|---------------------|--------------------------|
| <b>Session</b>      | 2021-22                  |
| <b>Course Name</b>  | MBA                      |
| <b>Semester</b>     | 1 <sup>st</sup> Semester |
| <b>Subject Code</b> | MBA 101                  |
| <b>Subject Name</b> | Organization Behaviour   |

|                         |         |
|-------------------------|---------|
| <b>Attainment Level</b> | Level 3 |
|-------------------------|---------|

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Master of Business Administration  
2021-2022**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

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**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |  |  |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|--|--|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |  |  |
| I SEM                         | MBA102 | 3   | 3   | 3   | 1   | 2   | 2   | 1   | 1   | 1   | 2    |  |  |  |  |  |

| DEPARTMENT OF BUSINESS MANAGEMENT                                                    |
|--------------------------------------------------------------------------------------|
| Course Handout                                                                       |
| Course : FINANCIAL REPORTING, STATEMENTS AND ANALYSIS                                |
| Course Code : MBA102, Crédits : 03, Session :2021-22(Odd Sem.), Class : MBA 1st Year |
| Faculty Name : Dr. Naresh Kedia                                                      |

**A. Introduction:** The objective of this course is to familiarize the prospective management aspirants with the necessary skills & techniques in finance & accounting information as a platform for decision-making. It aims to equip the students with standard concepts and tools at a master level that will serve them well towards tackling more advanced & real life issues of accountancy, management accounting and applications that they would find useful in their disciplines.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA102.1.** Learn the important concepts & policies of accounting with principles & the differences in accounting done globally like IFRS & GAAPS.

**MBA102.2.** Come to know the applications of double entry & preparation of final statements & able to solve the complex real life situation of business associated to the accounting domain with building an increasingly sophisticated level of understanding.

**MBA102.3.** Able to prepare & solve problems associated to earnings statements, balance sheets, and cash flow reports etc., & interpretation of the results as well.

**MBA102.4.** Develop the skills & ability to analyse financial statements to deal more effectively with strategic options for management accounting.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams.

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code         | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT           | 15%         |
|                                | Project/Assignment/Quiz/Numerical/Presentation                                                                                                                                                                | S/V/Q/H<br>A | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A            | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE           | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |              | <b>100%</b> |

## E. Syllabus

- Module I: Accounting Basics: Introduction, Foundations, Accounting policies- Accounting principles, concepts and conventions, Accounting process, IFRS, Concept of XBRL, Branches of accounting, Recording of transactions and classification, Trial Balance & Errors, Cash book.
- Module II: Final Accounts: Preparation, Adjustments, Analysis, Depreciation Accounting, Reserves & Provisions. Form and contents of financial statements with reference to Indian Companies Act. Financial Reporting, Reporting practices.
- Module III: Financial Statement Analysis: Relation and Comparison of Accounting data and using financial statement information, Ratio Analysis, Cash flow analysis.
- Module IV: Management Accounting: Emergence of Management Accounting, Scope, Managerial perspective

## F. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## G. Text & References:

- Bhattacharya, S.K. and Dearden, J ( 2006), Accounting for Management, Vikas Publishing House
- Narayanaswamy R (2005), Financial Accounting – A Managerial Perspective, Prentice Hall of India.
- Maheshwari S N and S K Maheshwari (2006), Accounting for Management, Vikas Pub. House.
- Tulsian, P.C (2006), Financial Accounting, Tata McGraw Hill.
- Banerjee, A (2005), Financial Accounting, Excel Books.
- Ghosh, T.P (2005), Fundamentals of Management Accounting, Excel Books

## H. Lecture Plan

| Lecture | Topics                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction                     | Lecture          | MBA102.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Foundations, Accounting policies | Lecture          | MBA102.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Accounting principles & concepts | Lecture          | MBA102.1         | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                       |         |          |                               |
|----|-----------------------------------------------------------------------|---------|----------|-------------------------------|
| 4  | Accounting conventions,                                               | Lecture | MBA102.1 | Mid Term, Quiz & End Sem Exam |
| 5  | Accounting process,                                                   | Lecture | MBA102.1 | Mid Term, Quiz & End Sem Exam |
| 6  | IFRS, Concept of XBRL,                                                | Lecture | MBA102.1 | Mid Term, Quiz & End Sem Exam |
| 7  | Branches of accounting, Recording of transactions and classification, | Lecture | MBA102.1 | Mid Term, Quiz & End Sem Exam |
| 8  | Trial Balance & Errors, Cash book.                                    | Lecture | MBA102.1 | Mid Term, Quiz & End Sem Exam |
| 9  | Trial Balance & Errors, Cash book.                                    | Lecture | MBA102.1 | Mid Term, Quiz & End Sem Exam |
| 10 | Final Accounts Preparation,                                           | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 11 | Final Accounts Preparation,                                           | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 12 | Final Accounts adjustments,                                           | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 13 | Final Accounts adjustments,                                           | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 14 | Final Accounts adjustments,                                           | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 15 | Final Accounts Analysis,                                              | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 16 | Depreciation Accounting, Reserves & Provisions.                       | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 17 | Depreciation Accounting, Reserves & Provisions.                       | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 18 | Depreciation Accounting, Reserves & Provisions.                       | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |

|    |                                                                                   |         |          |                               |
|----|-----------------------------------------------------------------------------------|---------|----------|-------------------------------|
| 19 | Form and contents of financial statements with reference to Indian Companies Act. | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 20 | Form and contents of financial statements with reference to Indian Companies Act. | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 21 | Financial Reporting, Reporting practices                                          | Lecture | MBA102.2 | Mid Term, Quiz & End Sem Exam |
| 22 | Relation and Comparison of Accounting data                                        | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 23 | Relation and Comparison of Accounting data                                        | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 24 | Using financial statement information                                             | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 25 | Using financial statement information                                             | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 26 | Ratio Analysis                                                                    | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 27 | Ratio Analysis                                                                    | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 28 | Ratio Analysis                                                                    | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 29 | Ratio Analysis                                                                    | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 30 | Cash flow analysis.                                                               | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 31 | Cash flow analysis.                                                               | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 32 | Cash flow analysis.                                                               | Lecture | MBA102.3 | Mid Term, Quiz & End Sem Exam |
| 33 | Emergence of Management Accounting                                                | Lecture | MBA102.4 | Quiz & End Sem Exam           |

|    |                                |         |          |                     |
|----|--------------------------------|---------|----------|---------------------|
| 34 | Scope of Management Accounting | Lecture | MAT101.4 | Quiz & End Sem Exam |
| 35 | Managerial perspective         | Lecture | MAT101.4 | Quiz & End Sem Exam |
| 36 | Managerial perspective         | Lecture | MAT101.4 | Quiz & End Sem Exam |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |        |        |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|----------------------------------------------|--------|--------|
|                 |                                                                                                                                                                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  | N<br>A                                       | N<br>A | N<br>A |
| <b>MBA102.1</b> | Learn the important concepts & policies of accounting with principles & the differences in accounting done globally like IFRS & GAAPS.                                                           | 2                                   | 3           | 1           | 1           | 1           | 3           | 1           | 2           | 2           | 2            |  |  |                                              |        |        |
| <b>MBA102.2</b> | Come to know the applications of double entry & preparation of final statements & able to solve the complex real life situation of business associated to the accounting domain with building an | 3                                   | 3           | 3           | 1           | -           | 2           | 1           | 3           | -           | 2            |  |  |                                              |        |        |

|                 |                                                                                                                                                          |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|--|
|                 | increasingly sophisticated level of understanding.                                                                                                       |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |
| <b>MBA102.3</b> | Able to prepare & solve problems associated to earnings statements, balance sheets, and cash flow reports etc., & interpretation of the results as well. | 3 | 3 | 3 | - | 2 | 1 | 1 | 1 | 1 | 2 |  |  |  |  |  |  |
| <b>MBA102.4</b> | Develop the skills & ability to analyse financial statements to deal more effectively with strategic options for management accounting.                  | 3 | 3 | 3 | 1 | 2 | 1 | 2 | - | 3 | 3 |  |  |  |  |  |  |

### Sample Question Paper

| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR<br>AMITY BUSINESS SCHOOL, DEPARTMENT OF BUSINESS MANAGEMENT<br>MID-SEMESTER (SEM –I) 2021-22                    |              |                                                                                                                |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA I Semester                                                                                                                                    |              |                                                                                                                |          |           |                |          |
| Subject Name:<br>MBA 102 FINANCIAL REPORTING,<br>STATEMENTS AND ANALYSIS                                                                                 |              | Time: 2 Hrs                                                                                                    |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                           | Remembering  | Understanding                                                                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                         | Q.1,6        | Q.2a,5                                                                                                         | Q. 4     | Q.2b,3,   |                |          |
| Student will be able to<br>CO1: List the broad perceptive of cloud architecture and model.<br>CO2: Apply different cloud programming models as per need. |              |                                                                                                                |          |           |                |          |
| CO Map                                                                                                                                                   | Question No. | Question                                                                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                      | Q.1          | Explain in brief the concepts and conventions.                                                                 |          |           |                | 3        |
| CO1                                                                                                                                                      | Q.2a         | Discuss in detail about the Branches of accounting?                                                            |          |           |                | 3        |
|                                                                                                                                                          | Q.2b         | How record keeping is related to accounting?<br>Explain the steps of record keeping in brief.                  |          |           |                | 3        |
| CO2                                                                                                                                                      | Q.3          | Explain the concept of Depreciation Accounting with a dummy example in detail.                                 |          |           |                | 6        |
| CO3                                                                                                                                                      | Q.4          | Explain the significance Ratio Analysis in detail. What is the difference between quick ratio & current ratio? |          |           |                | 6        |
| CO2                                                                                                                                                      | Q.5a         | Explain the emergence of Management Accounting in detail.                                                      |          |           |                | 3        |
| CO3                                                                                                                                                      | Q.5b         | Write the importance of Cash flow statement in detail?                                                         |          |           |                | 3        |
| CO3                                                                                                                                                      | Q 6          | Write the difference between the Reserves & Provisions?                                                        |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |
|--------------|---|------------------------------------------------------------|



**AMITY UNIVERSITY**  
MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                              |
|-------------------------|----------------------------------------------|
| <b>Session</b>          | 2021-22                                      |
| <b>Course Name</b>      | MBA                                          |
| <b>Semester</b>         | 1st Semester                                 |
| <b>Subject Code</b>     | MBA 102                                      |
| <b>Subject Name</b>     | Financial Reporting, Statements and Analysis |
| <b>Attainment Level</b> | Level 3                                      |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |









# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                          |
|------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |
| AMITY BUSINESS SCHOOL                    |
| DEPARTMENT OF BUSINESS MANAGEMENT        |

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

If there is no correlation, put “-”

[illegible]

AMITY UNIVERSITY

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|                                                                                       |
|---------------------------------------------------------------------------------------|
| Amity Business School                                                                 |
| Course Handout                                                                        |
| Course : MANAGERIAL (MICRO) ECONOMICS                                                 |
| Course Code : MBA103, Crédits : 03, Session :2021-22(Odd Sem.), Class : MBA. 1st Year |
| Faculty Name :                                                                        |

**A. Introduction:** The objective of this course is to impart the knowledge of micro economics as a subject and its importance while business. The business decisions are made scientifically on the basis of all available information. So understanding and interpreting basic economic concepts/variables for e.g. demand and supply functions, forecasting demand, productions, costs will make them aware of various operations carried in business.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA103.1** To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations.

**MBA103.2.** To apply marginal Theory of Demand and Supply under different market conditions.

**MBA103.3** To analyse Theory of Production and Cost of different market conditions.

**MBA103.4** To integrate the concept of price and output decisions of firms under various market structure.

**C. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

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**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**E. Syllabus**

**Module I: Theory of Demand and Supply**

Nature and scope of economic analysis: its relevance for managerial decision making, Demand analysis: nature of demand for a product- individual demand and market demand, demand by market segmentation. Demand function and determinants of demand.

Demand Analysis- II Marshallian, Hicksian and Revealed Preferences approaches.

Concept of elasticity of demand- income, cross, price and advertizing elasticity. Theorems on the price elasticity of demand. Applications of the concept of price elasticity of demand in business decisions.

## **Module II: Theory of Production and Cost**

Production analysis: Production function-neo-classical, Cobb- Douglas, Leontief. Least cost combination of inputs for a firm. Concept of an isoquant-smooth curvature and right angle. Returns to scale and returns to a factor. Expansion path of a firm. Cost Analysis: Cost relevant for management decision making. Economies of scale: Cost Function: Cost and output relationship. An Analysis of the Objectives of a Business Firm: Profit Maximization Model, Baumol's Sales Maximization Model, Marris's Model of 'Managerial Enterprise' Williamson's Model Of 'Managerial Discretion.

## **Module III: Market Structure: Price and Output Decisions**

Pricing and Output decisions – Perfectly Competitive and Monopoly Market Pricing and Output Decisions- Under Monopolistically Competitive Market- Product Differentiation; Price Discriminating Monopolist; Models of Oligopolistic Market: Price Rigidity – The Kinky Demand Curve Model Interdependence - The Cournot Model, Price Leadership Models, Cartels and Collusion. Game theory and its applications

### **F. Examination Scheme:**

| <b>Components</b>    | <b>Mid Term Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/<br/>Presentation</b> | <b>ESE</b> |
|----------------------|----------------------|-------------------|--------------------------------------------------|------------|
| <b>Weightage (%)</b> | 15                   | 5                 | 10                                               | 70         |

### **G. Suggested Text/Reference Books:**

- Gupta, G.S. (2006), Managerial Economics, Tata McGraw Hill
- Peterson, H.C and Lewis, W.C. (2005), Managerial Economics, Prentice Hall of India
- R Ferguson, R., Ferguson, G.J and Rothschild, R. (1993) Business Economics, Macmillan India.
- Chandra, P.(2006), Project: Preparation, Appraisal, Implementation and Review, Tata McGraw Hill.

## H. Lecture Plan

| Lecture | Topics                                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Nature and scope of economic analysis                                            | Lecture          | MAT103.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Demand analysis                                                                  | Lecture          | MAT103.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Nature of demand for a product                                                   | Lecture          | MAT103.2         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Individual demand and market demand                                              | Lecture          | MAT103.2         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Demand by market segmentation                                                    | Lecture          | MAT103.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Demand function                                                                  | Lecture          | MAT103.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Determinants of demand                                                           | Lecture          | MAT103.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Demand Analysis- II Marshallian                                                  | Lecture          | MAT103.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Hicksian approaches.                                                             | Lecture          | MAT103.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Revealed Preferences approaches.                                                 | Lecture          | MAT103.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Concept of elasticity of demand                                                  | Lecture          | MAT103.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Income, cross, price and advertising elasticity                                  | Lecture          | MAT103.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Theorems on the price elasticity of demand                                       | Lecture          | MAT103.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Applications of the concept of price elasticity of demand in business decisions. | Lecture          | MAT103.2         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Production analysis                                                              | Lecture          | MAT103.3         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Production function-neo-classical                                                | Lecture          | MAT103.3         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Cobb- Douglas, Leontief                                                          | Lecture          | MAT103.3         | Mid Term-1, Quiz & End Sem Exam |



|    |                                                              |         |          |                                 |
|----|--------------------------------------------------------------|---------|----------|---------------------------------|
| 18 | Least cost combination of inputs for a firm                  | Lecture | MAT103.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Concept of an isoquant-smooth curvature and right angle      | Lecture | MAT103.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Returns to scale and returns to a factor.                    | Lecture | MAT103.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Expansion path of a firm                                     | Lecture | MAT103.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Cost Analysis: Cost relevant for management decision making. | Lecture | MAT103.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Economies of scale:                                          | Lecture | MAT103.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Cost Function                                                | Lecture | MAT103.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Cost and output relationship                                 | Lecture | MAT103.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | An Analysis of the Objectives of a Business Firm:            | Lecture | MAT103.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Profit Maximization Model                                    | Lecture | MAT103.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Baumoul's Sales Maximization Model                           | Lecture | MAT103.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Marris's Model of 'Managerial Enterprise'                    | Lecture | MAT103.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Pricing and Output decisions                                 | Lecture | MAT103.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Perfectly Competitive and Monopoly Market Pricing            | Lecture | MAT103.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Product Differentiation                                      | Lecture | MAT103.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Price Discriminating Monopolist;                             | Lecture | MAT103.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Models of Oligopolistic Market                               | Lecture | MAT103.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Rigidity – The Kinky Demand Curve Model<br>Interdependence - | Lecture | MAT103.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | The Cournot Model                                            | Lecture | MAT103.4 | Mid Term-2, Quiz & End Sem Exam |

# I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|-------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|----------------------------------------------|------------------|------------------|
|                 |                                                                                                       | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA103.1</b> | To understand the concepts of cost, nature of production and its relationship to Business operations. | -                                   | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  |                                              |                  |                  |
| <b>MBA103.2</b> | To apply marginal Theory of Demand and Supply under different market conditions.                      | 1                                   | 3           | 3           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |                                              |                  |                  |
| <b>MBA103.3</b> | To analyse Theory of Production and Cost of different market conditions.                              | -                                   | 3           | 2           | -           | 1           | 3           | 3           | 2           | 3           | 3            |  |  |                                              |                  |                  |
| <b>MBA103.4</b> | To integrate the concept of price and output decisions of firms under various market structure.       | 1                                   | 3           | 2           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |                                              |                  |                  |

### Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                     |                                                                             |                 |                  |                       |                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –I) 2022-23</b>                                                                                                                                                                                                                                                                                                                                                                              |                     |                                                                             |                 |                  |                       |                 |
| <b>Class: MBA I Semester</b>                                                                                                                                                                                                                                                                                                                                                                                                                        |                     |                                                                             |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>MBA 103 MANAGERIAL (MICRO) ECONOMICS</b>                                                                                                                                                                                                                                                                                                                                                                                 |                     | <b>Time: 2 Hrs</b>                                                          |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                                                                                                                               | <b>Remembering</b>  | <b>Understanding</b>                                                        | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                                | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <p>Student will be able to</p> <p>CO1 To understand the concepts of cost, nature of Economic Analysis and its relationship to Business operations.</p> <p>CO2. To apply marginal Theory of Demand and Supply under different market conditions.</p> <p>CO3 To analyse Theory of Production and Cost of different market conditions.</p> <p>CO4 To integrate the concept of price and output decisions of firms under various market structures.</p> |                     |                                                                             |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Question No.</b> | <b>Question</b>                                                             |                 |                  |                       | <b>Marks</b>    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.1                 | Explain in brief on Micro Economics.                                        |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.2a                | What is the nature of Demand Analysis?                                      |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.2b                | How concept of price elasticity of demand is applied in business decisions? |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.3                 | Elaborate Demand function and determinants of demand.                       |                 |                  |                       | 6               |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.4                 | Explain the significance of elasticity of demand.                           |                 |                  |                       | 3               |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.5a                | Elaborate different types of Production function.                           |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.5b                | Describe in brief Profit Maximization Model.                                |                 |                  |                       | 3               |

|     |     |                                       |   |
|-----|-----|---------------------------------------|---|
| CO4 | Q 6 | How Cartels and Collusion are formed. | 6 |
|-----|-----|---------------------------------------|---|

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                              |
|-------------------------|------------------------------|
| <b>Session</b>          | 2021-22                      |
| <b>Course Name</b>      | MBA                          |
| <b>Semester</b>         | 1st Semester                 |
| <b>Subject Code</b>     | MBA 103                      |
| <b>Subject Name</b>     | Managerial (Micro) Economics |
| <b>Attainment Level</b> | Level 3                      |

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

DEPARTMENT OF BUSINESS MANAGEMENT

## PROGRAMME OUTCOMES

Master of Business Administration

2021-2022

### Programme Outcomes:

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

[illegible]

[illegible]





|                                                                                                |
|------------------------------------------------------------------------------------------------|
| <b>Amity Business School</b><br><b>DEPARTMENT OF BUSINESS MANAGEMENT</b>                       |
| <b>Course Handout</b>                                                                          |
| Course : Marketing Management                                                                  |
| Course Code : <b>MBA 104</b> , Crédits : 03, Session :2021-22 (Odd Sem.), Class : MBA 1st Year |
| Faculty Name : Prof. (Dr.) Anil Vashisht                                                       |

**A. Introduction:** Marketing management course enables a student to understand the fundamentals of marketing concept and the role marketing plays in business. Students should be able to demonstrate their comprehension of marketing concepts and knowledge by applying those in their written exams, case studies discussions, presentations, and projects. The course methodology encourages students to explore for themselves the role of a marketing manager and the boundaries of marketing.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA104.1.** The course will sensitize participants with the knowledge of the business environment and domain knowledge of the impact of the environment on the decisions and activities of a marketer.

**MBA104.2.** It will also develop critical thinking, business analytical, problem solving and innovative solution development abilities in the participant.

**MBA104.3.** Through the course participants will also become sensitive to the social responsiveness and ethical issues that a marketer needs to adhere to. Effective communication is an area that a marketing student must be well versed with, and this would be coupled with development of leadership skills and the ability to work in teams.

**MBA104.4.** With this the broader learning outcome of this course will be to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and

motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term Exam                                                                                                                                                                                                 | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P1          | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## **E. Syllabus**

### **Module I: Understanding Marketing in New Perspective**

Introduction to Marketing Management, Customer Value and Satisfaction, Customer Delight, Conceptualizing Tasks and Philosophies of Marketing Management, Value Chain, Scanning the Marketing Environment, Marketing Mix Elements, Difference between marketing and Selling, Relationship marketing, Social marketing, , Strategic Planning in marketing, formulating the marketing plan, Holistic Marketing

### **Module II: Analyzing Consumers & Selecting Markets**

The factors influencing consumer behaviour. The stages in the buying process, factors effecting the buying decision, Market Segmentations, Levels of Market Segmentations, Patterns, Procedures, Requirement for Effective Segmentation, Evaluating and Selecting the Market Segments, Target Marketing, Tool for Competitive Differentiation, Developing a Positioning Strategy. Positioning for competitive advantage.

### **Module III: Managing Product & Pricing Strategies**

Classification of products and services, New Product development, stages of product development, Adoption process, Product mix decisions and line management, Length, width and depth of a line, line analysis. Packaging, Labeling, Branding and brand management, product life cycle, Stages in lifecycle and factors affecting each stage, Managing product life cycles. Product extension strategies. Pricing decisions. Setting the price, adapting the price, initiating and responding the price changes.

### **Module IV: Channels of Distribution and Marketing Communication**

Place decisions. Channel functions and flows. Channel management decisions. Channel dynamics; vertical, horizontal and multi-channel marketing systems. Market Logistics decisions. Promotion decisions. Effective Communication, Integrated Marketing Communication, Marketing Communication Process, Promotion mix, Advertising, Personal Selling, Sales Promotion and Publicity and Public Relations, Direct Marketing.

### **Module V: Emerging Trends in Marketing**

An Introduction to Internet Marketing, Multi-Level Marketing, Green Marketing Event Marketing, Types of Events, Sponsorship, Cause Related Marketing, Marketing for Non-Profit Organizations

### **Module VI: Classroom Activities**

Case Discussions in the field of Marketing: Famous Coca Cola marketing campaigns

Link: <https://www.webpagefx.com/blog/marketing/case-study-coca-cola-marketing/>

Paytm: How they created “Seal of Trust”

Link: <https://www.whizsky.com/2015/05/case-study-paytm-how-they-created-seal-of-trust/>

Activity: Consumer Product Classifications: Marketing Challenges. Description in attached sheet

**Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/ Presentation | ESE |
|---------------|---------------|------------|-------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                              | 70  |

**Text & References:**

- Kotler, Keller, Koshy, Jha, (2008), Marketing Management– A South Asian Perspective, Pearson India Pvt.Ltd.(13th Edition)
- SK Sarangi(2014) Marketing Management 3rd Edition, Asian Books Pvt Ltd
- S Jaychandran (2006) Marketing Management text and Cases, Excel Books
- Kurtz, (2008) Principles of Marketing, Cengage Learning, India,

**F. Lecture Plan**

| Lecture | Topics                                                                | Mode of Delivery | Corresponding CO | Mode of Assessing CO                                       |
|---------|-----------------------------------------------------------------------|------------------|------------------|------------------------------------------------------------|
| 1       | Introduction to Marketing Management, Customer Value and Satisfaction | Lecture          | MBA104.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 2       | Customer Delight                                                      | Lecture          | MBA104.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 3       | Conceptualizing Tasks and Philosophies of Marketing Management        | Lecture          | MBA104.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 4       | <i>Value Chain, Scanning the Marketing Environment</i>                | Lecture          | MBA104.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 5       | Marketing Mix Elements                                                | Group Discussion | MBA104.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 6       | Difference between marketing and Selling                              | Group Discussion | MBA104.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 7       | Relationship                                                          | Home             | MBA104.1         | Mid Term Exam,                                             |

|    |                                                                 |                          |          |                                                                   |
|----|-----------------------------------------------------------------|--------------------------|----------|-------------------------------------------------------------------|
|    | marketing                                                       | Assign<br>ment           |          | Assignment/Quiz/Presenta<br>tion & End Sem Exam                   |
| 8  | Social marketing                                                | Group<br>Discuss<br>ion  | MBA104.1 | Mid Term Exam,<br>Assignment/Quiz/Presenta<br>tion & End Sem Exam |
| 9  | Strategic Planning<br>in marketing,                             | Lecture                  | MBA104.2 | Mid Term Exam,<br>Assignment/Quiz/Presenta<br>tion & End Sem Exam |
| 10 | formulating the<br>marketing plan,<br>Holistic Marketing        | Case<br>Present<br>ation | MBA104.2 | Mid Term Exam,<br>Assignment/Quiz/Presenta<br>tion & End Sem Exam |
| 11 | The factors influencing<br>consumer behaviour                   | Tutorial                 | MBA104.2 | Mid Term Exam,<br>Assignment/Quiz/Presenta<br>tion & End Sem Exam |
| 12 | The stages in the<br>buying process,                            | Case<br>Present<br>ation | MBA104.2 | Mid Term Exam,<br>Assignment/Quiz/Presenta<br>tion & End Sem Exam |
| 13 | factors effecting<br>the buying<br>decision                     | Lecture                  | MBA104.2 | Mid Term Exam,<br>Assignment/Quiz/Presenta<br>tion & End Sem Exam |
| 14 | Market<br>Segmentations                                         | Lecture                  | MBA104.2 | Mid Term Exam,<br>Assignment/Quiz/Presenta<br>tion & End Sem Exam |
| 15 | Levels of Market<br>Segmentations,<br>Patterns,<br>Procedures,  | Lecture                  | MBA104.2 | Mid Term Exam,<br>Assignment/Quiz/Presenta<br>tion & End Sem Exam |
| 16 | Rights of an<br>unpaid seller                                   | Lecture                  | MBA104.2 | Mid Term Exam,<br>Assignment/Quiz/Presenta<br>tion & End Sem Exam |
| 17 | Evaluating and<br>Selecting the<br>Market Segments              | Tutorial                 | MBA104.3 | Mid Term Exam,<br>Assignment/Quiz/Presenta<br>tion & End Sem Exam |
| 18 | Requirement for<br>Effective<br>Segmentation                    | Lecture                  | MBA104.3 | Mid Term Exam,<br>Assignment/Quiz/Presenta<br>tion & End Sem Exam |
| 19 | Target Marketing,<br>Tool for<br>Competitive<br>Differentiation | Lecture                  | MBA104.3 | Mid Term Exam,<br>Assignment/Quiz/Presenta<br>tion & End Sem Exam |
| 20 | Developing a<br>Positioning<br>Strategy                         | Lecture                  | MBA104.3 | Mid Term Exam,<br>Assignment/Quiz/Presenta<br>tion & End Sem Exam |
| 21 | Positioning for<br>competitive<br>advantage                     | Lecture                  | MBA104.3 | Mid Term Exam,<br>Assignment/Quiz/Presenta<br>tion & End Sem Exam |
| 22 | Classification of<br>products and services                      | Lecture                  | MBA104.3 | Mid Term Exam,<br>Assignment/Quiz/Presenta<br>tion & End Sem Exam |
| 23 | New Product                                                     | Lecture                  | MBA104.3 | Mid Term Exam,                                                    |

|    |                                                                                                                                     |                  |          |                                                            |
|----|-------------------------------------------------------------------------------------------------------------------------------------|------------------|----------|------------------------------------------------------------|
|    | development, stages of product development                                                                                          |                  |          | Assignment/Quiz/Presentation & End Sem Exam                |
| 24 | Adoption process, Product mix decisions and line management                                                                         | Group Discussion | MBA104.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 25 | Length, width and depth of a line                                                                                                   | Tutorial         | MBA104.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 26 | Packaging, Labeling, Branding and brand management                                                                                  | Lecture          | MBA104.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 27 | line analysis., product life cycle, Stages in lifecycle and factors affecting each stage                                            | Lecture          | MBA104.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 28 | Product extension strategies. Pricing decisions, Setting the price, adapting the price, initiating and responding the price changes | Lecture          | MBA104.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 29 | Place decisions. Channel functions and flows. Channel management decisions.                                                         | Group Discussion | MBA104.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 30 | Channel dynamics; vertical, horizontal and multi-channel marketing systems.                                                         | Tutorial         | MBA104.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 31 | Market Logistics decisions. Promotion decisions.                                                                                    | Lecture          | MBA104.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 32 | Effective Communication, Integrated Marketing Communication,                                                                        | Lecture          | MBA104.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 33 | Marketing Communication Process, Promotion mix, Advertising,                                                                        | Lecture          | MBA104.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

|    |                                                                                  |                   |          |                                                            |
|----|----------------------------------------------------------------------------------|-------------------|----------|------------------------------------------------------------|
|    | Personal Selling,                                                                |                   |          |                                                            |
| 34 | Sales Promotion and Publicity and Public Relations, Direct Marketing.            | Lecture           | MBA104.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 35 | Case Discussions in the field of Marketing: Famous Coca Cola marketing campaigns | Group Discussion  | MBA104.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 36 | Paytm: How they created "Seal of Trust"                                          | case Presentation | MBA104.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

### G. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |             | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |             |             |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|----------------------------------------------|-------------|-------------|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>1 | P<br>S<br>O                                  | P<br>S<br>O | P<br>S<br>O |



|                 |                                                                                                                                                                                                                                                                                                                                                       |          |          |          |          |          |          |          |          |          | 0        | 1 | 2 | 3 |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|---|---|---|
| <b>MBA104.1</b> | The course will sensitize participants with the knowledge of the business environment and domain knowledge of the impact of the environment on the decisions and activities of a marketer                                                                                                                                                             | <b>2</b> |          | <b>3</b> | <b>3</b> |          | <b>3</b> |          | <b>2</b> |          |          |   |   |   |
| <b>MBA104.2</b> | It will also develop critical thinking, business analytical, problem solving and innovative solution development abilities in the participant.                                                                                                                                                                                                        |          | <b>3</b> | <b>2</b> |          |          | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> |   |   |   |
| <b>MBA104.3</b> | Through the course participants will also become sensitive to the social responsiveness and ethical issues that a marketer needs to adhere to. Effective communication is an area that a marketing student <i>must</i> be well versed <i>with</i> , and this would be coupled with development of leadership skills and the ability to work in teams. |          | <b>3</b> |          | <b>3</b> |          |          | <b>2</b> |          | <b>3</b> |          |   |   |   |
| <b>MBA10.4</b>  | With this the broader learning outcome of this course will be to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.                                                                                                   |          | <b>3</b> |          | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> |          | <b>3</b> |          |   |   |   |



### Sample Question Paper

| Amity Business School<br>DEPARTMENT OF BUSINESS MANAGEMENT<br>MID-SEMESTER (SEM –I) 2021-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              |                                                                                     |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA I Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |              |                                                                                     |          |           |                |          |
| Subject Name:<br>MBA104 Marketing Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |              | Time: 2 Hrs                                                                         |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Remembering  | Understanding                                                                       | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.1, Q 3     | Q.2, Q4                                                                             | Q5, Q4   | Q.6       |                |          |
| <p>Student will be able to</p> <p><b>CO1.</b> The course will sensitize participants with the knowledge of the business environment and domain knowledge of the impact of the environment on the decisions and activities of a marketer.</p> <p><b>CO2.</b> It will also develop critical thinking, business analytical, problem solving and innovative solution development abilities in the participant.</p> <p><b>CO3.</b> Through the course participants will also become sensitive to the social responsiveness and ethical issues that a marketer needs to adhere to. Effective communication is an area that a marketing student must be well versed with, and this would be coupled with development of leadership skills and the ability to work in teams.</p> <p><b>CO4.</b> With this the broader learning outcome of this course will be to provide the students exposure to modern marketing concepts, tools, and techniques, and help them develop abilities and skills required for the performance of marketing functions.</p> |              |                                                                                     |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Question No. | Question                                                                            |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.1          | Discuss the different philosophies of marketing management?                         |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.2          | Analyse the different factors affecting consumer behaviour?                         |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.3          | Enlist and discuss the different stages of product life cycle with an illustration. |          |           |                | 6        |
| CO4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.4          | Explain the concept of Integrated marketing communication and Direct marketing?     |          |           |                | 3        |

|     |     |                                                                                                                                                                                   |   |
|-----|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| CO5 | Q.5 | Analyze the process of evaluating and selecting different marketing segments and requirement of effective segmentation?                                                           | 6 |
| CO1 | Q 6 | In today's scenario, the internet marketing and social media marketing is the new thing. Explain and analyse the different aspects of the same with examples from the corporates. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                     |                      |
|---------------------|----------------------|
| <b>Session</b>      | 2021-22              |
| <b>Course Name</b>  | MBA                  |
| <b>Semester</b>     | 1st Semester         |
| <b>Subject Code</b> | MBA 104              |
| <b>Subject Name</b> | Marketing Management |

|                         |         |
|-------------------------|---------|
| <b>Attainment Level</b> | Level 1 |
|-------------------------|---------|

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                          |
|------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |
| AMITY BUSINESS SCHOOL                    |
| DEPARTMENT OF BUSINESS MANAGEMENT        |

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[illegible]

[illegible]





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                      |
|--------------------------------------------------------------------------------------|
| Amity Business School                                                                |
| Course Handout                                                                       |
| Course : BUSINESS STATISTICS AND ANALYTICS FOR DECISION MAKING                       |
| Course Code: MBA106, Crédits : 03, Session :2021-22(Odd Sem.), Class : MBA. 1st Year |
| Faculty Name : Dr. Pradip Patle                                                      |

**A. Introduction:** This course will help to students familiar with basic statistical techniques and their applications in managerial decision making. Students will get clear understanding of graphical representation of data, measures of central tendency, dispersion and asymmetry. Basic probability concepts as an aid to business decision making. Student can choose a statistical method for solving practical problems and based on the acquired knowledge to interpret the meaning of the calculated statistical indicators

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA106.1** To understand the concepts of Statistics and Tabulation/Presentation of Data

**MBA106.2.** To apply concepts of Dispersion, Standard Deviation in different situations

**MBA106.3** To analyse types of Sampling and Sampling Distributions

**C. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## E. Syllabus

### Module I

Role of statistics: Applications of inferential statistics in managerial decision-making; Tabulation and Presentation of Data: Construction of frequency distribution, Presentation of Data –Diagrams, Graphical Presentation - Histogram - Frequency polygon - Frequency curve - Ogives.  
Measures of central tendency: Mean, Median and Mode and their implications;

### Module II

Measures of Dispersion: Range, Mean deviation, Standard deviation, Coefficient of Variation ( C.V.), Skewness, Kurtosis.  
Probability: Basic Concept of probability and its uses in business decision-making; Addition and multiplication theorems; Bayes' Theorem and its applications.

### Module III

Sampling and Sampling Distribution

Sampling: Basic Concept, Types of Sampling Errors and Precautions, Parameter and Statistic, Sampling Distribution of the mean, Sampling distribution of proportion, Estimation – point estimation, Interval Estimation of the mean -  $\sigma$  known &  $\sigma$  unknown cases, interval estimation of the proportion, determining of sample size for estimating population mean  $\mu$ , determination of sample size for estimating proportion.

## F. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/ Presentation | ESE |
|---------------|---------------|------------|-------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                              | 70  |

## G. Suggested Text/Reference Books:

- Gupta C B, Gupta V - An Introduction to Statistical Methods (Vikas1995, 23rd Edition).
- Sharma J K - Business statistics (Ane's Student Edition)
- Render and Stair Jr - Quantitative Analysis for Management (Prentice-Hall, 7th edition)
- Levin Rubin - Statistics for Management (Pearson 2000, New Delhi, 7th Edition).

## H. Lecture Plan

| Lecture | Topics                                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Applications of inferential statistics in managerial decision-making | Lecture          | MBA106.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Tabulation and Presentation of Data                                  | Lecture          | MBA106.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Construction of frequency distribution                               | Lecture          | MBA106.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Presentation of Data                                                 | Lecture          | MBA106.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Graphical Presentation - Histogram                                   | Lecture          | MBA106.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Frequency polygon - Frequency curve - Ogives                         | Lecture          | MBA106.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Measures of central tendency                                         | Lecture          | MBA106.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Mean                                                                 | Lecture          | MBA106.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Median                                                               | Lecture          | MBA106.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Mode and its implications                                            | Lecture          | MBA106.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Range                                                                | Lecture          | MBA106.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Mean deviation                                                       | Lecture          | MBA106.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Standard deviation                                                   | Lecture          | MBA106.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Coefficient of Variation (C.V.)                                      | Lecture          | MBA106.2         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Skewness                                                             | Lecture          | MBA106.2         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Kurtosis                                                             | Lecture          | MBA106.2         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Basic Concept of probability                                         | Lecture          | MBA106.2         | Mid Term-1, Quiz & End Sem Exam |
| 18      | Probability and its uses in business decision-making                 | Lecture          | MBA106.2         | Mid Term-1, Quiz & End Sem Exam |
| 19      | Addition and multiplication theorems                                 | Lecture          | MBA106.2         | Mid Term-1, Quiz & End Sem Exam |
| 20      | Bayes' Theorem                                                       | Lecture          | MBA106.2         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                           |         |          |                                 |
|----|---------------------------------------------------------------------------|---------|----------|---------------------------------|
| 21 | Bayes' Theorem and its applications                                       | Lecture | MBA106.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Sampling: Basic Concept                                                   | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Types of Sampling                                                         | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Types of Sampling Errors                                                  | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Types of Sampling Errors and Precautions                                  | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Sampling Distribution                                                     | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Sampling Distribution of the mean                                         | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Sampling distribution of proportion                                       | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Estimation - point estimation                                             | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Interval Estimation                                                       | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Interval Estimation of the mean - $\sigma$ known & $\sigma$ unknown cases | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Interval estimation of the proportion                                     | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Sample Size                                                               | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Determining of sample size for estimating population mean $\mu$           | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Determination of sample size for estimating proportion.                   | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Precautions in sample size                                                | Lecture | MBA106.3 | Mid Term-2, Quiz & End Sem Exam |

# I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|----------------------------------------------|------------------|------------------|
|                 |                                                                              | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA106.1</b> | To understand the concepts of Statistics and Tabulation/Presentation of Data | 1                                   | 3           | 3           | -           | -           | 3           | 2           | 1           | 3           | 1            |  |  |                                              |                  |                  |
| <b>MBA106.2</b> | To apply concepts of Dispersion, Standard Deviation in different situations  | 2                                   | 3           | 3           | -           | -           | 3           | 2           | 1           | 3           | 1            |  |  |                                              |                  |                  |
| <b>MBA106.3</b> | To analyse types of Sampling and Sampling Distributions                      | 1                                   | 3           | 3           | -           | -           | 3           | 2           | 1           | 3           | 1            |  |  |                                              |                  |                  |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –I) 2022-23                                                                                                                                                                                                                                       |              |                                                                                                                        |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA I Semester                                                                                                                                                                                                                                                                          |              |                                                                                                                        |          |           |                |          |
| Subject Name:<br>MBA 106 BUSINESS STATISTICS<br>AND ANALYTICS FOR DECISION<br>MAKING                                                                                                                                                                                                           |              | Time: 2 Hrs                                                                                                            |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                 | Remembering  | Understanding                                                                                                          | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                               | Q.1,4        | Q.2,3                                                                                                                  | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br><br><b>CO1</b> To understand the concepts of Statistics and Tabulation/Presentation of Data<br><br><b>CO2</b> To apply concepts of Dispersion, Standard Deviation in different situations<br><br><b>CO3</b> To analyse types of Sampling and Sampling Distributions |              |                                                                                                                        |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                         | Question No. | Question                                                                                                               |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                            | Q.1          | Explain applications of inferential statistics in managerial decision-making                                           |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                            | Q.2a         | What is Histogram and Frequency polygon?                                                                               |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                | Q.2b         | How concept of Measures of central tendency is applied in business decisions?                                          |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                            | Q.3          | Draw the probability chart of Standard Deviation. Mark 1, 2 and 3 Standard Deviation from mean with % of data covered. |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                            | Q.4          | Explain the significance of coefficient of Variation.                                                                  |          |           |                | 3        |
| CO3                                                                                                                                                                                                                                                                                            | Q.5a         | Elaborate different types of Types of Sampling Errors and Precautions.                                                 |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                | Q.5b         | Describe in brief Interval Estimation of the mean.                                                                     |          |           |                | 3        |
| CO3                                                                                                                                                                                                                                                                                            | Q 6          | How Parameter and Statistic are different.                                                                             |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                       |
|-------------------------|-------------------------------------------------------|
| <b>Session</b>          | 2021-22                                               |
| <b>Course Name</b>      | MBA                                                   |
| <b>Semester</b>         | 1st Semester                                          |
| <b>Subject Code</b>     | MBA 106                                               |
| <b>Subject Name</b>     | Business Statistics and Analytics for Decision Making |
| <b>Attainment Level</b> | Level 3                                               |

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
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| Level 3            | IF 80% of students secure more than 60% marks then level 3 |

# Attainment

|                         |                                                       |
|-------------------------|-------------------------------------------------------|
| <b>Session</b>          | 2021-22                                               |
| <b>Course Name</b>      | MBA                                                   |
| <b>Semester</b>         | 1st Semester                                          |
| <b>Subject Code</b>     | MBA 106                                               |
| <b>Subject Name</b>     | Business Statistics and Analytics for Decision Making |
| <b>Attainment Level</b> | Level 3                                               |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
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# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

### **Master of Business Administration 2021-2022**

#### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[illegible]

[illegible]



|                                                                                                |
|------------------------------------------------------------------------------------------------|
| <b>Amity Business School</b><br><b>DEPARTMENT OF BUSINESS MANAGEMENT</b>                       |
| <b>Course Handout</b>                                                                          |
| Course : LEGAL AND BUSINESS ENVIRONMENT (MICRO & MACRO)                                        |
| Course Code : <b>MBA 107</b> , Crédits : 03, Session :2022-23 (Odd Sem.), Class : MBA 1st Year |
| Faculty Name : Dr. Mini Agrawal                                                                |

**A. Introduction:** To give insight to various Legal Aspects of Business so that the students are able to interpret the provisions of some of the important laws and apply the same in commercial and industrial enterprises. Student will learn about the various legal aspect of business to implement it in society. This course will also help out to create the social responsibility amongst them.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA107.1.** Come to Know about basics of Laws governing commercial contracts and contractual relationships in business.

**MBA107.2.** Learn the rules regarding the Contract of Sale, Condition & Warranty.

**MBA107.3.** Know about the basics of Companies Act, 1956, Formation of a company, Company Meetings and Proceedings, Powers, Duties, Liabilities of Directors and Winding up of Company.

**MBA107.4.** Know the rules regarding the Partnership Act, 1932 and Limited Liability Partnership Act, 2008.

**MBA107.5.** Come to know about Intellectual Property Rights & Rules relating to Patents Act, 1970, Copyright Act, 1957 & Trade Marks Act, 1999.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

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**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial &

leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|-------------|
| Continuous Internal Evaluation | Mid Term Exam                                                                                                                                                                                                 | CT   | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P1   | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A    | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE   | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |      | <b>100%</b> |

#### E. Syllabus

##### Module I: Indian Contract Act, 1872

Nature and kinds of Contracts, Concepts related to offer, Acceptance and Consideration, Principles Governing Capacity of Parties and Free Consent, Legality of Objects, Performance and Discharge of Contract, Breach of Contract and its Remedies, Special contracts of Bailment and Pledge, Indemnity and Guarantee, Contract of Agency.

##### Module II: Sale of Goods Act, 1930

Sale and Agreement to Sell, Hire Purchase – Pledge – Mortgage – Hypothecation Lease. Goods – Different types of Goods, Passing of Property in Goods, Conditions and Warranties, Doctrine of Caveat emptor, Rights of an unpaid Seller.

##### Module III: Company Law

Companies Act, 1956-Meaning and types of companies, Formation of a company, Memorandum and Articles of Association, Share Capital and Shareholders, Prospectus and Issue of Shares, Buy Back of Shares, Debentures, Company Meetings and Proceedings, Powers, Duties, Liabilities of Directors and Winding up of Company.

##### Module IV: Indian Partnership Act, 1932



Meaning and definitions, Registration of partnerships, Types of partners, Dissolution, Limited Liability Partnership Act, 1932 – Meaning & definitions, Meaning of designated partner, Registration of LLP, Types of partners, Dissolution.

## Module V: Intellectual Property Laws (IPR) and

*Overview of Law & Procedure relating to Patents, Trade marks & Copyrights, Infringement.*

### F. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

### G. Suggested Text/Reference Books:

- Gulshan SS (2003), Elements of Mercantile Law, Excel Books, N. Delhi.
- Kuchhal MS (2010), Business Law, Vikas Publication
- Tulsian PC, (2002), Relevance of Business Law, Tata McGraw Hills.
- Singh Avtar, (2006), Elements of Mercantile Law, S.Chand & Sons.

### H. Lecture Plan

| Lecture | Topics                                                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO                                       |
|---------|--------------------------------------------------------------------------------|------------------|------------------|------------------------------------------------------------|
| 1       | Nature and kinds of Contracts,                                                 | Lecture          | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 2       | Concepts related to offer, Acceptance and Consideration,                       | Lecture          | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 3       | Principles Governing Capacity of Parties and Free Consent, Legality of Objects | Lecture          | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 4       | <i>Performance and Discharge of Contract,</i>                                  | Lecture          | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 5       | Breach of Contract and its Remedies                                            | Group Discussion | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 6       | Indemnity and Guaratnee                                                        | Group Discussion | MBA107.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 7       | Special contracts                                                              | Home             | MBA107.1         | Mid Term Exam,                                             |

|    |                                                         |                   |          |                                                            |
|----|---------------------------------------------------------|-------------------|----------|------------------------------------------------------------|
|    | of Bailment and Pledge                                  | Assignment        |          | Assignment/Quiz/Presentation & End Sem Exam                |
| 8  | Contract of Agency.                                     | Group Discussion  | MBA107.1 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 9  | Sale and Agreement to Sell,                             | Lecture           | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 10 | Hire Purchase – Pledge – Mortgage – Hypothecation Lease | Case Presentation | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 11 | Goods – Different types of Goods                        | Tutorial          | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 12 | The Price                                               | Case Presentation | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 13 | Passing of Property in Goods                            | Lecture           | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 14 | Conditions and Warranties                               | Lecture           | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 15 | Doctrine of Caveat emptor                               | Lecture           | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 16 | Rights of an unpaid seller                              | Lecture           | MBA107.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 17 | Meaning and types of companies                          | Tutorial          | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 18 | Formation of a company                                  | Lecture           | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 19 | Memorandum and Articles of Association                  | Lecture           | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 20 | Share Capital and Shareholders, Prospectus              | Lecture           | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 21 | Issue of Shares, Buy Back of Shares                     | Lecture           | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 22 | Debentures                                              | Lecture           | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 23 | Company                                                 | Lecture           | MBA107.3 | Mid Term Exam,                                             |

|    |                                                                         |                   |          |                                                            |
|----|-------------------------------------------------------------------------|-------------------|----------|------------------------------------------------------------|
|    | Meetings and Proceedings                                                |                   |          | Assignment/Quiz/Presentation & End Sem Exam                |
| 24 | Powers, Duties, Liabilities of Directors                                | Group Discussion  | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 25 | Winding up of Company.                                                  | Tutorial          | MBA107.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 26 | Meaning and definitions, Registration of partnerships                   | Lecture           | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 27 | Formation of partnership kind                                           | Lecture           | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 28 | Right and duties of partner                                             | Lecture           | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 29 | Liabilities and Types of partners Dissolution,                          | Group Discussion  | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 30 | Limited Liability Partnership Act-2008                                  | Tutorial          | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 31 | Designated partner                                                      | Lecture           | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 32 | Registration of LLP, Types of partners, Dissolution of partnership firm | Lecture           | MBA107.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 33 | Intellectual Property Laws (IPR)- Overview of Law                       | Lecture           | MBA107.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 34 | Procedure relating to Patents,                                          | Lecture           | MBA107.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 35 | Trade mark                                                              | Group Discussion  | MBA107.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 36 | Copyrights, Infringement                                                | case Presentation | MBA107.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

# I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA107.1</b> | Come to Know about basics of Laws governing commercial contracts and contractual relationships in business.                                                                 | <b>2</b>                            |             | <b>3</b>    | <b>3</b>    |             | <b>3</b>    |             | <b>2</b>    |             |              |                                              |                  |                  |
| <b>MBA107.2</b> | Learn the rules regarding the Contract of Sale, Condition & Warranty                                                                                                        |                                     | <b>3</b>    | <b>2</b>    |             |             | <b>2</b>    | <b>3</b>    | <b>2</b>    | <b>1</b>    | <b>3</b>     |                                              |                  |                  |
| <b>MBA107.3</b> | Know about the basics of Companies Act, 1956, Formation of a company, Company Meetings and Proceedings, Powers, Duties, Liabilities of Directors and Winding up of Company. |                                     | <b>3</b>    |             | <b>3</b>    |             |             | <b>2</b>    |             | <b>3</b>    |              |                                              |                  |                  |
| <b>MBA107.4</b> | Know the rules regarding the Partnership Act, 1932 and Limited Liability Partnership Act, 2008.                                                                             |                                     | <b>3</b>    |             | <b>3</b>    | <b>3</b>    | <b>1</b>    | <b>2</b>    |             | <b>3</b>    |              |                                              |                  |                  |

|                  |                                                                                                                                     |          |  |          |          |  |  |          |  |  |          |  |  |  |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------|----------|--|----------|----------|--|--|----------|--|--|----------|--|--|--|
| <b>MBA107.5.</b> | Come to know about Intellectual Property Rights & Rules relating to Patents Act, 1970, Copyright Act, 1957 & Trade Marks Act, 1999. | <b>3</b> |  | <b>2</b> | <b>3</b> |  |  | <b>3</b> |  |  | <b>3</b> |  |  |  |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------|----------|--|----------|----------|--|--|----------|--|--|----------|--|--|--|

### Sample Question Paper

| Amity Business School<br>DEPARTMENT OF BUSINESS MANAGEMENT<br>I MID-SEMESTER (SEM –I) 2021-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              |                                                                                                                                                                            |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA I Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |              |                                                                                                                                                                            |          |           |                |          |
| Subject Name:<br>MBA107 Legal and Business<br>Environment (Micro& Macro)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              | Time: 2 Hrs                                                                                                                                                                |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Remembering  | Understanding                                                                                                                                                              | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.1, Q 3     | Q.2, Q4                                                                                                                                                                    | Q5, Q4   | Q.6       |                |          |
| Student will be able to<br><b>CO1:</b> Come to Know about basics of Laws governing commercial contracts and contractual relationships in business.<br><b>CO2:</b> Learn the rules regarding the Contract of Sale, Condition & Warranty.<br><b>CO3:</b> Know about the basics of Companies Act, 1956, Formation of a company, Company Meetings and Proceedings, Powers, Duties, Liabilities of Directors and Winding up of Company.<br><b>CO4:</b> Know the rules regarding the Partnership Act, 1932 and Limited Liability Partnership Act, 2008.<br><b>CO5:</b> Come to know about Intellectual Property Rights & Rules relating to Patents Act, 1970, Copyright Act, 1957 & Trade Marks Act, 1999. |              |                                                                                                                                                                            |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Question No. | Question                                                                                                                                                                   |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.1          | Briefly describe the essentials of a valid consideration.                                                                                                                  |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.2          | Differentiate between sale and agreement to sale.                                                                                                                          |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.3          | What is the advantage of limited liability partnership (LLP) form of business and who is 'designated partner' Also describe the detailed procedure of incorporation of LLP |          |           |                | 6        |
| CO4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.4          | Define the major characteristics of 'Partnership form of Business'.                                                                                                        |          |           |                | 3        |

|     |     |                                                                                                                                                                                                                                                                                                                                                                                                                                       |   |
|-----|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| CO5 | Q.5 | A patent provides an enforceable legal right to prevent others from exploiting an invention.” Discuss the statement and the procedure of filing a patent                                                                                                                                                                                                                                                                              | 6 |
| CO1 | Q 6 | <b>Case Study:</b> A took a bet of Rs. 500 with B that a certain horse would win a certain race. Under the agreement A had to deposit Rs. 100 with B. Since A had no money he approached his friend C, who advanced the sum to him on the condition that A was to return Rs. 200 if he won the bet against B, but to return nothing if he lost. A won the bet against B. Can C recover Rs. 200 from A explain in detail with section. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                |
|------------------|------------------------------------------------|
| Session          | 2021-22                                        |
| Course Name      | MBA                                            |
| Semester         | 1st Semester                                   |
| Subject Code     | MBA 107                                        |
| Subject Name     | Legal and Business Environment (Micro & Macro) |
| Attainment Level | Level 2                                        |

### Note:

|             |                                                            |
|-------------|------------------------------------------------------------|
| Attainments | Rubric                                                     |
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Master of Business Administration  
2021-2022**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[illegible]

[illegible]



**Amity Business School**  
**DEPARTMENT OF BUSINESS MANAGEMENT**

**Course Handout**

Course : INDIAN ETHOS AND BUSINESS ETHICS

Course Code : **MBA 108**, Crédits : 02, Session :2021-22 (Odd Sem.), Class : MBA 1st Year

Faculty Name : Dr. Shweta Saxena

- A. Introduction:** The objective of this course is to help the students appreciate the essential complementarity between 'VALUES' and 'ETHICS' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings.
- B. Course Outcomes:** At the end of the course, students will be able to:
- MBA108.1.** Come to know about Ethical Principles in Business.
  - MBA108.2.** Appreciate the importance of different perspectives of managing Ethical Dilemma in different Business Areas.
  - MBA108.3.** Come to know about Value system for Managing stress at Work.
  - MBA108.4.** Know the rules of Indian Companies, Role of Indian Ethos in Managerial Practices, Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Indian Heritage in Business, Management-Production and Consumption.
  - MBA108.5.** Come to know about Law of Ethics and Contemporary Approaches to Leadership.
- C. Programme Outcomes:**
- [PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.
  - [PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.
  - [PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.
  - [PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.
  - [PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams
  - [PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.
  - [PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.
  - [PO.8]. Effective Communication:** Developing effective presentation and communications skills for

communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**D. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term Exam                                                                                                                                                                                                 | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P1          | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## E. Syllabus

### Module I: Theories and Approaches of Ethics

Understanding the need for ethics, History & Relevance, Ethical values, myths and ambiguity, ethical codes, Ethical Principles in Business; Theories of Ethics, Absolutism versus Relativism, Teleological approach, the Deontological approach, Kohlberg's six stages of moral development (CMD).

### Module II: Managing Ethical Dilemma in different Business Areas

Managing Ethical Dilemma; Characteristics, ethical decision making, ethical reasoning, the dilemma resolution process; ethical dilemmas in different business areas of finance, marketing HRM and international business, Ethical Culture in Organization, Developing codes of Ethics and conduct, Ethical and value based leadership. Role of scriptures in understanding ethics, Indian wisdom & Indian approaches towards business ethics.

### Module III: Value system for Managing stress at Work

Trans-Cultural Human Values, Secular v/s Spiritual Values , Value System in Work Culture, Stress Management-Meditation for mental health, Yoga.

### Module IV: Indian Ethos in Managerial Practices

Principles Practiced by Indian Companies, Role of Indian Ethos in Managerial Practices, Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Indian Heritage in Business, Management- Production and Consumption. Ethics v/s Ethos , Indian v/s Western Management, Work Ethos and Values for Indian Managers- Relevance of Value Based Management in Global Change- Impact of Values on Stakeholders.

### Module V: Law of Ethics

Contemporary Approaches to Leadership- Joint Hindu Family Business—Leadership Qualities of Karta, Indian Systems of Learning-Gurukul System of Learning , Advantages- Disadvantages of Karma, importance of Karma to Managers-Nishkama Karma- Laws of Karma, Law of Creation- Law of Humility- Law of Growth- Law of Responsibility- Law of Connection-Corporate Karma Leadership.

## F. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/<br>Presentation | ESE |
|---------------|---------------|------------|----------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                                 | 70  |

## G. Suggested Text/Reference Books:

- R.R Gaur, R Sangal, G P Bagaria, A foundation course in Human Values and professional Ethics, Excel books, New Delhi, 2010, ISBN 978-8-174-46781-2
- B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.
- A.N. Tripathy, 2003, Human Values, New Age International Publishers.
- E G Seebauer & Robert L. Berry, 2000, Fundamentals of Ethics for Scientists & Engineers , Oxford University Press

- B P Banerjee, 2005, Foundations of Ethics and Management, Excel Books. 13.
- B L Bajpai, 2004, Indian Ethos and Modern Management, New Royal Book Co., Lucknow. Reprinted 2008.

#### H. Lecture Plan

| Lecture | Topics                                                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO                                       |
|---------|---------------------------------------------------------------------------------|------------------|------------------|------------------------------------------------------------|
| 1       | Understanding the need for ethics                                               | Lecture          | MBA10 8.1        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 2       | History & Relevance, Ethical values, myths and ambiguity, ethical codes         | Lecture          | MBA10 8.1        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 3       | Ethical Principles in Business; Theories of Ethics                              | Group Discussion | MBA10 8.1        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 4       | Absolutism verses Relativism, Teleological approach, the Deontological approach | Group Discussion | MBA10 8.1        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 5       | Kohlberg's six stages of moral development (CMD).                               | Group Discussion | MBA10 8.1        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 6       | Managing Ethical Dilemma; Characteristics                                       | Lecture          | MBA10 8.2        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 7       | ethical dilemmas in different business areas of finance,                        | Lecture          | MBA10 8.2        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 8       | marketing HRM and international business                                        | Lecture          | MBA10 8.2        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 9       | Ethical Culture in Organization                                                 | Lecture          | MBA10 8.2        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 10      | Developing codes of Ethics and conduct                                          | Lecture          | MBA10 8.2        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 11      | Ethical and value based leadership.                                             | Tutorial         | MBA10 8.2        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 12      | Role of scriptures in understanding ethics                                      | Lecture          | MBA10 8.2        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 13      | Indian wisdom & Indian approaches towards business ethics.                      | Lecture          | MBA10 8.3        | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

|    |                                                                                                                                    |                  |              |                                                            |
|----|------------------------------------------------------------------------------------------------------------------------------------|------------------|--------------|------------------------------------------------------------|
| 14 | Trans-Cultural Human Values, Secular v/s Spiritual Values ,                                                                        | Lecture          | MBA10<br>8.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 15 | Value System in Work Culture                                                                                                       | Lecture          | MBA10<br>8.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 16 | Stress Management-Meditation for mental health, Yoga.                                                                              | Group Discussion | MBA10<br>8.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 17 | Principles Practiced by Indian Companies                                                                                           | Tutorial         | MBA10<br>8.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 18 | Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Indian Heritage in Business                     | Lecture          | MBA10<br>8.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 19 | Management-Production and Consumption. Ethics v/s Ethos , Indian v/s Western Management                                            | Lecture          | MBA10<br>8.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 20 | Work Ethos and Values for Indian Managers- Relevance of Value Based Management in Global Change- Impact of Values on Stakeholders. | Group Discussion | MBA10<br>8.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 21 | Contemporary Approaches to Leadership- Joint Hindu Family Business-Leadership Qualities of Karta                                   | Lecture          | MBA10<br>8.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 22 | Indian Systems of Learning-Gurukul System of Learning , Advantages- Disadvantages of Karma                                         | Lecture          | MBA10<br>8.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 23 | importance of Karma to Managers-Nishkama Karma-Laws of Karma                                                                       | Lecture          | MBA10<br>8.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 24 | Law of Creation- Law of Humility- Law of Growth- Law of Responsibility- Law of Connection-Corporate Karma Leadership.              | Group Discussion | MBA10<br>8.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAMME SPECI |
|----|-----------|-------------------------------------|----------------------------------|
|    |           |                                     |                                  |



|                  |                                                                                                                                                                                                                                          |             |             |             |             |             |             |             |             |             |              | FIC<br>OUTC<br>OMES |                  |                  |
|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|---------------------|------------------|------------------|
|                  |                                                                                                                                                                                                                                          | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1    | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA108.1.</b> | Come to know about Ethical Principles in Business.                                                                                                                                                                                       |             |             |             | <b>3</b>    | <b>3</b>    | <b>2</b>    | <b>3</b>    |             |             | <b>1</b>     |                     |                  |                  |
| <b>MBA108.2</b>  | Appreciate the importance of different perspectives of managing Ethical Dilemma in different Business Areas.                                                                                                                             |             | <b>3</b>    |             | <b>1</b>    |             | <b>3</b>    |             | <b>2</b>    | <b>3</b>    | <b>3</b>     |                     |                  |                  |
| <b>MBA108.3</b>  | Come to know about Value system for Managing stress at Work.                                                                                                                                                                             |             | <b>3</b>    | <b>1</b>    |             |             | <b>3</b>    | <b>2</b>    |             | <b>3</b>    |              |                     |                  |                  |
| <b>MBA108.4</b>  | Know the rules of Indian Companies, Role of Indian Ethos in Managerial Practices, Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Indian Heritage in Business, Management-Production and Consumption. | <b>3</b>    | <b>1</b>    | <b>2</b>    |             |             |             | <b>2</b>    |             | <b>3</b>    |              |                     |                  |                  |
| <b>MBA108.5.</b> | Come to know about Law of Ethics and Contemporary Approaches to Leadership.                                                                                                                                                              |             |             | <b>2</b>    |             | <b>3</b>    |             |             |             |             | <b>3</b>     |                     |                  |                  |

### Sample Question Paper

| Amity Business School<br>DEPARTMENT OF BUSINESS MANAGEMENT<br>I MID-SEMESTER (SEM –I) 2021-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              |                                                                                      |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA I Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              |                                                                                      |          |           |                |          |
| Subject Name:<br>MBA108 Indian Ethos and Business Ethics                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              | Time: 2 Hrs                                                                          |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Remembering  | Understanding                                                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.1, Q 3     | Q.2, Q4                                                                              | Q5, Q4   | Q.6       |                |          |
| Student will be able to<br><b>CO.1.</b> Come to know about Ethical Principles in Business.<br><b>CO.2.</b> Appreciate the importance of different perspectives of managing Ethical Dilemma in different Business Areas.<br><b>CO.3.</b> Come to know about Value system for Managing stress at Work.<br><b>CO.4.</b> Know the rules of Indian Companies, Role of Indian Ethos in Managerial Practices, Management Lessons from Vedas, Mahabharata, Bible, Quran, Kautilya's Arthashastra, Indian Heritage in Business, Management-Production and Consumption.<br><b>CO.5.</b> Come to know about Law of Ethics and Contemporary Approaches to Leadership. |              |                                                                                      |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Question No. | Question                                                                             |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.1          | Explain the Concept of karma - meaning and importance to managers / corporate karma. |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.2          | Write a note on Leadership qualities with special reference to Indian thoughts.      |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.3          | What is Indian Ethos? Explain the principles and characteristics of Indian Ethos     |          |           |                | 6        |
| CO4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.4          | Write a note on Personality Development through Yoga.                                |          |           |                | 3        |

|     |     |                                                                                                                |   |
|-----|-----|----------------------------------------------------------------------------------------------------------------|---|
| C05 | Q.5 | Write your views about economic issues and competitive issues related with business ethics.                    | 6 |
| C01 | Q 6 | Briefly explain the following : (a) Workers Rights and Duties (b) Workplace Safety (c) Employee Discrimination | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                     |                                  |
|---------------------|----------------------------------|
| <b>Session</b>      | 2021-22                          |
| <b>Course Name</b>  | MBA                              |
| <b>Semester</b>     | 1st Semester                     |
| <b>Subject Code</b> | MBA 108                          |
| <b>Subject Name</b> | Indian Ethos and Business Ethics |

|                         |         |
|-------------------------|---------|
| <b>Attainment Level</b> | Level 3 |
|-------------------------|---------|

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
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**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**PROGRAMME OUTCOMES**

**Master of Business Administration  
2021-2022**

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |        |     |     |     |     |     |     |     |     |     |      |  |  |  |  |  |
|-------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|--|--|--|--|--|
|                               |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |  |  |  |  |  |
| I SEM                         | MBA109 | 3   | 3   | 2   | 1   | -   | 1   | 1   | -   | 2   | 2    |  |  |  |  |  |

| DEPARTMENT OF BUSINESS MANAGEMENT                                                    |
|--------------------------------------------------------------------------------------|
| Course Handout                                                                       |
| Course : INDIAN FINANCIAL SYSTEM AND FINANCIAL MARKETS                               |
| Course Code : MBA109, Crédits : 02, Session :2021-22(Odd Sem.), Class : MBA 1st Year |
| Faculty Name : Dr. Naresh Kedia                                                      |

**A. Introduction:** The objective of this course is to familiarize the prospective management aspirants with financial system & financial market in India with the role played by different financial markets as a platform for decision-making. It aims to equip the students with in-depth knowledge of business environment and domain knowledge, critical thinking, business analysis, problem solving and innovative solutions, global exposure and cross-cultural understanding, social responsiveness and ethics that they would find useful in their disciplines.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA109.1.** Learn the important concepts financial system in India with the role played by different financial markets and the policies different agencies to provide strength to the economy of country.

**MBA109.2.** Learn about the various bodies and agencies like Merchant & Investment Banks in financial system, and related provisions of different Act's governing them to solve the complex real life situation of business associated to the fund acquisition and help in building an increasingly sophisticated level of understanding about the subject.

**MBA109.3.** Develop the understanding about the financial market, financial sector reforms to mitigate the contemporary issues of business associated to the fund acquisition from the public directly.

**MBA109.4.** Develop the skills & ability to analyse financial markets to deal more effectively with strategic options like mutual funds to help management.

**MBA109.5.** Develop the ability to understand the methodology and process used by various contemporary financial service providers to deal more effectively with the real life conditions faced by organisation or business in long & short run.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams.

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                               | Code         | Weightage % |
|--------------------------------|-------------------------------------------------------------------------------------------|--------------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                | CT           | 15%         |
|                                | Project/Assignment/Quiz/Numerical/Presentation                                            | S/V/Q/H<br>A | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for | A            | 5%          |



|                          |                                                                                                                     |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                                                            | EE | 70%         |
| <b>Total</b>             |                                                                                                                     |    | <b>100%</b> |

#### E. Syllabus

- Module I: Introduction- Meaning, Importance, Role in the Indian Financial System, overview of Financial Services in India-Nature Scope and Types of Financial Services: fund based and non-fund based financial services, Financial services, Role of Financial Services in Economic Development.
- Module II: Merchant & Investment Banking- Counselling, Project Counselling and Appraisal, Loan Syndication and Accessing Debt and Capital Markets, Procedural aspects of public issues, bought out deals, Book Building, Pre-Issue Decision; Post Issue Management and related provisions of Companies Act and SEBI guidelines for Protection of Interests of Investors, New Products in Capital Markets.
- Module III: Financial Market- Equity, Debt and Currency markets, Markets for short term financing requirements, financial sector reforms and financial markets, contemporary issues.
- Module IV: Mutual Funds- Concept of mutual fund and its advantages as a financial service, Mutual Funds types, Exchange Traded Funds, Fund of Funds, Organization and Management, Regulations of Mutual Funds.
- Module V: Other Financial services- Credit Rating: Concept of Credit Rating, Types of Credit Rating, Advantages and Disadvantages of Credit Rating, Credit Rating Agencies and Their Methodology and Process, Marketing of Financial Services, Cross Selling of Banking Services, Up-Selling, Wealth Management.

#### F. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### G. Text & References:

- Khan M Y, (1999), Indian Financial System, Tata McGraw Hill
- Chandra, P.(1999), Financial Management: Theory and Practice, Tata McGraw Hill.
- Dietrich J Kimball,(1996), Financial Services & Financial Institutions, Value Creation in theory and Practice, Prentice Hall.
- Pandey, I.M. (1999), Financial Management, Vikas Publishing House.
- Sriram, K. (1996), Handbook of Leasing, Hire Purchase and Factoring, ICFAI.
- Bhole L M, (2000), Financial Institutions and Markets: Structure, Growth & Innovations, Tata McGraw Hill.
- Regular reading of the Financial & Business Journals, Analyst, and Economist is essential.

## H. Lecture Plan

| Lecture | Topics                                                                                                                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction & Meaning, Importance, Role in the Indian Financial System                                                    | Lecture          | MBA109.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Overview of Financial Services in India                                                                                    | Lecture          | MBA109.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Nature Scope and Types of Financial Services: fund based and non-fund based financial services                             | Lecture          | MBA109.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Nature Scope and Types of Financial Services: fund based and non-fund based financial services                             | Lecture          | MBA109.1         | Mid Term, Quiz & End Sem Exam   |
| 5       | Role of Financial Services in Economic Development                                                                         | Lecture          | MBA109.1         | Mid Term, Quiz & End Sem Exam   |
| 6       | Counselling, Project Counselling and Appraisal                                                                             | Lecture          | MBA109.2         | Mid Term, Quiz & End Sem Exam   |
| 7       | Loan Syndication and Accessing Debt and Capital Markets                                                                    | Lecture          | MBA109.2         | Mid Term, Quiz & End Sem Exam   |
| 8       | Procedural aspects of public issues, bought out deals, Book Building                                                       | Lecture          | MBA109.2         | Mid Term, Quiz & End Sem Exam   |
| 9       | Pre-Issue Decision; Post Issue Management.                                                                                 | Lecture          | MBA109.2         | Mid Term, Quiz & End Sem Exam   |
| 10      | Provisions of Companies Act and SEBI guidelines for Protection of Interests of Investors & New Products in Capital Markets | Lecture          | MBA109.2         | Mid Term, Quiz & End Sem Exam   |
| 11      | Equity, Debt and Currency markets                                                                                          | Lecture          | MBA109.3         | Mid Term, Quiz & End Sem Exam   |

|    |                                                                     |         |          |                               |
|----|---------------------------------------------------------------------|---------|----------|-------------------------------|
| 12 | Markets for short term financing requirements                       | Lecture | MBA109.3 | Mid Term, Quiz & End Sem Exam |
| 13 | Financial sector reforms and financial markets                      | Lecture | MBA109.3 | Mid Term, Quiz & End Sem Exam |
| 14 | Contemporary issues in Financial Market                             | Lecture | MBA109.3 | Mid Term, Quiz & End Sem Exam |
| 15 | Concept of mutual fund and its advantages as a financial service    | Lecture | MBA109.4 | Quiz & End Sem Exam           |
| 16 | Mutual Funds types                                                  | Lecture | MBA109.4 | Quiz & End Sem Exam           |
| 17 | Exchange Traded Funds, Fund of Funds.                               | Lecture | MBA109.4 | Quiz & End Sem Exam           |
| 18 | Organization and Management, Regulations of Mutual Funds            | Lecture | MBA109.4 | Quiz & End Sem Exam           |
| 19 | Credit Rating: Concept of Credit Rating                             | Lecture | MBA109.5 | Quiz & End Sem Exam           |
| 20 | Types of Credit Rating.                                             | Lecture | MBA109.5 | Quiz & End Sem Exam           |
| 21 | Advantages and Disadvantages of Credit Rating                       | Lecture | MBA109.5 | Quiz & End Sem Exam           |
| 22 | Credit Rating Agencies and Their Methodology and Process            | Lecture | MBA109.5 | Quiz & End Sem Exam           |
| 23 | Marketing of Financial Services, Cross Selling of Banking Services, | Lecture | MBA109.5 | Quiz & End Sem Exam           |
| 24 | Up-Selling, Wealth Management                                       | Lecture | MBA109.5 | Quiz & End Sem Exam           |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |        |        |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|----------------------------------------------|--------|--------|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  | N<br>A                                       | N<br>A | N<br>A |

|                      |                                                                                                                                                                                                                                                                                                                                                 |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|
| <b>MBA1<br/>09.1</b> | Learn the important concepts financial system in India with the role played by different financial markets and the policies different agencies to provide strength to the economy of country.                                                                                                                                                   | 3 | 3 | - | - | 1 | 2 | 1 | - | 2 | 2 |  |  |  |  |  |
| <b>MBA1<br/>09.2</b> | Learn about the various bodies and agencies like Merchant & Investment Banks in financial system, and related provisions of different Act's governing them to solve the complex real life situation of business associated to the fund acquisition and help in building an increasingly sophisticated level of understanding about the subject. | 2 | 3 | 1 | 1 | - | 2 | 2 | - | 2 | 2 |  |  |  |  |  |
| <b>MBA1<br/>09.3</b> | Develop the understanding about the                                                                                                                                                                                                                                                                                                             | 3 | 3 | 1 | 1 | - | 1 | 3 | 2 | 3 | 2 |  |  |  |  |  |

|                      |                                                                                                                                                                                                                                      |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|--|
|                      | financial market, financial sector reforms to mitigate the contemporary issues of business associated to the fund acquisition from the public directly.                                                                              |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |  |
| <b>MBA1<br/>09.4</b> | Develop the skills & ability to analyse financial markets to deal more effectively with strategic options like mutual funds to help management.                                                                                      | 3 | 3 | 3 | 1 | - | 1 | - | - | 1 | 3 |  |  |  |  |  |  |
| <b>MBA1<br/>09.5</b> | Develop the ability to understand the methodology and process used by various contemporary financial service providers to deal more effectively with the real life conditions faced by organisation or business in long & short run. | 2 | 3 | 3 | 1 | - | 1 | 1 | - | - | 2 |  |  |  |  |  |  |

### Sample Question Paper

| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR<br>AMITY BUSINESS SCHOOL, DEPARTMENT OF BUSINESS MANAGEMENT<br>MID-SEMESTER (SEM –I) 2021-22                     |              |                                                                 |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA I Semester                                                                                                                                     |              |                                                                 |          |           |                |          |
| Subject Name:<br>MBA 109 INDIAN FINANCIAL<br>SYSTEM AND FINANCIAL MARKETS                                                                                 |              | Time: 2 Hrs                                                     |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                   | Remembering  | Understanding                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                       | Q.1,4        | Q.2,3                                                           | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: List the broad perspective of cloud architecture and model.<br>CO2: Apply different cloud programming models as per need. |              |                                                                 |          |           |                |          |
| CO Map                                                                                                                                                    | Question No. | Question                                                        |          |           |                | Marks    |
| CO1                                                                                                                                                       | Q.1          | Explain in brief the Indian Financial System concept.           |          |           |                | 3        |
| CO2                                                                                                                                                       | Q.2a         | What are the essential characteristics of Loan Syndication?     |          |           |                | 3        |
|                                                                                                                                                           | Q.2b         | How is public issues and Capital Markets related to each other? |          |           |                | 3        |
| CO3                                                                                                                                                       | Q.3          | Explain Currency markets and depicts its elements?              |          |           |                | 6        |
| CO4                                                                                                                                                       | Q.4          | Explain the significance of Exchange Traded Funds               |          |           |                | 3        |
| CO4                                                                                                                                                       | Q.5a         | Elaborate different Mutual Funds with example.                  |          |           |                | 3        |
| CO5                                                                                                                                                       | Q.5b         | Write characteristics of Credit Rating.                         |          |           |                | 3        |
| CO5                                                                                                                                                       | Q.6          | How methodology of Credit Rating agency works?                  |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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## Attainment

|                         |                                               |
|-------------------------|-----------------------------------------------|
| <b>Session</b>          | 2021-22                                       |
| <b>Course Name</b>      | MBA                                           |
| <b>Semester</b>         | 1st Semester                                  |
| <b>Subject Code</b>     | MBA 109                                       |
| <b>Subject Name</b>     | Indian Financial system and Financial Markets |
| <b>Attainment Level</b> | Level 3                                       |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**Note:** - Correlation levels 1, 2 and 3 as defined below:  
1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

[illegible]



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : **HUMAN RESOURCE MANAGEMENT**

Course Code : MBA 201, Crédits : 03, Session :2021-22 (Odd Sem.), Class : MBA. 1st Year

Faculty Name : Dr. Deepali Soni

**A. Introduction:** *This course will help students to develop an understanding of the dimensions of the management of human resources, with particular reference to HRM policies and practices. The course focuses on Leadership & Team Work, critical thinking, problem solving and understanding of Business Environment. It will also facilitate learning of ethical issues in Business Organization.*

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA 201.1.** To develop the understanding of the concept of human resource management and to understand its relevance in organizations for meeting human resource requirements.

**MBA 201.2.** To develop necessary skill set for application of various HR functions including training, development and compensation.

**MBA 201.3.** To integrate the knowledge of HR concepts to maintain employee relations.

**MBA 201.4.** Demonstrate emerging issues in human resource management.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### E. Syllabus

##### Module I: Human Resource Management

Nature and scope of HRM, HRM functions, Line and staff responsibility of HR Managers, HR as a Factor of Competitive Advantage, Human Resource Development, Changing Role of HR (Workforce diversity, Technological change, Restructuring)

##### Module II: Meeting Human Resource Requirements

Job Analysis, Job Description, Job Specification, Strategic Human Resource Planning, Recruitment, Selection Process, Methods – Interview, Tests ( Online tests, Written tests ,Psychological tests for selection), Placement and Induction.

### **Module III: Training & Developing of Employees**

Training and Development, Training need analysis, Delivery Methodology, Evaluation , Capacity Building, Understanding of Performance Management Systems, Performance

Appraisal-methods, limitations and problems, Ethics in Performance Management, Potential Appraisal.

### **Module IV: Managing Compensation**

Compensation Management-,Job evaluation, Methods of Job Evaluation, Components of Pay Structure, incentives, bonus, ESOPs , Fringe Benefit, Designing and Administration of Wage and Salary Structure.

### **Module V: Employee Relations**

Overview of Industrial Relations and Labour Laws, Industrial disputes, Retirement/ Separation (Superannuation-Voluntary Retirement Schemes- Resignation-Discharge-Dismissal-Suspension-Layoff).

### **Module VI: Emerging Trends in HRM**

Career Planning & Development, Downsizing & Outplacement, Overview of Human Resource Information System (HRIS), Human Resource Outsourcing.

**Case Studies: Some cases of real business world to supplement learning from the course.**

**Case Study** - Manpower Trimming Strategy at Wipro: Replacing Human Employees with Software Robots  
<http://www.icmrindia.org/casestudies/catalogue/Human%20Resource%20and%20Organization%20Behavior/HROB176.htm>

#### **F. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

#### **G. Suggested Text/Reference Books:**

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6<sup>th</sup> Edn.), McGraw Hill, New Delhi
- Dessler G (2006). Human Resource Management, Pearson Education, India
- Mathis R L and Jackson J H (2006). Human Resource Management, (10<sup>th</sup> Edn.) Cengage Learning, Indian Print.
- Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition
- Pattanayak B, (2014), Human Resource Management, 4<sup>th</sup> Edition , PHI

## H. Lecture Plan

| Lecture | Topics                                                                                                                                                                                                                                    | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Nature and scope of HRM, HRM functions, Line and staff responsibility of HR Managers, HR as a Factor of Competitive Advantage, Human Resource Development, Changing Role of HR (Workforce diversity, Technological change, Restructuring) | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | HRM functions, Line and staff responsibility of HR Managers                                                                                                                                                                               | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | HR as a Factor of Competitive Advantage                                                                                                                                                                                                   | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Human Resource Development                                                                                                                                                                                                                | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Changing Role of HR (Workforce diversity, Technological change, Restructuring)                                                                                                                                                            | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Job Analysis, Job Description                                                                                                                                                                                                             | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Job Specification                                                                                                                                                                                                                         | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Strategic Human Resource Planning                                                                                                                                                                                                         | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Recruitment, Selection Process,                                                                                                                                                                                                           | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Methods – Interview, Tests ( Online tests, Written tests ,Psychological tests for selection)                                                                                                                                              | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Placement and Induction                                                                                                                                                                                                                   | Lecture          | MBA 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Training and development                                                                                                                                                                                                                  | Lecture          | MBA 201.2        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Training need analysis                                                                                                                                                                                                                    | Lecture          | MBA 201.2        | Mid Term-1,                     |

|    |                                                            |         |           |                                 |
|----|------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                            |         |           | Quiz & End Sem Exam             |
| 14 | Delivery Methodology, Evaluation                           | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Capacity Building                                          | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Understanding of Performance Management Systems            | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Performance Appraisal-methods, limitations and problems    | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Ethics in Performance Management, Potential Appraisal.     | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Compensation Management-,Job evaluation                    | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Methods of Job Evaluation                                  | Lecture | MBA 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Components of Pay Structure                                | Lecture | MBA 201.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | incentives, bonus, ESOPs , Fringe Benefit                  | Lecture | MBA 201.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Designing and Administration of Wage and Salary Structure. | Lecture | MBA 201.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Overview of Industrial Relations and Labour Laws           | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Industrial disputes                                        | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Retirement/ Separation                                     | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Superannuation-Voluntary                                   | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Retirement Schemes-                                        | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Resignation-Discharge-Dismissal-Suspension-Layoff          | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                             |         |           |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 30 | Career Planning & Development, Downsizing & Outplacement, Overview of Human Resource Information System (HRIS), Human Resource Outsourcing. | Lecture | MBA 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Downsizing                                                                                                                                  | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Outplacement                                                                                                                                | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Overview of Human Resource Information System (HRIS)                                                                                        | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Human Resource Information System (HRIS)                                                                                                    | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Human Resource Outsourcing.                                                                                                                 | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Human Resource Outsourcing.                                                                                                                 | Lecture | MBA 201.4 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |



|                  |                                                                                                                                                                    |   |   |   |   |   |   |   |   |   |   |  |  |  |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
| <b>MBA 201.1</b> | To develop the understanding of the concept of human resource management and to understand its relevance in organizations for meeting human resource requirements. | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 |  |  |  |
| <b>MBA 201.2</b> | To develop necessary skill set for application of various HR functions including training, development and compensation.                                           | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |  |  |  |
| <b>MBA 201.3</b> | To integrate the knowledge of HR concepts to maintain employee relations.                                                                                          | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 |  |  |  |
| <b>MBA 201.4</b> | Demonstrate emerging issues in human resource management.                                                                                                          | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 2 |  |  |  |



### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –II) 2022-23                                                                                                                                                                                                                                                                                          |              |                                                                        |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA II Semester                                                                                                                                                                                                                                                                                                                             |              |                                                                        |          |           |                |          |
| Subject Name:<br>MBA 201 Human Resource<br>Management                                                                                                                                                                                                                                                                                              |              | Time: 2 Hrs                                                            |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                            | Remembering  | Understanding                                                          | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                | Q.1,4        | Q.2,3                                                                  | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: To develop the understanding of the concept of human resource management and to understand its relevance in organizations for meeting human resource requirements.</p> <p>CO2: To develop necessary skill set for application of various HR functions including training, development and compensation.</p> |              |                                                                        |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                             | Question No. | Question                                                               |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                | Q.1          | Explain in brief the scope and nature of HRM.                          |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                | Q.2a         | What are the functions of HRM?                                         |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                    | Q.2b         | Discuss the methods of interview?                                      |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                | Q.3          | Elaborate the analysis of training need.                               |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                | Q.4          | Explain the significance of job description.                           |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                | Q.5a         | Differentiate between training and development.                        |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                    | Q.5b         | Describe the changing role of HRM.                                     |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                | Q.6          | Explain the term 'performance Appraisal' and also discuss its process. |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session</b>          | 2021-22                                         |
| <b>Course Name</b>      | MBA                                             |
| <b>Semester</b>         | 2 <sup>nd</sup> Semester                        |
| <b>Subject Code</b>     | MBA 201                                         |
| <b>Subject Name</b>     | Human Resource Management                       |
| <b>Attainment Level</b> | 36% of the students secured more than 60% marks |

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



**PROGRAMME OUTCOMES**  
**Master of Business Administration**  
**2022-2023**

|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>        |

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| II SEM                              | MBA202 | 2   | 3   | 3   | 1   | 2   | 3   | 3   | 1   | 2   | 2    |



| DEPARTMENT OF BUSINESS MANAGEMENT                                                      |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : Corporate Finance                                                             |
| Course Code : MBA202, Crédits : 03, Session :2022-23 (Even Sem.), Class : MBA 1st Year |
| Faculty Name :                                                                         |

**A. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA202.1.** Solve the problems of Financial Management and Agency Problem, Know about Finance Function, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return

**MBA202.2.** Come to know the valuation of Stocks and Bonds

**MBA202.3.** Will be able to make Financing Decisions and know about sources of finance - short term, long term, capital structure and cost of capital

**MBA202.4.** Will be able to do Capital Budgeting and Capital Investment Analysis

**MBA202.5.** Know about working capital management and know the factors influencing working capital policy

**MBA202.6.** Will be able to make Dividend Policy Decisions

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.



**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## E. Syllabus

### Module I: Introduction

Introduction to Financial Management: Meaning, Scope, Finance Function, Financial Goals, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return, Financial and Operating Leverage

### Module II: Valuation of stocks and Bonds , Valuation of Stocks and Bonds

### Module III: Financing Decisions

Sources of Finance: Short term, Long term, Capital Structure and Cost of Capital

### Module IV: Capital Budgeting/ Capital Investment Analysis

Estimation of Cash Flows, Criteria for Capital Budgeting Decisions, Issues Involved in Capital Budgeting, Risk analysis in Capital Budgeting – An Introduction.

### Module V: Working Capital Management

Factors Influencing Working Capital Policy, Operating Cycle Analysis, Management of Inventory, Management of Receivables, Management of Cash, Financing of Working Capital.

### Module VI: Dividend Policy Decisions

An introduction: Different Schools of Thought on Dividend Policy.

**Assignment:** A specific company which is listed in NSE/BSE has to be allotted group of 3-5 Students. Student will analyze the whole financial structure of the company as per the movement of course by using the last five years data. This assignment will be given at the starting of module I and submission will be taken at the end.

### Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/<br>Presentation | ESE |
|---------------|---------------|------------|----------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                                 | 70  |

### Text & References:

- Chandra, P. (2006), Financial Management: Theory and Practice, Tata McGraw Hill.
- Damodaran, A.(2004), Corporate Finance: Theory and Practice, Wiley & Sons.
- Van Horne, J.C. (2006), Financial Management and Policy, Prentice Hall of India.
- Brearly, R. A. and Myers, S. C. (2006), Principles of Corporate Finance, Tata McGraw Hill
- Pike, R and Neale, B. (1998), Corporate Finance and Investment: Decisions and Strategies, Prentice Hall of India
- Rustagi, R.P. (1999), Financial Management: Theory, Concepts and Problems, Galgotia Publishing Company.

- Pandey, I.M. (1999), Financial Management, Vikas Publishing House

#### F. Lecture Plan

| Lecture | Topics                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction to Financial Management                | Lecture          | MBA202.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction to Financial Management                | Lecture          | MBA202.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Financial Management                                | Lecture          | MBA202.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Finance Function                                    | Lecture          | MBA202.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Financial Goals                                     | Lecture          | MBA202.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Agency Problem                                      | Lecture          | MBA202.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Relationship of Finance with Accounts and Economics | Lecture          | MBA202.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Time Value of Money                                 | Lecture          | MBA202.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Risk and Return                                     | Lecture          | MBA202.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Risk and Return                                     | Lecture          | MBA202.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Financial and Operating Leverage                    | Lecture          | MBA202.1         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Financial and Operating Leverage                    | Lecture          | MBA202.1         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Valuation of Stocks and Bonds                       | Lecture          | MBA202.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Valuation of Stocks and Bonds                       | Lecture          | MBA202.2         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Valuation of Stocks and Bonds                       | Lecture          | MBA202.2         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Valuation of Stocks and Bonds                       | Lecture          | MBA202.2         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Financing Decisions                                 | Lecture          | MBA202.3         | Mid Term-1, Quiz & End Sem Exam |
| 18      | Short term                                          | Lecture          | MBA202.3         | Mid Term-1, Quiz & End Sem Exam |
| 19      | Long term                                           | Lecture          | MBA202.3         | Mid Term-1, Quiz & End Sem Exam |
| 20      | Capital Structure                                   | Lecture          | MBA202.3         | Mid Term-1, Quiz                |

|    |                                                   |         |          |                                 |
|----|---------------------------------------------------|---------|----------|---------------------------------|
|    |                                                   |         |          | & End Sem Exam                  |
| 21 | Cost of Capital                                   | Lecture | MBA202.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Capital Budgeting and Capital Investment Analysis | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Estimation of Cash Flows                          | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Criteria for Capital Budgeting Decisions          | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Issues Involved in Capital Budgeting              | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Risk analysis in Capital Budgeting                | Lecture | MBA202.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Working Capital Management                        | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Factors Influencing Working Capital Policy        | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Operating Cycle Analysis                          | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Management of Inventory                           | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Management of Receivables                         | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Financing of Working Capital                      | Lecture | MBA202.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Dividend Policy Decisions                         | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Different Schools of Thought on Dividend Policy   | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Different Schools of Thought on Dividend Policy   | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Different Schools of Thought on Dividend Policy   | Lecture | MBA202.6 | Mid Term-2, Quiz & End Sem Exam |

#### G. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |
|-----------------|---------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|
|                 |                                                                                             | PO1                                 | PO2      | PO3      | PO4      | PO5      | PO6      | PO7      |
| <b>MBA202.1</b> | Solve the problems of Financial Management and Agency Problem, Know about Finance Function, | <b>2</b>                            | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> |

|                 |                                                                                                                                   |          |          |          |          |          |          |          |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|
|                 | Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return                         |          |          |          |          |          |          |          |
| <b>MBA202.2</b> | Come to know the valuation of Stocks and Bonds                                                                                    | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>3</b> |
| <b>MBA202.3</b> | Will be able to make Financing Decisions and know about sources of finance - short term, long term, capital structure and cost of | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> |

|                 |                                                                                               |          |          |          |          |          |          |          |
|-----------------|-----------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|
|                 | capital                                                                                       |          |          |          |          |          |          |          |
| <b>MBA202.4</b> | Will be able to do Capital Budgeting and Capital Investment Analysis                          | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> |
| <b>MBA202.5</b> | Know about working capital management and know the factors influencing working capital policy | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> |
| <b>MBA202.6</b> | Will be able to make Dividend Policy Decisions                                                | <b>2</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>3</b> |

### Sample Question Paper

| AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –II) 2022-23                                                                                                                                                                                                                                                     |              |                                                           |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA II Semester                                                                                                                                                                                                                                                                                        |              |                                                           |          |           |                |          |
| Subject Name:<br>MBA202 Corporate Finance                                                                                                                                                                                                                                                                     |              | Time: 2 Hrs                                               |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                | Remembering  | Understanding                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                              | Q.1,3,4      | Q.2,3                                                     | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Solve the problems of Financial Management and Agency Problem, Know about Finance Function, Agency Problem, Relationship of Finance with Accounts and Economics, Time Value of Money, Risk and Return.</p> <p>CO2: Come to know the valuation of Stocks and Bonds.</p> |              |                                                           |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                        | Question No. | Question                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                           | Q.1          | Explain in brief the Financial Management concept.        |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                           | Q.2a         | What are the characteristics of Financial Management?     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                               | Q.2b         | How is Finance and Economics related to each other?       |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                           | Q.3          | Write short notes on Risk and Return.                     |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                           | Q.4          | Explain the significance of valuation of Stocks and Bonds |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                           | Q.5a         | Elaborate Stocks with example.                            |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                               | Q.5b         | Write characteristics of Stocks and Bonds.                |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                           | Q.6          | How valuation of Stocks and Bonds are done?               |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                     |                          |
|---------------------|--------------------------|
| <b>Session</b>      | 2021-22                  |
| <b>Course Name</b>  | MBA                      |
| <b>Semester</b>     | 2 <sup>nd</sup> Semester |
| <b>Subject Code</b> | MBA 202                  |
| <b>Subject Name</b> | Corporate Finance        |

**Attainment Level** 50% of the students secured more than 60% marks

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



**PROGRAMME OUTCOMES**  
**Master of Business Administration**  
**2021-2022**

|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>        |

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |        |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| II SEM                              | MBA203 | 2   | 3   | 2   | 2   | 2   | 3   | 2   | 2   | 3   | 3    |



| DEPARTMENT OF BUSINESS MANAGEMENT                                                       |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : INDIAN ECONOMY AND POLICIES                                                    |
| Course Code : MBA203, Crédits : 02, Session : 2022-23 (Even Sem.), Class : MBA 1st Year |
| Faculty Name :                                                                          |

**A. Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions. Students will get clear understanding of short-term and long-term financial decisions of a firm and various financial tools used in taking these decisions. It is also aimed to develop the understanding of the financial environment in which a company operates and how it copes with it.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA203.1.** To provide the basic knowledge of Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises-Growth and economic reforms in Indian Economy.

**MBA203.2.** Come to know the Macroeconomic Overview, Fiscal Policy, Monetary Policy of India, Financial Sector Reforms- Policy and Performance, Poverty and Inequality.

**MBA203.3.** Will be able to understand Policies and Performance in Agriculture Growth; productivity; agrarian structure and technology; capital formation; trade; pricing and procurement. Policies and Performance in Industry Growth; productivity; diversification; small scale industries; public sector; competition policy; foreign investment, Trends and Performance in Services.

**MBA203.4.** Know about Basic Drivers of Energy Demand, Relationship between Economic Growth and Energy Demand, Environmental externalities and state regulation of the environment; economic activity and climate change.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## E. Syllabus

### Module I

Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises-Growth and economic reforms in Indian Economy.

### Module II

Macroeconomic Overview, Fiscal Policy, Monetary Policy of India, Financial Sector Reforms- Policy and Performance, Poverty and Inequality.

### Module III

Policies and Performance in Agriculture Growth; productivity; agrarian structure and technology; capital formation; trade; pricing and procurement. Policies and Performance in Industry Growth; productivity; diversification; small scale industries; public sector; competition policy; foreign investment. Trends and Performance in Services.

### Module IV

Basic Drivers of Energy Demand, Relationship between Economic Growth and Energy Demand, Environmental externalities and state regulation of the environment; economic activity and climate change.

### Examination Scheme:

| Components    | A | CT | C | H | EE |
|---------------|---|----|---|---|----|
| Weightage (%) | 5 | 15 | 5 | 5 | 70 |

### Text & References:

- Datt, R. and K.P.M. Sundharam, Indian Economy, S. Chand & Company Ltd., New Delhi.
- Dhingra, I.C, The Indian economy: Environment and Policy, Sultan Chand & Sons, New Delhi.
- Dutt, R.C, The Economic History of India Under Early British Rule, Low Prince Publications, Delhi.
- Misra, S.K. and V.K. Puri, Indian Economy - Its Development Experience, Himalaya Publishing House, Mumbai.

**F. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                       | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|---------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Introduction to INDIAN ECONOMY AND POLICIES                         | Lecture                 | MBA203.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Introduction to INDIAN ECONOMY AND POLICIES                         | Lecture                 | MBA203.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | Economy of India under British Raj                                  | Lecture                 | MBA203.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | Economy of India under British Raj                                  | Lecture                 | MBA203.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | Major Features of the economy at independence                       | Lecture                 | MBA203.1                | Mid Term-1, Quiz & End Sem Exam |
| 6              | Economic Development since Independence                             | Lecture                 | MBA203.1                | Mid Term-1, Quiz & End Sem Exam |
| 7              | Business enterprises- Growth and economic reforms in Indian Economy | Lecture                 | MBA203.1                | Mid Term-1, Quiz & End Sem Exam |
| 8              | Business enterprises- Growth and economic reforms in Indian Economy | Lecture                 | MBA203.1                | Mid Term-1, Quiz & End Sem Exam |
| 9              | Business enterprises- Growth and economic reforms in Indian Economy | Lecture                 | MBA203.1                | Mid Term-1, Quiz & End Sem Exam |
| 10             | Macroeconomic Overview                                              | Lecture                 | MBA203.2                | Mid Term-1, Quiz & End Sem Exam |
| 11             | Fiscal Policy and Monetary Policy of India                          | Lecture                 | MBA203.2                | Mid Term-1, Quiz & End Sem Exam |
| 12             | Financial Sector Reforms- Policy and Performance                    | Lecture                 | MBA203.2                | Mid Term-1, Quiz & End Sem Exam |
| 13             | Poverty and Inequality                                              | Lecture                 | MBA203.2                | Mid Term-1, Quiz & End Sem Exam |
| 14             | Poverty and Inequality                                              | Lecture                 | MBA203.2                | Mid Term-1, Quiz & End Sem Exam |
| 15             | Policies and Performance in Agriculture Growth                      | Lecture                 | MBA203.3                | Mid Term-1, Quiz & End Sem Exam |
| 16             | Productivity, agrarian structure and technology                     | Lecture                 | MBA203.3                | Mid Term-1, Quiz & End Sem Exam |
| 17             | Productivity, agrarian structure and technology                     | Lecture                 | MBA203.3                | Mid Term-1, Quiz & End Sem Exam |
| 18             | Capital formation, trade, pricing and procurement                   | Lecture                 | MBA203.3                | Mid Term-1, Quiz & End Sem Exam |
| 19             | Policies and Performance in Industry Growth                         | Lecture                 | MBA203.3                | Mid Term-1, Quiz & End Sem Exam |
| 20             | Diversification: small scale industries, public sector,             | Lecture                 | MBA203.3                | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                     |         |          |                                 |
|----|---------------------------------------------------------------------|---------|----------|---------------------------------|
|    | competition policy, foreign investment                              |         |          |                                 |
| 21 | Basic Drivers of Energy Demand                                      | Lecture | MBA203.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Relationship between Economic Growth and Energy Demand              | Lecture | MBA203.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Environmental externalities and state regulation of the environment | Lecture | MBA203.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Economic activity and climate change                                | Lecture | MBA203.4 | Mid Term-2, Quiz & End Sem Exam |

#### G. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                                                                                            | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|
|                 |                                                                                                                                                                                                      | PO1                                 | PO2      | PO3      | PO4      | PO5      | PO6      | PO7      |
| <b>MBA203.1</b> | Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises- Growth and economic reforms in Indian Economy. | <b>2</b>                            | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> |



|                 |                                                                                                                                                                                                                                                                                                    |          |          |          |          |          |          |          |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|
| <b>MBA203.2</b> | Macroeconomic Overview, Fiscal Policy, Monetary Policy of India, Financial Sector Reforms- Policy and Performance, Poverty and Inequality.                                                                                                                                                         | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>2</b> |
| <b>MBA203.3</b> | Policies and Performance in Agriculture Growth; productivity; agrarian structure and technology; capital formation; trade; pricing and procurement. Policies and Performance in Industry Growth; productivity; diversification; small scale industries; public sector; competition policy; foreign | <b>2</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>3</b> |

|                 |                                                                                                                                                                                                                                                             |          |          |          |          |          |          |          |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|
|                 | investment.<br>Trends and<br>Performance<br>in Services.                                                                                                                                                                                                    |          |          |          |          |          |          |          |
| <b>MBA203.4</b> | Basic<br>Drivers of<br>Energy<br>Demand,<br>Relationship<br>between<br>Economic<br>Growth and<br>Energy<br>Demand,<br>Environmental<br>externalities<br>and state<br>regulation of<br>the<br>environment;<br>economic<br>activity and<br>climate<br>change. | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> |

### Sample Question Paper

| AMITY BUSINESS SCHOOL<br>I MID-SEMESTER (SEM –II) 2022-23                                                                                                                                                                                                                                                                                                                                                                                                |              |                                                                                 |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA II Semester                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                                                 |          |           |                |          |
| Subject Name:<br>MBA203 INDIAN ECONOMY AND<br>POLICIES                                                                                                                                                                                                                                                                                                                                                                                                   |              | Time: 2 Hrs                                                                     |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                  | Remembering  | Understanding                                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1,3,4      | Q.2,3                                                                           | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: To provide the basic knowledge of Economy of India under British Raj, Major Features of the economy at independence, Economic Development since Independence, and Business enterprises-Growth and economic reforms in Indian Economy.</p> <p>CO2: Come to know the Macroeconomic Overview, Fiscal Policy, Monetary Policy of India, Financial Sector Reforms- Policy and Performance, Poverty and Inequality.</p> |              |                                                                                 |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Question No. | Question                                                                        |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1          | Explain in brief the Economy of India under British Raj.                        |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.2a         | What are the major features of the Indian economy at independence?              |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.2b         | Explain the economic reforms in Indian Economy?                                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.3          | Write short notes on Economic Development since Independence.                   |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.4          | Explain the significance of Macroeconomics.                                     |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.5a         | Elaborate Fiscal Policy and Monetary Policy of India.                           |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.5b         | Discuss the Financial Sector Reforms in India.                                  |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q 6          | How Business enterprises-Growth and economic reforms are related to each other? |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session</b>          | 2021-22                                         |
| <b>Course Name</b>      | MBA                                             |
| <b>Semester</b>         | 2 <sup>nd</sup> Semester                        |
| <b>Subject Code</b>     | MBA 203                                         |
| <b>Subject Name</b>     | Indian Economy and Polity                       |
| <b>Attainment Level</b> | 50% of the students secured more than 60% marks |

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**PROGRAMME OUTCOMES**

**Master of Business Administration**

**2021-2022**

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**Note:** - Correlation levels 1, 2 and 3 as defined below:  
1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

[illegible]



| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>Marketing Research</b>                                                      |
| Course Code : MBA 204, Crédits : 03, Session :2021-22 (Odd Sem.), Class : MBA. 1st Year |
| Faculty Name : Dr.                                                                      |

**A. Introduction:** *The course aims to provide a thorough understanding of the essential characteristics and the basic tenets of research methodology and report preparation. For this we begin by explicating the role of business environment and develop the domain knowledge of the course through critical thinking, business analysis, problem solving and honing skills for finding innovative solutions. The course will focus on quantitative and descriptive research methods and techniques that are essential for the validity and reliability of the research process. The course will identify and review the components essential for preparation of research proposals, research reports, business proposals and feasibility studies in order to develop report writing and formal presentation skills of the research projects undertaken. For the same, the course will also focus on enhancement of effective communication skills. A researcher also has to be sensitive towards their social responsiveness and the expected ethical standards of research. Through various class activities, the course will also aim at developing the abilities of working in teams and leading a team.*

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA 204.1.** To develop the understanding of research concept and research methodology to design the research framework.

**MBA 204.2.** To develop necessary skill set for choosing the sample and collecting the data for research.

**MBA 204.3.** To integrate the knowledge of statistical test and designing the research experiment.

**MBA 204.4.** Demonstrate the art of writing the research report.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.



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**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### E. Syllabus

##### Module I: Research Methodology and Research Methods

Background to research: Developing a research proposal-Research paradigms-Contribution of research to theory and practice. Presentation and defence of proposal. Objective/purpose, evaluation, significance and types of research, Research Methods vis-à-vis Methodology.

## **Module II: Research Problem and Research Design**

Literature review: Identifying, accessing and managing sources of information and scholarly literature. Academic writing and referencing. Steps in literature review development. Argumentation. Qualitative Methods: Nature and type of qualitative research. Quantitative research.

## **Module III: Sampling Design and Scaling Techniques**

Census and sample survey, Criteria for selecting a sampling procedure, Measurement and Scaling techniques.

## **Module IV: Data Collection and Field Force**

Data collection methods: Primary and secondary sources. Data entry and screening. Coding of questionnaires.

## **Module V: Statistical Inference- Test of Significance**

Types of data analysis methods. Nature of Quantitative research: Descriptive and Inferential statistics. Quantitative methods: Data and variables.

## **Module VI: Design and Analysis of Experiments**

Associations: Correlation coefficient, bivariate regression. Multivariate Techniques- Reliability, validity and rigour.

## **Module VII: Report Writing**

Content and Format of the Marketing Research Report quantitative and qualitative, Practical considerations: Timelines, budgets, supervision and management. Common Problems Encountered when Preparing the Marketing Research Report. Writing up qualitative research.

### **F. Examination Scheme:**

| <b>Components</b> | <b>Midterm Exam</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>Attendance</b> | <b>ESE</b> |
|-------------------|---------------------|---------------------------------------------|-------------------|------------|
| Weightage (%)     | 15                  | 10                                          | 5                 | 70         |

### **G. Suggested Text/Reference Books:**

- Cooper, Donald R and Schindler, Ramela (2000) Business Research Methods, Tata Mc Graw Hill
- Kothari C R, (1990) Research Methodology: Methods & Techniques, Vikas Publishing House Pvt. Ltd. 1978.

- Levin & Rubin (2004), Statistics for Management, 8<sup>th</sup> Ed, Prentice Hall of India
- Srivastava, Shenoy and Sharma (2002). Quantitative Techniques for Business Decisions, 4<sup>th</sup> Ed, Allied Publishers
- Dr. S. Shajahan ( 2004), Research Methods for Management 2<sup>nd</sup> Edition, Jaico Publishers
- Ranjit Kumar, (2005), Research Methodology, Pearson Education

## H. Lecture Plan

| Lecture | Topics                                                                                                  | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Background to research                                                                                  | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Developing a research proposal                                                                          | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Research paradigms- Contribution of research to theory and practice                                     | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Research paradigms- Contribution of research to theory and practice                                     | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Presentation and defence of proposal                                                                    | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Presentation and defence of proposal                                                                    | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Literature review: Identifying, accessing and managing sources of information and scholarly literature. | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Academic writing and referencing                                                                        | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Steps in literature review development                                                                  | Lecture          | MBA 204.1        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Argumentation                                                                                           | Lecture          | MBA 204.1        | Mid Term-1,                     |

|    |                                                                                                                                                    |         |           |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                                                                                    |         |           | Quiz & End Sem Exam             |
| 11 | Qualitative Methods                                                                                                                                | Lecture | MBA 204.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Nature and type of qualitative research. Quantitative research.                                                                                    | Lecture | MBA 204.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Census and sample survey                                                                                                                           | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Criteria for selecting a sampling procedure                                                                                                        | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Criteria for selecting a sampling procedure                                                                                                        | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Measurement and Scaling                                                                                                                            | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Measurement and Scaling techniques                                                                                                                 | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Data collection methods                                                                                                                            | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Data collection methods: Primary and secondary sources                                                                                             | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Data entry and screening                                                                                                                           | Lecture | MBA 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Data entry and screening                                                                                                                           | Lecture | MBA 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Coding of questionnaires                                                                                                                           | Lecture | MBA 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Coding of questionnaires                                                                                                                           | Lecture | MBA 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Types of data analysis methods. Nature of Quantitative research: Descriptive and Inferential statistics. Quantitative methods: Data and variables. | Lecture | MBA 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Nature of Quantitative research                                                                                                                    | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Descriptive and Inferential                                                                                                                        | Lecture | MBA 204.3 | Mid Term-2,                     |

|    |                                                                          |         |           |                                 |
|----|--------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | statistics                                                               |         |           | Quiz & End Sem Exam             |
| 27 | Descriptive and Inferential statistics                                   | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Quantitative methods: Data and variables.                                | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Associations: Correlation coefficient                                    | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | bivariate regression. Multivariate Techniques                            | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Reliability, validity and rigour                                         | Lecture | MBA 204.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Content and Format of the Marketing Research Report                      | Lecture | MBA 204.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Quantitative and qualitative, Practical considerations.                  | Lecture | MBA 204.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Timelines, budgets, supervision and management                           | Lecture | MBA 204.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Common Problems Encountered when Preparing the Marketing Research Report | Lecture | MBA 204.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Writing up qualitative research.                                         | Lecture | MBA 204.4 | Mid Term-2, Quiz & End Sem Exam |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |

|                  |                                                                                                             |   |   |   |   |   |   |   |   |   |   |  |  |  |
|------------------|-------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
| <b>MBA 204.1</b> | To develop the understanding of research concept and research methodology to design the research framework. | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 |  |  |  |
| <b>MBA 204.2</b> | To develop necessary skill set for choosing the sample and collecting the data for research.                | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |  |  |  |
| <b>MBA 204.3</b> | To integrate the knowledge of statistical test and designing the research experiment                        | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 |  |  |  |
| <b>MBA 204.4</b> | Demonstrate the art of writing the research report.                                                         | 3 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 2 |  |  |  |



### Sample Question Paper

|                                                                                                                                                                                                                                                                |                     |                                                                      |                 |                  |                       |                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –II) 2022-23</b>                                                                                                                                                                                        |                     |                                                                      |                 |                  |                       |                 |
| <b>Class: MBA II Semester</b>                                                                                                                                                                                                                                  |                     |                                                                      |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>MBA 201 Marketing Research</b>                                                                                                                                                                                                      |                     | <b>Time: 2 Hrs</b>                                                   |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                          | <b>Remembering</b>  | <b>Understanding</b>                                                 | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                                                                        | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                         | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <p>Student will be able to</p> <p>CO1: To develop the understanding of research concept and research methodology to design the research framework.</p> <p>CO2: To develop necessary skill set for choosing the sample and collecting the data for research</p> |                     |                                                                      |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                                                  | <b>Question No.</b> | <b>Question</b>                                                      |                 |                  |                       | <b>Marks</b>    |
| <b>CO1</b>                                                                                                                                                                                                                                                     | <b>Q.1</b>          | <b>Define the term 'Research'.</b>                                   |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                                                                     | <b>Q.2a</b>         | <b>What are the contribution of research to theory and practice?</b> |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                                                                                | <b>Q.2b</b>         | <b>What are the types of research?</b>                               |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                                                                     | <b>Q.3</b>          | <b>Explain in detail the proposal of Research.</b>                   |                 |                  |                       | <b>6</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                     | <b>Q.4</b>          | <b>What do you mean by sample?</b>                                   |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                     | <b>Q.5a</b>         | <b>Differentiate between census and sample.</b>                      |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                                                                                | <b>Q.5b</b>         | <b>Discuss the types of sampling.</b>                                |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                     | <b>Q 6</b>          | <b>Elaborate the data collection methods.</b>                        |                 |                  |                       | <b>6</b>        |



| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                     |                          |
|---------------------|--------------------------|
| <b>Session</b>      | 2021-22                  |
| <b>Course Name</b>  | MBA                      |
| <b>Semester</b>     | 2 <sup>nd</sup> Semester |
| <b>Subject Code</b> | MBA 204                  |
| <b>Subject Name</b> | Marketing Research       |

|                         |         |
|-------------------------|---------|
| <b>Attainment Level</b> | Level 1 |
|-------------------------|---------|

### Note:

#### **Attainments**

Level 1  
Level 2  
Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1  
IF 70% of students secure more than 60% marks then level 2  
IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                          |
|------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |
| AMITY BUSINESS SCHOOL                    |
| DEPARTMENT OF BUSINESS MANAGEMENT        |

## PROGRAMME OUTCOMES

**Master of Business Administration**

**2021-2022**

### Programme Outcomes:

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

|                                                                                 |
|---------------------------------------------------------------------------------|
| <p style="text-align: center;"><b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b></p> |
|---------------------------------------------------------------------------------|

[illegible]



# AMITY UNIVERSITY

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*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                                     |
|-----------------------------------------------------------------------------------------------------|
| Amity Business School                                                                               |
| Course Handout                                                                                      |
| Course : Quantitative Techniques                                                                    |
| Course Code : MBA206, Crédits : 03, Session : 2022-23(Even Sem.), Class : MBA. 2 <sup>nd</sup> Year |
| Faculty Name :                                                                                      |

**Introduction:** This course will help to students to understand the basic operations research concepts and terminologies involved in optimization techniques, and understand the mathematical tools that are needed to solve optimisation problems. Student should be able to apply probability distributions as an aid to business decision making and operational excellence may become a source of sustained competitive advantage in both manufacturing and service operations.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA206.1** To understand the concepts of probability distribution and its relationship to Business.

**MBA206.2.** To apply concepts of forecasting under different conditions.

**MBA206.3** To analyse probability based decisions in of different types in different conditions.

**MBA206.4** To integrate the concept of Linear programming and business under various conditions.

**B. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### **C. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## D. Syllabus

### Module I

Probability Distribution: Normal, Binomial and Poisson Distribution. Elementary Sampling Theory, Estimation Theory, Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations.

Non-parametric methods: Chi-square Tests for single sample standard deviation. Chi-square tests for independence of attributes and goodness of fit.

### Module II

Forecasting Techniques: Karl Person coefficient of correlation, Spearman's Rank methods, Regression Analysis – Estimated regression equation, least squares method, coefficient of determination. Analysis of Time Series and Business Forecasting: Concept, Additive and Multiplicative models, Components of time series, Trend analysis: Using Graphical, Semi average and Moving Average method. Least Square method - Linear and Non- Linear equations, Applications in business decision-making.

### Module III



Linear Programming Problem: Concept and formulation, structuring of LPP, solution of LPP by graphical method( Maximization and minimization cases), Simplex method.

Transportation Problem: Initial Basic feasible solution method, Modified approximation method to find optimal solution of a TP, Introductory concept of Assignment Problem: Hungarian method for optimal assignment. Concept of Game theory and Queuing theory with simple business applications.

**E. Examination Scheme:**

| <b>Components</b>    | <b>Mid<br/>Term<br/>Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/<br/>Presentation</b> | <b>ESE</b> |
|----------------------|------------------------------|-------------------|--------------------------------------------------|------------|
| <b>Weightage (%)</b> | 15                           | 5                 | 10                                               | 70         |

**F. Suggested Text/Reference Books:**

- Gupta C B, Gupta V - An Introduction to Statistical Methods (Vikas1995, 23rd Edition).
- Sharma J K - Business statistics (Ane's Student Edition)

## G. Lecture Plan

| Lecture | Topics                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Probability Distribution                                      | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Normal, Binomial and Poisson Distribution                     | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Elementary Sampling Theory                                    | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Estimation Theory                                             | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Hypothesis testing: one sample and two sample tests for means | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Hypothesis testing: proportions of large samples (z-test)     | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | one sample and two sample tests                               | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | F-test for two sample standard deviations                     | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Chi-square Tests for single sample standard deviation         | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Chi-square tests for independence of attributes               | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | goodness of fit test                                          | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Forecasting Techniques                                        | Lecture          | MBA206.1         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Karl Person coefficient of correlation                        | Lecture          | MBA206.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Spearman's Rank methods                                       | Lecture          | MBA206.2         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Estimated regression equation                                 | Lecture          | MBA206.2         | Mid Term-1, Quiz & End Sem Exam |
| 16      | least squares method                                          | Lecture          | MBA206.2         | Mid Term-1, Quiz & End Sem Exam |
| 17      | coefficient of determination                                  | Lecture          | MBA206.2         | Mid Term-1, Quiz & End Sem Exam |
| 18      | Analysis of Time Series                                       | Lecture          | MBA206.2         | Mid Term-1, Quiz & End Sem Exam |
| 19      | Business Forecasting                                          | Lecture          | MBA206.2         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                         |         |          |                                 |
|----|---------------------------------------------------------|---------|----------|---------------------------------|
| 20 | Concept, Additive and Multiplicative models,            | Lecture | MBA206.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Components of time series                               | Lecture | MBA206.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Trend analysis                                          | Lecture | MBA206.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Using Graphical, Semi average and Moving Average method | Lecture | MBA206.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Least Square method                                     | Lecture | MBA206.2 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Linear and Non- Linear equations                        | Lecture | MBA206.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | - Linear and Non- Linear equations                      | Lecture | MBA206.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Linear Programming Problem:                             | Lecture | MBA206.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Linear Programming Problem: Concept and formulation     | Lecture | MBA206.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Structuring of LPP                                      | Lecture | MBA206.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Maximization and minimization cases                     | Lecture | MBA206.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Simplex method                                          | Lecture | MBA206.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Transportation Problem                                  | Lecture | MBA206.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Target-market prospects.                                | Lecture | MBA206.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Introductory market strategy                            | Lecture | MBA206.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Initial Basic feasible solution method                  | Lecture | MBA206.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Modified approximation method                           | Lecture | MBA206.4 | Mid Term-2, Quiz & End Sem Exam |

#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|----------------------------------------------|------------------|------------------|
|                 |                                                                                          | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA206.1</b> | To understand the concepts of probability distribution and its relationship to Business. | -                                   | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  | 1                                            | 1                | 1                |
| <b>MBA206.2</b> | To apply concepts of forecasting under different conditions.                             | 1                                   | 3           | 3           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  | 1                                            | 2                | 1                |
| <b>MBA206.3</b> | To analyse probability based decisions in of different types in different conditions.    | -                                   | 3           | 2           | -           | 1           | 3           | 3           | 2           | 3           | 3            |  |  | 2                                            | 2                | 3                |
| <b>MBA206.4</b> | To integrate the concept of Linear programming and business under various conditions.    | 1                                   | 3           | 2           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  | 1                                            | 1                | 2                |

Amity Business School  
I MID-SEMESTER (SEM –II) 2022-23

Class: MBA II Semester

|                                                  |             |               |          |           |                |          |
|--------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Subject Name:<br>MBA 206 Quantitative Techniques |             | Time: 2 Hrs   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy   | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                 | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |                |          |

Student will be able to

**MBA.1** To understand the concepts of probability distribution and its relationship to Business.

**MBA.2.** To apply concepts of forecasting under different conditions.

**MBA.3** To analyse probability based decisions in of different types in different conditions.

**MBA.4** To integrate the concept of Linear programming and business under various conditions.

| CO Map | Question No. | Question                                                       | Marks |
|--------|--------------|----------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief concept of probability.                       | 3     |
| CO2    | Q.2a         | What is the nature of Forecasting?                             | 3     |
|        | Q.2b         | How concept of Forecasting is applied in business decisions?   | 3     |
| CO2    | Q.3          | Elaborate Forecasting and determinants of Forecasting          | 6     |
| CO2    | Q.4          | Explain the significance of Forecasting                        | 3     |
| CO3    | Q.5a         | Elaborate different types of probability based decision making | 3     |
|        | Q.5b         | Describe in brief probability based decisions.                 | 3     |
| CO4    | Q 6          | How Linear programming enables small-scale entrepreneurs?      | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                     |                          |
|---------------------|--------------------------|
| <b>Session</b>      | 2021-22                  |
| <b>Course Name</b>  | MBA                      |
| <b>Semester</b>     | 2 <sup>nd</sup> Semester |
| <b>Subject Code</b> | MBA 206                  |
| <b>Subject Name</b> | Quantitative Techniques  |

**Attainment Level** 18% of the students secured more than 60% marks

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
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# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                          |
|------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |
| AMITY BUSINESS SCHOOL                    |
| DEPARTMENT OF BUSINESS MANAGEMENT        |

## PROGRAMME OUTCOMES

**Master of Business Administration**

**2021-2022**

### Programme Outcomes:

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.



**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

|                                                                    |  |
|--------------------------------------------------------------------|--|
| <p align="center"><b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b></p> |  |
|--------------------------------------------------------------------|--|

[illegible]



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                                    |
|----------------------------------------------------------------------------------------------------|
| Amity Business School                                                                              |
| Course Handout                                                                                     |
| <b>Course : ENTREPRENEURSHIP</b>                                                                   |
| Course Code : MBA207, Crédits : 02, Session :2022-23(Even Sem.), Class : MBA. 2 <sup>nd</sup> Year |
| Faculty Name :                                                                                     |

**Introduction:** The course is designed to understand the business environment and the domain knowledge of the entrepreneurial process. It will take the participants through the process of critical thinking, business analysis, problem solving and creating of innovative solution in the context of Organizational and Entrepreneurial behaviour - how it differs from that of professional management, organizational and Entrepreneurial processes - the activities involved in taking ideas to the commercial realization, group project to develop an appreciation for the special challenges in entrepreneurial companies that are important for today's innovative climate. With that the course will also aim at developing effective communication skills, leadership skills and the ability to work in teams. Finally the course will sensitise participants on the social responsiveness and expected ethical behaviour from an entrepreneur..

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA207.1** the learner shall enlist the economic challenges and identify the Opportunities for creation of an Enterprise.

**MBA207.2.** Under exemplified conditions the Learner shall be able to discover the business models of Entrepreneurship.

**MBA207.3** Under different circumstances the learner will be able to select an appropriate form of enterprise.

**MBA207.4** Given the case the learner shall be able to interpret the business model and illustrate the reasons for success of an enterprise.

**B. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### C. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

### D. Syllabus

#### Module I: Entrepreneurial Psyche

The entrepreneurial mind-set. Key attributes of an entrepreneur: Desirable and acquirable Behaviour, The readiness : The right time, the right age, right conditions. Myths and realities of entrepreneurship. Struggles, causes of failure, Product/market, financing, managerial resilience. How many attempts. Similarities and variances between an Entrepreneur and an intrapreneur.

#### Module II: Entrepreneurship Development

Understanding the Entrepreneurial Perspective in Individuals: Ideas, opportunity and retrospective determinism- To solve something felt and experienced vs I want to be an entrepreneur – Where can ideas come from-creating and appropriating value- Scarcity, choice and trade-offs, Heuristics and gut-feel Funding and incubation, Informal capital, Friends and family. Formal capital: Personal finance, Angel- Introduction to the World of Venture Capitalists. Evaluation criteria employed by VC. Selecting the right VC. Financing mix and the financing continuum shareholding. explaining to family, entrepreneurial stress. Composition: complementarity-different

life stages. Relative importance-disagreements; India's start-up revolution. Trends, imperatives, benefits. The players involved in the eco-system, business incubators, rural entrepreneurship, social entrepreneurship, women entrepreneurs. Transition from college/regular job to the World of start-ups.

### **Module III: Growth and Development of Entrepreneurial Ventures**

Identifying 'paying customer'. Developing market understanding- Narrowing focus- end user profiling. Ideal persona-market segmentation, market sizing- marketing plan, pricing- strategy Rigor of another kind. Cliff-vesting schedule. Relative importance of operational involvement, Idea/Patent, driving force and capital infusion. Go live, what proof of concept is needed- Minimum viable product – Name of product/service. Website, visiting card, office space. Valuation and harvesting. Valuation methods. Term sheet Strategic sale. Negotiations – Management succession.

### **Module IV: Business Plan**

How to develop it. What all should it have. What it shouldn't have. Unit economics. Scalability. Defensibility. Venture feasibility analysis. Pitching. Legal matters. Organisational form. Sole Proprietorship, partnership, corporation. Intellectual property rights. Copyrights, trademarks, patents. Tax. Personnel Law. Contract Law. Law vs Ethics. Legal expenses. Hiring the service provider. Digital haves and have nots. Digital Economy as a resource. Promotion tools. The value of likes and shares. Matchmakers. Long tail markets. Micro Apps.

#### **E. Examination Scheme:**

| <b>Components</b>    | <b>Mid Term Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/ Presentation</b> | <b>ESE</b> |
|----------------------|----------------------|-------------------|----------------------------------------------|------------|
| <b>Weightage (%)</b> | 15                   | 5                 | 10                                           | 70         |

#### **F. Suggested Text/Reference Books:**

- Histrich D. Robert and Peters P. Michal Shepherd A Dean (2007); Entrepreneurship, McGraw Hill
- Timmons A. Jethrfy and Jr. Stephen Spinell (2009), New Ventures Creation; Entrepreneurship for the 21<sup>st</sup> Century, McGraw Hill.
- Amabile, T. (1988), Model of Creativity and Innovation in Organizations, in Staw, B & Cummings L., Research in Organizational Behaviour, Vol.10, Jai Preee, Greenwich.
- Luthans, F. (1998), Organizational Behaviour, McGraw Hill
- Gnyawali D & Fogel D, (1984), Environments for Entrepreneurship Development: Key Dimensions and Research Implications, Entrepreneurship theory and Practice, Spring
- Shroeder (2009), Operations Management: Contemporary Concepts and Cases, Tata McGraw-Hill

## G. Lecture Plan

| Lecture | Topics                                                                                                                                                                                                                                                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | The entrepreneurial mind-set                                                                                                                                                                                                                                                   | Lecture          | MBA207.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Key attributes of an entrepreneur: Desirable and acquirable Behaviour                                                                                                                                                                                                          | Lecture          | MBA207.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | The readiness : The right time, the right age, right conditions. Myths and realities of entrepreneurship                                                                                                                                                                       | Lecture          | MBA207.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Struggles, causes of failure, Product/market, financing, managerial resilience.                                                                                                                                                                                                | Lecture          | MBA207.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | How many attempts. Similarities and variances between an Entrepreneur and an intrapreneur.                                                                                                                                                                                     | Lecture          | MBA207.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Ideas, opportunity and retrospective determinism- To solve something felt and experienced vs I want to be an entrepreneur                                                                                                                                                      | Lecture          | MBA207.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Where can ideas come from- creating and appropriating value- Scarcity, choice and trade-offs, Heuristics and gut-feel Funding and incubation, Informal capital, Friends and family. Formal capital: Personal finance, Angel- Introduction to the World of Venture Capitalists. | Lecture          | MBA207.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Evaluation criteria employed by VC. Selecting the right VC. Financing mix and the financing continuum shareholding. Explaining to family, entrepreneurial stress                                                                                                               | Lecture          | MBA207.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Composition: complementarity-different life stages. Relative importance-disagreements; India's start-up revolution.                                                                                                                                                            | Lecture          | MBA207.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Trends, imperatives, benefits. The players involved in the eco-system, business                                                                                                                                                                                                | Lecture          | MBA207.2         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                            |         |          |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | incubators,                                                                                                                                |         |          |                                 |
| 11 | Rural entrepreneurship, social entrepreneurship, women entrepreneurs. Transition from college/regular job to the world of start-ups.       | Lecture | MBA207.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Identifying 'paying customer'                                                                                                              | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Developing market understanding- Narrowing focus-end user profiling.                                                                       | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Ideal persona-market segmentation, market sizing-marketing plan, pricing- strategy Rigor of another kind.                                  | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Cliff-vesting schedule. Relative importance of operational involvement, Idea/Patent, driving force and capital infusion.                   | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Go live, what proof of concept is needed- Minimum viable product – Name of product/service.                                                | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Website, visiting card, office space. Valuation and harvesting.                                                                            | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Valuation methods. Term sheet Strategic sale. Negotiations – Management succession.                                                        | Lecture | MBA207.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | How to develop it. What all should it have. What it shouldn't have.                                                                        | Lecture | MBA207.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Unit economics. Scalability. Defensibility.                                                                                                | Lecture | MBA207.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Venture feasibility analysis. Pitching. Legal matters.                                                                                     | Lecture | MBA207.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Organisational form. Sole Proprietorship, partnership, corporation.                                                                        | Lecture | MBA207.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Intellectual property rights. Copyrights, trademarks, patents. Tax.                                                                        | Lecture | MBA207.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Personnel Law. Contract Law. Law vs Ethics. Legal expenses. Hiring the service provider. Digital haves and have nots. Digital Economy as a | Lecture | MBA207.4 | Mid Term-2, Quiz & End Sem Exam |



|  |                                                                                                                |  |  |  |
|--|----------------------------------------------------------------------------------------------------------------|--|--|--|
|  | resource. Promotion tools.<br>The value of likes and shares.<br>Matchmakers. Long tail<br>markets. Micro Apps. |  |  |  |
|--|----------------------------------------------------------------------------------------------------------------|--|--|--|

#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |  |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|--|
|                 |                                                                                                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |  |
| <b>MBA207.1</b> | the learner shall enlist the economic challenges and identify the Opportunities for creation of an Enterprise.                   | 2                                   | 3           | 2           | 1           | 2           | 3           | 2           | 1           | 3           | 2            |  |  |  |  |
| <b>MBA207.2</b> | Under exemplified conditions the Learner shall be able to discover the business models of Entrepreneurship.                      | 1                                   | 2           | 3           | 3           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |  |
| <b>MBA207.3</b> | Under different circumstances the learner will be able to select an appropriate form of enterprise.                              | 3                                   | 3           | 2           | 3           | 1           | 3           | 3           | 2           | 3           | 3            |  |  |  |  |
| <b>MBA207.4</b> | Given the case the learner shall be able to interpret the business model and illustrate the reasons for success of a enterprise. | 1                                   | 3           | 2           | 3           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |  |

**Sample Question Paper**

| Amity Business School<br>I MID-SEMESTER (SEM –II) 2022-23                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |              |                                                                 |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA II Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |              |                                                                 |          |           |                |          |
| Subject Name:<br>MBA 207 Entrepreneurship                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |              | Time: 2 Hrs                                                     |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Remembering  | Understanding                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.1,4        | Q.2,3                                                           | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p><b>MBA207.1</b> the learner shall enlist the economic challenges and identify the Opportunities for creation of an Enterprise.</p> <p><b>MBA207.2.</b> Under exemplified conditions the Learner shall be able to discover the business models of Entrepreneurship.</p> <p><b>MBA207.3</b> Under different circumstances the learner will be able to select an appropriate form of enterprise.</p> <p><b>MBA207.4</b> Given the case the learner shall be able to interpret the business model and illustrate the reasons for success of an enterprise.</p> |              |                                                                 |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Question No. | Question                                                        |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.1          | Explain in brief . Myths and realities of entrepreneurship.     |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.2a         | What is Entrepreneurial Perspective in Individuals?             |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.2b         | What is Financing mix and the financing continuum shareholding? |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.3          | Elaborate ‘paying customer’                                     |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.4          | Explain Valuation and harvesting                                |          |           |                | 3        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.5a         | Elaborate Venture feasibility analysis.                         |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.5b         | Describe different conditions for operations management         |          |           |                | 3        |

|     |     |                                      |   |
|-----|-----|--------------------------------------|---|
| CO4 | Q 6 | Explain Intellectual property rights | 6 |
|-----|-----|--------------------------------------|---|

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
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MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                     |                          |
|---------------------|--------------------------|
| <b>Session</b>      | 2021-22                  |
| <b>Course Name</b>  | MBA                      |
| <b>Semester</b>     | 2 <sup>nd</sup> Semester |
| <b>Subject Code</b> | MBA 207                  |
| <b>Subject Name</b> | Entrepreneurship         |

|                         |         |
|-------------------------|---------|
| <b>Attainment Level</b> | Level 3 |
|-------------------------|---------|

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
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|                                          |
|------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |
| AMITY BUSINESS SCHOOL                    |
| DEPARTMENT OF BUSINESS MANAGEMENT        |

## PROGRAMME OUTCOMES

**Master of Business Administration**

**2021-2022**

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**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

|                                                                    |  |
|--------------------------------------------------------------------|--|
| <p align="center"><b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b></p> |  |
|--------------------------------------------------------------------|--|

[illegible]





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|                                                                                                    |
|----------------------------------------------------------------------------------------------------|
| Amity Business School                                                                              |
| Course Handout                                                                                     |
| Course : <b>ORGANISATION DESIGN</b>                                                                |
| Course Code : MBA208, Crédits : 02, Session :2022-23(Even Sem.), Class : MBA. 2 <sup>nd</sup> Year |
| Faculty Name :                                                                                     |

**Introduction:** This course is designed to enhance the ability to analyze the soundness of the organizational structure of a company. It also focuses on enhancing ability to understand and overcome the main changes that entail the management of change inside an organization. It will be helpful to develop skills for understanding the impact of environment, strategy, technology, organizational culture, and organizational size on organizational and inter organizational relationships.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA208.1** Students will be able to explain the concept of Organisation Design and determine the factors that affect Organisation Design.

**MBA208.2.** The student will be able to evaluate and design functional level strategies for any organization.

**MBA208.3** The future managers/ students will be able to analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour and demonstrate skills required for working in groups (team building).

**MBA208.4** The students will be able to justify how organizational change and conflict affect working relationships within organizations and demonstrate how to apply relevant theories to solve problems of change and conflict within organizations.

**B. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### C. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage %  |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|--------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%          |
|                                | Mid Term 2                                                                                                                                                                                                    |          |              |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%          |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%           |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%          |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100 %</b> |

### D. Syllabus

**Module I: Understanding organizations**, Organization structure,-Organization and stakeholders- Organizations and environmental influences- The Environmental Domain. Environmental Uncertainty. Goals and Effectiveness Organizational strategy: Industry Analysis: Porter's five forces, Value Chain Activities.

**Module II: Organizational design** - The evolution of organization theory and design, Dimensions of organization design: structural and conceptual, Alternative structures- Management process - Authority and organizational control mechanisms.

**Module III: Managing organizational culture** Technology and organizational design- Organizational Level Technology. Departmental technology. The Impact of Technology on People. Organizational decision making and organizational learning & knowledge management.

**Module IV : Organizational Change Management**

Organizational Life cycle ,Organizational change management- Managing organizational conflict, power and politics.

**E. Examination Scheme:**

| <b>Components</b>    | <b>Mid<br/>Term<br/>Exam</b> | <b>Attendanc<br/>e</b> | <b>Project/Assignment/Quiz/<br/>Presentation</b> | <b>ESE</b> |
|----------------------|------------------------------|------------------------|--------------------------------------------------|------------|
| <b>Weightage (%)</b> | 15                           | 5                      | 10                                               | 70         |

**F. Suggested Text/Reference Books:**

- Richard D. Daft (2013), Organization Theory and Design (11 th ed.), Mason, OH: South-Western, Cengage Learning
- French W L & Bell, Organizational Development, Prentice Hall of India
- Ravishankar S & Mishra R.K., Organizational Development, Visison Books Pvt. Ltd.
- Luthans, F. (2005), Organizational Behaviour, McGraw – Hill International Edition.
- Robbins, S.P, Judge TA, Sanghi S, Organizational Behaviour, Thirteenth Edition, Pearson.
- Newstrom John W. and Davis Keith, (1993), Organizational Behaviour: Human Behaviour at Work, Tata McGraw Hill, New Delhi
- Perek U & Rao T V, Designing & Managing HR System, Oxford & IBH Publishing company
- Perek U & Rao T V Making Organization Roles Effective, TATA McGraw Hill

## G. Lecture Plan

| Lecture | Topics                                                                | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction of organizations                                         | Lecture          | MBA208.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Understanding organizations                                           | Lecture          | MBA208.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Organization structure,- Organization and stakeholders                | Lecture          | MBA208.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Organizations and environmental influences- The Environmental Domain. | Lecture          | MBA208.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Environmental Uncertainty                                             | Lecture          | MBA208.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Goals and Effectiveness<br>Organizational strategy:                   | Lecture          | MBA208.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Industry Analysis: Porter's five forces,                              | Lecture          | MBA208.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Value Chain Activities.                                               | Lecture          | MBA208.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Organizational design                                                 | Lecture          | MBA208.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | The evolution of organization theory and design                       | Lecture          | MBA208.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Dimensions of organization design structural                          | Lecture          | MBA208.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Dimensions of organization design conceptual                          | Lecture          | MBA208.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Alternative structures- Management process                            | Lecture          | MBA208.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Authority and organizational control mechanisms                       | Lecture          | MBA208.2         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Managing organizational culture Technology and organizational design  | Lecture          | MBA208.2         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Organizational Level Technology                                       | Lecture          | MBA208.3         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Departmental technology                                               | Lecture          | MBA208.3         | Mid Term-1, Quiz & End Sem Exam |
| 18      | The Impact of Technology on People                                    | Lecture          | MBA208.3         | Mid Term-1, Quiz & End Sem Exam |
| 19      | Organizational decision making                                        | Lecture          | MBA208.3         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                  |         |          |                                 |
|----|--------------------------------------------------|---------|----------|---------------------------------|
| 20 | organizational learning and knowledge management | Lecture | MBA208.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Organizational Life cycle                        | Lecture | MBA208.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Organizational Change Management                 | Lecture | MBA208.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Managing organizational conflict                 | Lecture | MBA208.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Managing organizational power and politics       | Lecture | MBA208.4 | Mid Term-2, Quiz & End Sem Exam |

#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|
|                 |                                                                                                                                                           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |
| <b>MBA208.1</b> | Students will be able to explain the concept of Organisation Design and determine the factors that affect Organisation Design.                            | 3                                   | 3           | 2           | 3           | 3           | 3           | 2           | 1           | 3           | 2            |  |  |  |
| <b>MBA208.2</b> | Analyse and The student will be able to evaluate and design functional level strategies for any organization.                                             | 1                                   | 3           | 3           | 2           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |
| <b>MBA208.3</b> | The future managers/ students will be able to analyze the behaviour of individuals and groups in organizations in terms of the key factors that influence | 1                                   | 3           | 2           | 1           | 1           | 3           | 3           | 2           | 3           | 3            |  |  |  |

|                 |                                                                                                                                                                                                                                             |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|
|                 | organizational behavior and demonstrate skills required for working in groups (team building).                                                                                                                                              |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |
| <b>MBA208.4</b> | The students will be able to justify how organizational change and conflict affect working relationships within organizations and demonstrate how to apply relevant theories to solve problems of change and conflict within organizations. | 1 | 3 | 2 | 3 | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |  |  |

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                 |                                                   |              |               |                |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|---------------------------------------------------|--------------|---------------|----------------|--------------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –II) 2022-23</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                 |                                                   |              |               |                |              |
| Class: MBA II Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                 |                                                   |              |               |                |              |
| Subject Name:<br>MBA 208 ORGANISATION<br>DESIGN                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                 | Time: 2 Hrs                                       |              |               | Max. Marks: 30 |              |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Rememberin<br>g | Understandin<br>g                                 | Applyin<br>g | Analyzi<br>ng | Evaluati<br>ng | Creatin<br>g |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.1,4           | Q.2,3                                             | Q.4          | Q.2,5,6       |                |              |
| <p>Student will be able to</p> <p><b>MBA208.1</b> Students will be able to explain the concept of Organisation Design and determine the factors that affect Organisation Design.</p> <p><b>MBA208.2.</b> The student will be able to evaluate and design functional level strategies for any organization.</p> <p><b>MBA208.3</b> The future managers/ students will be able to analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour and demonstrate skills required for working in groups (team building).</p> <p><b>MBA208.4</b> The students will be able to justify how organizational change and conflict affect working relationships within organizations and demonstrate how to apply relevant theories to solve problems of change and conflict within organizations.</p> |                 |                                                   |              |               |                |              |
| CO<br>Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Question<br>No. | Questi<br>on                                      |              |               |                | Mar<br>ks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.1             | Describe Porter's Five Forces Analysis.           |              |               |                | 3            |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.2a            | What are the dimensions in organizational design? |              |               |                | 3            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.2b            | What is meant by organizational learning?         |              |               |                | 3            |



|     |      |                                                                                                              |   |
|-----|------|--------------------------------------------------------------------------------------------------------------|---|
| CO2 | Q.3  | Explain in detail about organizational life cycle and its importance.                                        | 6 |
| CO2 | Q.4  | “In any organization, it is very vital to create and sustain the culture” – Substantiate the statement.      | 3 |
| CO3 | Q.5a | What is Conflict? What are its causes and how it can be managed effectively? Explain.                        | 3 |
|     | Q.5b | Define organizational change and explain why do individual resist to change.                                 | 3 |
| CO4 | Q 6  | What are the types of organizational design? Examine the need and significance of sound organization design. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session</b>          | 2021-22                                         |
| <b>Course Name</b>      | MBA                                             |
| <b>Semester</b>         | 2 <sup>nd</sup> Semester                        |
| <b>Subject Code</b>     | MBA 208                                         |
| <b>Subject Name</b>     | Organisational Design                           |
| <b>Attainment Level</b> | 50% of the students secured more than 60% marks |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



| AMITY BUSINESS SCHOOL                                                                    |
|------------------------------------------------------------------------------------------|
| Course Handout                                                                           |
| Course : CORPORATE STRATEGY                                                              |
| Course Code : MBA 209, Crédits : 03, Session :2022-23 (Even Sem.), Class : MBA. 2nd Year |
|                                                                                          |

**Introduction** The course is designed to help students understand the concept of strategy and strategic management process. This starts with a clear understanding of business environment and the domain knowledge of what the top-management of an organisation does. The course will further enhance critical thinking skills, business analysis skills, problem solving skills and the ability to come up with creative and innovative solutions. The course also aims at acquainting students with basic concepts and principles of strategic management; develop and prepare organizational strategies that will be effective for the current dynamic environment and likewise to impart the strategic management conceptual framework which will increase students' skills and knowledge in identifying and describing organizations' strategic posture and direction. This will also cover global exposure and cross-cultural understanding to create an understanding of how global firms operate. The course will culminate with sensitizing participants regarding their responsibilities towards the society through training on social responsiveness and ethics.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA209.1.** Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.

**MBA209.2.** Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.

**MBA209.3.** Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level.

**MBA209.4.** Students will be able to develop their capacity to think and execute strategically.

**MBA209.5:** Enhanced ability to identify strategic issues and design appropriate courses of action.

**B. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### C. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### D. Syllabus

##### Module I: Introduction and Purpose of Strategy Formulation

Evolution and Introduction to strategic management. Concept and Classification of Corporate and Business Strategy with Hierarchy definition; Purpose of Strategy Formulation: Concept of Vision, Mission and Business Definition. Importance of stakeholders in business.

## **Module II: Strategic Analysis**

The external environment. PESTLE Analysis, Stakeholder analysis, Strategic Advantage Profile (SAP), Porter's Value Chain Analysis, Resource Based View of the Firm-VRIO Framework; Competitor Analysis, Industry Analysis using Porter's five forces Model; Scenario analysis and SWOT Analysis, McKinsey's 7S Framework.

## **Module III: Strategic Choice – Traditional Approach**

Portfolio Analysis using BCG, GE Nine Cell Matrix, Hofer's Model, Making Strategic Choices using Strickland's Grand Strategy Selection Matrix; Ansoff's Product Market Grid; Choosing Generic Strategies using Porter's Model of competitive advantage.

## **Module IV: Industry Structures and Competitive Strategies**

Industry Structures and Lifecycle stages, Non-market strategies, Advantages and Disadvantages of Defensive and Offensive strategies, Competing through business models. Competitive advantage and firm resources. The dynamics of competitive advantage, competitive advantage to corporate advantage – Integrative analysis.

## **Module V: Strategy Implementation and Evaluation**

Issues in implementation: Resource Allocation, Organization Structure, Social responsibilities – Ethics and Corporate Social Responsibility (CSR). Measuring performance and establishing strategic controls.

## **Module VI: Case Studies**

Concepts will be illustrated using case studies in a variety of industries

Case studies for reference: SUNMICROSYSTEMS, KODAK, GOOGLE, SONY, DELL

## **Examination Scheme:**

| <b>Components</b> | <b>Mid Term Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/Numerical/Presentation</b> | <b>ESE</b> |
|-------------------|----------------------|-------------------|-------------------------------------------------------|------------|
| Weightage (%)     | 15                   | 5                 | 10                                                    | 70         |

## **Text & References:**

- E. Wheelen and Hunger (2008), Essentials of Strategic Management, Prentice Hall India.
- F. Ramaswamy and Namakumari (1999), Strategic Planning: Formulation of Corporate Strategy Text and Cases, Macmillan India Ltd.
- G. Jausch & Glueck (1988), Business Policy and Strategic Management, (5<sup>th</sup> Ed.), McGraw Hill.
- H. Thomson & Strickland (2008), Business Policy and Strategic Management, (12<sup>th</sup> Ed.), McGraw Hill.

## I. Lecture Plan

| Lecture | Topics                                                                                  | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Evolution and Introduction to strategic management                                      | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Concept and Classification of Corporate and Business Strategy with Hierarchy definition | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Purpose of Strategy Formulation                                                         | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Concept of Vision, Mission and Business Definition.                                     | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Importance of stakeholders in business                                                  | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | The external environment                                                                | Lecture          | MBA209.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | PESTLE Analysis                                                                         | Lecture          | MBA209.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Stakeholder analysis                                                                    | Lecture          | MBA209.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Strategic Advantage Profile (SAP), Porter's Value Chain Analysis                        | Lecture          | MBA209.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Risk & return of single security and portfolio of securities                            | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Measurement of risk – calculation of Mean deviation                                     | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Standard Deviation                                                                      | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Beta value- Ex-ante and Ex-post beta                                                    | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Negative beta and its significance in investment decision.                              | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Fundamental analysis: Economy analysis, Industry analysis                               | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Company analysis- financial and non- financial analysis                                 | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 17      | International events and its impact on security market                                  | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 18      | Technical analysis - Various Technical analysis tools like Moving averages              | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 19      | Volume Analysis, Indicators                                                             | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |
| 20      | RSI, Pattern analysis, Candle sticks, Market breadth                                    | Lecture          | MBA209.1         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                        |         |          |                                 |
|----|----------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | analysis                                                                               |         |          |                                 |
| 21 | Trend analysis, Elliot wave, ROC/RSI                                                   | Lecture | MBA209.1 | Mid Term-2, Quiz & End Sem Exam |
| 22 | lagging indicators and leading indicators analysis                                     | Lecture | MBA209.1 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Reading and interpretations of technical patterns and charts                           | Lecture | MBA209.1 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Other tools to Forecast the market and take Entry and exit decisions; Dow Theory       | Lecture | MBA209.1 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Introduction to portfolio management                                                   | Lecture | MBA209.1 | Mid Term-2, Quiz & End Sem Exam |
| 26 | efficient market theory                                                                | Lecture | MBA209.1 | Mid Term-2, Quiz & End Sem Exam |
| 27 | efficient portfolio and efficient frontier                                             | Lecture | MBA209.1 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Valuation by PE ratio /Book value to price value analysis                              | Lecture | MBA209.1 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Markowitz diversification                                                              | Lecture | MBA209.1 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Single Index Model, CAPM, Arbitrage pricing theory                                     | Lecture | MBA209.1 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Estimation of Portfolio beta                                                           | Lecture | MBA209.1 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Separation of risks into systematic and unsystematic risk                              | Lecture | MBA209.1 | Mid Term-2, Quiz & End Sem Exam |
| 33 | motivation for partitioning of risk                                                    | Lecture | MBA209.1 | Mid Term-2, Quiz & End Sem Exam |
| 34 | calculation of portfolio risk and return, optimal portfolio selection.                 | Lecture | MBA209.1 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Role of Fund Manager                                                                   | Lecture | MBA209.1 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Portfolio management services                                                          | Lecture | MBA209.1 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Churning and revision of Portfolio - Need for revision                                 | Lecture | MBA209.1 | Mid Term-2, Quiz & End Sem Exam |
| 38 | different techniques of revision                                                       | Lecture | MBA209.1 | Mid Term-2, Quiz & End Sem Exam |
| 39 | Modified formula plan: Dollar cost Averaging; practical problems in portfolio revision | Lecture | MBA209.1 | Mid Term-2, Quiz & End Sem Exam |
| 40 | Portfolio re balancing and up gradation, Sharpe"performance Index                      | Lecture | MBA209.1 | Mid Term-2, Quiz & End Sem Exam |
| 41 | Trennor"performance Index, Jensen's performance Index                                  | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 42 | Managing equity and bond funds- Managing Mutual Funds                                  | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                 |         |          |                                 |
|----|-------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 43 | Practical assignment of virtual trading mechanism of stock markets on popular trading platforms | Lecture | MBA311.5 | Mid Term-2, Quiz & End Sem Exam |
| 44 | Trennor"performance Index, Jensen's performance Index                                           | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 45 | Managing equity and bond funds- Managing Mutual Funds                                           | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |

#### J. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                                                                                                       | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                                                                                                                                 | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA209.1</b> | Students will be able to describe major theories, background work, concepts and research output in the field of strategic management..                                                                          | 2                                   | 2           | 2           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                                            | 2                | 3                |
| <b>MBA209.2</b> | Students will demonstrate a clear understanding of the concepts, tools & techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature. | 2                                   | 2           | 1           | -           | 2           | -           | -           | 2           | 3           | 2            | 3                                            | 3                | 2                |
| <b>MBA209.3</b> | Build understanding of the nature and dynamics                                                                                                                                                                  | 2                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 2           | 3            | 2                                            | 1                | 1                |



|                 |                                                                                         |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------|-----------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                 | of strategy formulation and implementation processes at corporate and business level.   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>MBA209.4</b> | Students will be able to develop their capacity to think and execute strategically.     | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>MBA209.5</b> | Enhanced ability to identify strategic issues and design appropriate courses of action. | 3 | 2 | - | 2 | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

## Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                     |                                                                                   |                 |                  |                       |                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <p style="text-align: center;">Amity Business School<br/> <b>DEMOCRACY AND GOVERNANCE IN INDIA</b><br/> <b>I MID-SEMESTER (SEM –II) 2022-23</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                     |                                                                                   |                 |                  |                       |                 |
| <p style="text-align: center;"><b>Class: MBA II Semester</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                     |                                                                                   |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>MBA 209 CORPORATE STRATEGY</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                     | <b>Time: 2 Hrs</b>                                                                |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Remembering</b>  | <b>Understanding</b>                                                              | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                                      | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <p><b>Student will be able to</b></p> <p>CO1: Students will be able to describe major theories, background work, concepts and research output in the field of strategic management.</p> <p>CO1: Students will demonstrate a clear understanding of the concepts, tools &amp; techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.</p> <p>CO1: Build understanding of the nature and dynamics of strategy formulation and implementation processes at corporate and business level.</p> <p>CO1: Students will be able to develop their capacity to think and execute strategically.</p> <p>CO1: Enhanced ability to identify strategic issues and design appropriate courses of action.</p> |                     |                                                                                   |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Question No.</b> | <b>Question</b>                                                                   |                 |                  |                       | <b>Marks</b>    |
| <b>CO1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Q.1</b>          | <b>Explain the Concept and Classification of Corporate and Business Strategy.</b> |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Q.2a</b>         | <b>What do you understand by mission and vision?</b>                              |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Q.2b</b>         | <b>Briefly explain the external environment. PESTLE Analysis.</b>                 |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Q.3</b>          | <b>Write a note on McKinsey's 7S Framework</b>                                    |                 |                  |                       | <b>6</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Q.4</b>          | <b>Explain Importance of stakeholders in business.</b>                            |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Q.5a</b>         | <b>Elaborate Annual Budget Regime.</b>                                            |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Q.5b</b>         | <b>Discuss Porter's Model of competitive advantage.</b>                           |                 |                  |                       | <b>3</b>        |

|     |     |                                                                          |   |
|-----|-----|--------------------------------------------------------------------------|---|
| CO2 | Q 6 | What do you understand by SWOT Analysis. Explain<br>Explain with example | 6 |
|-----|-----|--------------------------------------------------------------------------|---|

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                     |                          |
|---------------------|--------------------------|
| <b>Session</b>      | 2021-22                  |
| <b>Course Name</b>  | MBA                      |
| <b>Semester</b>     | 2 <sup>nd</sup> Semester |
| <b>Subject Code</b> | MBA 209                  |
| <b>Subject Name</b> | Corporate Strategy       |

|                         |         |
|-------------------------|---------|
| <b>Attainment Level</b> | Level 3 |
|-------------------------|---------|

### Note:

#### **Attainments**

Level 1  
Level 2  
Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1  
IF 70% of students secure more than 60% marks then level 2  
IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMMEARTIC<br>ULATIONMATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|---------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                 |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| ISEM                            | MBA101  | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 1   | 2    | -    | -    | -    |
|                                 | MBA102  | -   | -   | -   | -   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
|                                 | MBA103  | -   | -   | -   | -   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
|                                 | MBA104  | -   | -   | -   | -   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
|                                 | MBA105  | -   | -   | -   | -   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
|                                 | MBA106  | -   | -   | -   | -   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
|                                 | MBA107  | -   | -   | -   | -   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
|                                 | MBA108  | -   | -   | -   | -   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
|                                 | MBA109  | -   | -   | -   | -   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
|                                 |         | -   | -   | -   | -   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
|                                 |         | -   | -   | -   | -   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
| III<br>SEM                      | MBA 312 | 3   | 2   | 2   | 2   | 2   | 2   | 3   | 2   | 1   | 2    | 3    | 2    | 2    |
|                                 | MBA 313 | 3   | 3   | 2   | 3   | 3   | 2   | 3   | 2   | 1   | 2    | 2    | 3    | 3    |
|                                 | MBA 314 | 2   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 1   | 2    | 3    | 2    | 2    |
|                                 | MBA 315 | 3   | 2   | 2   | 3   | 2   | 2   | 3   | 2   | 1   | 2    | 2    | 3    | 3    |
|                                 | MBA 316 | 3   | 3   | 1   | 2   | 3   | 3   | 3   | 2   | 1   | 2    | 3    | 2    | 3    |
|                                 | MBA 301 | 3   | 2   | 2   | 2   | 3   | 3   | 3   | 1   | 2   | 2    |      |      |      |



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| AMITY BUSINESS SCHOOL                                                                              |
|----------------------------------------------------------------------------------------------------|
| Course Handout                                                                                     |
| Course : <b>PROJECT MANAGEMENT</b>                                                                 |
| Course Code : MBA 301, Crédits : 03, Session :2022-23(Odd Sem.), Class : MBA. 2 <sup>nd</sup> Year |
| Faculty Name : <b>DR.</b>                                                                          |

**A. Introduction:** Project Management is a broad multi-level activity. The objectives of this course are to provide a thorough understanding of its various essentials to the student. At the completion of the course, the student should be able to apply criteria of selection for identification of a project and carry out a rational appraisal. He/ She should be able to do project planning and be familiar with project control systems. To develop the thorough understanding of the subject, tools and techniques used for managing projects.

**B. Course Outcomes:** At the end of the course, students will be able to:

MBA 301.1: To understand the context of project management

MBA 301.2: To analyse and elaborate on the Project Selection and Appraisal.

MBA 301.3: To gain knowledge of project planning and organisation.

MBA 301.4: To identify the role of risk management plan and cost estimation.

MBA 301.5: To understand how subcontract administration and control are practiced in the industry.

**Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**C. Assessment Plan:**

| Component of Evaluation        | Description                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                    | CT       | 15%         |
|                                | Project/Assignment/Quiz/Presentation                          | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a | A        | 5%          |



|                          |                                                                                                                   |    |             |
|--------------------------|-------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | student to be qualified for taking up the End Semester examination. The allow of 25% includes all types of leaves |    |             |
| End Semester Examination | End Semester Examination                                                                                          | EE | 70%         |
| <b>Total</b>             |                                                                                                                   |    | <b>100%</b> |

#### **D. Syllabus**

##### **Module I: Context of Project Management**

Concept of Projects, Project Management, importance; Project Goals, Functions; Categories of Projects, Phases of Projects, 7S' of Projects; Life Cycles

##### **Module II: Project Selection and Appraisal**

Criteria for selection: Checklist Model, Scoring Model, Analytic Hierarchy Process, Profile Model; identification of the project; Request for Proposal; Project appraisal: Technical, Commercial, Economic, Financial and Management appraisal; Feasibility Study: Payback Period, NPV, IRR, Options Model; Detailed Project Report

##### **Module III: Project Planning and Organization**

Project Planning: Planning steps, Master plan; Defining Project Scope, Developing Work Breakdown Structure, Project Activity, Project Coordination, Scheduling Charts; Schedule, Gantt Charts, CPM and PERT Project Team, Role of the leader; Project Organization: Pure, Matrix, Mixed; Project Portfolio Management

##### **Module IV: Cost Estimation, Budgeting, Measurement of Risk**

Cost Estimating Process, Budgets and Estimates; Cost-Time Overrun; Risk analysis, Project Management Information System

##### **Module V: Project Review and Control**

Control Process, Cybernetic controls, Go-No-go Controls, Post controls; Project Quality Control; Critical Chain Project Management; Project Closeout; Project Termination and Abandonment Analysis; Project Audit

,

#### **E. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

| Lecture | Topics | Mode of Delivery | Corresponding CO | Mode of Assessing CO |
|---------|--------|------------------|------------------|----------------------|
|---------|--------|------------------|------------------|----------------------|

|    |                                |         |           |                                       |
|----|--------------------------------|---------|-----------|---------------------------------------|
| 1  | Concept of Projects            | Lecture | MBA 301.1 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 2  | Project Management             | Lecture | MBA 301.1 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 3  | Importance                     | Lecture | MBA 301.1 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 4  | Project Goals                  | Lecture | MBA 301.1 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 5  | Functions                      | Lecture | MBA 301.1 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 6  | Categories of Projects         | Lecture | MBA 301.1 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 7  | Phases of Projects             | Lecture | MBA 301.1 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 8  | 7S' of Projects                | Lecture | MBA 301.1 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 9  | Life Cycles                    | Lecture | MBA 301.1 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 10 | Criteria for selection         | Lecture | MBA 301.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 11 | Checklist Model, Scoring Model | Lecture | MBA 301.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 12 | Analytic Hierarchy Process     | Lecture | MBA 301.3 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 13 | Profile Model                  | Lecture | MBA 301.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 14 | identification of the project  | Lecture | MBA 301.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 15 | Request for Proposal           | Lecture | MBA 301.2 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 16 | Project appraisal              | Lecture | MBA 301.2 | Mid Term-1,                           |

|    |                                                                         |         |           |                                 |
|----|-------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                         |         |           | Quiz & End Sem Exam             |
| 17 | Technical, Commercial, Economic, Financial and Management appraisal     | Lecture | MBA 301.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Feasibility Study: Payback Period, NPV, IRR                             | Lecture | MBA 301.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Options Model; Detailed Project Report                                  | Lecture | MBA 301.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Project Planning: Planning steps                                        | Lecture | MBA 301.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Master plan                                                             | Lecture | MBA 301.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Defining Project Scope                                                  | Lecture | MBA 301.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Developing Work Breakdown Structure,                                    | Lecture | MBA 301.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Project Activity, Project Coordination                                  | Lecture | MBA 301.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Scheduling Charts; Schedule                                             | Lecture | MBA 301.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Gantt Charts, CPM and PERT Project Team                                 | Lecture | MBA 301.3 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Team, Role of the leader                                                | Lecture | MBA 301.3 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Project Organization: Pure, Matrix, Mixed; Project Portfolio Management | Lecture | MBA 301.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Cost Estimating Process                                                 | Lecture | MBA 301.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Budgets and Estimates; Cost-Time Overrun                                | Lecture | MBA 301.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Risk analysis                                                           | Lecture | MBA 301.4 | Mid Term-2, Quiz & End          |

|    |                                                                               |         |           |                                 |
|----|-------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                               |         |           | Sem Exam                        |
| 32 | Project Management Information System                                         | Lecture | MBA 301.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Control Process, Cybernetic controls, Go-No-go Controls                       | Lecture | MBA 301.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Post controls; Project Quality Control                                        | Lecture | MBA 301.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Critical Chain Project Management                                             | Lecture | MBA 301.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Project Closeout; Project Termination and Abandonment Analysis; Project Audit | Lecture | MBA 301.5 | Mid Term-2, Quiz & End Sem Exam |

**F. Suggested Text/Reference Books:**

**Text & References:**

- Gray & Larson (2008), Project Management, Tata McGraw-Hill
- Harvard Business School Press (2007), The Essentials of Project Management (for HR Professionals)
- Kerzner (2008), Project Management, John Wiley
- Kloppenborg (2009), Contemporary Project Management, Cengage.
- Maylor (2008), Project Management, Pearson India
- Meredith, Mantel, (2008), Project Management, Wiley India
- Nagarajan (2008), Project Management, New Age Publishers
- Nicholas and Steyn (2008), Project Management for Business, Engineering, & Technology, Elsevier India
- Pinto (2009), Project Management: Achieving Competitive Advantage, Pearson India, Delhi

## G. Lecture Plan

## H. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 301.1</b> | <i>To understand the context of project management</i>                                         | 3                                   | 3           | 3           | 2           | 3           | 2           | 1           | 1           | 2           | 2            | -                                            | -                | -                |
| <b>MBA 301.2</b> | <i>To analyse and elaborate on the Project Selection and Appraisal.</i>                        | 3                                   | 3           | 2           | 2           | 3           | 1           | 1           | 2           | 2           | 2            | -                                            | -                | -                |
| <b>MBA 301.3</b> | <i>To gain knowledge of project planning and organisation.</i>                                 | 3                                   | 3           | 1           | 1           | 3           | 2           | 1           | 1           | 1           | 2            | -                                            | -                | -                |
| <b>MBA 301.4</b> | <i>To identify the role of risk management plan and cost estimation.</i>                       | 3                                   | 3           | 2           | 3           | 2           | 2           | 2           | 2           | 1           | 2            | -                                            | -                | -                |
| <b>MBA 301.5</b> | <i>To understand how subcontract administration and control are practiced in the industry.</i> | 3                                   | 2           | 2           | 2           | 3           | 1           | 2           | 2           | 2           | 2            | -                                            | -                | -                |

**Sample Question Paper**

| Amity Business School<br>IMID-SEMESTER(SEM–III)2022-23                                                                                                                                |              |                                                       |          |           |              |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------|----------|-----------|--------------|----------|
| Class: MBA III Semester                                                                                                                                                               |              |                                                       |          |           |              |          |
| Subject Name:<br>MBA 301 INTERNATIONAL<br>LABOUR ORGANIZATION AND<br>INTERNATIONAL LABOUR LAWS                                                                                        |              | Time:2 Hrs                                            |          |           | Max.Marks:30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                               | Remembering  | Understanding                                         | Applying | Analyzing | Evaluating   | Creating |
| Question<br>Mapping                                                                                                                                                                   | Q.1,4        | Q.2,3                                                 | Q.4      | Q.2,5,6   |              |          |
| <p>Student will be able to</p> <p><i>CO1: To understand the context of project management</i></p> <p><i>CO2: To analyse and elaborate on the Project Selection and Appraisal.</i></p> |              |                                                       |          |           |              |          |
| CO Map                                                                                                                                                                                | Question No. | Question                                              |          |           |              | Marks    |
| CO1                                                                                                                                                                                   | Q.1          | Discuss the concept of Projects.                      |          |           |              | 3        |
| CO1                                                                                                                                                                                   | Q.2a         | What is 7S' of Projects? Explain                      |          |           |              | 3        |
|                                                                                                                                                                                       | Q.2b         | Elaborate the Phases of Projects.                     |          |           |              | 3        |
| CO1                                                                                                                                                                                   | Q.3          | Explain the Checklist Model, Scoring Model in detail. |          |           |              | 6        |
| CO2                                                                                                                                                                                   | Q.4          | What are the criteria for project selection?          |          |           |              | 3        |
|                                                                                                                                                                                       | Q.5a         | Differentiate between CPM and PERT                    |          |           |              | 3        |

|     |      |                                                                                                                               |   |
|-----|------|-------------------------------------------------------------------------------------------------------------------------------|---|
| CO2 | Q.5b | Describe in brief the Project appraisal management.                                                                           | 3 |
| CO2 | Q6   | Briefly explain Feasibility Study. Explain your answer with Payback Period, NPV, IRR, Options Model; Detailed Project Report. | 6 |

| Attainments |   | Rubric                                                    |
|-------------|---|-----------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                     |                          |
|---------------------|--------------------------|
| <b>Session</b>      | 2021-22                  |
| <b>Course Name</b>  | MBA                      |
| <b>Semester</b>     | 3 <sup>rd</sup> Semester |
| <b>Subject Code</b> | MBA 301                  |
| <b>Subject Name</b> | Project Management       |

|                         |         |
|-------------------------|---------|
| <b>Attainment Level</b> | Level 3 |
|-------------------------|---------|

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## DEPARTMENT OF BUSINESS MANAGEMENT

### PROGRAMME OUTCOMES

#### Master of Business Administration

2022-2023

#### Programme Outcomes:

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### Programme Specific Outcomes:

**PSO 1:** To solve complex business problems by applying fundamental knowledge of management of finance domains.

**PSO 2:** To instil in students the ability to gain multidisciplinary knowledge of finance through simulated problems, case studies, projects, and industrial training.

**PSO 3:** To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional financial managerial practise.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME ARTICULATION MATRIX |     |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                               |     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| III-Sem<br>MBA<br>307         | CO1 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |
|                               | CO2 | 2   | 2   | 1   | -   | 3   | -   | -   | 2   | 3   | 2    | 3    | 2    | 1    |
|                               | CO3 | 1   | 2   | -   | 1   | 3   | -   | -   | 2   | 2   | 2    | 2    | 1    | 1    |
|                               | CO4 | 2   | 2   | -   | 2   | 3   | -   | -   | 2   | 2   | 2    | 3    | 2    | 1    |
|                               |     |     |     |     |     |     |     |     |     |     |      |      |      |      |
| III-Sem<br>MBA 308            | CO1 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 1    | 2    | 2    | 1    |
|                               | CO2 | 2   | 3   | 1   | -   | 3   | -   | -   | 2   | 2   | 2    | 3    | 2    | 1    |
|                               | CO3 | 1   | 2   | -   | 1   | 2   | -   | -   | 2   | 1   | 3    | 2    | 1    | 1    |
|                               | CO4 | 2   | 2   | -   | 2   | 3   | -   | -   | 2   | 2   | 2    | 1    | 2    | 1    |

|         |     |   |   |   |   |   |   |   |   |   |   |   |   |   |
|---------|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|
|         | C05 | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |
|         |     |   |   |   |   |   |   |   |   |   |   |   |   |   |
| III-Sem | C01 | 2 | 3 | - | - | 3 | 2 | - | 3 | 2 | 1 | 2 | 2 | 3 |
| MBA 309 | C02 | 2 | 2 | 1 | - | 1 | - | - | 2 | 2 | 1 | 3 | 3 | 1 |
|         | C03 | 1 | 2 | - | 1 | 1 | - | - | 2 | 3 | 2 | 2 | 1 | 2 |
|         | C04 | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
|         | C05 | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |
|         |     |   |   |   |   |   |   |   |   |   |   |   |   |   |
| III-Sem | C01 | 2 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |
| MBA 310 | C02 | 2 | 2 | 1 | - | 1 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
|         | C03 | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 2 | 3 | 1 | 1 |
|         | C04 | 2 | 3 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
|         |     |   |   |   |   |   |   |   |   |   |   |   |   |   |
| III-Sem | C01 | 3 | 2 | - | - | 3 | 1 | - | 3 | 2 | 2 | 2 | 2 | 3 |
| MBA 311 | C02 | 2 | 1 | 1 | - | 2 | - | - | 2 | 3 | 2 | 3 | 2 | 2 |
|         | C03 | 1 | 1 | - | 1 | 2 | - | - | 2 | 2 | 3 | 2 | 1 | 1 |
|         | C04 | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
|         | C05 | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |



# AMITY UNIVERSITY

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| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : Valuation                                                                      |
| Course Code : MBA 307, Crédits : 03, Session :2022-23 (Odd Sem.), Class : MBA. 2nd Year |
|                                                                                         |

**A. Introduction:** The goal of the course is to provide students with practical tools and methods to value a broad range of assets. While the course is designed first and foremost to be very practical, the tools and methods covered in this course are presented in the framework of generally accepted financial theory.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA307.1.** Demonstrate the applicability of the concept of valuation with valuation techniques in the organization.

**MBA307.2.** Analyzing the learning and understand techniques of various valuation models

**MBA307.3.** applications and analogies to enterprise valuation and the valuation of debt and equity with various pricing model.

**MBA307.4.** Evaluating and appreciating contemporary project management tools and methodologies in Indian context.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**E. Syllabus**

**Module I:**

DCF estimation issues and valuation: Introduction and Discussion of Valuation Techniques, Valuing

a Company using DCF. Calculating the Discount Rate: The CAPM. Calculating and un-levering/re-levering beta.

Case 1 – Air Thread (HBS Case #4263).

#### **Module II:**

Relative valuation: Valuing a company with comparables and multiples; selecting comparable companies; Other Valuation Models: Cost Approach, Flow to Equity, EVA. Equity Control Premiums & Liquidity Discounts. Valuing LBOs and M&A transactions, earnings accretion and dilution in M&A transactions. Valuing Financial Institutions.

Case 2 – Boston Beer (HBS Case #9---196---138)

#### **Module III:**

Financial Options - Descriptions and Payoff diagrams; applications and analogies to enterprise valuation and the valuation of debt and equity claims. Valuation of Financial Options - Black---Scholes and Binomial pricing models; Introduction (brief) to Real Options.

#### **F. Examination Scheme:**

| <b>Components</b> | <b>Midterm Exam</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>Attendance</b> | <b>ESE</b> |
|-------------------|---------------------|---------------------------------------------|-------------------|------------|
| Weightage (%)     | 15                  | 10                                          | 5                 | 70         |

#### **G. Suggested Text/Reference Books:**

- Valuation: The Art & Science of Corporate Investment Decisions, by Sheridan Titman and John Martin, Prentice Hall, 2010 2nd Edition, ISBN 0136117015.
- Chandra P.(2002), Projects: Planning, Analysis, Financing, Implementation & Review, Tata McGraw-Hill Publishing.
- Meredith J.R. & Mantel S.J., Jr.( 2000), Project Management: A Managerial Approach, Ed. John Wiley & Sons.
- Patel B.M.(2000),Project Management: Strategic Financial Planning Examination & Control, Vikas Publishing House Pvt. Ltd.

#### **H. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>             | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|---------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Introduction of valuation | Lecture                 | MBA307.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Discussion of Valuation   | Lecture                 | MBA307.1                | Mid Term-1, Quiz &              |

|    |                                                  |         |          |                                 |
|----|--------------------------------------------------|---------|----------|---------------------------------|
|    | Techniques                                       |         |          | End Sem Exam                    |
| 3  | Valuing a Company using DCF                      | Lecture | MBA307.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Calculating the Discount Rate                    | Lecture | MBA307.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | The CAPM                                         | Lecture | MBA307.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Calculating and unlevering/re-levering beta.     | Lecture | MBA307.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Case 1 – Air Thread (HBS Case #4263).            | Lecture | MBA307.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Valuing a company with comparables and multiples | Lecture | MBA307.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | selecting comparable companies                   | Lecture | MBA307.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Other Valuation Models: Cost Approach            | Lecture | MBA307.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Flow to Equity                                   | Lecture | MBA307.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | EVA                                              | Lecture | MBA307.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Equity Control Premiums & Liquidity Discounts    | Lecture | MBA307.3 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                     |            |          |                                 |
|----|-----------------------------------------------------|------------|----------|---------------------------------|
| 14 | Valuing LBOs and M&A transactions                   | Lecture    | MBA307.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | earnings accretion and dilution in M&A transactions | Lecture    | MBA307.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Valuing Financial Institutions                      | Lecture    | MBA307.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Case 2 – Boston Beer (HBS Case #9---196---138)      | Lecture    | MBA307.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Financial Options: Introduction                     | Lecture    | MBA307.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Descriptions and Payoff diagrams                    | Lecture    | MBA307.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | applications and analogies to enterprise valuation  | Lecture    | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | valuation of debt and equity claims                 | Lecture    | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Valuation of Financial Options - Black---Scholes    | Lecture    | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Binomial pricing models                             | Lecture    | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Introduction (brief) to Real Options                | Lecture    | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Case study from module 1                            | Case study | MBA307.4 | Mid Term-2, Quiz &              |



|    |                          |            |          |                                 |
|----|--------------------------|------------|----------|---------------------------------|
|    |                          |            |          | End Sem Exam                    |
| 27 | Case study from module 1 | Case study | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Case study from module 2 | Case study | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Case study from module 2 | Case study | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Case study from module 3 | Case study | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Case study from module 3 | Case study | MBA307.4 | Mid Term-2, Quiz & End Sem Exam |

**I. Course Articulation Matrix (Mapping of COs with POs)**

| CO               | STATEMENT                                                                                                | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |       | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |      |      |
|------------------|----------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|----------------------------------------------|------|------|
|                  |                                                                                                          | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 1                                         | PO 2 | PO 3 |
| <b>MBA307.1.</b> | Demonstrate the applicability of the concept of valuation with valuation techniques in the organization. | 3                                   | 2    | -    | -    | 3    | 1    | -    | 2    | 2    | 2     | 2                                            | 2    | 3    |

|                       |                                                                                                                     |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------------|---------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA3<br/>07.2.</b> | Analyzing the learning and understand techniques of various valuation models                                        | 2 | 2 | 1 | - | 3 | - | - | 2 | 3 | 2 | 3 | 2 | 1 |
| <b>MBA3<br/>07.3.</b> | Applications and analogies to enterprise valuation and the valuation of debt and equity with various pricing model. | 1 | 2 | - | 1 | 3 | - | - | 2 | 2 | 2 | 2 | 1 | 1 |
| <b>MBA3<br/>07.4.</b> | Evaluating and appreciating contemporary project management tools and methodologies in Indian context.              | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

**Sample Question Paper**

Amity Business School  
I MID-SEMESTER (SEM –3) 2022-23

Class: MBA 3rd Semester

|                                                |             |               |          |           |                |          |
|------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Subject Name:<br>MBA 307 Valuation             |             | Time: 2 Hrs   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |                |          |

Student will be able to

CO1 Demonstrate the applicability of the concept of valuation with valuation techniques in the organization.

CO2 Analysing the learning and understand techniques of various valuation models.

CO3: applications and analogies to enterprise valuation and the valuation of debt and equity with various pricing model.

CO4: Evaluating and appreciating contemporary project management tools and methodologies in Indian context.

| CO Map | Question No. | Question                                                                    | Marks |
|--------|--------------|-----------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief CAPM                                                       | 3     |
| CO1    | Q.2a         | Explain about valuation and Discussion of Valuation Techniques?             | 3     |
|        | Q.2b         | Elaborate equity control premiums & liquidity discounts                     | 3     |
| CO1    | Q.3          | Elaborate valuing LBOs.                                                     | 6     |
| CO2    | Q.4          | Explain Financial Options and payoff diagram.                               | 3     |
| CO2    | Q.5a         | Elaborate equity Control Premiums & Liquidity Discounts.                    | 3     |
|        | Q.5b         | Describe in brief about real options.                                       | 3     |
| CO2    | Q 6          | Discuss in brief about earnings accretion and dilution in M&A transactions. | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |

|       |   |                                                            |
|-------|---|------------------------------------------------------------|
| Level | 3 | IF 80% of students secure more than 60% marks then level 3 |
|-------|---|------------------------------------------------------------|

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>Project appraisal and Finance</b>                                           |
| Course Code : MBA 308, Crédits : 03, Session :2022-23 (Odd Sem.), Class : MBA. 2nd Year |
|                                                                                         |

**J. Introduction:** The objective of this course is to help the students gain understanding of the functions and responsibilities of the manager and to provide the student understand Human Behaviour in organizations so as to improve his managerial effectiveness. It provides a comprehensive analysis of individual and group behavior in organizations. This course will expose students to approaches and processes that can help in effectively leading and managing others in organizations.

**K. Course Outcomes:** At the end of the course, students will be able to:

**CO1:** Understanding the relevance of alternative project appraisal techniques, financial structuring and financing alternative identification of a project, feasibility analysis including market, technical and financial appraisal of a project and the elements of social cost benefit analysis.

**CO2:** Analyzing the learning and understand techniques for Project planning, scheduling and Execution Control

**CO3:** Applying technology tools for communication, collaboration, information management, and decision support and appraisal techniques for evaluating live projects

**CO4:** Interacting with team and stakeholders in a professional manner, respecting differences, to ensure a collaborative project environment

**CO5:** Evaluating and appreciating contemporary project management tools and methodologies in Indian context

**L. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective

leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

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**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**M. Assessment Plan:**

| Component of Evaluation        | Description | Code | Weightage % |
|--------------------------------|-------------|------|-------------|
| Continuous Internal Evaluation | Mid Term 1  | CT   | 15%         |
|                                | Mid Term 2  |      |             |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
|                          | Project/Assignment/<br>Quiz/Presentation                                                                                                                                                                      | P/A/Q/PR | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## N. Syllabus

### Module I: Overview and structuring of Project Financing

Cost of Project, Means of Finance, Estimates of Sales and Production, Cost of Production, Working Capital Requirements and its Financing, Profitability Projections, Break Even Point, Projected Balance Sheets, Muti Year Projections, Basic Principles for Measuring Project Cash Flows, Components of the Cash Flow Stream, Biases in Cash Flow Estimation

### Module II: Managing project risks

Types and Measures of Project Risk, Sensitivity Analysis, Scenario Analysis, Optimal Timing, Social Cost Benefit Anaysis, Net Benefit in terms of Economic Prices, Measurement of the Impact on Distribution, Savings Impact and its value, Income Distribution Impact, Little-Mirrlees Approach, Shadow Prices

**Module III: Financing Projects: Methods of Project Financing, Share capital - equity capital and preference capital, Term loan, Debenture capital, Commercial banks, Bills discounting, Seed Capital, Stages in Project Financing**

### Text & References:

- Chandra P.(2002), Projects: Planning, Analysis, Financing, Implementation & Review, Tata McGraw-Hill Publishing.
- Meredith J.R. & Mantel S.J., Jr.( 2000), Project Management: A Managerial Approach, Ed. John Wiley & Sons.
- Machiraju H.R.(2001), Introduction to Project Finance: An Analytical Perspective, Vikas Publishing House Pvt. Ltd.
- Patel B.M.(2000),Project Management: Strategic Financial Planning Examination & Control, Vikas Publishing House Pvt. Ltd.
- Finnerty J. D.(1996), Project Financing: Asset-Based Financial Engineering, Wiley
- Newbold C.R.,(1998), Project Management in the Fast Lane: Applying Theory & Constraints, St. Lucie Press
- Anthony R.N. & Govindrajan V.(1998), Management Control Systems, Tata McGraw-Hill
- Desai V.(1997), Project Management, Himalaya Publishing House

### O. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

**P. Suggested Text/Reference Books:**

- Luthans, F. (2005), Organizational Behaviour, McGraw – Hill International Edition.
- Robbins, S.P, Judge TA, Sanghi S, Organizational Behaviour, Thirteenth Edition, Pearson.
- Greenberg, J. & Baron, R.A. (2005), Behaviour in Organizations, Pearson Education.
- Newstrom John W. and Davis Keith, (1993), Organizational Behaviour: Human Behaviour at Work, Tata McGraw Hill, New Delhi
- P. Subba Rao (2010), Management and Organisation and Behaviour, Himalaya Publishing House, New Delhi
- Pierce Gardner with Dunham (2011) Managing Organizational Behaviour. Cengage Learning India.
- L M Prasad, Organisational Behavior, Sultan Chand
- M Gregory & G Ricky , Organisational Behavior, Biztantra Publication

**Q. Lecture Plan**

| Lecture | Topics                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction of Cost of Project and Means of Finance | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Estimates of Sales and Production                    | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Cost of Production                                   | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Working Capital Requirements and its Financing       | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Profitability Projections                            | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Break Even Point                                     | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Projected Balance Sheets                             | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Muti Year Projections                                | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Basic Principles for Measuring Project Cash Flows    | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Components of the Cash Flow Stream                   | Lecture          | MBA308.1         | Mid Term-1, Quiz & End Sem Exam |



|    |                                                       |            |          |                                 |
|----|-------------------------------------------------------|------------|----------|---------------------------------|
| 11 | Biases in Cash Flow Estimation                        | Lecture    | MBA308.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Types and Measures of Project Risk                    | Lecture    | MBA308.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Sensitivity Analysis                                  | Lecture    | MBA308.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Scenario Analysis                                     | Lecture    | MBA308.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Optimal Timing                                        | Lecture    | MBA308.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Social Cost Benefit Analysis                          | Lecture    | MBA308.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Net Benefit in terms of Economic Prices               | Lecture    | MBA308.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Measurement of the Impact on Distribution             | Lecture    | MBA308.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Savings Impact and its value                          | Lecture    | MBA308.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Income Distribution Impact                            | Lecture    | MBA308.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Little-Mirrlees Approach                              | Lecture    | MBA308.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Shadow Prices                                         | Lecture    | MBA308.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Methods of Project Financing                          | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Share capital - equity capital and preference capital | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Term loan                                             | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Debenture capital                                     | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Commercial banks                                      | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Bills discounting                                     | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Seed Capital                                          | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Stages in Project Financing                           | Lecture    | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Case study from module 1                              | Case study | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Case study from module 1                              | Case study | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Case study from module 2                              | Case       | MBA308.3 | Mid Term-2, Quiz                |

|    |                          |            |          |                                 |
|----|--------------------------|------------|----------|---------------------------------|
|    |                          | study      |          | & End Sem Exam                  |
| 34 | Case study from module 2 | Case study | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Case study from module 3 | Case study | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Case study from module 3 | Case study | MBA308.3 | Mid Term-2, Quiz & End Sem Exam |

**R. Course Articulation Matrix (Mapping of COs with POs)**

| CO                   | STATEMENT                                                                                                                                                                                                                                                                                     | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                      |                                                                                                                                                                                                                                                                                               | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA3<br/>08.1</b> | Understanding the relevance of alternative project appraisal techniques, financial structuring and financing alternative identification of a project, feasibility analysis including market, technical and financial appraisal of a project and the elements of social cost benefit analysis. | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 1            | 2                                            | 2                | 1                |
| <b>MBA3<br/>08.2</b> | Analyzing the learning and understand techniques for Project planning, scheduling and Execution Control                                                                                                                                                                                       | 2                                   | 3           | 1           | -           | 3           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |

|                      |                                                                                                                                                                 |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA3<br/>08.3</b> | Applying technology tools for communication, collaboration, information management, and decision support and appraisal techniques for evaluating live projects. | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 3 | 2 | 1 | 1 |
| <b>MBA3<br/>08.4</b> | Interacting with team and stakeholders in a professional manner, respecting differences, to ensure a collaborative project environment                          | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |
| <b>MBA3<br/>08.5</b> | Evaluating and appreciating contemporary project management tools and methodologies in Indian context                                                           | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

## Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                    |                      |                 |                  |                       |                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|----------------------|-----------------|------------------|-----------------------|-----------------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –3) 2022-23</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                    |                      |                 |                  |                       |                 |
| <p style="text-align: center;">Class: MBA 3 Semester</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                    |                      |                 |                  |                       |                 |
| <p>Subject Name:<br/>MBA 308 Project appraisal and finance</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                    | <p>Time: 2 Hrs</p>   |                 |                  | <p>Max. Marks: 30</p> |                 |
| <p>Levels of the questions as per Blooms Taxonomy</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p>Remembering</p> | <p>Understanding</p> | <p>Applying</p> | <p>Analyzing</p> | <p>Evaluating</p>     | <p>Creating</p> |
| <p>Question Mapping</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <p>Q.1,4</p>       | <p>Q.2,3</p>         | <p>Q.4</p>      | <p>Q.2,5,6</p>   |                       |                 |
| <p>Student will be able to</p> <p>CO1: Understanding the relevance of alternative project appraisal techniques, financial structuring and financing alternative identification of a project, feasibility analysis including market, technical and financial appraisal of a project and the elements of social cost benefit analysis.</p> <p>CO2: Analyzing the learning and understand techniques for Project planning, scheduling and Execution Control</p> <p>CO3: Applying technology tools for communication, collaboration, information management,</p> |                    |                      |                 |                  |                       |                 |

and decision support and appraisal techniques for evaluating live projects

| CO Map | Question No. | Question                                                            | Marks |
|--------|--------------|---------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief about Cost of Project.                             | 3     |
| CO1    | Q.2a         | What do you mean by Finance with Estimates of Sales and Production? | 3     |
|        | Q.2b         | Discuss basic Principles for Measuring Project Cash Flows?          | 3     |
| CO1    | Q.3          | Elaborate Components of the Cash Flow Stream.                       | 6     |
| CO2    | Q.4          | Explain Sensitivity Analysis.                                       | 3     |
| CO2    | Q.5a         | Elaborate Scenario Analysis and Optimal Timing.                     | 3     |
|        | Q.5b         | Describe in brief about Little-Mirrlees Approach.                   | 3     |
| CO3    | Q 6          | Explain various Methods of Project Financing                        | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>INTERNATIONAL FINANCE</b>                                                   |
| Course Code : MBA 309, Crédits : 03, Session :2022-23 (Odd Sem.), Class : MBA. 2nd Year |
|                                                                                         |

**Introduction:** The objective of this course is to help the students to learn about International Finance. The issues will be discussed in a way that will facilitate students to appreciate empirical issues and help identify research questions in the areas discussed. The topics discussed will also include survey of few empirical studies, evaluation of econometric techniques, and research applications in the Indian and international context.

**Course Outcomes:** At the end of the course, students will be able to:

CO1. Understanding the broader problems of international finance by understanding global business scenario.

CO2. Possessing knowledge of Foreign Exchange market, Speculation and Arbitrage in term of International Finance

CO3. Demonstrating critical thinking about Hedging tools for Management of Transaction Exposure.

CO4. Conducting in depth research using different analytical tools for generating new knowledge for International Investment Proposals and Institutions of Global Finance

CO5. Preparing Analytical reports for business decision making

#### **S. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**T. Assessment Plan:**

| Component of Evaluation        | Description                                                                                         | Code     | Weightage % |
|--------------------------------|-----------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                          | CT       | 15%         |
|                                | Mid Term 2                                                                                          |          |             |
|                                | Project/Assignment/Quiz/Presentation                                                                | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up | A        | 5%          |

|                          |                                                                                                           |    |             |
|--------------------------|-----------------------------------------------------------------------------------------------------------|----|-------------|
|                          | the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                                                  | EE | 70%         |
| <b>Total</b>             |                                                                                                           |    | <b>100%</b> |

## U. Syllabus

### Module I: International Financial Environment

Finance function in global business scenario, International Monetary System, International Capital Markets and Instruments, Balance of Payments, Recent Developments, International Corporate Finance

### Module II: Foreign Exchange Markets

Spot and Forward Foreign Exchange Markets, Speculation and Arbitrage in Foreign Exchange Markets and Implications of Market Efficiency, Currency Swaps, Currency Futures and Options.

### Module III: Foreign Exchange Rate Determination

Theories of Exchange Rate Determination, Fundamental International Parity Conditions – Purchasing Power and Interest Rate Parity, Forecasting Exchange Rates - Technical Forecasting, Fundamental Forecasting.

### Module IV: Foreign Exchange Rate Exposure and Risk Management

Exchange rate Determinants, Transaction, Translation and Operating Exposure, Exposure from Equity and Borrowing in International Financial Markets, Hedging tools for Management of Transaction Exposure and Interest Rate Exposure, Degree of Hedge.

### Module V: Issues in Foreign Investments Analysis

Examination of International Investment Proposals, Discounted Cash Flow Analysis, Tax Adjusted Present Value Approach, Political Risk Analysis, External Investment Decision – Measuring Total Returns on Foreign Investments.

### Module VI: Institutions of Global Finance

World Bank, IMF, BRICS, WTO, NAFTA, G-20 or Group of Twenty.

## Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

## V. Suggested Text/Reference Books:

- Levi, M. D. (1996), International Finance, McGraw Hill International.
- Apte, P. G. (1995), International Financial Management, Tata McGraw Hill
- Errunza, V.R., Singh, D. and Srinivasan, T.S. (1994), International Business Finance, Global Business Press.



- Seth, A.K.(2000), International Financial Management, Galgotia Publishing Company.
- Hull, J. C. (1999), Introduction to Futures and Options Markets, Prentice Hall of India.
- Edwards, F. R. and Ma, C. W. (1992), Futures and Options, McGraw-Hill International.
- Kolb, R. W. (1997), Understanding Futures Markets, Prentice Hall of India.
- Rebonato, R. (1996), Interest Rate Option Models: Understanding, Analysing and Using Models for Exotic
- Interest Rate Options, John Wiley and Sons.
- Kohn, M.(1998), Financial Institutions and Markets, Tata McGraw Hill Publishing
- Articles from selected journals and magazines.
- 

## W. Lecture Plan

| Lecture | Topics                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction of Finance function in global business scenario | Lecture          | MBA309.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | International Monetary System                                | Lecture          | MBA309.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | International Capital Markets and Instruments                | Lecture          | MBA309.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Balance of Payments</i>                                   | Lecture          | MBA309.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Recent Developments                                          | Lecture          | MBA309.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | International Corporate Finance                              | Lecture          | MBA309.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Spot and Forward Foreign Exchange Markets                    | Lecture          | MBA309.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Speculation and Arbitrage in Foreign Exchange Markets        | Lecture          | MBA309.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Implications of Market Efficiency                            | Lecture          | MBA309.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Currency Swaps                                               | Lecture          | MBA309.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Currency Futures and Options                                 | Lecture          | MBA309.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Theories of Exchange Rate Determination                      | Lecture          | MBA309.3         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Fundamental International Parity Conditions                  | Lecture          | MBA309.3         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Purchasing Power                                             | Lecture          | MBA309.3         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Interest Rate Parity                                         | Lecture          | MBA309.3         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                       |         |          |                                 |
|----|-----------------------------------------------------------------------|---------|----------|---------------------------------|
| 16 | Forecasting Exchange Rates                                            | Lecture | MBA309.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Technical Forecasting                                                 | Lecture | MBA309.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Fundamental Forecasting making                                        | Lecture | MBA309.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Exchange rate Determinants                                            | Lecture | MBA309.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Translation and Operating Exposure                                    | Lecture | MBA309.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Exposure from Equity and Borrowing in International Financial Markets | Lecture | MBA309.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Hedging tools for Management of Transaction Exposure                  | Lecture | MBA309.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Interest Rate Exposure                                                | Lecture | MBA309.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Degree of Hedge                                                       | Lecture | MBA309.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Examination of International Investment Proposals                     | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Discounted Cash Flow Analysis                                         | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Tax Adjusted Present Value Approach                                   | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Political Risk Analysis                                               | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | External Investment Decision                                          | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Measuring Total Returns on Foreign Investments                        | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | World Bank                                                            | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | IMF                                                                   | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | BRICS                                                                 | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | WTO                                                                   | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | NAFTA                                                                 | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | G-20 or Group of Twenty                                               | Lecture | MBA309.5 | Mid Term-2, Quiz & End Sem Exam |

### X. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|-------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA309.1</b> | Understanding the broader problems of international finance by understanding global business scenario.      | 2                                   | 3           | -           | -           | 3           | 2           | -           | 3           | 2           | 1            | 2                                            | 2                | 3                |
| <b>MBA309.2</b> | Possessing knowledge of Foreign Exchange market, Speculation and Arbitrage in term of International Finance | 2                                   | 2           | 1           | -           | 1           | -           | -           | 2           | 2           | 1            | 3                                            | 3                | 1                |
| <b>MBA309.3</b> | Demonstrating critical thinking about Hedging tools for Management of Transaction Exposure.                 | 1                                   | 2           | -           | 1           | 1           | -           | -           | 2           | 3           | 2            | 2                                            | 1                | 2                |
| <b>MBA309.4</b> | Conducting in depth research using different analytical tools for                                           | 2                                   | 2           | -           | 2           | 3           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |

|                 |                                                                                                    |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------|----------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                 | generating new knowledge for International Investment Proposals and Institutions of Global Finance |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>MBA309.5</b> | Preparing Analytical reports for business decision making                                          | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

### Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                     |                                                                                     |                 |                  |                       |                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-------------------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –3) 2022-23</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                     |                                                                                     |                 |                  |                       |                 |
| <b>Class: MBA III Semester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                     |                                                                                     |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>MBA 309 INTERNATIONAL FINANCE</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                     | <b>Time: 2 Hrs</b>                                                                  |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Remembering</b>  | <b>Understanding</b>                                                                | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                                        | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <p>Student will be able to</p> <p>CO1. Understanding the broader problems of international finance by understanding global business scenario.</p> <p>CO2. Possessing knowledge of Foreign Exchange market, Speculation and Arbitrage in term of International Finance</p> <p>CO3. Demonstrating critical thinking about Hedging tools for Management of Transaction Exposure.</p> <p>CO4. Conducting in depth research using different analytical tools for generating new knowledge for International Investment Proposals and Institutions of Global Finance</p> <p>CO5. Preparing Analytical reports for international business decision making</p> |                     |                                                                                     |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Question No.</b> | <b>Question</b>                                                                     |                 |                  |                       | <b>Marks</b>    |
| <b>CO1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Q.1</b>          | <b>Explain in brief about finance function in global business scenario.</b>         |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Q.2a</b>         | <b>What is the nature of Speculation and Arbitrage in Foreign Exchange Markets?</b> |                 |                  |                       | <b>3</b>        |

|     |      |                                                                      |   |
|-----|------|----------------------------------------------------------------------|---|
|     | Q.2b | Explain about Speculation and Arbitrage in Foreign Exchange Markets? | 3 |
| CO1 | Q.3  | Elaborate Currency Futures and Options.                              | 6 |
| CO2 | Q.4  | Explain the Theories of Exchange Rate Determination                  | 3 |
| CO2 | Q.5a | Elaborate Hedging tools for Management of Transaction Exposure.      | 3 |
|     | Q.5b | Describe in brief Discounted Cash Flow Analysis.                     | 3 |
| CO2 | Q.6  | Explain about World Bank, IMF and BRICS.                             | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>FINANCIAL MARKETS AND FINANCIAL SERVICES</b>                                |
| Course Code : MBA 310, Crédits : 03, Session :2022-23 (Odd Sem.), Class : MBA. 2nd Year |
|                                                                                         |

**Introduction:** At the end of this course the students will understand: Role of Financial Services in producing and maximizing value. Understanding basic Financial Services and their need. Factors determining dynamism in the Financial Services industry. Understanding the interface of regulators and managers for quantifying and dealing with critical factors affecting the Financial Services industry. This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding, Social Responsiveness and Ethics.

**Y. Course Outcomes:** At the end of the course, students will be able to:

**MBA310.1.** Demonstrate the applicability of the concept and of functions of financial markets and intermediary institutions.

**MBA310.2.** Analyze general structure of various financial markets

**MBA310.3.** Demonstrate the applicability Debt Market and Commodity Market in the organization.

**MBA310.4.** Demonstrate an awareness of the current structure and functioning of the financial services sector.

**Z. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social

problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### AA.Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                     | Code     | Weightage % |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                      | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                      |          |             |
|                                | Project/Assignment/Quiz/Presentation                                                                                                            | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance | A        | 5%          |



|                          |                                                               |    |             |
|--------------------------|---------------------------------------------------------------|----|-------------|
|                          | of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                      | EE | 70%         |
| <b>Total</b>             |                                                               |    | <b>100%</b> |

## BB. Syllabus

**Module I: Capital market intermediaries:** Role of capital market intermediaries, stock brokers and sub-brokers, share transfer agents, bankers to an issue, trustees of trust deeds, registrars to an issue, merchant bankers, underwriters, portfolio managers, investment advisers, depositories and depository participants, custodians of securities, credit rating agencies, asset management companies, clearing members, trading members.

### Module II: Regulation of securities markets

Security and Exchange Board of India( SEBI), Management of SEBI under SEBI act, 1992, Power and functions of SEBI, Trading rules and regulations, Secondary markets-Competition among stock exchanges-Regulation of asset managers, primary markets, trading and clearing and settlement

### Module III: Leasing Hire Purchase and Consumer Credit

Development of Leasing Hire Purchase and Consumer Credit, Types of Leasing, Pricing Methodology and Financial Analysis, Taxation, Legal Framework for Leasing and Hire Purchase Companies, Leasing Vs. Buying- NPV, Concept of Securitization, Reasons for unpopularity and future prospects of securitization

### Module IV: Venture Capital Financing

International Experiences in Venture Capital Financing, Venture Capital Financing in India, Pitfalls to be Avoided, Private Equity and growth of Entrepreneurship

### Module V: Other Financial services

Factoring Services - Features, Merits and Demerits, Cost Benefit Analysis, Forfeiting – Features, Merits and Demerits, Credit Rating: Concept of Credit Rating, Types of Credit Rating, Advantages and Disadvantages of Credit Rating, Credit Rating Agencies and Their Methodology and Process, Individual Credit Rating, Sovereign Credit Rating Practices, Indian Experience up to now, Housing Finance, Custodial Services- Central Depository

## CC. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

## DD. Suggested Text/Reference Books:

- Khan M Y, (1999), Indian Financial System, Tata McGraw Hill
- Chandra, P.(1999), Financial Management: Theory and Practice, Tata McGraw Hill.
- Dietrich J Kimball,(1996), Financial Services & Financial Institutions, Value Creation in theory and Practice, Prentice Hall
- Pandey, I.M. (1999), Financial Management, Vikas Publishing House
- Sriram, K. (1996), Handbook of Leasing, Hire Purchase and Factoring, ICFAI.

- Bhole L M, (2000), Financial Institutions and Markets: Structure, Growth & Innovations, Tata McGraw Hill
- Regular reading of the Financial & Business Journals, Analyst, and Economist is essential.

## EE. Lecture Plan

| Lecture | Topics                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Role of capital market intermediaries                  | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | stock brokers and sub-brokers                          | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | share transfer agents                                  | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>bankers to an issue and trustees of trust deeds</i> | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | registrars to an issue                                 | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | merchant bankers                                       | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | underwriters                                           | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | portfolio managers                                     | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | investment advisers                                    | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | depositories and depository participants               | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | custodians of securities                               | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 12      | credit rating agencies                                 | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 13      | asset management companies                             | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 14      | clearing members and trading members                   | Lecture          | MBA310.1         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Security and Exchange Board of India( SEBI)            | Lecture          | MBA310.2         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Management of SEBI under SEBI act, 1992                | Lecture          | MBA310.2         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Power and functions of SEBI                            | Lecture          | MBA310.2         | Mid Term-1, Quiz & End Sem Exam |
| 18      | Trading rules and regulations                          | Lecture          | MBA310.2         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                            |         |          |                                    |
|----|--------------------------------------------------------------------------------------------|---------|----------|------------------------------------|
| 19 | Secondary markets-<br>Competition among stock<br>exchanges-Regulation of asset<br>managers | Lecture | MBA310.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 20 | trading and clearing and<br>settlement                                                     | Lecture | MBA310.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 21 | Development of Leasing Hire<br>Purchase and Consumer<br>Credit                             | Lecture | MBA310.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 22 | Types of Leasing                                                                           | Lecture | MBA310.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 23 | Pricing Methodology and<br>Financial Analysis                                              | Lecture | MBA310.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 24 | Taxation                                                                                   | Lecture | MBA310.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 25 | Legal Framework for Leasing<br>and Hire Purchase Companies                                 | Lecture | MBA310.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 26 | Leasing Vs. Buying- NPV                                                                    | Lecture | MBA310.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 27 | Concept of Securitization                                                                  | Lecture | MBA310.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 28 | Reasons for unpopularity and<br>future prospects of securitization                         | Lecture | MBA310.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 29 | International Experiences in<br>Venture Capital Financing                                  | Lecture | MBA310.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 30 | Venture Capital Financing in India                                                         | Lecture | MBA310.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 31 | Pitfalls to be Avoided                                                                     | Lecture | MBA310.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 32 | Private Equity and growth of<br>Entrepreneurship                                           | Lecture | MBA310.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 33 | Factoring Services - Features,<br>Merits and Demerits                                      | Lecture | MBA310.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 34 | Cost Benefit Analysis                                                                      | Lecture | MBA310.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 35 | Forfeiting – Features, Merits and<br>Demerits                                              | Lecture | MBA310.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 36 | Credit Rating: Concept of Credit<br>Rating                                                 | Lecture | MBA310.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 37 | Types of Credit Rating, Advantages<br>and Disadvantages of Credit Rating                   | Lecture | MBA310.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 38 | Credit Rating Agencies and Their<br>Methodology and Process                                | Lecture | MBA310.5 | Mid Term-2, Quiz<br>& End Sem Exam |
| 39 | Individual Credit Rating                                                                   | Lecture | MBA310.5 | Mid Term-2, Quiz<br>& End Sem Exam |

|    |                                                                                      |         |          |                                 |
|----|--------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 40 | Sovereign Credit Rating Practices                                                    | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |
| 41 | Indian Experience up to now, Housing Finance, Custodial Services- Central Depository | Lecture | MBA310.5 | Mid Term-2, Quiz & End Sem Exam |

**FF. Course Articulation Matrix (Mapping of COs with POs)**

| CO              | STATEMENT                                                                                                                | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                                          | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA310.1</b> | Demonstrate the applicability of the concept <i>and</i> of functions of financial markets and intermediary institutions. | 2                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>MBA310.2</b> | Analyze general structure of various financial markets                                                                   | 2                                   | 2           | 1           | -           | 1           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |
| <b>MBA310.3</b> | Demonstrate the applicability Debt Market and Commodity Market in the organization.                                      | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 2            | 3                                            | 1                | 1                |

|                 |                                                                                                     |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------|-----------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA310.4</b> | Demonstrate an awareness of the current structure and functioning of the financial services sector. | 2 | 3 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
|-----------------|-----------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|

### Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                 |              |                                                       |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –III) 2022-23                                                                                                                                                                                                                                                                                                                                                                                      |              |                                                       |          |           |                |          |
| Class: MBA III Semester                                                                                                                                                                                                                                                                                                                                                                                                                         |              |                                                       |          |           |                |          |
| Subject Name:<br>MBA 310 Financial market and financial services                                                                                                                                                                                                                                                                                                                                                                                |              | Time: 2 Hrs                                           |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                  | Remembering  | Understanding                                         | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.1,4        | Q.2,3                                                 | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Demonstrate the applicability of the concept and of functions of financial markets and intermediary institutions.</p> <p>CO2: Analyze general structure of various financial markets</p> <p>CO3: Demonstrate the applicability Debt Market and Commodity Market in the organization.</p> <p>CO4: Demonstrate an awareness of the current structure and functioning of the financial services sector.</p> |              |                                                       |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                          | Question No. | Question                                              |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.1          | Explain in brief about capital market intermediaries. |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.2a         | Explain SEBI and its guidelines?                      |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.2b         | Explain power and functions of SEBI?                  |          |           |                | 3        |

|     |      |                                                                    |   |
|-----|------|--------------------------------------------------------------------|---|
| CO1 | Q.3  | Elaborate leasing and its types.                                   | 6 |
| CO2 | Q.4  | Explain Legal Framework for Leasing and Hire Purchase Companies.   | 3 |
| CO2 | Q.5a | Elaborate Venture Capital Financing in India.                      | 3 |
|     | Q.5b | Describe in brief credit rating.                                   | 3 |
| CO2 | Q 6  | Elaborate Credit Rating Agencies and Their Methodology and Process | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                          |
|-------------------------|------------------------------------------|
| <b>Session</b>          | 2021-22                                  |
| <b>Course Name</b>      | MBA                                      |
| <b>Semester</b>         | 3 <sup>rd</sup> Semester                 |
| <b>Subject Code</b>     | MBA 310                                  |
| <b>Subject Name</b>     | Financial markets and Financial Services |
| <b>Attainment Level</b> | Level 2                                  |

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |

| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT</b>                            |
| Course Code : MBA 311, Crédits : 03, Session :2022-23 (Odd Sem.), Class : MBA. 2nd Year |
|                                                                                         |

**Introduction** This course will help students in developing Critical thinking, doing Business Analysis, Problem Solving and finding Innovative Solutions. Students can understand Business Environment and develop Domain Knowledge. Students will get clear understanding of the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges. Important theories, techniques, regulations and certain advancements in theory of investment will be covered with an aim of helping the participants make sound investment decisions both in the context of individual security and portfolio investment.

**GG. Course Outcomes:** At the end of the course, students will be able to:

**MBA311.1.** Demonstrate and understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management.

**MBA311.2.** Analyzing stock returns and risk framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.

**MBA311.3.** Demonstrate and learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel.

**MBA311.4.** Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models.

**MBA311.5:** Measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences

**HH. Programme Outcomes:**



**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

## II. Assessment Plan:

| Component of Evaluation | Description | Code | Weightage % |
|-------------------------|-------------|------|-------------|
| Continuous Internal     | Mid Term 1  | CT   | 15%         |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Evaluation               | Mid Term 2                                                                                                                                                                                                    |          |             |
|                          | Project/Assignment/<br>Quiz/Presentation                                                                                                                                                                      | P/A/Q/PR | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## JJ. Syllabus

### Module I: Introduction to Security Analysis

Introduction to security market, Role of SEBI/ OTCEI//ROC/Stock exchanges, Investors and its types: Speculators & Investors. Meaning, features and types of Investment; Concept & valuation models of equity and bonds. Introduction to security analysis, Need for investment analysis & portfolio management, Risk and Return Introduction, realized return vs. expected return. Risk & return of single security and portfolio of securities, Measurement of risk – calculation of Mean deviation, Standard Deviation, Beta value- Ex-ante and Ex-post beta, Negative beta and its significance in investment decision.

### Module II: Approaches to Security Analysis

Fundamental analysis: Economy analysis, Industry analysis, Company analysis- financial and non-financial analysis, International events and its impact on security market. Technical analysis - Various Technical analysis tools like Moving averages, Volume Analysis, Indicators, RSI, Patten analysis, Candle sticks, Market breadth analysis, Trend analysis, Elliot wave, ROC/RSI, lagging indicators and leading indicators analysis, reading and interpretations of technical patterns and charts, Other tools to Forecast the market and take Entry and exit decisions; Dow Theory

### Module III Portfolio analysis & related models

Introduction to portfolio management, efficient market theory, efficient portfolio and efficient frontier; Valuation by PE ratio /Book value to price value analysis, Markowitz diversification, Single Index Model, CAPM, Arbitrage pricing theory, Estimation of Portfolio beta, Separation of risks into systematic and unsystematic risk, motivation for partitioning of risk, calculation of portfolio risk and return, optimal portfolio selection.

### Module IV Portfolio Management Services

Role of Fund Manager, Portfolio management services, Churning and revision of Portfolio - Need for revision, different techniques of revision- formula plan: constant dollar value plan, constant ratio plan, variable ratio plan; Modified formula plan: Dollar cost Averaging; practical problems in portfolio revision, Portfolio re balancing and up gradation, Sharpe"performance Index, Trennor"performance Index, Jensen's performance Index. Managing equity and bond funds-Managing Mutual Funds

#### Module V Trends and Practical

Practical assignment of virtual trading mechanism of stock markets on popular trading platforms

##### KK. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

##### LL. Suggested Text/Reference Books:

- Chandra, P.(4rth edition), Investment Analysis& Portfolio Management, Tata McGraw Hill
- Fischer, D.E. and Jordan, R.J. (1995), Security Analysis & Portfolio Management, Prentice Hall of India
- Bhat, Sudhindra;(2009); Security Analysis & Portfolio Management; Excel Books
- Dash, A.P.;(2009); Security Analysis & Portfolio Management; I.K. International
- Rangnatham M., Madhumalathi, R.,(2006); Security Analysis & Portfolio Management; Pearson Education
- Khatri, Dhanesh; (2010); Security Analysis & Portfolio Management; MacMillan India Ltd.
- Online trading platforms such as moneycontrol.com

##### MM. Lecture Plan

| Lecture | Topics                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction to security market                     | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Role of SEBI/OTCEI//ROC/Stock exchanges             | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Investors and its types- Speculators & Investors    | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Meaning, features and types of Investment</i>    | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Concept & valuation models of equity and bonds      | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Introduction to security analysis                   | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Need for investment analysis & portfolio management | Lecture          | MBA311.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Risk and Return Introduction                        | Lecture          | MBA311.1         | Mid Term-1, Quiz                |

|    |                                                                                  |         |          |                                 |
|----|----------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    |                                                                                  |         |          | & End Sem Exam                  |
| 9  | realized return vs. expected return                                              | Lecture | MBA311.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Risk & return of single security and portfolio of securities                     | Lecture | MBA311.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Measurement of risk – calculation of Mean deviation                              | Lecture | MBA311.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Standard Deviation                                                               | Lecture | MBA311.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Beta value- Ex-ante and Ex-post beta                                             | Lecture | MBA311.1 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Negative beta and its significance in investment decision.                       | Lecture | MBA311.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Fundamental analysis: Economy analysis, Industry analysis                        | Lecture | MBA311.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Company analysis- financial and non- financial analysis                          | Lecture | MBA311.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | International events and its impact on security market                           | Lecture | MBA311.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Technical analysis - Various Technical analysis tools like Moving averages       | Lecture | MBA311.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Volume Analysis, Indicators                                                      | Lecture | MBA311.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | RSI, Patten analysis, Candle sticks, Market breadth analysis                     | Lecture | MBA311.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Trend analysis, Elliot wave, ROC/RSI                                             | Lecture | MBA311.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | lagging indicators and leading indicators analysis                               | Lecture | MBA311.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Reading and interpretations of technical patterns and charts                     | Lecture | MBA311.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Other tools to Forecast the market and take Entry and exit decisions; Dow Theory | Lecture | MBA311.2 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Introduction to portfolio management                                             | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | efficient market theory                                                          | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | efficient portfolio and efficient frontier                                       | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                 |         |          |                                 |
|----|-------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 28 | Valuation by PE ratio /Book value to price value analysis                                       | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Markowitz diversification                                                                       | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Single Index Model, CAPM, Arbitrage pricing theory                                              | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Estimation of Portfolio beta                                                                    | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Separation of risks into systematic and unsystematic risk                                       | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | motivation for partitioning of risk                                                             | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | calculation of portfolio risk and return, optimal portfolio selection.                          | Lecture | MBA311.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Role of Fund Manager                                                                            | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Portfolio management services                                                                   | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Churning and revision of Portfolio - Need for revision                                          | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 38 | different techniques of revision                                                                | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 39 | Modified formula plan: Dollar cost Averaging; practical problems in portfolio revision          | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 40 | Portfolio re balancing and up gradation, Sharpe"performance Index                               | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 41 | Trennor"performance Index, Jensen's performance Index                                           | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 42 | Managing equity and bond funds- Managing Mutual Funds                                           | Lecture | MBA311.4 | Mid Term-2, Quiz & End Sem Exam |
| 43 | Practical assignment of virtual trading mechanism of stock markets on popular trading platforms | Lecture | MBA311.5 | Mid Term-2, Quiz & End Sem Exam |

**NN. Course Articulation Matrix (Mapping of COs with POs)**

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAMME SPECIFIC |
|----|-----------|-------------------------------------|-------------------------------------|
|----|-----------|-------------------------------------|-------------------------------------|

|                 |                                                                                                                                                                                                                                                                             |             |             |             |             |             |             |             |             |             |              | OUTCOMES         |                  |                  |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|                 |                                                                                                                                                                                                                                                                             | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA311.1</b> | Demonstrate and understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management | 3           | 2           | -           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                | 2                | 3                |
| <b>MBA311.2</b> | Analyzing stock returns and risk framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.                                                                                                                   | 2           | 1           | 1           | -           | 2           | -           | -           | 2           | 3           | 2            | 3                | 2                | 2                |
| <b>MBA311.3</b> | Demonstrate and learning alpha, beta, correlation                                                                                                                                                                                                                           | 1           | 1           | -           | 1           | 2           | -           | -           | 2           | 2           | 3            | 2                | 1                | 1                |

|                 |                                                                                                                                                  |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------|--------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                 | and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel.          |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>MBA311.4</b> | Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models         | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>MBA311.5</b> | Measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

Amity Business School  
I MID-SEMESTER (SEM –3) 2022-23

Class: MBA III Semester

|                                                                          |             |               |          |           |                |          |
|--------------------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Subject Name:<br>MBA 311 Investment Analysis and<br>Portfolio management |             | Time: 2 Hrs   |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                  | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                      | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |                |          |

Student will be able to

CO1: Demonstrate and understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management.

CO2: Analyzing stock returns and risk framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.

CO3: Demonstrate and learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel.

CO4: Evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models.

CO5: Measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences

| CO Map | Question No. | Question                                                                 | Marks |
|--------|--------------|--------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Write introduction of security market and Role of SEBI.                  | 3     |
| CO1    | Q.2a         | Explain Investors and its types?                                         | 3     |
|        | Q.2b         | Explain technical analysis and explain Various Technical analysis tools? | 3     |
| CO1    | Q.3          | Elaborate about CAPM and Arbitrage pricing theory.                       | 6     |
| CO2    | Q.4          | Explain Sharpe"performance Index and                                     | 3     |



|     |      |                                                                     |   |
|-----|------|---------------------------------------------------------------------|---|
|     |      | Trennor"performance Index.                                          |   |
| CO2 | Q.5a | Elaborate Churning and revision of Portfolio.                       | 3 |
|     | Q.5b | Describe in brief Markowitz diversification.                        | 3 |
| CO2 | Q 6  | Describe negative beta and its significance in investment decision. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                     |                                              |
|---------------------|----------------------------------------------|
| <b>Session</b>      | 2021-22                                      |
| <b>Course Name</b>  | MBA                                          |
| <b>Semester</b>     | 3 <sup>rd</sup> Semester                     |
| <b>Subject Code</b> | MBA 311                                      |
| <b>Subject Name</b> | Investment Analysis and Portfolio Management |

|                         |         |
|-------------------------|---------|
| <b>Attainment Level</b> | Level 1 |
|-------------------------|---------|

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

PSO1: - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

[illegible]



**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                         | Code     | Weightage % |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT       | 15%         |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                     |          | <b>100%</b> |

#### E. Syllabus

##### Module I: Overview of Industrial Relations

Introduction: Concept, objectives, functions, significance & aspects of Industrial Relations conceptual and legal framework, ILO conventions, Industrial Relations after globalization, Understanding the practical impact of workplace industrial relation strategies, Linking Industrial Relations with economic growth of a country. Managing foreign nationals in Indian organizations

## **Module II: Discipline and Collective settlement**

Misconduct, Discipline and Disciplinary Procedure, Collective bargaining, negotiation skills, workers participation in management, Grievance Redressal Machinery.

## **Module III: Introduction to Labour Laws and provisions of factory**

Labour Law: Origin, Objective, Need, Factories Act, 1948 : Definitions; scope & coverage, approval ,licencing & registration, Authorities under the factories Act; Health; Safety; Provisions relating to hazardous processes; Welfare; Working hours of adults; Employment of young persons; Annual leave with wages; Penalties and procedure.

## **Module IV: Laws for handling Industrial Disputes and Contract Labour**

Industrial Disputes Act 1947, definitions: industrial dispute, lay-off (provisions), lock-out (provisions), closure, retrenchment (provisions), VRS, strike (provisions), unfair labour practice, procedure for settlement & authorities under the act, Code of discipline in industries, Standing orders

Maruti Suzuki India, Ltd. Violence case (2012), Honda case study of staff strike, Contract Labour (Regulation & Abolition) Act, 1970

## **Module V: Trade Unions**

Trade Unions: Meaning, Functions, Problems, Trade Unions Act 1926, registration of trade union, cancellation of registration & appeal, rights ,privileges, duties & liabilities of registered trade union, amalgamation & resolution of trade union, penalties.

## **Module VI: Wage Related Laws**

Payment of Wages Act 1936, scope & coverage, rules for payment of wages, deductions from wages, Payment of Bonus Act 1965, objective, and application of act, definition of bonus, allocable surplus, inspectors, penalties, offence

## Module VII: Employee Benefits and Social Security related laws

Payment of Gratuity Act, scope & coverage, Applicability and non- applicability of the Act; Definitions- employee, employer, continuous service; Payment of gratuity; Forfeiture of gratuity; Employer's duty to determine and pay gratuity; Recovery of gratuity; Penalties , 1972: Provident Fund Act 1952: Definitions; Schemes under the act – Employees' provident fund scheme, Employees' pension scheme, 1995, Employees' deposit linked insurance scheme, Workmen's Compensation Act 1923, scope & coverage , definitions: dependent, disablement, Rules regarding workman's compensation E.S.I.C. Act 1948, scope & coverage, Objectives and applicability of the scheme; Definitions: personal injury, factory, manufacturing process, wages, partial and permanent disablement; ESI corporation, standing committee and medical benefit council; contributions; adjudication of dispute and claims, benefits.

### Case based teaching (Case Analysis)

#### Text & References:

##### F. Examination Scheme:

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

##### G. Suggested Text/Reference Books:

- Kapoor N.D. "Hadbook of Industrial Law" Sultan chand & Sons
- P. R. N. Sinha , Indu Bala Sinha , Seema Priyadarshini Shekhar "Industrial Relations, Trade Unions, And Labour Legislation " Pearson education India.
- C.S. Venkata Ratnam (2006), Industrial Relations, Oxford Higher Education
- Kumar H.L. (2010) Labour Laws - Everybody Should Know, Universal Law Publishing Company
- Malhotra, O.P (1985), Law of Industrial Disputes, N.M. Tripathi Pvt. Ltd.
- Malik, P.L (2008), Industrial Law-Eastern Book Company.
- Mamoria CB (1998), Dynamics of Industrial Relations, Himalaya Publishing House.
- Bagri, P.R. (2006), Law of Industrial Disputes, Kamal Law House.

##### H. Lecture Plan

| Lecture | Topics                                                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction: Concept, objectives, functions of Industrial relations           | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | significance & aspects of Industrial Relations                                 | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | conceptual and legal framework                                                 | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>ILO conventions, Industrial Relations after globalization</i>               | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Understanding the practical impact of workplace industrial relation strategies | Lecture          | MBA 312.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Linking Industrial                                                             | Lecture          | MBA 312.1        | Mid Term-1, Quiz                |



|    |                                                                                                                                                           |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Relations with economic growth of a country                                                                                                               |         |           | & End Sem Exam                  |
| 7  | Managing foreign nationals in Indian organizations                                                                                                        | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Misconduct                                                                                                                                                | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Discipline and Disciplinary Procedure                                                                                                                     | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Collective bargaining                                                                                                                                     | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | negotiation skills                                                                                                                                        | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | workers participation in management                                                                                                                       | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Grievance Redressal Machinery                                                                                                                             | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Labour Law: Origin, Objective, Need, ,;; Welfare; Working hours of adults; Employment of young persons; Annual leave with wages; Penalties and procedure. | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Factories Act, 1948 : Definitions; scope & coverage                                                                                                       | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 16 | approval ,licencing & registration, Authorities under the factories Act                                                                                   | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Health; Safety                                                                                                                                            | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Provisions relating to hazardous processes                                                                                                                | Lecture | MBA 312.1 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Industrial Disputes Act 1947, definitions: industrial dispute, lay-off (provisions)                                                                       | Lecture | MBA 312.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | lock-out (provisions) closure                                                                                                                             | Lecture | MBA 312.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | retrenchment (provisions), VRS                                                                                                                            | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | strike (provisions)                                                                                                                                       | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | unfair labour practice,                                                                                                                                   | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | procedure for settlement & authorities under the act, Code of discipline                                                                                  | Lecture | MBA 312.2 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                                                   |         |           |                                    |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|------------------------------------|
|    | in industries                                                                                                                                                     |         |           |                                    |
| 25 | Standing orders<br>Maruti Suzuki India, Ltd.<br>Violence case (2012)                                                                                              | Lecture | MBA 312.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 26 | Honda case study of staff<br>strike, Contract Labour<br>(Regulation & Abolition) Act,<br>1970                                                                     | Lecture | MBA 312.2 | Mid Term-2, Quiz<br>& End Sem Exam |
| 27 | Trade Unions: Meaning,<br>Functions                                                                                                                               | Lecture | MBA 312.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 28 | Trade Unions Act 1926                                                                                                                                             | Lecture | MBA 312.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 29 | Problems, registration<br>of trade union                                                                                                                          | Lecture | MBA 312.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 30 | cancellation of<br>registration & appeal                                                                                                                          | Lecture | MBA 312.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 31 | rights ,privileges, duties<br>&liabilities of registered<br>trade union                                                                                           | Lecture | MBA 312.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 32 | amalgamation & resolution<br>of trade union<br>penalties.                                                                                                         | Lecture | MBA 312.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 33 | Payment of Wages Act 1936                                                                                                                                         | Lecture | MBA 312.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 34 | scope & coverage, rules<br>for payment of wages                                                                                                                   | Lecture | MBA 312.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 35 | deductions from wages                                                                                                                                             | Lecture | MBA 312.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 36 | Payment of Bonus Act<br>1965                                                                                                                                      | Lecture | MBA 312.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 37 | objective, and<br>application of act                                                                                                                              | Lecture | MBA 312.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 38 | definition of bonus,<br>allocable surplus                                                                                                                         | Lecture | MBA 312.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 39 | inspectors, penalties                                                                                                                                             | Lecture | MBA 312.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 40 | Offence                                                                                                                                                           | Lecture | MBA 312.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 41 | Payment of Gratuity Act,<br>scope & coverage,<br>Applicability and non-<br>applicability of the Act;<br>Definitions- employee,<br>employer, continuous<br>service | Lecture | MBA 312.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 42 | Payment of gratuity;<br>Forfeiture of gratuity;<br>Employer's duty to<br>determine and pay                                                                        | Lecture | MBA 312.3 | Mid Term-2, Quiz<br>& End Sem Exam |



|                  |                                                                                                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|-------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA 312.1</b> | Understand the concept of Industrial relations and discipline including collective settlement.              | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 2 |
| <b>MBA 312.2</b> | study the law related to labours and industry.                                                              | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 |
| <b>MBA 312.3</b> | Describe the role of trade union, laws related to wages, Employee Benefits and Social Security related laws | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |



### Sample Question Paper

|                                                                                                                                                                                                              |                     |                                                                                          |                 |                  |                       |                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –III) 2022-23</b>                                                                                                                                     |                     |                                                                                          |                 |                  |                       |                 |
| <b>Class: MBA III Semester</b>                                                                                                                                                                               |                     |                                                                                          |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>MBA 312 Employee Relations</b>                                                                                                                                                    |                     | <b>Time: 2 Hrs</b>                                                                       |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                        | <b>Remembering</b>  | <b>Understanding</b>                                                                     | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                      | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                                             | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <b>Student will be able to</b><br><b>CO1: Understand the concept of Industrial relations and discipline including collective settlement</b><br><b>CO2: To study the law related to labours and industry.</b> |                     |                                                                                          |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                | <b>Question No.</b> | <b>Question</b>                                                                          |                 |                  |                       | <b>Marks</b>    |
| <b>CO1</b>                                                                                                                                                                                                   | <b>Q.1</b>          | <b>Explain the objectives, functions, and significance of Industrial Relations</b>       |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                   | <b>Q.2a</b>         | <b>Write a brief note on ILO conventions</b>                                             |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                              | <b>Q.2b</b>         | <b>Describe the Industrial Relations after globalization.</b>                            |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                   | <b>Q.3</b>          | <b>Give an account on Linking Industrial Relations with economic growth of a country</b> |                 |                  |                       | <b>6</b>        |
| <b>CO2</b>                                                                                                                                                                                                   | <b>Q.4</b>          | <b>Define the term “ Discipline” and its procedure.</b>                                  |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                                                   | <b>Q.5a</b>         | <b>What is the process on collective bargaining.</b>                                     |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                              | <b>Q.5b</b>         | <b>Write a short on negotiation skills.</b>                                              |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                                                   | <b>Q 6</b>          | <b>Explain in detail the Grievance Redressal Machinery</b>                               |                 |                  |                       | <b>6</b>        |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |
|--------------|---|------------------------------------------------------------|



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                     |                          |
|---------------------|--------------------------|
| <b>Session</b>      | 2021-22                  |
| <b>Course Name</b>  | MBA                      |
| <b>Semester</b>     | 3 <sup>rd</sup> Semester |
| <b>Subject Code</b> | MBA 312                  |
| <b>Subject Name</b> | Employee Relations       |

|                         |         |
|-------------------------|---------|
| <b>Attainment Level</b> | Level 3 |
|-------------------------|---------|

### Note:

#### **Attainments**

#### **Rubric**

|         |                                                            |
|---------|------------------------------------------------------------|
| Level 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## DEPARTMENT OF BUSINESS MANAGEMENT

### **PROGRAMME OUTCOMES**

#### **Master of Business Administration**

**2021-2022**

#### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

[illegible]

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|            | MBA109  | - | - | - | - | - | - | - | - | - | - | - | - | - |
|            |         | - | - | - | - | - | - | - | - | - | - | - | - | - |
|            |         | - | - | - | - | - | - | - | - | - | - | - | - | - |
| III<br>SEM | MBA 312 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 2 | 2 |
|            | MBA 313 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 3 |
|            | MBA 314 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 2 | 2 |
|            | MBA 315 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 3 |
|            | MBA 316 | 3 | 3 | 1 | 2 | 3 | 3 | 3 | 2 | 1 | 2 | 3 | 2 | 3 |
|            |         |   |   |   |   |   |   |   |   |   |   |   |   |   |
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# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                   |  |
|-----------------------------------------------------------------------------------------|--|
| Course Handout                                                                          |  |
| Course : PERFORMANCE MANAGEMENT SYSTEMS                                                 |  |
| Course Code : MBA 314, Crédits : 03, Session :2022-23 (Odd Sem.), Class : MBA. 2nd Year |  |
| Faculty Name :                                                                          |  |

**A. Introduction:** This course will help students to understand the significance of appraisal for an Organization and Individual Provide students with knowledge of the key concepts of performance management. Enable students to apply relevant conceptual frameworks for solving performance management problems

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA 314.1.** To help the students develop an understanding of appraisal for an organization with the knowledge of performance management and performance appraisal.

**MBA 314.2** Enable the students to gain comprehensive knowledge about competency.

**MBA 314.3** Describe the role of human resource manager in the process of Competency management Framework and its application for appraisal.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                         | Code     | Weightage % |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT       | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                     |          | <b>100%</b> |

#### E. Syllabus

##### Module I: Introduction to Performance Management

Conceptual Approach to Performance Management, Determinants of Job Performance: Person and System Factor, Components of Effective Performance Management, Performance

Management Cycle, Performance Management and Rewards, Ethics in Performance Management.

### **Module II: Process of Performance Appraisal**

Need And Methods for Performance Appraisal, RSDQ Model, EFQM Model, Performance Review, Performance Analysis, Performance Review Discussion, Performance Monitoring and Feedback. Outcome metrics–Economic Value Added (EVA); other economic measures, Building a High Performance culture.

### **Module III: Competency Mapping**

Concept and Definition of Role and Competency, Characteristics of Competency, Competency Versus Competence, Performance Versus Competency, Types of Competencies, Context and Relevance of Competencies in Modern Organizations.

### **Module IV: Competency Management Framework**

Macro View of Competency Management Framework, Strategic Framework, Lancaster Model of Managerial Competence, Competency Modeling Framework.

### **Module V: Competency mapping as a performance management tool**

Building Competency Models, The McBer Generic Managerial Competency Model, Competency Causal Flow Model, Factors Affecting The Human Performance System, Profiling Competency Framework for a Particular Role, Competency Gap.

#### **F. Examination Scheme:**

| <b>Components</b> | <b>Midterm Exam</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>Attendance</b> | <b>ESE</b> |
|-------------------|---------------------|---------------------------------------------|-------------------|------------|
| Weightage (%)     | 15                  | 10                                          | 5                 | 70         |

#### **G. Suggested Text/Reference Books:**

- Armstrong, Michael and Berron, Angela (2008), Performance Management and Development, Jaico Publications

- Cardy Robert L. (2008), Performance Management Concepts, Skills and Exercises, Prentice Hall India
- Rao T V (2008), Performance Management and Appraisal Systems-HR Tools for Global Competitiveness, Response Books
- Sahu R K (2007) Performance Management System, Excel Books

#### H. Lecture Plan

| Lecture | Topics                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Conceptual Approach to Performance Management  | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Determinants of Job Performance                | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Person and System Factor                       | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Components of Effective Performance Management | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Performance Management Cycle                   | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Performance Management and Rewards             | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Ethics in Performance Management               | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Need And Methods for Performance Appraisal     | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | RSDQ Model                                     | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 10      | EFQM Model                                     | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Performance Review,                            | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Performance Analysis                           | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Performance Review Discussion                  | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 14      | Performance Monitoring and Feedback            | Lecture          | MBA 314.1        | Mid Term-1, Quiz & End Sem Exam |
| 15      | Outcome metrics–                               | Lecture          | MBA 314.1        | Mid Term-1, Quiz                |

|    |                                                               |         |           |                                 |
|----|---------------------------------------------------------------|---------|-----------|---------------------------------|
|    | Economic Value Added (EVA)                                    |         |           | & End Sem Exam                  |
| 16 | Other economic measures                                       | Lecture | MBA 314.1 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Building a High Performance culture                           | Lecture | MBA 314.1 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Concept and Definition of Role                                | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Concept and Definition of Role and Competency                 | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Characteristics of Competency                                 | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Competency Versus Competence                                  | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Performance Versus Competency                                 | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 23 | Types of Competencies                                         | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 24 | Context and Relevance of Competencies in Modern Organizations | Lecture | MBA 314.2 | Mid Term-1, Quiz & End Sem Exam |
| 25 | Macro View of Competency                                      | Lecture | MBA 314.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Strategic Framework                                           | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Lancaster Model of Managerial Competence                      | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Management Framework                                          | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Competency Modeling Framework                                 | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Building Competency Models.                                   | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | The McBer Generic Managerial Competency Model                 | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Competency Causal Flow Model                                  | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Factors Affecting The Human Performance System                | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Profiling Competency Framework for a Particular Role          | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Profiling Competency Framework for a                          | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |



|    |                 |         |           |                                 |
|----|-----------------|---------|-----------|---------------------------------|
|    | Particular Role |         |           |                                 |
| 36 | Competency Gap  | Lecture | MBA 314.3 | Mid Term-2, Quiz & End Sem Exam |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 314.1</b> | To help the students develop an understanding of appraisal for an organization with the knowledge of performance management and performance appraisal. | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 314.2</b> | Enable the students to gain comprehensive knowledge about competency.                                                                                  | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 314.3</b> | Describe the role of human resource manager in the process of Competency management Framework and its application for appraisal.                       | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |

### Sample Question Paper

|                                                                                                                                                                                                                                                                                           |                     |                                                                    |                 |                  |                       |                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|--------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –III) 2022-23</b>                                                                                                                                                                                                                  |                     |                                                                    |                 |                  |                       |                 |
| <b>Class: MBA III Semester</b>                                                                                                                                                                                                                                                            |                     |                                                                    |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>MBA 314 PERFORMANCE</b><br><b>MANAGEMENT SYSTEMS</b>                                                                                                                                                                                                           |                     | <b>Time: 2 Hrs</b>                                                 |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                     | <b>Remembering</b>  | <b>Understanding</b>                                               | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                   | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                       | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <b>Student will be able to</b><br><b>CO1:</b> To help the students develop an understanding of appraisal for an organization with the knowledge of performance management and performance appraisal.<br><b>CO2:</b> Enable the students to gain comprehensive knowledge about competency. |                     |                                                                    |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                                                                             | <b>Question No.</b> | <b>Question</b>                                                    |                 |                  |                       | <b>Marks</b>    |
| <b>CO1</b>                                                                                                                                                                                                                                                                                | <b>Q.1</b>          | <b>Describe the conceptual Approach to Performance Management.</b> |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                                                                                                | <b>Q.2a</b>         | <b>Write a brief note on person and system factor.</b>             |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                                                                                                           | <b>Q.2b</b>         | <b>Give an account on Components of Effective Performance.</b>     |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                                                                                                | <b>Q.3</b>          | <b>Elaborate the process of Performance Management Cycle.</b>      |                 |                  |                       | <b>6</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                                                | <b>Q.4</b>          | <b>Explain the Need and Methods for Performance Appraisal</b>      |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                                                | <b>Q.5a</b>         | <b>Define the RSDQ Model.</b>                                      |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                                                                                                           | <b>Q.5b</b>         | <b>Write a short note on EFQM Model.</b>                           |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                                                | <b>Q 6</b>          | <b>Elaborate the building a High-Performance culture.</b>          |                 |                  |                       | <b>6</b>        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                     |                                |
|---------------------|--------------------------------|
| <b>Session</b>      | 2021-22                        |
| <b>Course Name</b>  | MBA                            |
| <b>Semester</b>     | 3 <sup>rd</sup> Semester       |
| <b>Subject Code</b> | MBA 314                        |
| <b>Subject Name</b> | Performance Management Systems |

|                         |         |
|-------------------------|---------|
| <b>Attainment Level</b> | Level 3 |
|-------------------------|---------|

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**PROGRAMME OUTCOMES**

**Master of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Programme Specific Outcomes:**

PSO1: - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

[illegible]

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| AMITY BUSINESS SCHOOL                                                                   |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : <b>Strategic Human Resource Management</b>                                     |
| Course Code : MBA 316, Crédits : 03, Session :2022-23 (Odd Sem.), Class : MBA. 2nd Year |
| Faculty Name : DR. DEEPAI SONI                                                          |

**A. Introduction:** This subject provides an understanding of the strategic contribution of the Human Resource Management (HRM) function. This course will place previous studies of human resource management within a strategic dimension so as to illustrate the concept of competitive advantage applied to human resources.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA 316.1.** Understand the concept and features of Strategy and its management.

**MBA 316.2** To study role of HRM in strategic management.

**MBA 316.3** To focus on how firms formulate, implement and evaluate corporate business strategies

**MBA 316.4** To promote skills of evaluating and implementing strategies to examine its impact on Business performance.

**MBA 316.5.** To study the scope of HR in Future.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                         | Code     | Weightage % |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT       | 15%         |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                     |          | <b>100%</b> |

#### E. Syllabus

##### Module I: The Concept of Strategy:

Strategy Defined, Key Concepts of Strategy, Formulations of Strategy, Strategic Management, The Process Of Strategic Management.

##### Module II: The Concept of Strategic HRM:

An Investment Perspective of HRM, Strategic HRM, Aims of SHRM, Strategic HR Vs Traditional HR, Challenges in SHRM, Approaches and Models to SHRM and the Evolving Strategic Role of HR, Barriers to Strategic HR.



### **Module III: Strategic HRM in Action:**

HR Strategy defined, Purpose, Types of HR Strategies - Recruitment & Retention strategies, training & development strategies; performance management strategies, reward & compensation strategies, retrenchment strategies; Content of HR Strategies, Formulating HR Strategy, Criteria for an Effective HR Strategy, Integrating the Business and HR Strategies; Human Resource Environment- Technology, structure; Workforce diversity; Demographic changes, Temporary & contract labour.

### **Module IV: Impact of HRM on Business Performance:**

Human Resource Evaluation- Definition and Overview, Rationale for HR Evaluation, Measures of HRM Performance, Approaches to HR Evaluations, The Measurement Challenge in HRM.

### **Module V: Future trends in Strategic HRM Approaches:**

The Strategic approach of HR towards Career Management, Mentoring Relationship & Work-life Integration. Matching culture with strategy, Behavioral issues in strategy implementation, Global HR strategies, Core Competence as the Root of Competitive Advantage

**Case Study** - Banning Flexible Work Options: Yahoo's New Controversial HR Policy  
<http://www.icmrindia.org/casestudies/catalogue/Human%20Resource%20and%20Organization%20Behavior/HROB162.htm>

Submit a project on Strategic Retention strategies

- The students will form small groups (2 Students)
- They will research on the latest trends in retention strategies
- They will prepare a PPT presentation & present it before class
- The group will discuss the learning from the case
- The students will be evaluated out of 10 Marks

### **F. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

### **G. Suggested Text/Reference Books:**

- Agarawala Tanuja (2012) Strategic Human Resource Management, Oxford University Press.
- Armstrong Michael (2007), Strategic Human Resource Management: Strategy and Action, Kogan Page
- Mahey C and Salman G., (1996), Strategic Human Resource Management, Oxford Blackwell.
- Mello Jeffrey A., (2008), Strategic Human Resource Management, Thompson Press Publishing.
- Srinivas R. Kandula, (2012), Strategic Human Resource Development, Prentice Hall of India.

### **H. Lecture Plan**

| Lecture | Topics                                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Strategy Defined, Key Concepts of Strategy                          | Lecture          | MBA 316.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Formulations of Strategy                                            | Lecture          | MBA 316.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Strategic Management                                                | Lecture          | MBA 316.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | The Process of Strategic Management                                 | Lecture          | MBA 316.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | An Investment Perspective of HRM                                    | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Strategic HRM, Aims of SHRM                                         | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Strategic HR Vs Traditional HR                                      | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Challenges in SHRM                                                  | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Approaches and Models to SHRM                                       | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | the Evolving Strategic Role of HR                                   | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Barriers to Strategic HR.                                           | Lecture          | MBA 316.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | HR Strategy defined, Purpose                                        | Lecture          | MBA 316.3        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Types of HR Strategies - Recruitment & Retention strategies         | Lecture          | MBA 316.3        | Mid Term-1, Quiz & End Sem Exam |
| 14      | training & development strategies                                   | Lecture          | MBA 316.3        | Mid Term-1, Quiz & End Sem Exam |
| 15      | performance management strategies, reward & compensation strategies | Lecture          | MBA 316.3        | Mid Term-1, Quiz & End Sem Exam |
| 16      | retrenchment strategies                                             | Lecture          | MBA 316.3        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                   |         |           |                                 |
|----|-----------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 17 | Content of HR Strategies, Formulating HR Strategy,                                | Lecture | MBA 316.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Criteria for an Effective HR Strategy, Integrating the Business and HR Strategies | Lecture | MBA 316.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Human Resource Environment- Technology, structure                                 | Lecture | MBA 316.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Workforce diversity; Demographic changes, Temporary & contract labour             | Lecture | MBA 316.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Human Resource Evaluation- Definition and Overview                                | Lecture | MBA 316.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Rationale for HR Evaluation                                                       | Lecture | MBA 316.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Measures of HRM Performance, Approaches to HR Evaluations                         | Lecture | MBA 316.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | The Measurement Challenge in HRM                                                  | Lecture | MBA 316.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | The Strategic approach of HR towards Career Management                            | Lecture | MBA 316.5 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Mentoring Relationship                                                            | Lecture | MBA 316.5 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Work-life Integration                                                             | Lecture | MBA 316.5 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Matching culture with strategy                                                    | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Matching culture with strategy                                                    | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Behavioral issues in strategy implementation                                      | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Behavioral issues in strategy implementation                                      | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Behavioral issues in strategy implementation                                      | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                      |         |           |                                 |
|----|------------------------------------------------------|---------|-----------|---------------------------------|
| 33 | Global HR strategies                                 | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Global HR strategies                                 | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Core Competence as the Root of Competitive Advantage | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Core Competence as the Root of Competitive Advantage | Lecture | MBA 316.5 | Mid Term-2, Quiz & End Sem Exam |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|---------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                                                       | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 316.1</b> | Understand the concept and features of Strategy and its management.                   | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 316.2</b> | To study role of HRM in strategic management.                                         | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 316.3</b> | To focus on how firms formulate, implement and evaluate corporate business strategies | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |
| <b>MBA 316.4</b> | To promote skills of evaluating and                                                   | 3                                   | 3           | 2           | 3           | 2           | 2           | 3           | 2           | 1           | 2            | 2                                            | 3                | 2                |

[illegible]

### Sample Question Paper

|                                                                                                                                                                                |                     |                                                                 |                 |                  |                       |                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –III) 2022-23</b>                                                                                                       |                     |                                                                 |                 |                  |                       |                 |
| <b>Class: MBA III Semester</b>                                                                                                                                                 |                     |                                                                 |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>MBA 316 Strategic Human Resource Management</b>                                                                                                     |                     | <b>Time: 2 Hrs</b>                                              |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                          | <b>Remembering</b>  | <b>Understanding</b>                                            | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                        | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                    | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <b>Student will be able to</b><br><b>CO1: Understand the concept and features of Strategy and its management.</b><br><b>CO2: To study role of HRM in strategic management.</b> |                     |                                                                 |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                  | <b>Question No.</b> | <b>Question</b>                                                 |                 |                  |                       | <b>Marks</b>    |
| <b>CO1</b>                                                                                                                                                                     | <b>Q.1</b>          | <b>Define the Strategy and its importance.</b>                  |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                     | <b>Q.2a</b>         | <b>What are the three levels of the Strategy?</b>               |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                | <b>Q.2b</b>         | <b>Elaborate the various steps in formulating the strategy.</b> |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                     | <b>Q.3</b>          | <b>Explain in detail the process of strategic management.</b>   |                 |                  |                       | <b>6</b>        |
| <b>CO2</b>                                                                                                                                                                     | <b>Q.4</b>          | <b>What are challenges in SHRM.</b>                             |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                     | <b>Q.5a</b>         | <b>Differentiate between SHRM and THRM.</b>                     |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                | <b>Q.5b</b>         | <b>Describe in brief the barriers of SHRM.</b>                  |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                     | <b>Q 6</b>          | <b>Explain in detail all the approaches and model to SHRM</b>   |                 |                  |                       | <b>6</b>        |

| <b>Attainments</b> |   | <b>Rubric</b>                                              |
|--------------------|---|------------------------------------------------------------|
| <b>Level</b>       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b>       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b>       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                     |                                     |
|---------------------|-------------------------------------|
| <b>Session</b>      | 2021-22                             |
| <b>Course Name</b>  | MBA                                 |
| <b>Semester</b>     | 3 <sup>rd</sup> Semester            |
| <b>Subject Code</b> | MBA 316                             |
| <b>Subject Name</b> | Strategic Human Resource Management |

|                         |         |
|-------------------------|---------|
| <b>Attainment Level</b> | Level 1 |
|-------------------------|---------|

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

### **Master of Business Administration 2021-2022**

#### **Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams



**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMMEARTICULATIONMATRIX |         |     |     |     |     |     |     |     |     |     |      |      |      |      |
|-----------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                             |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| ISEM                        | MBA101  | 3   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 1   | 2    | -    | -    | -    |
|                             | MBA102  | -   | -   | -   | -   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
|                             | MBA103  | -   | -   | -   | -   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
|                             | MBA104  | -   | -   | -   | -   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
|                             | MBA105  | -   | -   | -   | -   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
|                             | MBA106  | -   | -   | -   | -   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
|                             | MBA107  | -   | -   | -   | -   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
|                             | MBA108  | -   | -   | -   | -   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
|                             | MBA109  | -   | -   | -   | -   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
|                             |         | -   | -   | -   | -   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
|                             |         | -   | -   | -   | -   | -   | -   | -   | -   | -   | -    | -    | -    | -    |
| III SEM                     | MBA 312 | 3   | 2   | 2   | 2   | 2   | 2   | 3   | 2   | 1   | 2    | 3    | 2    | 2    |
|                             | MBA 313 | 3   | 3   | 2   | 3   | 3   | 2   | 3   | 2   | 1   | 2    | 2    | 3    | 3    |
|                             | MBA 314 | 2   | 3   | 2   | 3   | 2   | 2   | 3   | 2   | 1   | 2    | 3    | 2    | 2    |
|                             | MBA 315 | 3   | 2   | 2   | 3   | 2   | 2   | 3   | 2   | 1   | 2    | 2    | 3    | 3    |

|  |         |   |   |   |   |   |   |   |   |   |   |   |   |   |
|--|---------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | MBA 316 | 3 | 3 | 1 | 2 | 3 | 3 | 3 | 2 | 1 | 2 | 3 | 2 | 3 |
|  | MBA 317 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 1 | 1 | 2 |   |   |   |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

| AMITY BUSINESS SCHOOL                                                                 |
|---------------------------------------------------------------------------------------|
| Course Handout                                                                        |
| Course : <b>INTERNATIONAL TRADE FINANCE</b>                                           |
| Course Code : MBA 317, Crédits : 03, Session :2022-23(Odd Sem.), Class : MBA. 2ndYear |
| Faculty Name : <b>DR.</b>                                                             |

**A. Introduction:** Understand ways in which International Trade is undertaken, settled and financed; Appreciate the need and role of various entities engaged in International Trade and Finance. Recognize the terminology used in International Trade, Finance and commercial contracts; Know how to avail finance from International Financial Markets & Institutions for trade and global business; Understand international payment systems & Regulatory compliances; Study Global Mergers & Acquisition trends.

**B. Course Outcomes:** At the end of the course, students will be able to:

MBA 317.1 To understand global trade, finance, and globalisation.

MBA 317.2 To analyse and elaborate on the need for a Global financial ecosystem.

MBA 317.3 To Identify the role of international banks.

MBA 317.4 To gain knowledge of global mergers and acquisitions, including examination of international investment proposals.

**C. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social

problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                     | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                      | CT       | 15%         |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                            | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allow of 25% includes all types of leaves | A        | 5%          |
| End                            | End Semester Examination                                                                                                                                                        | EE       | 70%         |

|                         |  |  |             |
|-------------------------|--|--|-------------|
| Semester<br>Examination |  |  |             |
| <b>Total</b>            |  |  | <b>100%</b> |

## E. Syllabus

### **Module I: Globalization, Trade & Finance**

Complexities of international trade, Meaning of Int'l Trade Finance, need of various entities like exporters, importers, merchants, traders, overseas representatives, banks, borrowers, lenders, Logistics, Forwarders etc. International Commercial Terms (INCOTERMS), Protection against credit, political, economic and transit risks.

### **Module II: Global Financial Ecosystem**

World's major Financial Markets for Equity, Debt, Foreign Exchange & Commodities. International lending institutions World Bank, IMF, ADB, EBRD, Export-Import Banks, foreign Governments & agencies. Financing global trade, Buyers credit, Supplier credit, Role of credit-rating agencies, ECGC & EXIM Banks.

### **Module III: International Trade Finance & Payment Systems**

Modes of Payments in Trade, obtaining payments through Documents against Payment, Documents against Acceptance, Bills of Exchange, Letters of Credit & Stand-by Letters of Credit. Bill discounting with Banks, Factoring & Forfeiting agencies. Foreign currency cheques, drafts, telegraphic transfers (TT's) & SWIFT. Regulations to prevent fraud and money laundering. Remittances permitted by RBI for individuals & corporates.

### **Module IV: International Banking**

Role of International Banks, Correspondent Banking, Nostro/Vostro Accounts. Bid/Ask rate determination for Bills, TT's, Traveler's Cheques. Risks of OTC products & ISDA regulations. Availing pre-shipment & post-shipment finance, Fixed vs. Floating rate borrowing & External Commercial Borrowing (ECB's). Payment, settlement and clearing systems in foreign currency including SWIFT, CHIPS, CHAPS & Electronic banking. RBI Regulatory compliances, late payments & bad debts.

### **Module V: Global Mergers & Acquisition & (M&A)**

FDI & FII statistics, FDI & reverse FDI within & outside India. Examination of international investment proposals. Case studies on corporate India's acquisitions & mergers abroad.

Role of International Banks, Investment Banks, Hedge Funds, Private Equity, Pension Funds etc. ECB's, ADR's GDR's, Bonds in global A&M's.

**F. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

| Lecture | Topics                                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Complexities of international trade                                               | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Meaning of Int'l Trade Finance                                                    | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Need of various entities like exporters, importers.                               | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Need of various entities like merchants, traders, overseas representatives, Banks | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Borrowers, lenders, Logistics, Forwarders                                         | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | International Commercial Terms (INCOTERMS)                                        | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Protection against credit, Political, economic and transit risks.                 | Lecture          | MBA 317.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | World's major Financial Markets for Equity                                        | Lecture          | MBA 317.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Debt, Foreign Exchange & Commodities                                              | Lecture          | MBA 317.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | International lending institutions World Bank, IMF, ADB, EBRD                     | Lecture          | MBA 317.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | International lending institutions World Bank, IMF, ADB, EBRD                     | Lecture          | MBA 317.2        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                 |         |           |                                 |
|----|-------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 12 | Export-Import Banks, Foreign Governments & agencies                                             | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Financing global trade, Buyers credit, Supplier credit                                          | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Role of credit-rating agencies, ECGC & EXIM Banks                                               | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Modes of Payments in Trade                                                                      | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Obtaining payments through Documents against Payment                                            | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Documents against Acceptance, Bills of Exchange, Letters of Credit & Stand-by Letters of Credit | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Bill discounting with Banks, Factoring & Forfeiting agencies                                    | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Foreign currency cheques, drafts, telegraphic transfers (TT's) & SWIFT                          | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Regulations to prevent fraud and money laundering                                               | Lecture | MBA 317.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Remittances permitted by RBI for individuals & corporates.                                      | Lecture | MBA 317.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Role of International Banks, Correspondent Banking, Nostro/Vostro Accounts                      | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Bid/Ask rate determination for Bills, TT's, Traveler's Cheques.                                 | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Risks of OTC products & ISDA regulations                                                        | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Availing pre-shipment & post-shipment finance                                                   | Lecture | MBA 317.3 | Mid Term-1, Quiz & End          |

|    |                                                                                                                 |         |           |                                 |
|----|-----------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    |                                                                                                                 |         |           | Sem Exam                        |
| 26 | Fixed vs. Floating rate borrowing & External Commercial Borrowing (ECB's)                                       | Lecture | MBA 317.3 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Payment, settlement and clearing systems in foreign currency including SWIFT, CHIPS, CHAPS & Electronic banking | Lecture | MBA 317.3 | Mid Term-1, Quiz & End Sem Exam |
| 28 | RBI Regulatory compliances, late payments & bad debts.                                                          | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | FDI & FII statistics                                                                                            | Lecture | MBA 317.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | FDI & reverse FDI within & outside India                                                                        | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Examination of international investment proposals                                                               | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Case studies on corporate India's acquisitions & mergers abroad                                                 | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Role of International Banks                                                                                     | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Investment Banks, Hedge Funds, Private Equity                                                                   | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Pension Funds etc. ECB's, ADR's GDR's                                                                           | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Bonds in global A&M's.                                                                                          | Lecture | MBA 317.4 | Mid Term-2, Quiz & End Sem Exam |

**G. Suggested Text/Reference Books:**

- Paul Cowdell and Derek Hyde (Feb 2003) International Trade Finance, Institute of Financial Services
- Apte, P. G. (1998), International Financial Management, Tata McGraw Hill
- Levi, M. D. (1996), International Finance, McGraw Hill International.
- UCPDC-600, International Chamber of Commerce, Paris



## H. Lecture Plan

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |       | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |      |      |
|------------------|---------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|------|------|------|------|------|------|------|-------|----------------------------------------------|------|------|
|                  |                                                                                                                           | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 | PO 1                                         | PO 2 | PO 3 |
| <b>MBA 317.1</b> | <i>To understand global trade, finance, and globalisation.</i>                                                            | 2                                   | 3    | 2    | 1    | 3    | 2    | 1    | 1    | 2    | 2     | -                                            | -    | -    |
| <b>MBA 317.2</b> | <i>To analyse and elaborate on the need for a Global financial ecosystem.</i>                                             | 3                                   | 3    | 2    | 2    | 3    | 2    | 2    | 2    | 2    | 2     | -                                            | -    | -    |
| <b>MBA 317.3</b> | <i>To Identify the role of international banks.</i>                                                                       | 2                                   | 3    | 2    | 1    | 3    | 2    | 1    | 1    | 2    | 2     | -                                            | -    | -    |
| <b>MBA 317.4</b> | <i>To gain knowledge of global mergers and acquisitions, including examination of international investment proposals.</i> | 3                                   | 3    | 2    | 3    | 2    | 2    | 3    | 1    | 1    | 2     | -                                            | -    | -    |

| Amity Business School<br>IMID-SEMESTER(SEM–III)2022-23                                                                                                                                                                                                                                                                 |              |                                                                                   |          |           |              |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------|----------|-----------|--------------|----------|
| Class: MBA III Semester                                                                                                                                                                                                                                                                                                |              |                                                                                   |          |           |              |          |
| Subject Name:<br>MBA 317 International Trade Finance                                                                                                                                                                                                                                                                   |              | Time:2 Hrs                                                                        |          |           | Max.Marks:30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                         | Remembering  | Understanding                                                                     | Applying | Analyzing | Evaluating   | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                       | Q.1,4        | Q.2,3                                                                             | Q.4      | Q.2,5,6   |              |          |
| Student will be able to<br><i>CO1: To understand global trade, finance, and globalisation.</i><br><i>CO2: To analyse and elaborate on the need for a Global financial ecosystem.</i><br><i>CO4: To gain knowledge of global mergers and acquisitions, including examination of international investment proposals.</i> |              |                                                                                   |          |           |              |          |
| CO Map                                                                                                                                                                                                                                                                                                                 | Question No. | Question                                                                          |          |           |              | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                    | Q.1          | Discuss the Complexities of international trade.                                  |          |           |              | 3        |
| CO1                                                                                                                                                                                                                                                                                                                    | Q.2a         | What is Int'l Trade Finance?                                                      |          |           |              | 3        |
|                                                                                                                                                                                                                                                                                                                        | Q.2b         | Elaborate the need of various entities like exporters, importers, merchants.      |          |           |              | 3        |
| CO1                                                                                                                                                                                                                                                                                                                    | Q.3          | Explain the International Commercial Terms (INCOTERMS).                           |          |           |              | 6        |
| CO2                                                                                                                                                                                                                                                                                                                    | Q.4          | What are ECGC & EXIM Banks.                                                       |          |           |              | 3        |
| CO2                                                                                                                                                                                                                                                                                                                    | Q.5a         | Differentiate between Buyers credit, Supplier credit.                             |          |           |              | 3        |
|                                                                                                                                                                                                                                                                                                                        | Q.5b         | Describe in brief the Regulations to prevent fraud and money laundering.          |          |           |              | 3        |
| CO4                                                                                                                                                                                                                                                                                                                    | Q6           | India's acquisitions & mergers abroad. Explain your answer with suitable example. |          |           |              | 6        |

| Attainments |   | Rubric                                                    |
|-------------|---|-----------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                     |                             |
|---------------------|-----------------------------|
| <b>Session</b>      | 2021-22                     |
| <b>Course Name</b>  | MBA                         |
| <b>Semester</b>     | 3 <sup>rd</sup> Semester    |
| <b>Subject Code</b> | MBA 317                     |
| <b>Subject Name</b> | International Trade Finance |

|                         |         |
|-------------------------|---------|
| <b>Attainment Level</b> | Level 3 |
|-------------------------|---------|

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Master of Business Administration  
2021-2022**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

[illegible]

[illegible]



| Amity Business School<br>DEPARTMENT OF BUSINESS MANAGEMENT                             |
|----------------------------------------------------------------------------------------|
| Course Handout                                                                         |
| Course : CONSUMER BEHAVIOUR                                                            |
| Course Code : MBA 376, Crédits : 03, Session :2022-23 (Odd Sem.), Class : MBA 3rd Year |
| Faculty Name : Dr. Mini Agrawal                                                        |

**A. Introduction:** This course enables the students to know about how the markets, consumers behave under different situations. This would also provide insights on how the cultural, social, personal and psychological factors influence the consumer behavior. At the end of the course, the students will be able to develop marketing strategies that are consumer based and create and enhance customer value

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA376.1.** Come to Know about diversity of consumer behaviour, Environmental factors and individual factors affecting consumers.

**MBA376.2.** Come to learn the Individual Determinants of Consumer Behaviour

**MBA376.3.** Know about the consumer buying decision process, impulse purchases and customer loyalty, cognitive dissonance, consumer complaint behaviour.

**MBA376.4.** Know the rules regarding the external determinants of consumer behaviour  
Group dynamics and reference groups, opinion leadership process.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for

communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Programme Specific Outcomes:**

**PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions

**PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.

**PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term Exam                                                                                                                                                                                                 | CT          | 15%                |
|                                | Project/Assignment/Quiz/ Presentation                                                                                                                                                                         | P1          | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **F. Syllabus**

##### **Module I: Introduction**

Concept, Diversity of consumer behavior, Characteristics of Indian Consumers, Consumer demographics, consumer life styles, Consumer research, Environmental factors and individual factors affecting consumers.

##### **Module II: Individual Determinants of Consumer Behaviour**

Consumer as an Individual:, Motivation, Needs, Goals, Personality, Self and Self Images, Perception, Imagery, Learning, Cues, Response, Reinforcement, Behavioral Learning and Cognitive Learning Theory. Attitude: Attitude Formation and Change, Shopping attitudes and behavior

##### **Module III: Consumer Decision Making and Post Purchase Behaviour**

Consumer Buying Decision Process, Consumer Involvement Types of consumer decision making, Consumer Decision Rules, Impulse purchases and customer loyalty, Cognitive dissonance, Consumer complaint



behaviour

#### Module IV: External determinants of Consumer Behaviour

Group Dynamics and Reference Groups, Opinion leadership process, Diffusions of innovations, Adoption process, Consumer Innovativeness and Personality traits, Family Decision Making, Social Class, Culture, Subculture. Marketing Ethics and Consumer Behavior, Consumer Behavior in the networked era.

#### G. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Numerical/<br>Presentation | ESE |
|---------------|---------------|------------|----------------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                                 | 70  |

#### H. Suggested Text/Reference Books:

- Schiffman and Kanuk (2009), Consumer Behaviour, Prentice Hall of India
- S Ramesh Kumar(2013), Case Studies in Consumer Behaviour, Pearson
- Assel Henry (2006), Consumer Behaviour and Marketing Action, Thompson Press
- Seth & Mittal (2003), Consumer Behaviour : A Managerial Perspective, Thompson Press
- David L Loudon and Albert J. Della Bitta(2012), TaTa McGraw Hill

#### I. **Lecture Plan**

| Lecture | Topics                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO                                       |
|---------|-------------------------------------------------------------------|------------------|------------------|------------------------------------------------------------|
| 1       | Diversity of consumer behavior                                    | Lecture          | MBA376.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 2       | Characteristics of Indian Consumers                               | Lecture          | MBA376.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 3       | Consumer demographics                                             | Lecture          | MBA376.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 4       | Consumer life styles                                              | Lecture          | MBA376.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 5       | Consumer research                                                 | Group Discussion | MBA376.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 6       | Environmental factors and individual factors affecting consumers. | Group Discussion | MBA376.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

|    |                                                                                               |                   |          |                                                            |
|----|-----------------------------------------------------------------------------------------------|-------------------|----------|------------------------------------------------------------|
| 7  | Individual Determinants of Consumer Behaviour                                                 | Home Assignment   | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 8  | Consumer as an Individual:                                                                    | Group Discussion  | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 9  | Motivation and Needs                                                                          | Lecture           | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 10 | Goals                                                                                         | Case Presentation | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 11 | Personality                                                                                   | Tutorial          | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 12 | Self and Self Images                                                                          | Case Presentation | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 13 | Perception                                                                                    | Lecture           | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 14 | Imagery                                                                                       | Lecture           | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 15 | Learning                                                                                      | Lecture           | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 16 | Cues and Response                                                                             | Lecture           | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 17 | Reinforcement                                                                                 | Tutorial          | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 18 | Behavioral Learning and Cognitive Learning Theory.<br>Attitude: Attitude Formation and Change | Lecture           | MBA376.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 19 | Shopping attitudes and behavior                                                               | Lecture           | MBA376.2 | Mid Term Exam, Assignment/Quiz/P                           |

|    |                                                        |                  |          |                                                            |
|----|--------------------------------------------------------|------------------|----------|------------------------------------------------------------|
|    |                                                        |                  |          | resentation & End Sem Exam                                 |
| 20 | Consumer Decision Making and Post Purchase Behaviour   | Lecture          | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 21 | Consumer buying decision process                       | Lecture          | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 22 | Consumer Involvement Types of consumer decision making | Lecture          | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 23 | Consumer decision rules                                | Lecture          | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 24 | Impulse purchases and customer loyalty                 | Group Discussion | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 25 | Cognitive dissonance                                   | Tutorial         | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 26 | Consumer complaint behaviour                           | Lecture          | MBA376.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 27 | External determinants of Consumer Behaviour            | Lecture          | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 28 | Group Dynamics and Reference Groups                    | Lecture          | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 29 | Opinion leadership process                             | Group Discussion | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 30 | Diffusions of innovations                              | Tutorial         | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 31 | Adoption process                                       | Lecture          | MBA376.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |



[illegible]



### Sample Question Paper

| Amity Business School<br>DEPARTMENT OF BUSINESS MANAGEMENT<br>I MID-SEMESTER (SEM –III) 2021-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |              |                                                                                                                                                                                                                                       |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA III Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |              |                                                                                                                                                                                                                                       |          |           |                |          |
| Subject Name:<br>MBA 376 CONSUMER BEHAVIOUR                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |              | Time: 2 Hrs                                                                                                                                                                                                                           |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Remembering  | Understanding                                                                                                                                                                                                                         | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.1, Q 3     | Q.2, Q4                                                                                                                                                                                                                               | Q5, Q4   | Q.6       |                |          |
| Student will be able to<br><b>CO.1.</b> Come to Know about diversity of consumer behaviour, Environmental factors and individual factors affecting consumers.<br><b>CO.2.</b> Come to learn the Individual Determinants of Consumer Behaviour<br><b>CO.3.</b> Know about the consumer buying decision process, impulse purchases and customer loyalty, cognitive dissonance, consumer complaint behaviour.<br><b>CO.4.</b> Know the rules regarding the external determinants of consumer behaviour<br>Group dynamics and reference groups, opinion leadership process. |              |                                                                                                                                                                                                                                       |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Question No. | Question                                                                                                                                                                                                                              |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.1          | What are the Various Sources for Collecting the Information in order to understand 'Consumer Behaviour' ? Explain                                                                                                                     |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.2          | Are 'Consumer Attitude' and 'Consumer Perception' the same thing ? Give a logical / reasoned answer.                                                                                                                                  |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.3          | Briefly state the various stages of the Consumer decision making process that a consumer will go through when purchasing a Laptop for the first time. What is meant by cognitive dissonance and how will it be overcome in this case. |          |           |                | 6        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.4          | “The discipline of consumer behaviour is rooted in the marketing concept”. Elucidate. Discuss the need to study consumer behaviour and its interdisciplinary nature.                                                                  |          |           |                | 3        |

|     |     |                                                                                                                                            |   |
|-----|-----|--------------------------------------------------------------------------------------------------------------------------------------------|---|
| CO4 | Q.5 | Do the Business Markets Compare to the Consumer Markets ? How ? Explain.                                                                   | 6 |
| CO4 | Q 6 | What is the Relevance of Studying the concepts of 'Buying Behaviour' in the present times ? Explain its importance in terms of Management. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                     |                          |
|---------------------|--------------------------|
| <b>Session</b>      | 2021-22                  |
| <b>Course Name</b>  | MBA                      |
| <b>Semester</b>     | 3 <sup>rd</sup> Semester |
| <b>Subject Code</b> | MBA 376                  |
| <b>Subject Name</b> | Consumer Behaviour       |

|                         |         |
|-------------------------|---------|
| <b>Attainment Level</b> | Level 1 |
|-------------------------|---------|

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

[illegible]

[illegible]



|                                                                                                |
|------------------------------------------------------------------------------------------------|
| <b>Amity Business School</b><br><b>DEPARTMENT OF BUSINESS MANAGEMENT</b>                       |
| <b>Course Handout</b>                                                                          |
| Course : SALES AND DISTRIBUTION MANAGEMENT                                                     |
| Course Code : <b>MBA 378</b> , Crédits : 03, Session :2022-23 (Odd Sem.), Class : MBA 3rd Year |
| Faculty Name : Dr. Mini Agrawal                                                                |

**A. Introduction:** This course will enable the students to understand the importance of managing sales and distribution in the competitive market. It provides framework for channel creation and formation. By the end of this course, the students will be able to comprehend and differentiate the concept of sales and distribution, design, develop, and manage sales and distribution in the changing business scenario.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA378.1.** Learn about nature and role of sales management in marketing., developing sales management strategy and personal selling approaches.

**MBA378.2.** Come to learn about recruitment planning process. Employee motivation, sales force compensation and performance appraisal.

**MBA378.3.** Know about the sales forecasting: concept and methods. Sales territory and sales quotas.

**MBA378.4.** Come to learn about distribution system and factors affecting channel design, channel flows, channel conflict, channel performance: monitoring & evaluation, identifying power sources, and channel coordination.

**MBA378.5.** Know the rules retailing: strategic issues in retailing, merchandising techniques and social & ethical concerns in SDM.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the

broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Programme Specific Outcomes:**

**PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions

**PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.

**PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term Exam                                                                                                                                                                                                 | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P1          | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **F. Syllabus**

##### **Module I: Introduction to Sales Management**

Concept, Nature and Role of Sales Management in Marketing., Characteristics of a successful salesman, Contrasting Transactional and Relationship Selling models, Sales Teams. Sales management. Developing Sales Management Strategy. Personal Selling Approaches. Personal Selling Process.

##### **Module II: Managing Sales Force**

Recruitment planning process. Recruitment . Selection and training of sales force. Employee

### Module III: Sales Forecasting, Sales Territory and Sales Quota

Sales Forecasting: Concept and Methods. Sales territory; Reasons for establishing or revising Sales Territories, Setting up and revising Sales Territories: Market build-up and Work load method; optimizing sales territory , Sales quotas; Objectives in using Quotas, Types of Sales Quotas and Quota setting procedures. Reasons when not to use Quotas.

### Module IV: Distribution Channels Functions

Distribution System- Role, Scope, Functions & Structure, Types of channels, Levels of channels, Cost, Control and Customer service, Selection of Channels, partners, Motivation of channels, Factors affecting channel design, Channel Flows, Channel Conflict, Channel Performance: Monitoring & evaluation, identifying power sources, and channel coordination.

### Module V: Role of Marketing Channels.

Retailing: Strategic Issues in Retailing. Merchandising Techniques: Franchising; nature and scope, Wholesaling, Assorting, Distribution of supplementary services, and Intermediaries for service delivery. Social & Ethical concerns in SDM.

#### G. Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|---------------|---------------|------------|------------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                       | 70  |

#### H. Suggested Text/Reference Books:

- Still, Cundiff and Govoni. (2009), Sales Management, Decisions, Strategies and Cases, Prentice Hall of India Pvt. Ltd.
- Dr SL Gupta(2006) Sales and Distribution Management-Text and Cases, Excel Books
- Bert Rosenbloom, (2008), Marketing Channels, South Western Cengage Learning
- Havaladar and Cavale, (2008), Sales and Distribution Management- Text and Cases. Tata McGraw Hill
- Stern & El-Ansary, (2009), Marketing Channels. Prentice Hall of India.

#### Lecture Plan

| Lecture | Topics                                                    | Mode of Delivery | Corresponding CO | Mode of Assessing CO                                       |
|---------|-----------------------------------------------------------|------------------|------------------|------------------------------------------------------------|
| 1       | Introduction to Sales Management                          | Lecture          | MBA378.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 2       | Nature and Role of Sales Management in Marketing.         | Lecture          | MBA378.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 3       | Characteristics of a successful salesman                  | Group discussion | MBA378.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 4       | Contrasting Transactional and Relationship Selling models | Lecture          | MBA378.1         | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |



|    |                                                                                                                             |                  |          |                                                            |
|----|-----------------------------------------------------------------------------------------------------------------------------|------------------|----------|------------------------------------------------------------|
| 5  | Sales Teams. Sales management. Developing Sales Management Strategy. Personal Selling Approaches. Personal Selling Process. | Lecture          | MBA378.1 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 6  | Recruitment planning process. Recruitment .                                                                                 | Lecture          | MBA378.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 7  | Selection and training of sales force.                                                                                      | Group discussion | MBA378.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 8  | Employee Motivation                                                                                                         | Lecture          | MBA378.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 9  | Sales Force Compensation and Performance Appraisal.                                                                         | Tutorial         | MBA378.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 10 | Sales Forecasting: Concept and Methods. Sales territory;                                                                    | Lecture          | MBA378.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 11 | Reasons for establishing or revising Sales Territories                                                                      | Lecture          | MBA378.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 12 | Setting up and revising Sales Territories: Market build-up and Work load method; optimizing sales territory                 | Lecture          | MBA378.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 13 | Sales quotas; Objectives in using Quotas                                                                                    | Lecture          | MBA378.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 14 | Types of Sales Quotas and Quota setting procedures. Reasons when not to use Quotas.                                         | Group discussion | MBA378.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 15 | Distribution Channels Functions                                                                                             | Lecture          | MBA378.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 16 | Distribution System- Role and Scope                                                                                         | Lecture          | MBA378.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 17 | Functions & Structure                                                                                                       | Tutorial         | MBA378.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 18 | Types of channels                                                                                                           | Lecture          | MBA378.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 19 | Levels of channels                                                                                                          | Lecture          | MBA378.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 20 | Cost                                                                                                                        | Lecture          | MBA378.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 21 | Control and Customer service                                                                                                | Lecture          | MBA378.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

|    |                                                                                                   |                   |          |                                                            |
|----|---------------------------------------------------------------------------------------------------|-------------------|----------|------------------------------------------------------------|
| 22 | Selection of Channels                                                                             | Lecture           | MBA378.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 23 | partners                                                                                          | Lecture           | MBA378.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 24 | Motivation of channels                                                                            | Tutorial          | MBA378.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 25 | Factors affecting channel design                                                                  | Tutorial          | MBA378.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 26 | Channel Flows                                                                                     | Lecture           | MBA378.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 27 | Channel Conflict                                                                                  | Lecture           | MBA378.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 28 | Channel Performance: Monitoring & evaluation                                                      | Lecture           | MBA378.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 29 | identifying power sources                                                                         | Lecture           | MBA378.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 30 | channel coordination.                                                                             | Tutorial          | MBA378.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 31 | Role of Marketing Channels.                                                                       | Lecture           | MBA378.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 32 | Retailing: Strategic Issues in Retailing. Merchandising Techniques: Franchising; nature and scope | Group discussion  | MBA378.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 33 | Wholesaling                                                                                       | Lecture           | MBA378.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 34 | Assorting                                                                                         | Lecture           | MBA378.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 35 | Distribution of supplementary services                                                            | Lecture           | MBA378.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 36 | Intermediaries for service delivery. Social & Ethical concerns in SDM.                            | Case presentation | MBA378.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

# I. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                                                                                                         | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |      |      |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------------------------------------------|------|------|
|                 |                                                                                                                                                                                                                   | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    | PO 1                                         | PO 2 | PO 3 |
| <b>MBA378.1</b> | Learn about nature and role of sales management in marketing., developing sales management strategy and personal selling approaches.                                                                              | <b>3</b>                            | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>1</b> |                                              |      |      |
| <b>MBA378.2</b> | Come to learn about recruitment planning process. Employee motivation, sales force compensation and performance appraisal.                                                                                        | <b>3</b>                            | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>3</b> |                                              |      |      |
| <b>MBA378.3</b> | Know about the sales forecasting: concept and methods. Sales territory and sales quotas.                                                                                                                          | <b>3</b>                            | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>1</b> |                                              |      |      |
| <b>MBA378.4</b> | Come to learn about distribution system and factors affecting channel design, channel flows, channel conflict, channel performance: monitoring & evaluation, identifying power sources, and channel coordination. | <b>3</b>                            | <b>3</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>3</b> | <b>3</b> |                                              |      |      |

|          |                                                                                                                         |   |   |   |   |   |   |   |   |   |   |  |  |  |
|----------|-------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|
| MBA378.5 | Know the rules retailing: strategic issues in retailing, merchandising techniques and social & ethical concerns in SDM. | 3 | 2 | 3 | 2 | 2 | 1 | 2 | 3 | 2 | 3 |  |  |  |
|----------|-------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|

### Sample Question Paper

| Amity Business School<br>DEPARTMENT OF BUSINESS MANAGEMENT<br>I MID-SEMESTER (SEM –III) 2021-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              |                                                                                                                |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA III Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |              |                                                                                                                |          |           |                |          |
| Subject Name:<br><b>MBA378 SALES AND<br/>                     DISTRIBUTION MANAGEMENT</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |              | Time: 2 Hrs                                                                                                    |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Remembering  | Understanding                                                                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.1, Q 4     | Q.2, Q4                                                                                                        | Q5, Q6   | Q3        |                |          |
| Student will be able to<br><b>CO.1.</b> Learn about nature and role of sales management in marketing., developing sales management strategy and personal selling approaches.<br><b>CO.2.</b> Come to learn about recruitment planning process. Employee motivation, sales force compensation and performance appraisal.<br><br><b>CO.3.</b> Know about the sales forecasting: concept and methods. Sales territory and sales quotas.<br><br><b>CO.4.</b> Come to learn about distribution system and factors affecting channel design, channel flows, channel conflict, channel performance: monitoring & evaluation, identifying power sources, and channel coordination.<br><br><b>CO.5.</b> Know the rules retailing: strategic issues in retailing, merchandising techniques and social & ethical concerns in SDM. |              |                                                                                                                |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Question No. | Question                                                                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.1          | What are the qualities and duties of sales manager?                                                            |          |           |                | 3        |
| CO4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.2          | Success of sales activity is largely dependent upon good salesmen” - discuss in the context of sales training. |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.3          | What is ‘sales forecasting? Explain its various methods of ‘sales forecasting’.                                |          |           |                | 6        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.3          | Why establish sales territories? What are the steps in                                                         |          |           |                | 3        |

|     |     |                                                                                                                                                                      |   |
|-----|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
|     |     | determining sales territories for a business?                                                                                                                        |   |
| CO4 | Q.5 | . Explain and discuss the various stages in channel conflict.                                                                                                        | 6 |
| CO5 | Q 6 | Explain distribution channel and also describe the various kinds of distribution channel based on the attributes of objectives, customers and marketing orientation. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                     |                                   |
|---------------------|-----------------------------------|
| <b>Session</b>      | 2021-22                           |
| <b>Course Name</b>  | MBA                               |
| <b>Semester</b>     | 3 <sup>rd</sup> Semester          |
| <b>Subject Code</b> | MBA 378                           |
| <b>Subject Name</b> | Sales and Distribution Management |

**Attainment Level**      Level 3

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.



[illegible]



|                                                                                                |
|------------------------------------------------------------------------------------------------|
| <b>Amity Business School</b><br><b>DEPARTMENT OF BUSINESS MANAGEMENT</b>                       |
| <b>Course Handout</b>                                                                          |
| Course : PRODUCT AND BRAND MANAGEMENT                                                          |
| Course Code : <b>MBA 379</b> , Crédits : 03, Session :2022-23 (Odd Sem.), Class : MBA 3rd Year |
| Faculty Name : Dr. Mini Agrawal                                                                |

**A. Introduction:** In congruence with the aim of marketing to convert a commodity into an identifiable product and to a subsequent brand, the course involves the objective of imparting comprehensive understanding of the process of product strategy and the fundamentals of building, measuring, and managing a brand. There is a two prong aim of the course to this end. One is to enhance critical thinking, business analysis, problem solving and the ability to develop innovative solutions. The second is to graduate the participants into managers who can communicate effectively.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA379.1.** Come to learn about Product management decision, Factors influencing design of the product, Elements of Product Strategy, Product Mix and Line decisions. Brand differentiation and Positioning Strategy.

**MBA379.2.** Come to learn about the concept of branding, Branding Challenges & Opportunities, Strategic Brand Management Process, Tactical branding decisions and Branding across categories.

**MBA379.3.** Know about the elements to build Effective Brands, Criteria to choose brand elements.

**MBA379.4.** Know the Brand Re-vitalization, Leverage and Brand Positioning and Re-Positioning, Brand valuation: valuation process and methods

**MBA379.5.** Know the rules Brand Equity Models – Customer Based Brand Equity, Aaker Model, Brand hierarchy, Brand awareness and consumer brand knowledge.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyses the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### **D. Programme Specific Outcomes:**

**PSO1.** Ability to integrate concepts like product life cycle, adoption, and segmentation, branding, pricing, distribution, and market communication and use it for effective marketing decisions

**PSO2.** Ability to exhibit Sales professionalism and know about consumer behavior.

**PSO3.** Ability to assess how Technology & connectivity has changed human life and business in the context of real-world commodities, products & services.

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term Exam                                                                                                                                                                                                 | CT          | 15%                |
|                                | Project/Assignment/Quiz/Presentation                                                                                                                                                                          | P1          | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **F. Syllabus**

##### **Module I: Product Management and Developing Product Strategy**

Product management decision - making and product policy decisions. New Product Development - New product idea generation and screening, Concept testing, Product focused organization, Factors influencing design of the product, Elements of Product Strategy, Product Mix and Line decisions. Brand differentiation and Positioning Strategy, Product Strategy over Life Cycle, Customer analysis, Competitor analysis, Product use testing, packaging decisions, Test marketing and alternative

methodologies - Pre-launch and launch management.

### **Module II: Introduction to Brand Management**

Concept of branding, Brand meaning: brand image and personality, brand and product; Brand planning: brand vision and visioning process the challenges faced by brand managers, the value of a brand to customers and the organization, Branding Challenges & Opportunities, Strategic Brand Management Process, Tactical branding decisions, Branding across categories: commodity industrial, service and consumer products. Branding across markets: geographies and cultures. Branding in special areas: sports, political, social cause, digital, entertainment.

### **Module III: Elements to build Effective Brands**

Criteria to choose brand elements, Creation of brand personality, brand personality scale, brand image sources, Brand identity dimensions, Brand architecture

### **Module IV: Brand Re-vitalization**

Product recalls, brand recalls - Brand equity, build and measure. Leverage: concept of stretch, line and brand extensions; type of extensions Co - Branding. Brand Positioning and Re-Positioning, Brand valuation: valuation process and methods

### **Module V: Managing the Brand Systems**

The brand equity concept, Brand Equity Models - Customer Based Brand Equity, Aaker Model, Brand hierarchy, Brand awareness and consumer brand knowledge. Brand audit: brand reality check and brand appraisal Brand Awareness, Brand Loyalty, Brand Associations, Brand Recognition, Recall.

### **Classroom Activities**

BRAND CASE PRESENTATIONS. At the beginning of the semester, students will be placed on teams based on their interests and background. Each team will choose a brand for which they will prepare a case study for class discussion.

For reference:

How Starbucks' growth destroyed brand value: <https://hbr.org/2008/07/how-starbucks-growth-destroyed>

Case study on Godrej: Details in attached file.

Activities on Brand strategy and Brand extension: Details in attached file.

### **G. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Presentation | ESE |
|---------------|---------------|------------|--------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                   | 70  |

### **H. Suggested Text/Reference Books:**

- Keller K.L. (2008), Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Prentice Hall.
- Kellar, Parameswaran, Jacob(2012) Strategic Brand Management, Pearson
- Sengupta S. (2010), Brand Positioning, Tata McGraw-Hill
- Kapferer J. L. (1994), Strategic Brand Management, Free Press

### **I. Lecture Plan**

| Lecture | Topics | Mode of Delivery | Corresponding CO | Mode of Assessing CO |
|---------|--------|------------------|------------------|----------------------|
|---------|--------|------------------|------------------|----------------------|

|    |                                                                                                                                                                    |                   |          |                                                            |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|----------|------------------------------------------------------------|
| 1  | Product management decision – making and product policy decisions                                                                                                  | Lecture           | MBA379.1 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 2  | New Product Development – New product idea generation and screening                                                                                                | Lecture           | MBA379.1 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 3  | Concept testing, Product focused organization, Factors influencing design of the product,                                                                          | Group discussion  | MBA379.1 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 4  | Elements of Product Strategy                                                                                                                                       | Lecture           | MBA379.1 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 5  | Product Mix and Line decisions                                                                                                                                     | Group discussion  | MBA379.1 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 6  | Brand differentiation and Positioning Strategy                                                                                                                     | Lecture           | MBA379.1 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 7  | Product Strategy over Life Cycle                                                                                                                                   | Case presentation | MBA379.1 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 8  | Customer analysis, Competitor analysis, Product use testing, packaging decisions, Test marketing and alternative methodologies – Pre-launch and launch management. | Lecture           | MBA379.1 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 9  | Concept of branding                                                                                                                                                | Group discussion  | MBA379.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 10 | Brand meaning: brand image and personality                                                                                                                         | Lecture           | MBA379.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 11 | brand and product; Brand planning: brand vision and visioning process the challenges faced by brand managers                                                       | Case presentation | MBA379.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 12 | the value of a brand to customers and the organization                                                                                                             | Case presentation | MBA379.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 13 | Branding Challenges & Opportunities                                                                                                                                | Lecture           | MBA379.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 14 | Strategic Brand Management Process                                                                                                                                 | Case presentation | MBA379.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 15 | Tactical branding decisions                                                                                                                                        | Lecture           | MBA379.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 16 | Branding across categories: commodity industrial                                                                                                                   | Lecture           | MBA379.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

|    |                                                                                                                                                          |                   |          |                                                            |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|----------|------------------------------------------------------------|
| 17 | service and consumer products                                                                                                                            | Case presentation | MBA379.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 18 | Branding across markets: geographies and cultures                                                                                                        | Lecture           | MBA379.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 19 | Branding in special areas: sports, political, social cause, digital, entertainment.                                                                      | Group discussion  | MBA379.2 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 20 | Criteria to choose brand elements                                                                                                                        | Lecture           | MBA379.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 21 | Creation of brand personality                                                                                                                            | Lecture           | MBA379.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 22 | brand personality scale                                                                                                                                  | Lecture           | MBA379.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 23 | brand image sources                                                                                                                                      | Lecture           | MBA379.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 24 | Brand identity dimensions                                                                                                                                | Group discussion  | MBA379.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 25 | Brand architecture                                                                                                                                       | Tutorial          | MBA379.3 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 26 | Product recalls, brand recalls – Brand equity, build and measure                                                                                         | Lecture           | MBA379.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 27 | Leverage: concept of stretch, line and brand extensions; type of extensions<br>Co – Branding.                                                            | Lecture           | MBA379.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 28 | Brand Positioning and Re-Positioning, Brand valuation: valuation process and methods                                                                     | Lecture           | MBA379.4 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 29 | The brand equity concept                                                                                                                                 | Lecture           | MBA379.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 30 | The brand equity concept, Brand Equity Models – Customer Based Brand Equity, Aaker Model, Brand hierarchy, Brand awareness and consumer brand knowledge. | Tutorial          | MBA379.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 31 | Brand audit: brand reality check and brand appraisal Brand Awareness,                                                                                    | Lecture           | MBA379.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 32 | Brand Loyalty, Brand Associations                                                                                                                        | Lecture           | MBA379.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

|    |                                                                            |                   |          |                                                            |
|----|----------------------------------------------------------------------------|-------------------|----------|------------------------------------------------------------|
| 33 | Brand Recognition, Recall.                                                 | Lecture           | MBA379.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 34 | How Starbucks' growth destroyed brand value                                | Case presentation | MBA379.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 35 | Case study on Godrej: Details in attached file                             | Case presentation | MBA379.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |
| 36 | Activities on Brand strategy and Brand extension: Details in attached file | Case presentation | MBA379.5 | Mid Term Exam, Assignment/Quiz/Presentation & End Sem Exam |

#### J. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                                                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |      |      |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------------------------------------------|------|------|
|                 |                                                                                                                                                                                                           | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    | PO 1                                         | PO 2 | PO 3 |
| <b>MBA379.1</b> | Come to learn about Product management decision, Factors influencing design of the product, Elements of Product Strategy, Product Mix and Line decisions. Brand differentiation and Positioning Strategy. | <b>3</b>                            | <b>1</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>1</b> |                                              |      |      |

|                 |                                                                                                                                                                                   |          |          |          |          |          |          |          |          |          |          |  |  |  |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|--|--|--|
| <b>MBA379.2</b> | Come to learn about the concept of branding, Branding Challenges & Opportunities, Strategic Brand Management Process, Tactical branding decisions and Branding across categories. | <b>2</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>3</b> |  |  |  |
| <b>MBA379.3</b> | Know about the elements to build Effective Brands, Criteria to choose brand elements.                                                                                             | <b>3</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>3</b> |  |  |  |
| <b>MBA379.4</b> | Know the Brand Re-vitalization, Leverage and Brand Positioning and Re-Positioning, Brand valuation: valuation process and methods                                                 | <b>3</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>3</b> | <b>1</b> |  |  |  |
| <b>MBA379.5</b> | Know the rules Brand Equity Models – Customer Based Brand Equity, Aaker Model, Brand hierarchy, Brand awareness and consumer brand knowledge.                                     | <b>3</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>3</b> |  |  |  |





### Sample Question Paper

| Amity Business School<br>DEPARTMENT OF BUSINESS MANAGEMENT<br>I MID-SEMESTER (SEM –III) 2021-22                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |              |                                                                                                                               |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA III Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |              |                                                                                                                               |          |           |                |          |
| Subject Name:<br>MBA379 PRODUCT AND BRAND<br>MANAGEMENT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |              | Time: 2 Hrs                                                                                                                   |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Remembering  | Understanding                                                                                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Q.1, Q 2     | Q.2, Q4                                                                                                                       | Q5, Q4   | Q3        |                |          |
| Student will be able to<br><b>CO.1.</b> Come to learn about Product management decision, Factors influencing design of the product, Elements of Product Strategy, Product Mix and Line decisions. Brand differentiation and Positioning Strategy.<br><b>CO.2.</b> Come to learn about the concept of branding, Branding Challenges & Opportunities, Strategic Brand Management Process, Tactical branding decisions and Branding across categories.<br><br><b>CO.3.</b> Know about the elements to build Effective Brands, Criteria to choose brand elements.<br><b>CO.4.</b> Know the Brand Re-vitalization, Leverage and Brand Positioning and Re-Positioning, Brand valuation: valuation process and methods<br><b>CO.5.</b> Know the rules Brand Equity Models – Customer Based Brand Equity, Aaker Model, Brand hierarchy, Brand awareness and consumer brand knowledge. |              |                                                                                                                               |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Question No. | Question                                                                                                                      |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Q.1          | Define “brand,” state how brand differs from a product, and explain what brand equity is. Summarize why brands are important. |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Q.2          | Describe the main branding challenges and opportunities.                                                                      |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Q.3          | Identify the steps in the strategic brand management process                                                                  |          |           |                | 6        |

|     |     |                                                                                                                                                                                                                                                                 |   |
|-----|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|
| C03 | Q.4 | Consider a book store in your area. What competitive frames of reference does it face? What are the implications of those frames of reference for its positioning?                                                                                              | 3 |
| C05 | Q.5 | What is brand equity? What does brand-as-asset mean?                                                                                                                                                                                                            | 6 |
| C05 | Q.6 | Can you think of anything that cannot be branded? Pick an example that was not discussed in each of the categories provided (services; retailers and distributors; people and organizations; sports, arts, and entertainment) and describe how each is a brand. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                     |                              |
|---------------------|------------------------------|
| <b>Session</b>      | 2021-22                      |
| <b>Course Name</b>  | MBA                          |
| <b>Semester</b>     | 3 <sup>rd</sup> Semester     |
| <b>Subject Code</b> | MBA 379                      |
| <b>Subject Name</b> | Product and Brand Management |

**Attainment Level**      Level 2

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



| AMITY BUSINESS SCHOOL                                                                    |
|------------------------------------------------------------------------------------------|
| Course Handout                                                                           |
| Course : Taxation                                                                        |
| Course Code : MBA 406, Crédits : 03, Session :2021-22 (Even Sem.), Class : MBA. 2nd Year |
|                                                                                          |

**Introduction** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Social Responsiveness and Ethics. Students will get clear understanding of the direct tax laws and their application in tax planning of corporate entities and to develop skills of the applications of various provisions of direct tax laws in India. In addition to this the course enable students to have understanding of the basic concepts of GST Law introduced in India and to develop skills of computing GST and in filing all the returns involved under the GST.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA406.1.** Demonstrate the applicability of the concept of Taxation with techniques.

**MBA406.2.** Students will be able to identify the basic concepts, definitions and terms related to Income Tax.

**MBA406.3.** To enable the students to determine the residential status of an individual and scope of total income.

**MBA406.4.** To enable the students to compute the net total taxable income of an individual.

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**B. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

**C. Syllabus**

**Module I: Introduction to Corporate Tax Planning**

Meaning and objectives, scope of corporate tax planning, tax planning, tax avoidance and tax evasion, types of companies, residential status of a company and tax incidence.

**Module II: Taxation of companies**

Computation of income under the heads of income applicable to corporate assesses, set off and carry forward of losses, deductions available in respect of gross total income, computation of taxable income, tax liability of a company.

### **Module III: Tax planning and Tax Management**

**Concept of Tax planning, Tax planning with reference to setting up a New Business; Location; Nature of Business; Tax Holiday, etc. Tax Planning with regard to Specific Management Decisions such as Mergers and Takeovers; Employees' Remuneration; Decisions such as Borrowing or Investment Decisions; Reorganization or Restructuring of Capital. Impact of various direct and indirect taxes on financial and operational decisions.**

### **Module IV: Introduction to Goods and Services Tax (GST)**

**Meaning, scope and significance of GST; principles of subsumation and taxes subsumed; classification of goods and services and GST rates. Basic terminologies- CGST/SGST, IGST. Input Tax Credit, Transitional Provisions, Electronic Commerce, HSN Code .Levy and Collection of Tax – CGST Act, 2017 – levy and collection of central and state GST, Composition levy, taxable person, power to grant exemption from tax; Time and Value of Supply – time of supply of goods and services.**

#### **Examination Scheme:**

| <b>Components</b>    | <b>Mid Term Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/Numerical/<br/>Presentation</b> | <b>ESE</b> |
|----------------------|----------------------|-------------------|------------------------------------------------------------|------------|
| <b>Weightage (%)</b> | <b>15</b>            | <b>5</b>          | <b>10</b>                                                  | <b>70</b>  |

#### **Text &References:**

- **Vinod Singhania and Monika Singhania, Corporate Tax Planning & Business Tax Procedure, Taxmann Publications, New Delhi.**
- **Bimal Jain & Isha Bansal, GST Law & Analysis, Young Global Publications, New Delhi**
- **Girish Ahuja and Ravi Gupta, Direct Tax Law – Theory & Practice, Bharat Law House, New Delhi**
- **Abhishek Rastogi: Professionals guide to GST Ideation to reality (2017)**
- **Rakesh Garg & Sandeep Garg, HSN code wise GST Tariff, Bloomsbury India Professional (July 2017)**
- **Datey V.S.:GST Ready Reckoner, Taxman Publication, New Delhi**
- **S S Gupta, GST – Law and Practice, Taxmann's Publications, New Delhi**

**D. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                           | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|-----------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Meaning and objectives                                                                  | Lecture                 | MBA406.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Scope of corporate tax planning                                                         | Lecture                 | MBA406.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | tax planning                                                                            | Lecture                 | MBA406.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | tax avoidance and tax evasion                                                           | Lecture                 | MBA406.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | types of companies                                                                      | Lecture                 | MBA406.1                | Mid Term-1, Quiz & End Sem Exam |
| 6              | residential status of a company and tax incidence                                       | Lecture                 | MBA406.1                | Mid Term-1, Quiz & End Sem Exam |
| 7              | Computation of income under the heads of income applicable to corporate assess          | Lecture                 | MBA406.2                | Mid Term-1, Quiz & End Sem Exam |
| 8              | set off and carry forward of losses                                                     | Lecture                 | MBA406.2                | Mid Term-1, Quiz & End Sem Exam |
| 9              | electing comparable companies                                                           | Lecture                 | MBA406.2                | Mid Term-1, Quiz & End Sem Exam |
| 10             | deductions available in respect of gross total income                                   | Lecture                 | MBA406.2                | Mid Term-1, Quiz & End Sem Exam |
| 11             | computation of taxable income                                                           | Lecture                 | MBA406.2                | Mid Term-1, Quiz & End Sem Exam |
| 12             | tax liability of a company                                                              | Lecture                 | MBA406.2                | Mid Term-1, Quiz & End Sem Exam |
| 13             | tax liability of a company                                                              | Lecture                 | MBA406.2                | Mid Term-1, Quiz & End Sem Exam |
| 14             | Concept of Tax planning                                                                 | Lecture                 | MBA406.3                | Mid Term-1, Quiz & End Sem Exam |
| 15             | Nature of Business                                                                      | Lecture                 | MBA406.3                | Mid Term-1, Quiz & End Sem Exam |
| 16             | Tax Holiday                                                                             | Lecture                 | MBA406.3                | Mid Term-1, Quiz & End Sem Exam |
| 17             | Tax Planning with regard to Specific Management Decisions such as Mergers and Takeovers | Lecture                 | MBA406.3                | Mid Term-1, Quiz & End Sem Exam |
| 19             | Decisions such as Borrowing or Investment Decisions                                     | Lecture                 | MBA406.3                | Mid Term-1, Quiz & End Sem Exam |
| 20             | Reorganization or Restructuring of Capital                                              | Lecture                 | MBA406.3                | Mid Term-1, Quiz & End Sem Exam |
| 21             | Impact of various direct and indirect taxes on financial and operational decisions.     | Lecture                 | MBA406.3                | Mid Term-2, Quiz & End Sem Exam |
| 22             | Impact of various direct and indirect taxes on financial and operational                | Lecture                 | MBA406.3                | Mid Term-2, Quiz & End Sem Exam |





|                       |                                                                                                                |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------------|----------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>MBA4<br/>06.1.</b> | .<br>Demonstrate the applicability of the concept of Taxation with techniques<br>.                             | 3 | 2 | 1 | 1 | 3 | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 3 |
| <b>MBA4<br/>06.2.</b> | Students will be able to identify the basic concepts, definitions and terms related to Income Tax.             | 2 | 2 | 1 | 1 | 3 | 2 | 1 | 2 | 3 | 2 | 3 | 2 | 1 |
| <b>MBA4<br/>06.3.</b> | To enable the students to determine the residential status of an individual and scope of total <i>income</i> . | 1 | 2 | 1 | 1 | 3 | 2 | 1 | 2 | 2 | 2 | 2 | 1 | 1 |
| <b>MBA4<br/>04.4.</b> | To enable the students to compute the net total taxable income of an individual.                               | 2 | 2 | - | 2 | 3 | 1 | 1 | 2 | 2 | 2 | 3 | 2 | 1 |

## Sample Question Paper

### Amity Business School I MID-SEMESTER (SEM –4) 2022-23

Class: MBA 4th Semester

|                                                |             |               |          |           |                |          |
|------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Subject Name:<br>MBA 406 Taxation              |             | Time: 2 Hrs   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |                |          |

Student will be able to

CO1: Demonstrate the applicability of the concept of Taxation with techniques.

CO2: Students will be able to identify the basic concepts, definitions and terms related to Income Tax.

CO3: To enable the students to determine the residential status of an individual and scope of total income.

CO4: To enable the students to compute the net total taxable income of an individual.

| CO Map | Question No. | Question                                                                                         | Marks |
|--------|--------------|--------------------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain the scope of corporate tax planning                                                      | 3     |
| CO1    | Q.2a         | Explain deductions available in respect of gross total income                                    | 3     |
|        | Q.2b         | Elaborate Tax planning with reference to setting up a New Business                               | 3     |
| CO1    | Q.3          | Explain computation of taxable income, tax liability of a company.                               | 6     |
| CO2    | Q.4          | Explain Tax Planning with regard to Specific Management Decisions such as Mergers and Takeovers. | 3     |
| CO2    | Q.5a         | Discuss the Impact of various direct and indirect taxes on financial and operational decisions.  | 3     |
|        | Q.5b         | Discuss the meaning, scope and significance of GST.                                              | 3     |
| CO2    | Q 6          | Discuss in brief principles of subsummation and taxes subsumed                                   | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |

|       |   |                                                            |
|-------|---|------------------------------------------------------------|
| Level | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level | 3 | IF 80% of students secure more than 60% marks then level 3 |



## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session</b>          | 2021-22                                         |
| <b>Course Name</b>      | MBA                                             |
| <b>Semester</b>         | 4 <sup>th</sup> Semester                        |
| <b>Subject Code</b>     | MBA 406                                         |
| <b>Subject Name</b>     | Taxation                                        |
| <b>Attainment Level</b> | 33% of the students secured more than 60% marks |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





| AMITY BUSINESS SCHOOL                                                                    |
|------------------------------------------------------------------------------------------|
| Course Handout                                                                           |
| Course : <b>MANAGING BANKS AND FINANCIAL INSTITUTIONS</b>                                |
| Course Code : MBA 408, Crédits : 03, Session :2021-22 (Even Sem.), Class : MBA. 2nd Year |
|                                                                                          |

**Introduction:** The aim of the course is to orient the finance students to the changes in the financial industry. The financial industry much like the computer industry is changing rapidly. A course that merely describes the existing institutions will not prepare the students adequately for the change. Thus, familiarization with institutions of today & developing an understanding why they are the way they are, and why they are changing is the core aim of the course. An Indian perspective will be added but conceptually the Global frameworks will be used. This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding, Social Responsiveness and Ethics.

**Course Outcomes:** At the end of the course, students will be able to:

- CO1. Understanding the broader problems of Banks and financial institutions
- CO2. Understand the entire process of operating a bank and other financial institutions with respects to the rules and regulations prescribed by the regulators.
- CO3. Explain elements of the Basel regulatory framework, with special emphasis on capital adequacy regulation, and calculate banks' required capital ratios given their balance sheets.
- CO4. Explain the roles financial intermediaries perform in society and the major risks they face
- CO5. Understand The modern banking service.

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### B. Syllabus

##### Module I: Indian banking structure and operations

Functions of bank, types of banks, scheduled commercial banks: Public sector banks, nationalized banks, private banks, foreign banks in India, Branches of Indian Banks Abroad. Investment Banking, Cooperative banks. Overview of lending products and loan appraisal process-Corporate loan life cycle-Trade finance, treasury.



**Module II: Investment banking & wealth management:**

Functions of investment Banks, Types of investment banks, Investment banking services: Fund raising services, Advisory services, Merchant banking services. Risk Management

**Module III: Regulatory and legal environment- Innovations and recent trends in banking**

Regulatory Institutions RBI & SEBI, Lender's Liability Act, Banking Innovations, Recent Basel Committee Recommendations, CAR - Risk Weighted Assets and Risk Based Supervision, Asset Liability Management in Commercial Banks, Corporate Debt Restructuring, Internet Banking, Mobile Banking, E-Banking Risks, E-Finance, Electronic Money, Digital Signatures, RTGS, NEFT etc.

**Module IV: Developmental Financial Institutions**

Role of Developmental Banks in Industrial Financing, Resource Mobilization of Developmental Banks, Project Examination by Developmental Banks.

**Module V: Insurance Institutions**

Role of Insurance companies in Industrial Financing, Life insurance & General insurance, New developments in insurance as a sector in the Indian financial system, Bancassurance Models in Europe and India, Concept and working of reinsurance, Introduction to financial inclusion and micro finance, Pension fund regulatory and development authority.

**Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

**C. Suggested Text/Reference Books:**

- Chandra, P. (1997), Financial Management: Theory & Practice, Tata McGraw Hill.
- Jakhotiya, G. P. (2000), Strategic Financial Management, Vikas Publishing House.
- Grundy, T., Johnson, G and Scholes, K. (1998), Exploring Strategic Financial Management, Prentice Hall Europe.
- Shank, J. K. & Govindarajan, V. (1995), Strategic Cost Management: The New Tool for Competitive Advantage, the Free Press.

**D. Lecture Plan**

| Lecture | Topics                                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Functions of bank                                                      | Lecture          | MBA408.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | types of banks, scheduled commercial banks                             | Lecture          | MBA408.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Public sector banks, nationalized banks                                | Lecture          | MBA408.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | private banks, foreign banks in India, Branches of Indian Banks Abroad | Lecture          | MBA408.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Investment Banking, Cooperative banks                                  | Lecture          | MBA408.1         | Mid Term-1, Quiz                |

|    |                                                                                                                   |         |               |                                    |
|----|-------------------------------------------------------------------------------------------------------------------|---------|---------------|------------------------------------|
|    |                                                                                                                   |         | .             | & End Sem Exam                     |
| 6  | Overview of lending products and loan appraisal process-<br>Corporate loan life cycle-<br>Trade finance, treasury | Lecture | MBA408.1<br>. | Mid Term-1, Quiz<br>& End Sem Exam |
| 7  | Functions of investment Banks                                                                                     | Lecture | MBA408.2      | Mid Term-1, Quiz<br>& End Sem Exam |
| 8  | Types of investment banks                                                                                         | Lecture | MBA408.2      | Mid Term-1, Quiz<br>& End Sem Exam |
| 9  | Investment banking services                                                                                       | Lecture | MBA408.2      | Mid Term-1, Quiz<br>& End Sem Exam |
| 10 | Fund raising services                                                                                             | Lecture | MBA408.2      | Mid Term-1, Quiz<br>& End Sem Exam |
| 11 | Advisory services, Merchant banking services.                                                                     | Lecture | MBA408.2      | Mid Term-1, Quiz<br>& End Sem Exam |
| 12 | Risk Management                                                                                                   | Lecture | MBA408.2      | Mid Term-1, Quiz<br>& End Sem Exam |
| 13 | Regulatory Institutions RBI & SEBI                                                                                | Lecture | MBA408.3      | Mid Term-1, Quiz<br>& End Sem Exam |
| 14 | Lender's Liability Act, Banking Innovations                                                                       | Lecture | MBA408.3      | Mid Term-1, Quiz<br>& End Sem Exam |
| 15 | Recent Basel Committee Recommendations                                                                            | Lecture | MBA408.3      | Mid Term-1, Quiz<br>& End Sem Exam |
| 16 | CAR - Risk Weighted Assets and Risk Based Supervision                                                             | Lecture | MBA408.3      | Mid Term-1, Quiz<br>& End Sem Exam |
| 17 | Asset Liability Management in Commercial Banks                                                                    | Lecture | MBA408.3      | Mid Term-1, Quiz<br>& End Sem Exam |
| 18 | Corporate Debt Restructuring, Internet Banking                                                                    | Lecture | MBA408.3      | Mid Term-1, Quiz<br>& End Sem Exam |
| 19 | Mobile Banking, E-Banking Risks                                                                                   | Lecture | MBA408.3      | Mid Term-1, Quiz<br>& End Sem Exam |
| 20 | E-Finance, Electronic Money                                                                                       | Lecture | MBA408.3      | Mid Term-1, Quiz<br>& End Sem Exam |
| 21 | Digital Signatures, RTGS, NEFT etc.                                                                               | Lecture | MBA408.3      | Mid Term-2, Quiz<br>& End Sem Exam |
| 22 | Role of Developmental Banks in Industrial Financing                                                               | Lecture | MBA408.4      | Mid Term-2, Quiz<br>& End Sem Exam |
| 23 | Resource Mobilization of Developmental Banks                                                                      | Lecture | MBA408.4      | Mid Term-2, Quiz<br>& End Sem Exam |
| 24 | Resource Mobilization of Developmental Banks                                                                      | Lecture | MBA408.4      | Mid Term-2, Quiz<br>& End Sem Exam |
| 25 | Life insurance & General insurance                                                                                | Lecture | MBA408.4      | Mid Term-2, Quiz<br>& End Sem Exam |
| 26 | New developments in insurance as a sector in the Indian financial system                                          | Lecture | MBA408.4      | Mid Term-2, Quiz<br>& End Sem Exam |
| 27 | New developments in insurance as a sector in the Indian financial system                                          | Lecture | MBA408.4      | Mid Term-2, Quiz<br>& End Sem Exam |

|    |                                                       |         |          |                                 |
|----|-------------------------------------------------------|---------|----------|---------------------------------|
| 28 | Bancassurance Models in Europe and India              | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Bancassurance Models in Europe and India              | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Concept and working of reinsurance                    | Lecture | MBA408.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Concept and working of reinsurance                    | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Introduction to financial inclusion and micro finance | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Introduction to financial inclusion and micro finance | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Pension fund regulatory and development authority     | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Pension fund regulatory and development authority     | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Pension fund regulatory and development authority     | Lecture | MBA408.5 | Mid Term-2, Quiz & End Sem Exam |

#### E. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA408.1</b> | Understanding the broader problems of Banks and financial institutions                                                                                      | 2                                   | 3           | 2           | 2           | 3           | 2           | 1           | 3           | 2           | 1            | 2                                            | 2                | 3                |
| <b>MBA408.2</b> | Understand the entire process of operating a bank and other financial institutions with respects to the rules and regulations prescribed by the regulators. | 2                                   | 2           | 1           | 1           | 1           | 2           | 2           | 2           | 2           | 1            | 3                                            | 3                | 1                |
| <b>MBA408.3</b> | Explain elements of the Basel                                                                                                                               | 1                                   | 2           | 2           | 3           | 1           | 1           | 3           | 2           | 3           | 2            | 2                                            | 1                | 2                |

|                 |                                                                                                                                                      |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                 | regulatory framework, with special emphasis on capital adequacy regulation, and calculate banks' required capital ratios given their balance sheets. |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>MBA408.4</b> | Explain the roles financial intermediaries perform in society and the major risks they face                                                          | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>MBA408.5</b> | Understand The modern banking service.                                                                                                               | 3 | 2 | 1 | 2 | 3 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 3 |

**Sample Question Paper**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                     |                                                                       |                 |                  |                       |                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –4) 2022-23</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                     |                                                                       |                 |                  |                       |                 |
| <b>Class: MBA IV Semester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                     |                                                                       |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>MBA 408 MANAGING BANKS AND FINANCIAL INSTITUTIONS</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                     | <b>Time: 2 Hrs</b>                                                    |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Remembering</b>  | <b>Understanding</b>                                                  | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                          | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <p>Student will be able to</p> <p>CO1. Understanding the broader problems of Banks and financial institutions</p> <p>CO2. Understand the entire process of operating a bank and other financial institutions with respects to the rules and regulations prescribed by the regulators.</p> <p>CO3. Explain elements of the Basel regulatory framework, with special emphasis on capital adequacy regulation, and calculate banks’ required capital ratios given their balance sheets.</p> <p>CO4. Explain the roles financial intermediaries perform in society and the major risks they face.</p> <p>CO5. Understand The modern banking service.</p> |                     |                                                                       |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Question No.</b> | <b>Question</b>                                                       |                 |                  |                       | <b>Marks</b>    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.1                 | Explain the main function of Banks.                                   |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.2a                | What is the difference between public sector and private sector banks |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.2b                | Write a note on Investment Banking, Cooperative banks                 |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.3                 | Discuss Fund raising services, Advisory services.                     |                 |                  |                       | 6               |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.4                 | Explain loan appraisal process in detail                              |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.5a                | Explain various types of investment banks.                            |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.5b                | Explain Asset Liability Management in Commercial Banks.               |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q 6                 | Explain Digital Signatures, RTGS, NEFT.                               |                 |                  |                       | 6               |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session</b>          | 2021-22                                         |
| <b>Course Name</b>      | MBA                                             |
| <b>Semester</b>         | 4 <sup>th</sup> Semester                        |
| <b>Subject Code</b>     | MBA 408                                         |
| <b>Subject Name</b>     | Managing Banks and Financial Institutions       |
| <b>Attainment Level</b> | 44% of the students secured more than 60% marks |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |







| AMITY BUSINESS SCHOOL                                                                    |
|------------------------------------------------------------------------------------------|
| Course Handout                                                                           |
| Course : <b>MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING</b>                        |
| Course Code : MBA 409, Crédits : 03, Session :2021-22 (Even Sem.), Class : MBA. 2nd Year |
|                                                                                          |

**Introduction:** This course will help students to develop Business Environment and Domain Knowledge, Critical thinking, Business Analysis, Problem Solving and Innovative Solutions, Global Exposure and Cross-Cultural Understanding. The course will develop an understanding of Mergers and Acquisitions (M&A) in detail. In addition students will familiarise with various techniques of corporate restructuring, and valuation methods and their application used by corporate in real life.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA409.1.** Understand to acquire a critical cross-functional perspective of the mergers and acquisitions process.

**MBA409.2.** Develop an ability to understand factors influencing the valuation of a business and different methods used in Business Valuation.

**MBA409.3.** Analyze investment opportunities in fixed income securities.

**MBA409.4.** Assess various case studies to analyze valuation strategies, pre and post-merger issues and challenges.

**B. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### C. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### D. Syllabus

##### Module I: Introduction to Corporate Restructuring

Fundamental concept of corporate restructuring, historical background, different forms, motives & applications of corporate restructuring, Mergers & acquisitions concept, process, Stages of the acquisition Process, Commonly used takeover tactics and defences, Value creation/ destruction through corporate mergers and acquisitions

##### Module II: Accounting, Taxation & legal aspects of M&A

Accounting for Mergers & Demergers, Integration of tools and skills to complete an acquisition, Company Law & Competition Act for M&A, SEBI's rules & regulations for M&A, Share Buyback guidelines, Tax implications. Calculations of exchange ratio.

### Module III: Valuation Aspects of M&A

How and when to apply valuation techniques, Fundamental and methods of valuation, Calculations of financial synergy and return, Financial modelling tools, Different approaches of valuation – Comparable company & transaction analysis method, DCF, Real Option method, Formula approach for valuation

### Module IV: Dimensions of Corporate Restructuring

Corporate Restructuring & Divestiture, Financial Restructuring, Alliances & Joint Ventures, Employee Stock Ownership, Going Private & Leveraged Buyouts

### Module V: Other Issues in Corporate Restructuring

Due diligence for M&A, Cross-Border Mergers & Acquisitions, Funding Options for M&A, Various Case Studies in Mergers & Acquisitions

#### Examination Scheme:

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Presentation | ESE |
|---------------|---------------|------------|--------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                   | 70  |

#### Text & References:

- B Rajesh Kumar (2010). Mergers: & Acquisitions: Text & Cases. McGraw Hill Education.
- Chandrashekar Krishna Murthy: & Vishwanath S.R (2008). Merger Acquisitions & Corporate Restructuring. Sage Publication.

#### Lecture Plan

| Lecture | Topics                                                                 | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Asset Liability Management in Commercial Banks                         | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | historical background, different forms                                 | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | motives & applications of corporate restructuring                      | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Mergers & acquisitions concept, process                                | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Stages of the acquisition Process                                      | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Commonly used takeover tactics and defences                            | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Value creation/ destruction through corporate mergers and acquisitions | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Value creation/ destruction through corporate mergers and acquisitions | Lecture          | MBA409.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Accounting for Mergers & Demergers                                     | Lecture          | MBA409.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Integration of tools and skills to complete an                         | Lecture          | MBA409.2         | Mid Term-1, Quiz                |

|    |                                                                                      |         |          |                                 |
|----|--------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | acquisition                                                                          |         |          | & End Sem Exam                  |
| 11 | Company Law & Competition Act for M&A                                                | Lecture | MBA409.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Company Law & Competition Act for M&A                                                | Lecture | MBA409.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Share Buyback guidelines                                                             | Lecture | MBA409.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Tax implications. Calculations of exchange ratio                                     | Lecture | MBA409.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Tax implications. Calculations of exchange ratio                                     | Lecture | MBA409.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | How and when to apply valuation techniques                                           | Lecture | MBA409.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | How and when to apply valuation techniques                                           | Lecture | MBA409.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Fundamental and methods of valuation,                                                | Lecture | MBA409.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Calculations of financial synergy and return,                                        | Lecture | MBA409.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Calculations of financial synergy and return,                                        | Lecture | MBA409.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Financial modelling tools                                                            | Lecture | MBA409.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Different approaches of valuation - Comparable company & transaction analysis method | Lecture | MBA409.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Different approaches of valuation - Comparable company & transaction analysis method | Lecture | MBA409.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | DCF, Real Option method                                                              | Lecture | MBA409.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | DCF, Real Option method                                                              | Lecture | MBA409.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Formula approach for valuation                                                       | Lecture | MBA409.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Corporate Restructuring & Divestiture                                                | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Corporate Restructuring & Divestiture                                                | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Employee Stock Ownership                                                             | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Going Private & Leveraged Buyouts                                                    | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Pitfalls to be Avoided                                                               | Lecture | MBA409.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Due diligence for M&A                                                                | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Cross-Border Mergers &                                                               | Lecture | MBA409.4 | Mid Term-2, Quiz                |

|    |                                                |         |          |                                 |
|----|------------------------------------------------|---------|----------|---------------------------------|
|    | Acquisitions                                   |         |          | & End Sem Exam                  |
| 34 | Funding Options for M&A                        | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Various Case Studies in Mergers & Acquisitions | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Various Case Studies in Mergers & Acquisitions | Lecture | MBA409.4 | Mid Term-2, Quiz & End Sem Exam |

#### E. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                          | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                 |                                                                                                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA409.1</b> | <i>Understand to acquire a critical cross-functional perspective of the mergers and acquisitions process.</i>                      | 3                                   | 2           | 3           | 1           | 3           | 1           | 1           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>MBA409.2</b> | Develop an ability to understand factors influencing the valuation of a business and different methods used in Business Valuation. | 2                                   | 2           | 2           | 1           | 1           | 2           | 2           | 2           | 2           | 2            | 3                                            | 2                | 1                |
| <b>MBA409.3</b> | Analyze investment opportunities in fixed income securities.                                                                       | 1                                   | 2           | 2           | 1           | 2           | 2           | 1           | 2           | 1           | 2            | 3                                            | 1                | 1                |
| <b>MBA409.4</b> | Assess various case studies to analyze valuation strategies, pre and <i>post-merger</i>                                            | 2                                   | 3           | 1           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 2                | 1                |

[illegible]

**Sample Question Paper**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                     |                                                                                        |                 |                  |                       |                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –4) 2022-23</b>                                                                                                                                                                                                                                                                                                                                                                                                       |                     |                                                                                        |                 |                  |                       |                 |
| <b>Class: MBA IV Semester</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                |                     |                                                                                        |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>MBA 409 MERGERS,<br/> ACQUISITIONS AND CORPORATE<br/> RESTRUCTURING</b>                                                                                                                                                                                                                                                                                                                                                                           |                     | <b>Time: 2 Hrs</b>                                                                     |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the<br/> questions as<br/> per Blooms<br/> Taxonomy</b>                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Remembering</b>  | <b>Understanding</b>                                                                   | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question<br/> Mapping</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                                           | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <b>Student will be able to</b><br>CO1: Understand to acquire a critical cross-functional perspective of the mergers and acquisitions process.<br>CO2: Develop an ability to understand factors influencing the valuation of a business and different methods used in Business Valuation.<br>CO3: Analyse investment opportunities in fixed income securities.<br>CO4: Assess various case studies to analyse valuation strategies, preand post-merger issues and challenges. |                     |                                                                                        |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Question No.</b> | <b>Question</b>                                                                        |                 |                  |                       | <b>Marks</b>    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.1                 | Discuss Fundamental concept and, historical background of corporate restructuring.     |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.2a                | Explain motives & applications of corporate restructuring                              |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.2b                | Explain Stages of the acquisition Process.                                             |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.3                 | Discuss Commonly used takeover tactics and defenses                                    |                 |                  |                       | 6               |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.4                 | What do you understand by Mergers & acquisitions concept. Explain                      |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q.5a                | What are the Integration of tools and what skills required to complete an acquisition? |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.5b                | Describe SEBI's rules & regulations for Merger & Acquisition.                          |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Q 6                 | How and when to apply valuation techniques? Discuss various methods of valuation       |                 |                  |                       | 6               |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





## Attainment

|                         |                                                   |
|-------------------------|---------------------------------------------------|
| <b>Session</b>          | 2021-22                                           |
| <b>Course Name</b>      | MBA                                               |
| <b>Semester</b>         | 4 <sup>th</sup> Semester                          |
| <b>Subject Code</b>     | MBA 409                                           |
| <b>Subject Name</b>     | Mergers, Acquisitions and Corporate Restructuring |
| <b>Attainment Level</b> | Level 3                                           |

**Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY**

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## **COMPENSATION AND BENEFIT MANAGEMENT**

**Course Code: MBA 411**

**Credit Units: 03**

**Learning outcome:** The purpose of the course is to provide exposure to the tangible and intangible aspects of compensation, as well as the use of compensation to motivate and reward employee performance. It also highlights the importance of maintaining the capable education qualification, the value of developing their skills, and the significance of providing the appropriate atmosphere for them. Student will learn basic compensation concepts and the context of compensation practice and Legally required employee benefits.

### **Course Contents:**

#### **Module I: Introduction**

Concept of Compensation, Compensation Methods, Forms of pay – Base pay, Merit pay, Incentives, Services and Fringe Benefits. Pay Model, Policy Decisions, Pay Strategy, Economic Theory of Wages, Limitations of Economic Theories. Wage and Salary Administration at micro level, Wage concepts, Role of various parties – Employees, Employers, Unions & Government, Overview of Legislations affecting Compensation & statutory deductions.

#### **Module II: Compensation Structure**

Determining the Structure: Internal Consistency – Pay Structures, Factors influencing internal pay structures, Consequences of internal pay structures; Job Analysis - job description, skill and competency data collection; Job evaluation -Methods & limitations, Skill/competency based plans and market pricing.

External Equity: Salary & Wage Compensation surveys and components; Calculating the pay policy line, Pay Ranges, Broad banding.

#### **Module III: Elements of Compensation**

Cost to the company (CTC) model, Take Home Salary, Concept of Reward, Principles of Reward Strategy, Perquisites, Variable compensation, Incentives, Bonuses - Profit Sharing & Gain Sharing, **Executive compensation**, Ethical Considerations, Team Based Pay, The Role of Compensation in Sales Force Success, CTC calculations,

#### **Module IV: Incentive Schemes / Payment by Results**

Types of Incentive Schemes/ Systems and Plans, Merits and demerits of Incentives,

#### **Module V: Benefits and Services**

Concept of Benefit- Strategic Perspectives on Benefits, Type of Benefits, Factor influencing choice of benefit package, Administration of Benefits and Services, **employee welfare and working conditions- statutory and voluntary measures.**

#### **Module VI: Current Trends in Compensation and Reward Management**

Managerial Compensation- current trends, VRS, **Competency based pay, team rewards-Reward strategy & psychological contract** Rewarding Excellence; Readings: Salary.com

**Examination Scheme:**

| <b>Components</b>    | <b>Mid Term Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/Numerical/Presentation</b> | <b>ESE</b> |
|----------------------|----------------------|-------------------|-------------------------------------------------------|------------|
| <b>Weightage (%)</b> | 15                   | 5                 | 10                                                    | 70         |

**Text & References:**

- Milkovich & Newman (2005), Compensation, 8<sup>th</sup> Edition. McGraw-Hill
- Armstrong Michael & Murlis Helen (2005), Reward Management A Handbook of Remuneration, Strategy and Practice, 5<sup>th</sup> Edition, Kogan Page
- Henderson Richard (2006), Compensation Management in a Knowledge - Based World, 10<sup>th</sup> Edition, Prentice Hall India
- Singh B.D. (2007). Compensation and Reward Management, Excel Books, New Delhi.



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## Attainment

|                     |                                                   |
|---------------------|---------------------------------------------------|
| <b>Session</b>      | 2021-22                                           |
| <b>Course Name</b>  | MBA                                               |
| <b>Semester</b>     | 4 <sup>th</sup> Semester                          |
| <b>Subject Code</b> | MBA 409                                           |
| <b>Subject Name</b> | Mergers, Acquisitions and Corporate Restructuring |

**Attainment Level**    Level 3

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

PSO1: - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

[illegible]

|    |         |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----|---------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|    |         |   |   |   |   |   |   |   |   |   |   |   |   |   |
| IV | MBA 412 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 3 |
|    | MBA 413 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 2 | 2 |
|    | MBA 414 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 3 |
|    | MBA 415 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 2 | 2 |
|    |         |   |   |   |   |   |   |   |   |   |   |   |   |   |
|    |         |   |   |   |   |   |   |   |   |   |   |   |   |   |
|    |         |   |   |   |   |   |   |   |   |   |   |   |   |   |
|    |         |   |   |   |   |   |   |   |   |   |   |   |   |   |



# AMITY UNIVERSITY

MADHYA PRADESH

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| AMITY BUSINESS SCHOOL                                                                    |
|------------------------------------------------------------------------------------------|
| <b>Course Handout</b>                                                                    |
| Course : TEAM DYNAMICS AT WORK                                                           |
| Course Code : MBA 415, Crédits : 03, Session :2022-23 (Even Sem.), Class : MBA. 2nd Year |
| Faculty Name :                                                                           |

**A. Introduction:** The course aims to provide concept and essence of teams in organizational context. The course has both theoretical aspects and practical exercises to impart learning related to team issues and management.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA 415.1.** Understand the concept of team and teamwork.

**MBA 415.2** understand the dynamics of team development and management.

**MBA 415.3** Build leadership in team and empower the teamwork.

**MBA 415.4** Resolve organizational issue through teamwork.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

#### D. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                         | Code     | Weightage % |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT       | 15%         |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                     |          | <b>100%</b> |

#### E. Syllabus

##### Module I Introduction to Team



Concept of team, Common types of teams, Self-managed teams - origins, benefits and challenges. Concept of virtual team, Challenges in managing virtual teams. Teamwork and rewarding the teamwork, Team building, Reasons for team building, Barriers to team building, Team dynamics, Team Identity.

## **Module II Team Development & Management**

Strategies for team building, Designing the team – internal external dynamics, Team development model, Team management. Stages in team management – selection, bonding, development, optimizing performance, assessment. Team member roles & behaviors, features of norms.

## **Module III Team Leadership & Empowerment**

Building leadership in team, characteristics of team empowerment, factors influencing team effectiveness, Common characteristics of high performing teams, approaches for fostering team creativity – nominal group technique, traditional brainstorming and electronic brainstorming, creating smart teams.

## **Module IV Resolving organizational issues through team exercises**

Team building exercises on – Discovering the interpersonal orientation through FIRO-B, Experiential learning methodologies-T- group sensitivity training, encounter groups, appreciative enquiry, Discovering facets of interpersonal trust through Johari Model, communication skills, problem solving, decision making, planning, change management, team morale, collaboration, adaptability and trust.

### **F. Examination Scheme:**

| <b>Components</b> | <b>Midterm Exam</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>Attendance</b> | <b>ESE</b> |
|-------------------|---------------------|---------------------------------------------|-------------------|------------|
| Weightage (%)     | 15                  | 10                                          | 5                 | 70         |

### **G. Suggested Text/Reference Books:**

- Leigh L. Thompson (2009) Making the Team
- Carol A Beatty & Brenda Scott (2004) Smart Teams
- Uday Kumar Haldar (2010) Leadership and Team Building
- Kevin Pritchard & John Eliot (2012) Help the Helper: Building a Culture of Extreme Teamwork
- James Cain and Barry Jolliff (2010) Teamwork and Teamplay
- Daniel Levi (2010); Group Dynamics for Teams

### **H. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b> | <b>Mode of</b> | <b>Corresponding</b> | <b>Mode of</b> |
|----------------|---------------|----------------|----------------------|----------------|
|----------------|---------------|----------------|----------------------|----------------|

|    |                                                                                                           | <b>Delivery</b> | <b>CO</b> | <b>Assessing CO</b>                   |
|----|-----------------------------------------------------------------------------------------------------------|-----------------|-----------|---------------------------------------|
| 1  | Concept of team                                                                                           | Lecture         | MBA 415.1 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 2  | Common types of teams                                                                                     | Lecture         | MBA 415.1 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 3  | Self-managed teams - origins,<br>benefits and challenges.                                                 | Lecture         | MBA 415.1 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 4  | <i>Concept of virtual team,</i>                                                                           | Lecture         | MBA 415.1 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 5  | Challenges in managing<br>virtual teams. Teamwork<br>and rewarding the<br>teamwork,                       | Lecture         | MBA 415.1 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 6  | Team building, Reasons<br>for team building,                                                              | Lecture         | MBA 415.1 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 7  | Barriers to team building, Team<br>dynamics, Team Identity                                                | Lecture         | MBA 415.1 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 8  | Strategies for team building                                                                              | Lecture         | MBA 415.2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 9  | Designing the team –<br>internal external dynamics                                                        | Lecture         | MBA 415.2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 10 | Team development model                                                                                    | Lecture         | MBA 415.2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 11 | Team -management                                                                                          | Lecture         | MBA 415.2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 12 | Stages in team management –<br>selection, bonding,<br>development, optimizing<br>performance, assessment. | Lecture         | MBA 415.2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 13 | Team member roles &<br>behaviors.                                                                         | Lecture         | MBA 415.2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 14 | Features of norms                                                                                         | Lecture         | MBA 415.2 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 15 | Building leadership in team                                                                               | Lecture         | MBA 415.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 16 | Characteristics of team<br>empowerment                                                                    | Lecture         | MBA 415.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 17 | Factors influencing team<br>effectiveness                                                                 | Lecture         | MBA 415.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |

|    |                                                                                       |         |           |                                 |
|----|---------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
| 18 | Common characteristics of high performing teams                                       | Lecture | MBA 415.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Approaches for fostering team creativity – nominal group technique                    | Lecture | MBA 415.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Traditional brainstorming                                                             | Lecture | MBA 415.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Electronic brainstorming                                                              | Lecture | MBA 415.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Creating smart teams.                                                                 | Lecture | MBA 415.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Team building exercises on – Discovering the interpersonal orientation through FIRO-B | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Team building exercises on – Discovering the interpersonal orientation through FIRO-B | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Experiential learning methodologies                                                   | Lecture | MBA 415.4 | Mid Term-1, Quiz & End Sem Exam |
| 26 | T- group sensitivity training,                                                        | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Encounter groups                                                                      | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Appreciative enquiry                                                                  | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Discovering facets of interpersonal trust through Johari Model                        | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Communication skills                                                                  | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Problem solving                                                                       | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Decision making                                                                       | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Planning                                                                              | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Change management                                                                     | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Team -morale                                                                          | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |

|    |                                        |         |           |                                 |
|----|----------------------------------------|---------|-----------|---------------------------------|
| 36 | Collaboration, adaptability and trust. | Lecture | MBA 415.4 | Mid Term-2, Quiz & End Sem Exam |
|----|----------------------------------------|---------|-----------|---------------------------------|

# **I. Course Articulation Matrix (Mapping of COs with POs)**

| CO               |                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                  |                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA 415.1</b> | Understand the concept of team and teamwork.                | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 2                |
| <b>MBA 415.2</b> | Understand the dynamics of team development and management. | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |
| <b>MBA 415.3</b> | Build leadership in team and empower the teamwork.          | 2                                   | 3           | 2           | 1           | 3           | 2           | 1           | 3           | 2           | 2            | 2                                            | 3                | 3                |
| <b>MBA 415.4</b> | Resolve organizational issue through teamwork.              | 3                                   | 3           | 2           | 2           | 3           | 2           | 2           | 2           | 2           | 2            | 3                                            | 3                | 2                |

### Sample Question Paper

|                                                                                                                                                  |              |                                                     |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2022-23                                                                                        |              |                                                     |          |           |                |          |
| Class: MBA IV Semester                                                                                                                           |              |                                                     |          |           |                |          |
| Subject Name: Team Dynamics at Work                                                                                                              |              | Time: 2 Hrs                                         |          |           | Max. Marks: 30 |          |
| MBA 415                                                                                                                                          |              |                                                     |          |           |                |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                   | Remembering  | Understanding                                       | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                 | Q.1,4        | Q.2,3                                               | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand the concept of team and teamwork.<br>CO2: understand the dynamics of team development and management. |              |                                                     |          |           |                |          |
| CO Map                                                                                                                                           | Question No. | Question                                            |          |           |                | Marks    |
| CO1                                                                                                                                              | Q.1          | Describe the team and its importance.               |          |           |                | 3        |
| CO1                                                                                                                                              | Q.2a         | Write a short note on self -managed team.           |          |           |                | 3        |
|                                                                                                                                                  | Q.2b         | What are the team dynamics?                         |          |           |                | 3        |
| CO1                                                                                                                                              | Q.3          | Explain in detail the types of teams with examples. |          |           |                | 6        |
| CO2                                                                                                                                              | Q.4          | Give an account on team building.                   |          |           |                | 3        |
| CO2                                                                                                                                              | Q.5a         | Define the external dynamics to form team.          |          |           |                | 3        |
|                                                                                                                                                  | Q.5b         | Elaborate binding in team.                          |          |           |                | 3        |
| CO2                                                                                                                                              | Q 6          | Explain the stages in team building.                |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                     |                          |
|---------------------|--------------------------|
| <b>Session</b>      | 2021-22                  |
| <b>Course Name</b>  | MBA                      |
| <b>Semester</b>     | 4 <sup>th</sup> Semester |
| <b>Subject Code</b> | MBA 415                  |
| <b>Subject Name</b> | Team Dynamics at Work    |

|                         |         |
|-------------------------|---------|
| <b>Attainment Level</b> | Level 2 |
|-------------------------|---------|

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |









# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

PSO1: - Understand the basic concepts of Human resources management and its applications in the individual, team, and organizational levels.

PSO2: - Comprehensive knowledge in Manpower Planning, recruitment, selection, performance management system, strategic human resource management and understanding self.

PSO3: - Practical exposure to the real-life organizational situations and opportunities of Human resources management.

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

[illegible]

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|----|---------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|    |         |   |   |   |   |   |   |   |   |   |   |   |   |   |
| IV | MBA 412 | 3 | 3 | 2 | 3 | 3 | 2 | 3 | 2 | 1 | 2 | 2 | 3 | 3 |
|    | MBA 413 | 2 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 2 | 2 |
|    |         |   |   |   |   |   |   |   |   |   |   |   |   |   |
|    |         |   |   |   |   |   |   |   |   |   |   |   |   |   |
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| AMITY BUSINESS SCHOOL                                                                    |
|------------------------------------------------------------------------------------------|
| Course Handout                                                                           |
| Course : INTERNATIONAL HRM : APPROACHES                                                  |
| Course Code : MBA 413, Crédits : 03, Session :2022-23 (Even Sem.), Class : MBA. 2nd Year |
| Faculty Name :                                                                           |

**A. Introduction:** The main objective of this course is to inculcate deep understanding of International Human Resources and to explore the dynamics of global business development. It also aims at preparing students about examining significant business opportunities and maximization of returns with understanding of cross cultural management, as primary causes of failure in multinational ventures stem from lack of understanding of the essentials differences in managing human Resources, at all levels in foreign environment.

**B. Course Outcomes:** At the end of the course, students will be able to:

**MBA 413.1.** Understand the evolution of internationalization of business and the role of human resource management for international context.

**MBA 413.2** Develop the organization structure to manage international staffing and development

**MBA 413.3** Formulate performance management and compensation management strategies to implement in the international context.

**MBA 413.4** Critically analyse cross cultural issue and perspectives for international boundaries.

**MBA 413.5** Demonstrate the mapping of different cultures for maintain international relations.

**C. Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                         | Code     | Weightage % |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT       | 15%         |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                               | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                            | EE       | 70%         |

|              |  |  |             |
|--------------|--|--|-------------|
| <b>Total</b> |  |  | <b>100%</b> |
|--------------|--|--|-------------|

## **E. Syllabus**

### **Module I: Internationalization**

Evolution of International business, Stages of internationalization, Modes of entering International business Relationship between International Strategy and SIHRM- International Human Resource Management – Major Economies and their HRM practices, Models of international HRM, Legal issues in global workforce management

### **Module II: Organisation Structure, International Staffing and Development**

Challenges in global labour market, Organisation Structure and HRM, Global Human Resource Planning, Issues in supply of International Human Resources, Recruitment and Selection, Training and development for expatriates; Training and development for international staff; Adjusting to the New Culture

### **Module III: Performance Management and Compensation Management in International Context**

Multinational performance appraisal – Criteria and process, appraisal of expatriate, third and host country employees, issues in international performance management; International control mechanism;Complexities. Objectives of International Compensation Management, Component and Structure of International Compensation package, Approaches to International Compensation Management, social security systems across countries, emerging issues

### **Module IV: Understanding Cross Culture: Issues & Perspectives**

Understanding Culture,Context for international perfect management, framework for performance management, Determinants of Cultural Identity, Frameworks for Mapping the Culture, Geert Hofstede, cross-cultural issues, North America, South America, some key pointers, Northern Europe, Value based management in Nordic countries, China – the sleeping giant awakes, Japan – a culture of enfolding relationship, South East Asia regional diversity, Studies of National Culture

### **Module V: Industrial Relations and Other Issues in IHRM**

Understanding Culture, Introduction, Key Concepts, Determinants of Cultural Identity, Frameworks for Mapping the Culture, Geert Hofstede, Clyde Cluckhohn, TE Hall Studies of National Culture, A framework for international industrial relations; Employees participation – Practices in various countries; Managing Workforce diversity, HRM in cross border mergers and acquisitions Adjusting to the New Culture, Competencies for Global Manager, Molester Navigation, Joint ventures, alliances and SMEs; IHRM trends- Complexities, challenges, and choices in future.

**F. Examination Scheme:**

| Components    | Midterm Exam | Project/Assignment/Quiz/Presentation | Attendance | ESE |
|---------------|--------------|--------------------------------------|------------|-----|
| Weightage (%) | 15           | 10                                   | 5          | 70  |

**G. Suggested Text/Reference Books:**

- Aswathappa K, Dash Sadhna (2008), International Human Resource Management Text & Cases, Tata McGraw Hill
- Dowling P. J., International human resources management, Cengage EMEA
- Bhatia S.K. (2005), International Human Resource Management, Deep & Deep Publications
- Evans Paul, Vladimir Pucik, Jean-Louis Barsoux (2010), The Global Challenge – Frameworks for International Human Resource Management, Mc Graw Hill
- Rao PL, International Human Resource Management (2008), Excel Books

**H. Lecture Plan**

| Lecture | Topics                                                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Evolution of International business                                                               | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Stages of internationalization                                                                    | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Modes of entering International business<br>Relationship between International Strategy and SIHRM | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>International Human Resource Management – Major Economies and their HRM practices</i>          | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Models of international HRM                                                                       | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Legal issues in global workforce management                                                       | Lecture          | MBA 413.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Challenges in global labour market                                                                | Lecture          | MBA 413.2        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Organisation Structure                                                                            | Lecture          | MBA 413.2        | Mid Term-1,                     |

|    |                                                                                                                    |         |           |                                 |
|----|--------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | and HRM                                                                                                            |         |           | Quiz & End Sem Exam             |
| 9  | Global Human Resource Planning                                                                                     | Lecture | MBA 413.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Issues in supply of International Human Resources                                                                  | Lecture | MBA 413.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Recruitment and Selection, Training and development for expatriates                                                | Lecture | MBA 413.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Training and development for international staff; Adjusting to the New Culture                                     | Lecture | MBA 413.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Multinational performance appraisal – Criteria and process, ,;Complexities., ,                                     | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | appraisal of expatriate, third and host country employees                                                          | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | issues in international performance management; International control mechanism                                    | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Objectives of International Compensation Management, Component and Structure of International Compensation package | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Approaches to International Compensation Management                                                                | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | social security systems across countries, emerging issues                                                          | Lecture | MBA 413.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Understanding Culture,Context for international perfect management                                                 | Lecture | MBA 413.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | framework for performance management                                                                               | Lecture | MBA 413.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Determinants of Cultural Identity, Frameworks for Mapping the Culture                                              | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Geert Hofstede                                                                                                     | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | cross-cultural issues, North America, South America, some key pointers                                             | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Northern Europe, Value                                                                                             | Lecture | MBA 413.4 | Mid Term-2,                     |



|    |                                                                                             |         |           |                                 |
|----|---------------------------------------------------------------------------------------------|---------|-----------|---------------------------------|
|    | based management in Nordic countries                                                        |         |           | Quiz & End Sem Exam             |
| 25 | China – the sleeping giant awakes                                                           | Lecture | MBA 413.4 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Japan – a culture of enfolding relationship                                                 | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | South-East Asia regional diversity                                                          | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Studies of National Culture                                                                 | Lecture | MBA 413.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Understanding Culture, Introduction                                                         | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Key Concepts, Determinants of Cultural Identity                                             | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Frameworks for Mapping the Culture, Geert Hofstede, Clyde Cluckhohn, TE Hall                | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Studies of National Culture, A framework for international industrial relations             | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Employees participation – Practices in various countries; Managing Workforce diversity      | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | HRM in cross border mergers and acquisitions<br>Adjusting to the New Culture                | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Competencies for Global Manager, Molester<br>Navigation, Joint ventures, alliances and SMEs | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | IHRM trends- Complexities, challenges, and choices in future.                               | Lecture | MBA 413.5 | Mid Term-2, Quiz & End Sem Exam |

#### I. Course Articulation Matrix (Mapping of COs with POs)

| CO |  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|----|--|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|    |  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |

|                  |                                                                                                                                   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  |                                                                                                                                   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>MBA 413.1</b> | Understand the evolution of internationalization of business and the role of human resource management for international context. | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 2 |
| <b>MBA 413.2</b> | Develop the organization structure to manage international staffing and development                                               | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 |
| <b>MBA 413.3</b> | Formulate performance management and compensation management strategies to implement in the international context.                | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |
| <b>MBA 413.4</b> | Critically analyse cross cultural issue and perspectives for international boundaries                                             | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 2 |
| <b>MBA 413.5</b> | Demonstrate the mapping of different cultures for maintain international relations.                                               | 2 | 3 | 2 | 1 | 3 | 2 | 1 | 3 | 2 | 2 | 2 | 3 | 3 |



### Sample Question Paper

|                                                                                                                                                                                                                                                                              |                     |                                                                             |                 |                  |                       |                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-----------------------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –IV) 2022-23</b>                                                                                                                                                                                                      |                     |                                                                             |                 |                  |                       |                 |
| <b>Class: MBA IV Semester</b>                                                                                                                                                                                                                                                |                     |                                                                             |                 |                  |                       |                 |
| <b>Subject Name: INTERNATIONAL HRM: APPROACHES MBA 413</b>                                                                                                                                                                                                                   |                     | <b>Time: 2 Hrs</b>                                                          |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                        | <b>Remembering</b>  | <b>Understanding</b>                                                        | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                      | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                                | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <p>Student will be able to</p> <p>CO1: Understand the evolution of internationalization of business and the role of human resource management for international context.</p> <p>CO2: Develop the organization structure to manage international staffing and development</p> |                     |                                                                             |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                                                                | <b>Question No.</b> | <b>Question</b>                                                             |                 |                  |                       | <b>Marks</b>    |
| CO1                                                                                                                                                                                                                                                                          | Q.1                 | Elaborate the stages of internationalization                                |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                                                          | Q.2a                | Write a brief note on International strategy                                |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                              | Q.2b                | Describe the role of SIHRM.                                                 |                 |                  |                       | 3               |
| CO1                                                                                                                                                                                                                                                                          | Q.3                 | Explain the models of international HRM.                                    |                 |                  |                       | 6               |
| CO2                                                                                                                                                                                                                                                                          | Q.4                 | Give an account on organization structure for international business.       |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                          | Q.5a                | What is the global human resource planning.                                 |                 |                  |                       | 3               |
|                                                                                                                                                                                                                                                                              | Q.5b                | Write a short on recruitment for expatriate.                                |                 |                  |                       | 3               |
| CO2                                                                                                                                                                                                                                                                          | Q.6                 | Explain in detail all the issues in supply of International Human Resources |                 |                  |                       | 6               |

|                    |          |                                                            |
|--------------------|----------|------------------------------------------------------------|
| <b>Attainments</b> |          | <b>Rubric</b>                                              |
| <b>Level</b>       | <b>1</b> | IF 60% of students secure more than 60% marks then level 1 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
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## Attainment

|                     |                              |
|---------------------|------------------------------|
| <b>Session</b>      | 2021-22                      |
| <b>Course Name</b>  | MBA                          |
| <b>Semester</b>     | 4 <sup>th</sup> Semester     |
| <b>Subject Code</b> | MBA 413                      |
| <b>Subject Name</b> | International HRM Approaches |

|                         |         |
|-------------------------|---------|
| <b>Attainment Level</b> | Level 3 |
|-------------------------|---------|

### **Note:**

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
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|                                          |
|------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |
| AMITY BUSINESS SCHOOL                    |
| DEPARTMENT OF BUSINESS MANAGEMENT        |

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2022-2023**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.



**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

|                                                                    |  |
|--------------------------------------------------------------------|--|
| <p align="center"><b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b></p> |  |
|--------------------------------------------------------------------|--|

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Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                                    |
|----------------------------------------------------------------------------------------------------|
| Amity Business School                                                                              |
| Course Handout                                                                                     |
| Course : Managerial Skills For Effectiveness                                                       |
| Course Code : MBA420, Crédits : 02, Session :2022-23(Even Sem.), Class : MBA. 2 <sup>nd</sup> Year |
| Faculty Name :                                                                                     |

**Introduction:** The course is designed to enhance managerial skills. Focuses on critical thinking problem solving and innovation. This course will help students to develop their leadership skills, team skills and team building skills.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA420.1** To understand the concepts of Organizational Culture and Team Management its relationship to Business.

**MBA420.2.** To apply concepts of Collaboration and presentation skills.

**MBA420.3** To analyse Mentoring and Counselling.

**MBA420.4** To integrate the concept of Leadership and Negotiation under various conditions.

**B. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### C. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                          | Code     | Weightage % |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                           | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                           |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                                | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves<br><br>Including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                             | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                                      |          | <b>100%</b> |

### D. Syllabus

#### Module I: Organizational Culture and Team Management :

Building organizational culture, team management, networking skills, The importance, and different types of networking, Communication dynamics in networking – the power of the listening networker, Business networking etiquette, interaction across business functions.

#### Module II: Collaboration and presentation skills

Definition and Benefits of Collaboration, Understanding Truthfulness in Collaboration, Building Consensus Preparing in presentation, Delivery of presentation, Preparation & introduction, Presentation Evaluation ,feedback, Summarization ,Conclusion development of a project that addresses an organizational challenge, Building peer support for team's projects.

#### Module III: Mentoring and Counselling

Identifying operational and strategic gaps, Introduction to Coaching and Mentoring, Benefits of coaching and mentoring, The role of a coach and mentor, The difference between mentoring,

coaching, directing, supporting & delegating, and learning Managing a Coaching Session : The most important skills of a business coach, The key characteristics of a good coach, How to ask powerful coaching questions.

**Module IV: Leadership and Negotiation :**

Personal leadership and leadership styles, Leadership in groups: building and leading efficient teams Understand leadership challenges and strategies, Choosing Effective Negotiation Tactics, Negotiation & Assertiveness skills, Mapping personal leadership and learning journey, Expanding professional and personal networks.

**E. Examination Scheme:**

| Components    | Mid Term Exam | Attendance | Project/Assignment/Quiz/Presentation | ESE |
|---------------|---------------|------------|--------------------------------------|-----|
| Weightage (%) | 15            | 5          | 10                                   | 70  |

**F. Suggested Text/Reference Books:**

- Organizational Behaviour, Davis, K
- Hoover, Judith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Robbins, S.P, Judge TA, Sanghi S, Organizational Behaviour, Thirteenth Edition, Pearson.

## G. Lecture Plan

| Lecture | Topics                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Building organizational culture                   | Lecture          | MBA420.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Team management, networking skills                | Lecture          | MBA420.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | The importance, and different types of networking | Lecture          | MBA420.2         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Communication dynamics in networking              | Lecture          | MBA420.2         | Mid Term-1, Quiz & End Sem Exam |
| 5       | The power of the listening networker              | Lecture          | MBA420.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Business networking etiquette                     | Lecture          | MBA420.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Interaction across business functions             | Lecture          | MBA420.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Definition and Benefits of Collaboration          | Lecture          | MBA420.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Understanding Truthfulness in Collaboration       | Lecture          | MBA420.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Building Consensus Preparing in presentation      | Lecture          | MBA420.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Delivery of presentation                          | Lecture          | MBA420.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Preparation & introduction                        | Lecture          | MBA420.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Presentation Evaluation                           | Lecture          | MBA420.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Summarization                                     | Lecture          | MBA420.2         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Conclusion development of a project               | Lecture          | MBA420.3         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Building peer support                             | Lecture          | MBA420.3         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Identifying operational and strategic gaps        | Lecture          | MBA420.3         | Mid Term-1, Quiz & End Sem Exam |
| 18      | Identifying operational and strategic gaps        | Lecture          | MBA420.3         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                        |         |          |                                 |
|----|----------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 19 | Introduction to Coaching and Mentoring                                                 | Lecture | MBA420.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Introduction to Coaching and Mentoring                                                 | Lecture | MBA420.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Benefits of coaching and mentoring                                                     | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | The role of a coach and mentor                                                         | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | The difference between mentoring                                                       | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Coaching, directing, supporting & delegating, and learning Managing a Coaching Session | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | The most important skills of a business coach                                          | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | The most important skills of a business coach                                          | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | The key characteristics of a good coach                                                | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | The key characteristics of a good coach                                                | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | The key characteristics of a good coach                                                | Lecture | MBA420.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | How to ask powerful coaching questions                                                 | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | How to ask powerful coaching questions                                                 | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | How to ask powerful coaching questions                                                 | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Personal leadership and leadership styles                                              | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Personal leadership and leadership styles                                              | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Leadership in groups                                                                   | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Leadership in groups                                                                   | Lecture | MBA420.4 | Mid Term-2, Quiz & End Sem Exam |



## H. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-----------------|--------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|----------------------------------------------|------------------|------------------|
|                 |                                                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>MBA420.1</b> | To understand the concepts of Organizational Culture and Team Management its relationship to Business. | -                                   | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  | 1                                            | 1                | 1                |
| <b>MBA420.2</b> | To apply concepts of Collaboration and presentation skills.                                            | 1                                   | 3           | 3           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  | 1                                            | 2                | 1                |
| <b>MBA420.3</b> | To analyse Mentoring and Counselling.                                                                  | -                                   | 3           | 2           | -           | 1           | 3           | 3           | 2           | 3           | 3            |  |  | 2                                            | 2                | 3                |
| <b>MBA420.4</b> | To integrate the concept of Leadership and Negotiation under various conditions.                       | 1                                   | 3           | 2           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  | 1                                            | 1                | 2                |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2022-23                                                                                                                                                                                                                                                                                                                                                      |              |                                                                |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: MBA IV Semester                                                                                                                                                                                                                                                                                                                                                                                         |              |                                                                |          |           |                |          |
| Subject Name:<br>MBA 420 Venture Valuation and Accounting                                                                                                                                                                                                                                                                                                                                                      |              | Time: 2 Hrs                                                    |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                 | Remembering  | Understanding                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                               | Q.1,4        | Q.2,3                                                          | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br><br><b>MBA420.1</b> To understand the concepts of Organizational Culture and Team Management its relationship to Business.<br><br><b>MBA420.2.</b> To apply concepts of Collaboration and presentation skills.<br><br><b>MBA420.3</b> To analyse Mentoring and Counselling.<br><br><b>MBA420.4</b> To integrate the concept of Leadership and Negotiation under various conditions. |              |                                                                |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                         | Question No. | Question                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                            | Q.1          | Explain in brief on Organizational Culture.                    |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                            | Q.2a         | What is the nature of Team Management?                         |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                | Q.2b         | How concept of Collaboration is applied in business decisions? |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                            | Q.3          | Elaborate presentation skills                                  |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                            | Q.4          | Explain the significance of Leadership                         |          |           |                | 3        |
| CO3                                                                                                                                                                                                                                                                                                                                                                                                            | Q.5a         | Elaborate different types of Negotiation.                      |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                | Q.5b         | Describe in brief Mentoring and Counselling.                   |          |           |                | 3        |

|     |     |                                                       |   |
|-----|-----|-------------------------------------------------------|---|
| CO4 | Q 6 | How Leadership benefits to small-scale entrepreneurs? | 6 |
|-----|-----|-------------------------------------------------------|---|

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session</b>          | 2021-22                                         |
| <b>Course Name</b>      | MBA                                             |
| <b>Semester</b>         | 4 <sup>th</sup> Semester                        |
| <b>Subject Code</b>     | MBA 420                                         |
| <b>Subject Name</b>     | Managerial Skills for Effectiveness             |
| <b>Attainment Level</b> | 53% of the students secured more than 60% marks |

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                          |
|------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |
| AMITY BUSINESS SCHOOL                    |
| DEPARTMENT OF BUSINESS MANAGEMENT        |

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2022-2023**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

|                                                                    |  |
|--------------------------------------------------------------------|--|
| <p align="center"><b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b></p> |  |
|--------------------------------------------------------------------|--|

[illegible]



|                                                                                                    |
|----------------------------------------------------------------------------------------------------|
| Amity Business School                                                                              |
| Course Handout                                                                                     |
| Course : INTEGRATED MARKETING COMMUNICATION/PROMOTION STRATEGY                                     |
| Course Code : MBA475, Crédits : 03, Session :2022-23(Even Sem.), Class : MBA. 2 <sup>nd</sup> Year |
| Faculty Name :                                                                                     |

**Introduction:** This course provides students an opportunity to gain an understanding of advertising and other marketing communications practices thereby making them marketers with effective communication skills. The course emphasizes on developing students' abilities to use Advertising as a tool to Create Awareness, Position the Product, and make an impact in the Consumers' Minds with the knowledge of the business environment supported by the domain knowledge of mass and personal communication. This comprehensive course also familiarizes students' with Media Planning and creativity in advertising through critical thinking, business analysis, problem solving and innovative solution development abilities.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA475.1.** Understand the concept of advertising and evaluate the concept of integrated communication

**MBA475.2.** Identify the objectives and importance of advertising as a promotional tool.

**MBA475.3.** Remember the approaches of advertising campaign planning and develop ethics in advertising.

**MBA475.4.** Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market.

**MBA475.5.** Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.

**MBA475.6.** Create sales promotion strategies and identify the latest trends and practices in the industry.

**B. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.



**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

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**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### C. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

### D. Syllabus

#### Module I: Introduction to IMC

Enhancing Brand Equity through IMC. Role of advertisement and promotions in segmentation, targeting and positioning. The communication process and consumer behaviour. Elements of mass communication and personal communications.

#### Module II: Managing Mass Communications:

Concept and definition of advertisement – setting advertisement objectives, Packaging, Point-of-purchase communication and signage. . Traditional vs modern media. Online and mobile advertising. Social media for advertising and promotion. Surrogate Advertising – Special case of India with banned products.

#### Module III: Advertising Planning & Strategy: Media and Effectiveness

Advertising Department: Objectives and functions, The DAGMAR Approach to Setting Objectives, Advertising Campaign, Budgeting Methods. Advertising message: message objectives, recall,

attitude, emotions and feelings Message tactics. Endorsers and message appeal in advertising. Creative aspects of advertising: copy writing, advertising artwork, copy in conventional media and cyberspace.

#### **Module IV: Media Planning**

Media Planning, Scheduling, & Buying; Print, Broadcast & Interactive Online Media, Analysis and Measuring Advertising/Ad-message Effectiveness,

#### **Module V: Managing Mass Communications:**

Rationale for Sale Promotion, Types of Sales Promotion - Consumer and Trade Promotions - Sales Promotion Strategies and Practices – Sampling, couponing, premiums and other promotions, Relationship between Sales promotion and advertising, Cross Promotions, Event Marketing - Sponsorship, Public Relations,

#### **Module VI: Managing Personal Communications:**

**Direct and interactive marketing, Word-of-mouth, and Personal selling,** Direct Marketing, Word-of-mouth influence,

#### **E. Examination Scheme:**

| <b>Components</b>    | <b>Mid Term Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>ESE</b> |
|----------------------|----------------------|-------------------|---------------------------------------------|------------|
| <b>Weightage (%)</b> | 15                   | 5                 | 10                                          | 70         |

#### **F. Suggested Text/Reference Books:**

- Integrated Marketing Communications – Kenneth Blown & Donald Bach. PHI. 2002.
- Belch, George E & Belch, Michael A. (2009). Advertising and Promotion. McGraw-Hill Irwin. 9th edition.
- Wells W.D, Burnett J, & Moriarty S. (2009), Advertising Principles and Practice, Pearson Higher Education
- Batra R, Myers G.J., Aaker D (2003), Advertising Management, Pearson Education.

#### **G. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                 | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b> |
|----------------|-------------------------------|-------------------------|-------------------------|-----------------------------|
| 1              | Introduction of organizations | Lecture                 | MBA475.1                | Mid Term-1, Quiz            |

|    |                                                                                                   |         |          |                                 |
|----|---------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    |                                                                                                   |         |          | & End Sem Exam                  |
| 2  | Enhancing Brand Equity through IMC                                                                | Lecture | MBA475.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | Role of advertisement and promotions in segmentation, targeting and positioning.                  | Lecture | MBA475.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | he communication process and consumer behaviour                                                   | Lecture | MBA475.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Elements of mass communication and personal communications.                                       | Lecture | MBA475.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Managing Mass Communications:                                                                     | Lecture | MBA475.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Concept and definition of advertisement – setting advertisement objectives                        | Lecture | MBA475.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Packaging, Point-of-purchase communication and signage                                            | Lecture | MBA475.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Traditional vs modern media.                                                                      | Lecture | MBA475.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Online and mobile advertising.                                                                    | Lecture | MBA475.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Social media for advertising and promotion                                                        | Lecture | MBA475.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Surrogate Advertising – Special case of India with banned products.                               | Lecture | MBA475.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Advertising Planning & Strategy: Media and Effectiveness                                          | Lecture | MBA475.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Advertising Department: Objectives and functions                                                  | Lecture | MBA475.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | The DAGMAR Approach to Setting Objectives, Advertising Campaign, Budgeting Methods.               | Lecture | MBA475.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Advertising message: message objectives, recall, attitude, emotions and feelings Message tactics. | Lecture | MBA475.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Media Planning                                                                                    | Lecture | MBA475.4 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Scheduling, & Buying; Print,                                                                      | Lecture | MBA475.4 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Broadcast & Interactive Online Media                                                              | Lecture | MBA475.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Analysis and Measuring                                                                            | Lecture | MBA475.4 | Mid Term-1, Quiz                |

|    |                                                          |         |          |                                 |
|----|----------------------------------------------------------|---------|----------|---------------------------------|
|    | Advertising/Ad-message Effectiveness,                    |         |          | & End Sem Exam                  |
| 21 | Managing Mass Communications:                            | Lecture | MBA475.5 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Rationale for Sale Promotion,                            | Lecture | MBA475.5 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Types of Sales Promotion - Consumer and Trade Promotions | Lecture | MBA475.5 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Sales Promotion Strategies and Practices                 | Lecture | MBA475.5 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Sampling, couponing, premiums and other promotions       | Lecture | MBA475.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Relationship between Sales promotion and advertising,    | Lecture | MBA475.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Cross Promotions, Event Marketing                        | Lecture | MBA475.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Sponsorship, Public Relations                            | Lecture | MBA475.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Managing Personal Communications:                        | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Direct and interactive marketing                         | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Direct and interactive marketing                         | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Word-of-mouth                                            | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Personal selling,                                        | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Direct Marketing,                                        | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Word-of-mouth influence,                                 | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Personal selling,                                        | Lecture | MBA475.6 | Mid Term-2, Quiz & End Sem Exam |

#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |  |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|--|
|                 |                                                                                                                                       | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |  |
| <b>MBA475.1</b> | Understand the concept of advertising and evaluate the concept of integrated communication                                            | -                                   | 3           | -           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  |  |  |
| <b>MBA475.2</b> | Identify the objectives and importance of advertising as a promotional tool.                                                          | 1                                   | 3           | 3           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |  |
| <b>MBA475.3</b> | Remember the approaches of advertising campaign planning and develop ethics in advertising.                                           | -                                   | 3           | 2           | -           | 1           | 3           | 3           | 2           | 3           | 3            |  |  |  |  |
| <b>MBA475.4</b> | Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market. | 1                                   | 3           | 2           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |  |
| <b>MBA475.5</b> | Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.                                | 1                                   | 2           | 2           | 2           | 3           | 3           | 1           | 1           | 3           | 2            |  |  |  |  |

|                 |                                                                                                 |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |
|-----------------|-------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|
| <b>MBA475.6</b> | Create sales promotion strategies and identify the latest trends and practices in the industry. | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |  |  |
|-----------------|-------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|

**Sample Question Paper**

| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2022-23                               |                 |                   |              |               |                |              |
|-----------------------------------------------------------------------------------------|-----------------|-------------------|--------------|---------------|----------------|--------------|
| Class: MBA IV Semester                                                                  |                 |                   |              |               |                |              |
| Subject Name:<br>MBA 475 INTEGRATED<br>MARKETING<br>COMMUNICATION/PROMOTION<br>STRATEGY |                 | Time: 2 Hrs       |              |               | Max. Marks: 30 |              |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                 | Rememberin<br>g | Understandin<br>g | Applyin<br>g | Analyzi<br>ng | Evaluati<br>ng | Creatin<br>g |
| Question<br>Mapping                                                                     | Q. 2, Q. 4      | Q. 6              | Q. 1 -       | -             | Q. 5           | Q. 3         |

Student will be able to

**MBA475.1.** Understand the concept of advertising and evaluate the concept of integrated communication

**MBA475.2.** Identify the objectives and importance of advertising as a promotional tool.

**MBA475.3.** Remember the approaches of advertising campaign planning and develop ethics in advertising.

**MBA475.4.** Analyse media planning and scheduling. Create advertising budgets and evaluate the role of advertisement in the international market.

**MBA475.5.** Identify the need and scope of sales promotion and manage the factors responsible for sales promotion.

**MBA475.6.** Create sales promotion strategies and identify the latest trends and practices in the industry.

| CO Map | Question No. | Question                                                          | Marks |
|--------|--------------|-------------------------------------------------------------------|-------|
| CO1    | Q.1          | Elaborate the role of marketing mix in advertising.               | 5     |
| CO2    | Q.2a         | Differentiate between Publicity, Personal Selling and advertising | 5     |
| CO2    | Q.3          | Define integrated marketing communications.                       | 5     |
| CO2    | Q.4          | Give the SWOT analysis of advertising as a promotional tool.      | 5     |
| CO3    | Q.5a         | How does the prevailing market influence advertising? Elaborate.  | 5     |
| CO4    | Q.6          | Describe the types of advertisements.                             | 5     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |



|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |
|--------------|---|------------------------------------------------------------|



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                       |
|-------------------------|-------------------------------------------------------|
| <b>Session</b>          | 2021-22                                               |
| <b>Course Name</b>      | MBA                                                   |
| <b>Semester</b>         | 4 <sup>th</sup> Semester                              |
| <b>Subject Code</b>     | MBA 475                                               |
| <b>Subject Name</b>     | Integrated Marketing Communication/Promotion Strategy |
| <b>Attainment Level</b> | 59% of the students secured more than 60% marks       |

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                          |
|------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |
| AMITY BUSINESS SCHOOL                    |
| DEPARTMENT OF BUSINESS MANAGEMENT        |

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2022-2023**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

|                                                                    |  |
|--------------------------------------------------------------------|--|
| <p align="center"><b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b></p> |  |
|--------------------------------------------------------------------|--|

[illegible]



|                                                                                                    |
|----------------------------------------------------------------------------------------------------|
| Amity Business School                                                                              |
| Course Handout                                                                                     |
| Course : DIGITAL AND SOCIAL MEDIA MARKETING                                                        |
| Course Code : MBA476, Crédits : 03, Session :2022-23(Even Sem.), Class : MBA. 2 <sup>nd</sup> Year |
| Faculty Name :                                                                                     |

**Introduction:** The death of a salesman in the B2B channels is as real as the day itself. E-commerce has radically changed how people identified their needs, searched for products, analysed their options, made the purchase and then provided their feedback based on their experience of the service of the product provider or the satisfaction they have gained from the product itself. This course is designed to facilitate this generation of netizens to graduate from a level of only buying and availing online services to a level where they are sensitized with what it takes for an online marketer to recruit customers online and provide them services and products that are sold online, but are not necessarily availed online. The course will explicate the role of business environment and domain knowledge and impress upon skills like critical thinking, business analysis, and problem solving and creating innovative solutions.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA476.1.** On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital marketing.

**MBA476.2.** On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer behaviour and imagine its utility in online/offline marketing strategies.

**MBA476.3.** Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area. They will also comprehend optimization and the keyword search methodology.

**MBA476.4.** On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.

**MBA476.5.** On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve. Students will also be able to form opinion on current trends in digital marketing area and estimate future trends therein.

## **B. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.



### C. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

### D. Syllabus

#### Module I: Go online

Evolution of digital marketing. E-marketing and the changing landscape. The implications of the digital change. Web and the new corporations. E-marketing – Challenges, strengths and applications. The digital consumer and communities online. Digital marketing landscape. The online marketing mix. Types of digital marketing: Email, internet marketing, mobile marketing and social media marketing.

#### Module II: Social Media

Social media marketing. The social media model by McKinsey and marketing with networks. Social media strategy and customer engagement. Affiliate marketing & strategic partnerships. Social media tools – Blogs, micro-blogs, Social networks, media sharing sites, social news sites, review sites,

virtual worlds and online gaming. Social listening. Web analytics. Social media analytics. Viral marketing and Facebook Adverts. Online Guerilla marketing.

### **Module III: Rush-hour traffic**

Dynamics of an online search. Internet traffic plan. Search engine marketing, PPC and online advertising. Search engine optimisation and search engine marketing. Content strategies. The Google case study. Where the service is free, the customer is the product.

### **Module IV: E-commerce**

Online procurement and distribution. Traditional distribution management issues. Overcoming distribution challenges. Fundamental advantages offered by the internet. The spiral of prosperity model. Measuring E-commerce success. CRM and CX in digital marketing. Data and analytics.

### **Module V: Emerging Digital Revolution**

Online campaign management. Integrating digital and social media strategies. Campaign management using Facebook, Twitter and Blogs. The future of marketing. Gamification and Apps. Changes in the marketing landscape – the rise in technology. What has changed in the last two years in the mobile phone app technology? Gamification and game-based marketing. The World of Apps. Apps and India.

### **E. Examination Scheme:**

| <b>Components</b>    | <b>Mid Term Exam</b> | <b>Attendance</b> | <b>Project/Assignment/Quiz/Presentation</b> | <b>ESE</b> |
|----------------------|----------------------|-------------------|---------------------------------------------|------------|
| <b>Weightage (%)</b> | 15                   | 5                 | 10                                          | 70         |

### **F. Suggested Text/Reference Books:**

- Vanadana Ahuja. Digital Marketing. Oxford.
- Lamb, Hair, and Sharma. MKTG – Principles of Marketing. Cengage Learning.
- Puneet Singh Bhatia; Fundamentals of Digital Marketing, Pearson Education.
- David Whiteley; E-Commerce: Strategy, Technologies and Applications, McGraw Hill Education Menon, Arpita; Media Planning and Buying; McGraw Hill.
- Ryan, Damian; Understanding Digital Marketing: marketing strategies for engaging the digital generation; Kogan Page (3rd Edition, 2014)
- Arnold, George; Media Writer's Handbook: A Guide to Common Writing and Editing Problems; McGraw-Hill Education.

## G. Lecture Plan

| Lecture | Topics                                                                                              | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Evolution of digital marketing. E-marketing and the changing landscape                              | Lecture          | MBA476.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | The implications of the digital change                                                              | Lecture          | MBA476.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Web and the new corporations. E-marketing – Challenges, strengths and applications                  | Lecture          | MBA476.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | The digital consumer and communities online                                                         | Lecture          | MBA476.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Digital marketing landscape                                                                         | Lecture          | MBA476.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | The online marketing mix.                                                                           | Lecture          | MBA476.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Types of digital marketing: Email, internet marketing, mobile marketing and social media marketing. | Lecture          | MBA476.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Social media marketing.                                                                             | Lecture          | MBA476.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | The social media model by McKinsey and marketing with networks                                      | Lecture          | MBA476.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Social media strategy and customer engagement.                                                      | Lecture          | MBA476.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Affiliate marketing & strategic partnerships                                                        | Lecture          | MBA476.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Social listening. Web analytics. Social media analytics.                                            | Lecture          | MBA476.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Viral marketing and Facebook Adverts. Online Guerilla marketing.                                    | Lecture          | MBA476.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Dynamics of an online search. Internet traffic plan.                                                | Lecture          | MBA476.3         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Internet traffic plan. Search engine marketing, PPC and online advertising.                         | Lecture          | MBA476.3         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                |         |          |                                 |
|----|--------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 16 | Search engine optimisation and search engine marketing                         | Lecture | MBA476.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Content strategies.                                                            | Lecture | MBA476.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | The Google case study. Where the service is free, the customer is the product. | Lecture | MBA476.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Online procurement and distribution                                            | Lecture | MBA476.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Traditional distribution management issues.                                    | Lecture | MBA476.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Overcoming distribution challenges.                                            | Lecture | MBA476.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Fundamental advantages offered by the internet                                 | Lecture | MBA476.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | The spiral of prosperity model.                                                | Lecture | MBA476.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Measuring E-commerce success.                                                  | Lecture | MBA476.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | CRM and CX in digital marketing. Data and analytics.                           | Lecture | MBA476.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Online campaign management.                                                    | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Campaign management using Facebook, Twitter and Blogs                          | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | The future of marketing. Gamification and Apps.                                | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Changes in the marketing landscape – the rise in technology.                   | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | What has changed in the last two years in the mobile phone app technology?     | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Gamification and game-based marketing.                                         | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | The World of Apps.                                                             | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Integrating digital and social media strategies                                | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Apps and India                                                                 | Lecture | MBA476.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | game-based marketing.                                                          | Lecture | MBA476.6 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                 |         |          |                                 |
|----|-------------------------------------------------|---------|----------|---------------------------------|
| 36 | Integrating digital and social media strategies | Lecture | MBA476.6 | Mid Term-2, Quiz & End Sem Exam |
|----|-------------------------------------------------|---------|----------|---------------------------------|

#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                                                                                                                                                                                 | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |  |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|--|
|                 |                                                                                                                                                                                                                                                                                           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |  |
| <b>MBA476.1</b> | On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital marketing. | -                                   | 3           | 2           | 3           | 3           | 3           | 2           | -           | 3           | 2            |  |  |  |  |
| <b>MBA476.2</b> | On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer behaviour and imagine its utility in online/offline marketing strategies.                                                               | 1                                   | 3           | 3           | -           | 1           | 3           | 1           | 2           | 3           | 3            |  |  |  |  |

|                 |                                                                                                                                                                                                                                                                               |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |
|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|
| <b>MBA476.3</b> | Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area. They will also comprehend optimization and the keyword search methodology.                                                      | - | 3 | 2 | - | 1 | 3 | 3 | 2 | 3 | 3 |  |  |  |  |  |
| <b>MBA476.4</b> | On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.                                                                   | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |  |  |
| <b>MBA476.5</b> | On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve. Students will also be able to form opinion on current trends in digital marketing area and estimate future trends therein. | 1 | 2 | 2 | 2 | 3 | 3 | 1 | 1 | 3 | 2 |  |  |  |  |  |

### Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                 |                   |              |               |                |              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-------------------|--------------|---------------|----------------|--------------|
| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2022-23                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                 |                   |              |               |                |              |
| Class: MBA IV Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                 |                   |              |               |                |              |
| Subject Name:<br>MBA 476 DIGITAL AND SOCIAL<br>MEDIA MARKETING                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                 | Time: 2 Hrs       |              |               | Max. Marks: 30 |              |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Rememberin<br>g | Understandin<br>g | Applyin<br>g | Analyzi<br>ng | Evaluati<br>ng | Creatin<br>g |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q. 2, Q. 4      | Q. 6              | Q. 1 -       | -             | Q. 5           | Q. 3         |
| <p>Student will be able to</p> <p><b>MBA476.1.</b> On studying this module, the students will be able to understand the concept of marketing in digital environment. They will also be able to relate traditional marketing concepts with digital marketing and evaluate the use of various channel options available for digital marketing.</p> <p><b>MBA476.2.</b> On completing this module, the students will develop the concept of digital marketing research. They will also be able to examine online consumer behaviour and imagine its utility in online/offline marketing strategies.</p> <p><b>MBA476.3.</b> Upon studying this module, the students will be able to build an understanding of search engines and their utility in digital marketing area. They will also comprehend optimization and the keyword search methodology.</p> <p><b>MBA476.4.</b> On properly studying this module, the student will be able to examine the utility of different social media in digital marketing and evaluate their use, as future managers, in actual marketing campaigns.</p> <p><b>MBA476.5.</b> On studying this module, the student will be able to create favourable online reputation, later, as future managers, for organizations they serve. Students will also be able to form opinion on current trends in digital marketing area and estimate future trends therein.</p> |                 |                   |              |               |                |              |
| CO<br>Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Question<br>No. | Questi<br>on      |              |               |                | Mar<br>ks    |

|     |      |                                                                    |   |
|-----|------|--------------------------------------------------------------------|---|
| CO1 | Q.1  | Elaborate the role of digital marketing in marketing.              | 5 |
| CO2 | Q.2a | Differentiate between digital marketing: Email, internet marketing | 5 |
| CO2 | Q.3  | Define Social media marketing                                      | 5 |
| CO2 | Q.4  | Explain Social media analytics                                     | 5 |
| CO3 | Q.5a | Elaborate Search engine optimisation and search engine marketing.  | 5 |
| CO4 | Q 6  | Describe Traditional distribution management issues                | 5 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                    |
|-------------------------|------------------------------------|
| <b>Session</b>          | 2021-22                            |
| <b>Course Name</b>      | MBA                                |
| <b>Semester</b>         | 4 <sup>th</sup> Semester           |
| <b>Subject Code</b>     | MBA 476                            |
| <b>Subject Name</b>     | Digital and Social Media Marketing |
| <b>Attainment Level</b> | Level 3                            |

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                          |
|------------------------------------------|
| AMITY UNIVERSITY MADHYA PRADESH, GWALIOR |
| AMITY BUSINESS SCHOOL                    |
| DEPARTMENT OF BUSINESS MANAGEMENT        |

## **PROGRAMME OUTCOMES**

**Master of Business Administration**

**2022-2023**

### **Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

|                                                                    |  |
|--------------------------------------------------------------------|--|
| <p align="center"><b>PROGRAMME<br/>ARTICULATION<br/>MATRIX</b></p> |  |
|--------------------------------------------------------------------|--|

[illegible]



|                                                                                                    |
|----------------------------------------------------------------------------------------------------|
| Amity Business School                                                                              |
| Course Handout                                                                                     |
| Course : SERVICES MARKETING                                                                        |
| Course Code : MBA479, Crédits : 03, Session :2022-23(Even Sem.), Class : MBA. 2 <sup>nd</sup> Year |
| Faculty Name :                                                                                     |

**Introduction:** This course provides students an opportunity to gain an understanding of advertising and other marketing communications practices thereby making them marketers with effective communication skills. The course emphasizes on developing students' abilities to use Advertising as a tool to Create Awareness, Position the Product, and make an impact in the Consumers' Minds with the knowledge of the business environment supported by the domain knowledge of mass and personal communication. This comprehensive course also familiarizes students' with Media Planning and creativity in advertising through critical thinking, business analysis, problem solving and innovative solution development abilities.

**A. Course Outcomes:** At the end of the course, students will be able to:

**MBA479.1.** Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products

**MBA479.2.** Identify the characteristics of the services industry and the modus operandi of consumers.

**MBA479.3.** Analyse the role and relevance of Quality in Services

**MBA479.4.** Measure service quality and assess the impact of service quality on consumer Behaviour.

**MBA479.5.** Identify GAPs between end user and service provider and devise strategies to close them.

**MBA479.6.** Develop services pricing strategies and identify and analyse best service practices in the industry.

**B. Programme Outcomes:**

**[PO.1].Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2].Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4].Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

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**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

### C. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Project/Assignment/ Quiz/Presentation                                                                                                                                                                         | P/A/Q/PR | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

### D. Syllabus

#### Module I- Introduction

Meaning of Social Entrepreneurship, Difference between Business Entrepreneurship & Social Entrepreneurship, Importance of Social Entrepreneurship, Historical examples of Social Entrepreneurs of India & the world, the attributes of Social Entrepreneurs.

#### Module II – Social Entrepreneurship in Practice

Ideal conditions for Social Entrepreneurship, Addressing social problems, Management of SE, Motivation for Social Entrepreneurs, Challenges for Social Entrepreneurs, Contemporary Social Entrepreneurs of India & the world.

#### Module III – Boundaries for Social Entrepreneurs

Contribution of Social Entrepreneurship for society & country, Boundaries and limitations for Social Entrepreneurs, The future of Social Entrepreneurship.



#### **Module IV – Funding/Financing Social Entrepreneurs**

Angel funds, Venture Capital, Corporate financing, Microfinance, Internal funding sources. **Module I: Introduction to IMC**

Enhancing Brand Equity through IMC. Role of advertisement and promotions in segmentation, targeting and positioning. The communication process and consumer behaviour. Elements of mass communication and personal communications.

#### **Module II: Managing Mass Communications:**

Concept and definition of advertisement – setting advertisement objectives, Packaging, Point-of-purchase communication and signage. . Traditional vs modern media. Online and mobile advertising. Social media for advertising and promotion. Surrogate Advertising – Special case of India with banned products.

#### **Module III: Advertising Planning & Strategy: Media and Effectiveness**

Advertising Department: Objectives and functions, The DAGMAR Approach to Setting Objectives, Advertising Campaign, Budgeting Methods. Advertising message: message objectives, recall, attitude, emotions and feelings Message tactics. Endorsers and message appeal in advertising. Creative aspects of advertising: copy writing, advertising artwork, copy in conventional media and cyberspace.

#### **Module IV: Media Planning**

Media Planning, Scheduling, & Buying; Print, Broadcast & Interactive Online Media, Analysis and Measuring Advertising/Ad-message Effectiveness,

#### **Module V: Managing Mass Communications:**

Rationale for Sale Promotion, Types of Sales Promotion - Consumer and Trade Promotions - Sales Promotion Strategies and Practices – Sampling, couponing, premiums and other promotions, Relationship between Sales promotion and advertising, Cross Promotions, Event Marketing - Sponsorship, Public Relations,

#### **Module VI: Managing Personal Communications:**

**Direct and interactive marketing, Word-of-mouth, and Personal selling,** Direct Marketing, Word-of-mouth influence,

#### **E. Examination Scheme:**

| Components | Mid Term Exam | Attendance | Project/Assignment/Quiz/<br>Presentation | ESE |
|------------|---------------|------------|------------------------------------------|-----|
|            |               |            |                                          |     |

|                      |    |   |    |    |
|----------------------|----|---|----|----|
| <b>Weightage (%)</b> | 15 | 5 | 10 | 70 |
|----------------------|----|---|----|----|

#### F. Suggested Text/Reference Books:

- Integrated Marketing Communications – Kenneth Blown & Donald Bach. PHI. 2002.
- Belch, George E & Belch, Michael A. (2009). Advertising and Promotion. McGraw-Hill Irwin. 9th edition.
- Wells W.D, Burnett J, & Moriarty S. (2009), Advertising Principles and Practice, Pearson Higher Education
- Batra R, Myers G.J., Aaker D (2003), Advertising Management, Pearson Education.

#### G. Lecture Plan

| <b>Lecture</b> | <b>Topics</b>                                                                                                              | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|----------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Understanding Services and Consumer Behavior                                                                               | Lecture                 | MBA479.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Service Sector and its structure. Drivers of service sector growth. Service products, Nature of services:                  | Lecture                 | MBA479.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | Tangibility Spectrum; Defining the service offering; Flower of Service. Goods vs. Services;.                               | Lecture                 | MBA479.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | the service marketing challenges and implications for marketers for each service characteristic.                           | Lecture                 | MBA479.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | Categorizing Service Processes                                                                                             | Lecture                 | MBA479.1                | Mid Term-1, Quiz & End Sem Exam |
| 6              | Self Service Technologies. Consumers and markets, Consumer behavior in services;                                           | Lecture                 | MBA479.1                | Mid Term-1, Quiz & End Sem Exam |
| 7              | Search, Experience and Credence attributes. Service Encounters and the types; Moments of Truth. The expanded Services Mix. | Lecture                 | MBA479.1                | Mid Term-1, Quiz & End Sem Exam |
| 8              | Focus on Customers                                                                                                         | Lecture                 | MBA479.2                | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                           |         |          |                                 |
|----|-----------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 9  | Customers' expectations of service                                                                        | Lecture | MBA479.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Consumer Behaviour in Services - Consumer decision-making process. Consumer Expectations: Concept.        | Lecture | MBA479.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Consumer Behaviour in Services - Factors influencing customer expectation of services                     | Lecture | MBA479.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Consumer Behaviour in Services - Service encounter and moments of truths.                                 | Lecture | MBA479.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Consumer Behaviour in Services - Service encounter and moments of truths.                                 | Lecture | MBA479.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Consumer Behaviour in Services - Managing Customer Satisfaction.                                          | Lecture | MBA479.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Consumer Behaviour in Services - Managing Customer Satisfaction.                                          | Lecture | MBA479.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Consumer Behaviour in Services - Service failure and recovery.                                            | Lecture | MBA479.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Distribution and Demand Capacity Management of Services                                                   | Lecture | MBA479.4 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Role of Distribution in Services. Channel Conflicts and other key problems                                | Lecture | MBA479.4 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Service Quality & Productivity - Approaches to improve productivity. Managing service demand and capacity | Lecture | MBA479.4 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Service Quality & Productivity - Understanding capacity constraints, understanding demand patterns.       | Lecture | MBA479.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Service Sector Study (Group Project)                                                                      | Lecture | MBA479.5 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Service Quality & Productivity - service blueprinting,                                                    | Lecture | MBA479.5 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Service Quality & Productivity - service blueprinting,                                                    | Lecture | MBA479.5 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Service Quality & Productivity - physical evidence & Servicescape.                                        | Lecture | MBA479.5 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Service Quality & Productivity                                                                            | Lecture | MBA479.5 | Mid Term-2, Quiz                |

|    |                                                                                                   |         |          |                                 |
|----|---------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | - physical evidence & Servicescape.                                                               |         |          | & End Sem Exam                  |
| 26 | Service Quality - Concept of service quality                                                      | Lecture | MBA479.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Service Quality - Gap model of service quality.                                                   | Lecture | MBA479.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Service Quality - Gap model of service quality                                                    | Lecture | MBA479.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Service Quality - measuring & improving service quality,                                          | Lecture | MBA479.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Service Quality - Concept of SERVQUAL system.                                                     | Lecture | MBA479.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Service Quality - Concept of CRM & enhancing quality through it.                                  | Lecture | MBA479.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Service Quality - Concept of CRM & enhancing quality through it.                                  | Lecture | MBA479.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Service Quality - Introduction to Six Sigma.                                                      | Lecture | MBA479.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Managing Service Personnel - Role of service personnel and developing customer-focused personnel. | Lecture | MBA479.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Managing Service Personnel - Job characteristics.                                                 | Lecture | MBA479.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Managing Service Personnel - Internal marketing,                                                  | Lecture | MBA479.5 | Mid Term-2, Quiz & End Sem Exam |

#### H. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |  |  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|--|--|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |  |  |

|                 |                                                                                                                                   |   |   |   |   |   |   |   |   |   |   |  |  |  |  |  |
|-----------------|-----------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|
| <b>MBA479.1</b> | Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products | - | 3 | - | 3 | 3 | 3 | 2 | - | 3 | 2 |  |  |  |  |  |
| <b>MBA479.2</b> | Identify the characteristics of the services industry and the modus operandi of consumers.                                        | 1 | 3 | 3 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |  |  |
| <b>MBA479.3</b> | Analyse the role and relevance of Quality in Services                                                                             | - | 3 | 2 | - | 1 | 3 | 3 | 2 | 3 | 3 |  |  |  |  |  |
| <b>MBA479.4</b> | Measure service quality and assess the impact of service quality on consumer Behaviour.                                           | 1 | 3 | 2 | - | 2 | 3 | 1 | 2 | 3 | 3 |  |  |  |  |  |
| <b>MBA479.5</b> | Identify GAPS between end user and service provider and devise strategies to close them.                                          | 1 | 2 | 2 | 2 | 2 | 3 | 1 | 1 | 3 | 2 |  |  |  |  |  |
| <b>MBA479.6</b> | Develop services pricing strategies and identify and analyse best service practices in the industry.                              | 1 | 3 | 2 | - | 1 | 3 | 1 | 2 | 3 | 3 |  |  |  |  |  |

### Sample Question Paper

|                                                           |
|-----------------------------------------------------------|
| Amity Business School<br>I MID-SEMESTER (SEM –IV) 2022-23 |
| Class: MBA IV Semester                                    |

|                                                |             |               |          |           |                |          |
|------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Subject Name:<br>MBA 479 SERVICES MARKETING    |             | Time: 2 Hrs   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                               | Q. 2, Q. 4  | Q. 6          | Q. 1 -   | -         | Q. 5           | Q. 3     |

Student will be able to

**MBA479.1.** Demonstrate how knowledge of services marketing influences economy and understand the concept of Services and intangible products

**MBA479.2.** Identify the characteristics of the services industry and the modus operandi of consumers.

**MBA479.3.** Analyse the role and relevance of Quality in Services

**MBA479.4.** Measure service quality and assess the impact of service quality on consumer Behaviour.

**MBA479.5.** Identify GAPs between end user and service provider and devise strategies to close them.

**MBA479.6.** Develop services pricing strategies and identify and analyse best service practices in the industry.

| CO Map | Question No. | Question                                                                                | Marks |
|--------|--------------|-----------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | What is service marketing? State its features.                                          | 5     |
| CO2    | Q.2          | How does service industry influence the economy?                                        | 5     |
| CO2    | Q.3          | What impact does the service industry bring in the growth of global and Indian markets? | 5     |
| CO2    | Q.4          | Elaborate consumer decision process for services?                                       | 5     |
| CO3    | Q.5          | What are the factors that influence the customer expectations?                          | 5     |
| CO4    | Q 6          | State the reasons for service failure.                                                  | 5     |

| Attainments | Rubric |
|-------------|--------|
|-------------|--------|

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session</b>          | 2021-22                                         |
| <b>Course Name</b>      | MBA                                             |
| <b>Semester</b>         | 4 <sup>th</sup> Semester                        |
| <b>Subject Code</b>     | MBA 479                                         |
| <b>Subject Name</b>     | Service Marketing                               |
| <b>Attainment Level</b> | 59% of the students secured more than 60% marks |

### Note:

| <b>Attainments</b> | <b>Rubric</b>                                              |
|--------------------|------------------------------------------------------------|
| Level 1            | IF 60% of students secure more than 60% marks then level 1 |
| Level 2            | IF 70% of students secure more than 60% marks then level 2 |
| Level 3            | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

s) 1st Year

Faculty Name : Dr Rajat Vaish

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2021-2024**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |            |     |          |     |     |     |     |     |     |     |       |
|----------------------------------|------------|-----|----------|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |            | PO1 | PO2      | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| I SEM                            | BBM<br>101 | 1   | “ ”<br>— | 1   | 2   | 2   | 2   | 2   | 2   | 3   | “_”   |



# AMITY UNIVERSITY

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|                                                                                        |
|----------------------------------------------------------------------------------------|
|                                                                                        |
| <b>Course Handout</b>                                                                  |
| Course : Elementary Business Mathematics                                               |
| Course Code : BBM 101, Credits : 03, Session :2021-22(Odd Sem.), Class : BCOM 1st Year |
| Faculty Name : Dr Rajat Vaish                                                          |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BBM 101.1** Understand set theory and functions in Business and Economics Limits.

**BBM 101.2** Analyse Basic Counting Principle, Permutation and Combinations

**BBM 101.3** Apply Simple, Compound Interest and Annuities

**BBM 101.4** Evaluate Matrices, Determinants and Numerical Problems

**A. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT

(Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

#### B. Syllabus

## Module I: Set Theory & Functions

Theory of Sets: Meaning; Elements; Types of sets, Subsets; Super sets & Power sets;

Operation on sets, Venn diagrams, Cardinal no of a set and Applications of set theory; Concept of inclusion-exclusion principle with simple example, Finite, Countable or Infinite sets; Cartesian product of sets. Real number systems, Constant and variable, functions, types of functions, Some useful functions in Business and Economics limits and continuity of a function of one variable.

## Module II: Techniques of counting and Number System

Basic counting principle, Factorial Notation; Binomial coefficient; Permutations and Combination; Permutation with restriction; Circular Permutation and Combination with restriction. Series and Sequence- A.P. and G.P.

## Module III: Simple, Compound Interest and Annuities

Simple Interest, Compound interest (Nominal and effective rate of interest), Concept of present value and amount of sum, Concept of discount, Types of annuities, present value and amount of an annuity, including the case of continuous compounding.

## Module IV: Matrices & Determinants

Matrices; concepts and types; properties; Addition; Multiplication; Transpose and inverse of matrix; Algebra of matrices; Ad joint of a matrix; Determinants; Properties of determinants; Solution of simultaneous Linear Equations; Business applications of matrices; Solution using inverse of the coefficient matrix; Numerical Problems.

### A. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### Text & References:

#### Text:

- Singh J K & Singh Y P (2010), Business Mathematics, Second Edition, Brijwasi Book Distributors and Publishers

#### References:

- Gupta S P, Statistical Methods, S. Chand & Co.
- Raghavachari M, Mathematics for Management, Tata Mc. Graw Hill
- Piskunov N, Differential & Integral Calculus, Moscow MIR Publishers

- Sancheti & Kapoor, Business Mathematics, Sultan Chand & Sons
- J. K. Sharma Business mathematics- Theory and Applications, Ane Books India.

### Lecture Plan

| Lecture | Topics                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|--------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Theory of sets                                               | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Types of Sets                                                | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Subsets; Super sets & Power sets                             | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Operation on sets                                            | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Venn diagrams                                                | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | Cardinal no of a set and Applications of set theory          | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Concept of inclusion-exclusion principle with simple example | Lecture          | BBM 101.1        | Mid Term-1, Quiz & End Sem. Exam |
| 10      | Finite,                                                      | Lecture          | BBM 101.1        | Mid Term-                        |

|    |                                                                                                      |         |           |                                  |
|----|------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Countable or Infinite sets                                                                           |         |           | 1, Quiz & End Sem. Exam          |
| 11 | Cartesian product of sets                                                                            | Lecture | BBM 101.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Real number systems                                                                                  | Lecture | BBM 101.1 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Constant and variable                                                                                | Lecture | BBM 101.1 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Functions, types of functions                                                                        | Lecture | BBM 101.1 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Some useful functions in Business and Economics limits and continuity of a function of one variable. | Lecture | BBM 101.1 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Basic counting principle                                                                             | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Factorial notation                                                                                   | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Binomial coefficient                                                                                 | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Permutations and Combination                                                                         | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 20 | Permutation with restriction                                                                         | Lecture | BBM 101.2 | Mid Term-1, Quiz & End Sem. Exam |
| 21 | Circular permutation and Combination with restriction                                                | Lecture | BBM 101.2 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Series and sequence-A.P.                                                                             | Lecture | BBM 101.2 | Mid Term-2, Quiz &               |

|    |                                                            |         |           |                                  |
|----|------------------------------------------------------------|---------|-----------|----------------------------------|
|    | and G.P                                                    |         |           | End Sem.<br>Exam                 |
| 23 | Simple Interest                                            | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Compound interest (Nominal and effective rate of interest  | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Concept of present value and amount of sum                 | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Concept of discount                                        | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Types of annuities, present value and amount of an annuity | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | case of continuous compounding                             | Lecture | BBM 101.3 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Matrices; concepts ,types and properties                   | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Addition; Multiplication; Transpose and inverse of matrix  | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Algebra of matrices; Adjoint of a matrix                   | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Determinants; Properties of determinants                   | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Solution of simultaneous Linear Equations                  | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Business applications of matrices                          | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Solution using                                             | Lecture | BBM 101.4 | Mid Term-                        |

|    |                                   |         |           |                                  |
|----|-----------------------------------|---------|-----------|----------------------------------|
|    | inverse of the coefficient matrix |         |           | 2, Quiz & End Sem. Exam          |
| 36 | Numerical Problems                | Lecture | BBM 101.4 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                                            | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |
|-----------|----------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|
|           |                                                                      | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |
| BBM 101.1 | Understand set theory and functions in Business and Economics Limits | “<br>-<br>“                         | “<br>”<br>” | “<br>”<br>” | ”<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>”  |  |
| BBM 101.2 | Analyse Basic Counting Principle, Permutation and Combinations       | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  |  |
| BBM 101.3 | Apply Simple, Compound Interest and Annuities                        | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  |  |
| BBM 101.4 | Evaluate Matrices, Determinants and Numerical Problems               | “<br>”<br>”                         | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  |  |

Sample Question Paper

|                                                                                              |                    |                      |                      |                  |                   |                       |
|----------------------------------------------------------------------------------------------|--------------------|----------------------|----------------------|------------------|-------------------|-----------------------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –I) 2021-22</p> |                    |                      |                      |                  |                   |                       |
| <p style="text-align: center;">Class: B Com (Honours) I Semester</p>                         |                    |                      |                      |                  |                   |                       |
| <p>Subject Name:<br/>BBM 101 ELEMENTARY<br/>BUSINESS MATHEMATICS</p>                         |                    |                      | <p>Time: 2 Hours</p> |                  |                   | <p>Max. Marks: 30</p> |
| <p>Levels of the questions as per Blooms Taxonomy</p>                                        | <p>Remembering</p> | <p>Understanding</p> | <p>Applying</p>      | <p>Analyzing</p> | <p>Evaluating</p> | <p>Creating</p>       |



| Question Mapping                                                                                                                                                             | Q.1,4        | Q.2,3                                                                       | Q.4 | Q.2,5,6 |       |  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------|-----|---------|-------|--|
| Student will be able to<br>CO1: Understand set theory and functions in Business and Economics Limits.<br>CO2: Analyze Basic Counting Principle, Permutation and Combinations |              |                                                                             |     |         |       |  |
| CO Map                                                                                                                                                                       | Question No. | Question                                                                    |     |         | Marks |  |
| CO1                                                                                                                                                                          | Q.1          | Explain in brief the rational for studying elementary business mathematics. |     |         | 3     |  |
| CO1                                                                                                                                                                          | Q.2a         | Explain types of Set                                                        |     |         | 3     |  |
|                                                                                                                                                                              | Q.2b         | Explain real number system                                                  |     |         | 3     |  |
| CO2                                                                                                                                                                          | Q.3          | Discuss finite set                                                          |     |         | 6     |  |
| CO2                                                                                                                                                                          | Q.4          | What is binomial coefficient                                                |     |         | 3     |  |
| CO2                                                                                                                                                                          | Q.5a         | Explain factorial notation                                                  |     |         | 3     |  |
|                                                                                                                                                                              | Q.5b         | Differentiate between permutation and combination                           |     |         | 3     |  |
| CO2                                                                                                                                                                          | Q 6          | Explain series and sequence                                                 |     |         | 6     |  |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                 |
|------------------|---------------------------------|
| Session Course   | 2021-22                         |
| Name             | B.Com (Hons)                    |
| Semester         | 1st Semester                    |
| Subject Code     | BBM101                          |
| Subject Name     | Elementary Business Mathematics |
| Attainment Level | Level 3                         |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2021-2022**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| I SEM                               | BCH<br>101 | 3   | 1   | 3   | 1   | 3   | 1   | 3   | 2   | 3   | 2    |



**AMITY UNIVERSITY**

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                        |
|----------------------------------------------------------------------------------------|
|                                                                                        |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                        |
| <b>AMITY BUSINESS SCHOOL</b>                                                           |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>                                               |
|                                                                                        |
| <b>Course Handout</b>                                                                  |
| Course : Business Organization & Management                                            |
| Course Code : BCH101, Crédits : 04, Session :2021-22(Odd Sem.), Class : BCOM. 1st Year |
| Faculty Name : Mr. Rajiv Kumar Dwivedi                                                 |

#### **A. Introduction:**

This course aims to provide students with an understanding of the principles and practices of organization and management. This course enables students to understand the fundamental management theories and their evolution, identify the elements of the organizational environments, manage resources and develop the ability to make sound decision within an organization.

#### **B. Course Outcomes:** At the end of the course, students will be able to:

- 1.**BCH101.1.** Able to understand the concept of organization - sole proprietors, Partnership, Joint-Hindu family, Joint stock Company and Co-operative organizations.
- 2.**BCH101.2.** Know the basic functions of Organisation and functional areas of management and understand the social responsibility of management and Ethics.
- 3.**BCH101.3.** Able to recognize the essential features of planning, process and types of plans
- 4.**BCH101.4.** Describe the role of organizing and staffing in India, departmentation, Committees and Span of Control - MBO and MBE
- 5.**BCH101.5.** Demonstrate the leadership styles Motivation theories (Maslow's, Herzberg, mcgregors X & Y theory), Ouchi's Theory etc.
- 6.**BCH101.6.** Able to understand the concept of controlling, Balance score card, Economic value added, Market value added.
- 7.**BCH101.7.** Evaluating the concept of Change Management, Knowledge Management and Learning organization.

### C. Programme Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### D. Programme Specific Outcomes: NA

### E. Assessment Plan:

| Component of Evaluation | Description | Code | Weightage % |
|-------------------------|-------------|------|-------------|
|-------------------------|-------------|------|-------------|

|                                |                                                                                                                                                                                                               |          |             |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## F. Syllabus

### Module I

Introduction to business, Business firms - Forms of organization - sole proprietors, Partnership, Joint-Hindu family, Joint stock Company, Co-operative organizations - Public Enterprises, BPO, E-commerce and M-commerce. Entrepreneurship - Concept & Nature

### Module II: Management

Introduction - Meaning, nature and characteristics of Management - Scope and functional areas of management - Social responsibility of management and Ethics.

Organizational Structure & Functions (Production, Marketing, Human resource development and finance functions)

### Module III: Planning

Nature importance and purpose of planning - Planning process, Objectives - Types of plans (Meaning only) - Decision-making - importance & steps.

### Module IV: Organizing & Staffing

Nature and purpose of organization, Principles of organization - Types of organization - Departmentation, Committees - Centralization Vs decentralization of authority and responsibility - Span of Control - MBO and MBE( Meaning only) - Nature and importance of staffing - Process of selection & recruitment(in brief) - retaining (training and compensation).

### Module V: Directing

Meaning and nature of directing - Leadership styles - Motivation theories (Maslow's, Herzberg, mcgregors X & Y theory), Ouchi's Theory- Communication meaning and importance, barriers to communication, types of communication - Coordination meaning and importance.

Case Discussion (GE)

### Module VI: Controlling

Meaning and steps in controlling - Essentials of a sound control system - Methods of establishing control(in brief) - Balance score card, Economic value added, Market value added.

### Module VII: Management in perspective

Change Management, Knowledge Management, Learning organization, Managing Diversity, Corporate Governance.



**G. Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**H. Suggested Text/Reference Books:**

- Koontz & O'Donnell, Management.
- Drucker, Peter: Management Tasks, Responsibilities and Practices
- Basu, "Business Organisation and management", Tata Mcgraw Hill, New Delhi
- M.C. Shukla: Business Organisation & Management, S. Chand
- Rustum & Davan, Principles and practice of Management.
- Jagadish Prakash: Business Organisation & Management
- Newman, H. William Summer, Etc.: The process of Management

**I. Lecture Plan**

| Lecture | Topics                                                                                                    | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Introduction to business                                                                                  | Lecture          | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Business firms - Forms of organization                                                                    | Lecture          | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | sole proprietors, Partnership, Joint-Hindu family, Joint stock Company, Co-operative organizations        | Lecture          | <b>BCH101.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>sole proprietors, Partnership, Joint-Hindu family, Joint stock Company, Co-operative organizations</i> | Lecture          | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | Public Enterprises, BPO, E-commerce and M-commerce.                                                       | Lecture          | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | Public Enterprises, BPO, E-commerce and M-commerce.                                                       | Lecture          | <b>BCH101.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 7       | Entrepreneurship - Concept & Nature                                                                       | Lecture          | <b>BCH101.1.</b>  | Mid Term-1, Quiz &              |

|    |                                                                  |         |                  |                                 |
|----|------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                  |         |                  | End Sem Exam                    |
| 8  | Introduction - Meaning, nature and characteristics of Management | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Introduction - Meaning, nature and characteristics of Management | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | Scope and functional areas of management                         | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | - Social responsibility of management and Ethics.                | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Organizational Structure & Functions                             | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | (Production, Marketing,                                          | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Human resource development and finance functions)                | Lecture | <b>BCH101.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Nature importance and purpose of planning                        | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Nature importance and purpose of planning                        | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | - Planning process, Objectives -                                 | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | Types of plans (Meaning only) -                                  | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Decision-making - importance & steps.                            | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz &              |

|    |                                                                                                  |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                                  |         |                  | End Sem Exam                    |
| 20 | Decision-making - importance & steps.                                                            | Lecture | <b>BCH101.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Nature and purpose of organization,                                                              | Lecture | <b>BCH101.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Principles of organization - Types of organization -                                             | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Departmentation, Committees - Centralization Vs decentralization of authority and responsibility | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | - Span of Control - MBO and MBE( Meaning only) - Nature and importance of staffing               | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Process of selection & recruitment(in brief)                                                     | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | retaining (training and compensation).                                                           | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | retaining (training and compensation).                                                           | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | retaining (training and compensation).                                                           | Lecture | <b>BCH101.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Meaning and nature of directing                                                                  | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Leadership styles                                                                                | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Motivation theories (Maslow's, Herzberg, mcgregors X & Y                                         | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz &              |

|    |                                                     |         |                  |                                 |
|----|-----------------------------------------------------|---------|------------------|---------------------------------|
|    | theory)                                             |         |                  | End Sem Exam                    |
| 32 | Ouchi's Theory-Communication meaning and importance | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | barriers to communication                           | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | types of communication                              | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | Coordination meaning and importance                 | Lecture | <b>BCH101.5.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | Meaning and steps in controlling                    | Lecture | <b>BCH101.6.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | Essentials of a sound control system                | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 38 | Methods of establishing control(in brief)           | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 39 | Balance score card,                                 | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 40 | Balance score card                                  | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 41 | Economic value added,                               | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 42 | Market value added.                                 | Lecture | <b>BCH101.6.</b> | Quiz & End Sem Exam             |
| 43 | Change Management                                   | Lecture | <b>BCH101.7.</b> | Quiz & End Sem Exam             |
| 44 | Knowledge Management,                               | Lecture | <b>BCH101.7.</b> | Quiz & End Sem Exam             |
| 45 | Learning organization                               | Lecture | <b>BCH101.7.</b> | Quiz & End Sem                  |

|    |                       |         |                  |                     |
|----|-----------------------|---------|------------------|---------------------|
|    |                       |         |                  | Exam                |
| 46 | Managing Diversity    | Lecture | <b>BCH101.7.</b> | Quiz & End Sem Exam |
| 47 | Corporate Governance. | Lecture | <b>BCH101.7.</b> | Quiz & End Sem Exam |
| 48 | Corporate Governance. | Lecture | <b>BCH101.7.</b> | Quiz & End Sem Exam |

#### J. Course Articulation Matrix (Mapping of COs with POs)

| CO                 | STATEMENT                                                                                                                                               | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|--------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                    |                                                                                                                                                         | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BCH 101 .1.</b> | Able to understand the concept of organization - sole proprietors, Partnership, Joint-Hindu family, Joint stock Company and Co-operative organizations. | <b>3</b>                            | <b>2</b>    | <b>1</b>    | <b>2</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>     |

|                            |                                                                                                                                                  |          |          |          |          |          |          |          |          |          |          |
|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BCH<br/>101<br/>.2.</b> | Know the basic functioning of Organisation and functional areas of management and understand the social responsibility of management and Ethics. | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BCH<br/>101<br/>.3.</b> | Able to recognize the essential features of planning, process and types of plans                                                                 | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |
| <b>BCH<br/>101<br/>.4.</b> | Describe the role of organizing and staffing in India, depart                                                                                    | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |

|                            |                                                                                                                                                                                        |          |          |          |          |          |          |          |          |          |          |
|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                            | mentati<br>on,<br>Commit<br>tees and<br>Span of<br>Control<br>- MBO<br>and<br>MBE                                                                                                      |          |          |          |          |          |          |          |          |          |          |
| <b>BCH<br/>101<br/>.5.</b> | Demons<br>trate<br>the<br>leaders<br>hip<br>styles<br>Motivat<br>ion<br>theories<br>(Maslo<br>w's,<br>Herzber<br>g,<br>mcgreg<br>ors X &<br>Y<br>theory),<br>Ouchi's<br>Theory<br>etc. | <b>3</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |
| <b>BCH<br/>101<br/>.6.</b> | Able to<br>underst<br>and the<br>concept<br>of<br>controlli<br>ng,<br>Balance<br>score<br>card,<br>Econom<br>ic value<br>added,<br>Market<br>value<br>added.                           | <b>2</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> |
| <b>BCH<br/>101<br/>.7.</b> | Evaluati<br>ng the<br>concept<br>of                                                                                                                                                    | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> |

|  |                                                                                                   |  |  |  |  |  |  |  |  |  |  |
|--|---------------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|
|  | Change<br>Manage<br>ment,<br>Knowle<br>dge<br>Manage<br>ment,<br>Learnin<br>g<br>organiz<br>ation |  |  |  |  |  |  |  |  |  |  |
|--|---------------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|

### Sample question Paper

|                                                                                                                                                                         |              |                                                     |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>Department of Management studies<br/>I MID-SEMESTER (SEM –I) 2021-22</p>                                       |              |                                                     |          |           |                |          |
| Class: B.Com.(H) I Semester                                                                                                                                             |              |                                                     |          |           |                |          |
| Subject Name:<br>BCH 101                                                                                                                                                |              | Time: 2 Hrs                                         |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                 | Remembering  | Understanding                                       | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                     | Q.1,4        | Q.2,3                                               | Q.4      | Q.2,5,6   | Q 6            |          |
| <p>Student will be able to</p> <p>CO1: List the broad perceptive of cloud architecture and model.</p> <p>CO2: Apply different cloud programming models as per need.</p> |              |                                                     |          |           |                |          |
| CO Map                                                                                                                                                                  | Question No. | Question                                            |          |           |                | Marks    |
| CO1                                                                                                                                                                     | Q.1          | Explain in brief the functions of business firms.   |          |           |                | 3        |
| CO1                                                                                                                                                                     | Q.2a         | What are the essential features of span of control? |          |           |                | 3        |
|                                                                                                                                                                         | Q.2b         | Write a short note on Entrepreneurship.             |          |           |                | 3        |
| CO1                                                                                                                                                                     | Q.3          | State the significance of communication in business |          |           |                | 6        |
| CO2                                                                                                                                                                     | Q.4          | Explain organizing and staffing in an organization. |          |           |                | 3        |
| CO2                                                                                                                                                                     | Q.5a         | Elaborate different theories of motivation.         |          |           |                | 3        |
|                                                                                                                                                                         | Q.5b         | Write short note on barriers of communication.      |          |           |                | 3        |



|     |     |                                                      |   |
|-----|-----|------------------------------------------------------|---|
| CO2 | Q 6 | Evaluating the concept of Change Management in India | 6 |
|-----|-----|------------------------------------------------------|---|

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY**

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                    |
|------------------|------------------------------------|
| Session Course   | 2021-22                            |
| Name             | B.Com (Hons)                       |
| Semester         |                                    |
| Subject Code     | 1st Semester                       |
| Subject Name     | BCH101                             |
|                  | Business Organization & Management |
| Attainment Level |                                    |
|                  | Level 3                            |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**PROGRAMME OUTCOMES**

**Bachelor of Commerce (H)**

**2021-2022**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |         |          |
|-------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|---------|----------|
|                                     |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO<br>9 | PO<br>10 |
| I SEM                               | BCH<br>102 | 2   | 1   | 2   | 1   | 1   | 1   | 1   | 1   | 2       | 1        |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |
|-----------------------------------------------------------------------------------------|
| AMITY BUSINESS SCHOOL                                                                   |
| DEPARTMENT OF BUSINESS MANAGEMENT                                                       |
| Course Handout                                                                          |
| Course : Basic Concepts of Financial Accounting                                         |
| Course Code : BCH102, Crédits : 04, Session: 2021-22 (Odd Sem.), Class : BCOM. 1st Year |
| Faculty Name : Dr Vikrant Vikram Singh                                                  |

## A. Introduction:

To develop conceptual understanding of the fundamentals of financial accounting system which processes transactions and other events through a book-keeping mechanism to prepare financial statements, and also to impart skills in accounting for recording various kinds of business transactions.

**B. Course Outcomes:** At the end of the course, students will be able to:

- 1.BCH102.1.** Able to understand the concept of financial accounting which includes Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book.
- 2.BCH102.2.** Know the basics about Final accounts, Balance Sheet, Trading and Profit & Loss Account, Financial Adjustments.
- 3.BCH102.3.** Able to recognize the essential of Depreciation & Inventory Valuation methods
- 4.BCH102.4.** Describe the role of Bank Reconciliation Statement & Bills of Exchange.
- 5.BCH102.5.** Demonstrate the role of branch accounting and ascertainment of profit by debtors method and stock and debtors method.

## C. Programme Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes: NA**

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------|-------------|--------------------|
| Continuous                     | Mid Term 1         | CT          | 15%                |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Internal Evaluation      |                                                                                                                                                                                                               |          |             |
|                          | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                          | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance               | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## F. Syllabus

### Module I: Introduction

Financial Accounting Concepts, importance and scope, Financial Accounting Standards: Transition from IAS to IFRS, Branches of Accounting, Accounting Equation, Single entry vs Double entry system of accounting. Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book.

### Module II: Final Accounts

Concept of capital, Revenue and deferred revenue expenditure, Opening entries, Closing entries, Adjustment entries, Final accounts, Balance Sheet, Trading and Profit & Loss Account, Financial Adjustments

### Module III: Depreciation & Inventory Valuation

Depreciation accounting and its methods, Inventory valuation and its methods.

### Module IV: Bank Reconciliation Statement & Bills of Exchange

Bank reconciliation statement, Accounting for bills of exchange - bills receivable and payable, acceptance, endorsement, discounting, dishonour and renewal of bills, accommodation bills.

### Module V: Branch Accounting

Inland Branches: Dependent branches only and ascertainment of profit by debtors method and stock and debtors method.

**Assignment for the students:** Students will Prepare Vouchers, Recording Transactions, Preparing Reports, Cash Book, Bank Book, Ledger Accounts, Trail Balance, Profit And Loss Account And Balance Sheet withheld of any popular Accounting Software.

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance



### G. Suggested Text/Reference Books:

- Dr. S.N. Maheswari, Financial Accounting
- BS Raman, Financial Accounting
- Grewal and Gupta, Advanced Accounting
- Radhaswamy and R.L. Gupta, Advanced Accounting
- S.Kr. Paul, Advanced Accounting
- P.C. Tulasian, Pearson Editions, Introduction to Accounting
- Jain & Narang, Financial Accounting
- Sehgal, A and Sehgal, D "Advanced Accounting", Part - 1, Taxmann Applied services, New Delhi

### H. Lecture Plan

| Lecture | Topics                                                                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Financial Accounting Concepts                                                                   | Lecture          | BCH102.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Financial Accounting Concepts                                                                   | Lecture          | BCH102.1.        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Financial Accounting Concepts                                                                   | Lecture          | BCH102.1.        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Importance and scope, Financial Accounting Standards: Transition from IAS to IFRS</i>        | Lecture          | BCH102.1.        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Importance and scope, Financial Accounting Standards: Transition from IAS to IFRS               | Lecture          | BCH102.1.        | Mid Term-1, Quiz & End Sem Exam |
| 6       | importance and scope, Financial Accounting Standards: Transition from IAS to IFRS.              | Lecture          | BCH102.1.        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Branches of Accounting, Accounting Equation, Single entry vs Double entry system of accounting. | Lecture          | BCH102.1.        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Branches of Accounting, Accounting Equation, Single entry vs Double entry system of accounting. | Lecture          | BCH102.1.        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Branches of Accounting, Accounting Equation, Single entry vs Double entry system of             | Lecture          | BCH102.1.        | Mid Term-1, Quiz & End Sem      |

|    |                                                                                                                                |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | accounting.                                                                                                                    |         |                  | Exam                            |
| 10 | Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book. | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book. | Lecture | <b>BCH102.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Concept of capital                                                                                                             | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Concept of capital                                                                                                             | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Revenue and deferred revenue expenditure                                                                                       | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Revenue and deferred revenue expenditure                                                                                       | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Opening entries, Closing entries                                                                                               | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Opening entries, Closing entries                                                                                               | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | Adjustment entries                                                                                                             | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Adjustment entries, balance sheet                                                                                              | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Financial Adjustments, Final accounts                                                                                          | Lecture | <b>BCH102.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Depreciation                                                                                                                   | Lecture | <b>BCH102.3.</b> | Mid Term-                       |

|    |                                         |         |                  |                                 |
|----|-----------------------------------------|---------|------------------|---------------------------------|
|    |                                         |         |                  | 2, Quiz & End Sem Exam          |
| 22 | Depreciation                            | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Inventory Valuation                     | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Inventory Valuation                     | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Depreciation accounting and its methods | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Depreciation accounting and its methods | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Inventory valuation and its methods.    | Lecture | <b>BCH102.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Bank reconciliation statement           | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Bank reconciliation statement           | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Accounting for bills of exchange        | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Accounting for bills of exchange        | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | bills receivable and payable            | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | bills receivable and payable            | Lecture | <b>BCH102.4.</b> | Mid Term-                       |

|    |                                           |         |                  |                                 |
|----|-------------------------------------------|---------|------------------|---------------------------------|
|    |                                           |         |                  | 2, Quiz & End Sem Exam          |
| 34 | endorsement, discounting                  | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | endorsement, discounting                  | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | dishonour and renewal of bills            | Lecture | <b>BCH102.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | accommodation bills                       | Lecture | <b>BCH102.4.</b> | Quiz & End Sem Exam             |
| 38 | Inland Branches: Dependent branches only  | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 39 | Inland Branches: Dependent branches only  | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 40 | ascertainment of profit by debtors        | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 41 | ascertainment of profit by debtors method | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 42 | method and stock and debtors method       | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 43 | method and stock and debtors method       | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 44 | Stock method                              | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 45 | Stock method                              | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 46 | debtors method                            | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |
| 47 | debtors method                            | Lecture | <b>BCH102.5.</b> | Quiz & End Sem Exam             |

|    |                |         |                  |                           |
|----|----------------|---------|------------------|---------------------------|
| 48 | debtors method | Lecture | <b>BCH102.5.</b> | Quiz &<br>End Sem<br>Exam |
|----|----------------|---------|------------------|---------------------------|

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATE<br>MENT                                                                                                                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                   |                                                                                                                                                                                           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BCH 102.1.</b> | Able to understand the concept of financial accounting which includes Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & | <b>3</b>                            | <b>3</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>2</b>    | <b>1</b>     |

|                    |                                                                                                                |          |          |          |          |          |          |          |          |          |          |
|--------------------|----------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                    | Bank Book.                                                                                                     |          |          |          |          |          |          |          |          |          |          |
| <b>BCH 102. 2.</b> | Know the basics about Final accounts, Balance Sheet, Trading and Profit & Loss Account, Financial Adjustments. | <b>3</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BCH 102. 3.</b> | Able to recognize the essential of Depreciation & Inventory Valuation methods                                  | <b>2</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> |
| <b>BCH 102. 4.</b> | Describe the role of Bank                                                                                      | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |

|                            |                                                                                                                                                                                                 |          |          |          |          |          |          |          |          |          |          |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                            | Recon<br>ciliati<br>on<br>State<br>ment<br>&<br>Bills<br>of<br>Excha<br>nge.                                                                                                                    |          |          |          |          |          |          |          |          |          |          |
| <b>BCH<br/>102.<br/>5.</b> | Demo<br>nstrate<br>the<br>role of<br>branch<br>accou<br>nting<br>and<br>ascert<br>ainme<br>nt of<br>profit<br>by<br>debtor<br>s<br>metho<br>d and<br>stock<br>and<br>debtor<br>s<br>metho<br>d. | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> |

### Sample question Paper

|                                                                                              |             |               |             |           |            |                |
|----------------------------------------------------------------------------------------------|-------------|---------------|-------------|-----------|------------|----------------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –I) 2021-22 |             |               |             |           |            |                |
| Class: B.Com.(H) I Semester                                                                  |             |               |             |           |            |                |
| Subject Name:<br>BCH 102 Basic Concepts of<br>Financial Accounting                           |             |               | Time: 2 Hrs |           |            | Max. Marks: 30 |
| Levels of the<br>questions as<br>per Blooms                                                  | Remembering | Understanding | Applying    | Analyzing | Evaluating | Creating       |

| Taxonomy                                                                                                                                                 |              |                                                                       |     |       |     |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------|-----|-------|-----|-------|
| Question Mapping                                                                                                                                         | Q.1,4        | Q.2,3                                                                 | Q.4 | Q.2,5 | Q.6 |       |
| Student will be able to<br>CO1: List the broad perceptive of cloud architecture and model.<br>CO2: Apply different cloud programming models as per need. |              |                                                                       |     |       |     |       |
| CO Map                                                                                                                                                   | Question No. | Question                                                              |     |       |     | Marks |
| CO1                                                                                                                                                      | Q.1          | Explain single entry and double entry system of accounting.           |     |       |     | 3     |
| CO1                                                                                                                                                      | Q.2a         | What are the essential features of trial balance?                     |     |       |     | 3     |
|                                                                                                                                                          | Q.2b         | Write a short note on final accounts.                                 |     |       |     | 3     |
| CO1                                                                                                                                                      | Q.3          | State the significance of inventory valuation and its methods         |     |       |     | 6     |
| CO2                                                                                                                                                      | Q.4          | Explain accommodation bills in accounting.                            |     |       |     | 3     |
| CO2                                                                                                                                                      | Q.5a         | Elaborate bills receivable and bills payable in financial accounting. |     |       |     | 3     |
|                                                                                                                                                          | Q.5b         | Write short note on bank reconciliation statement.                    |     |       |     | 3     |
| CO2                                                                                                                                                      | Q 6          | Evaluating the concept of cash book and bank book                     |     |       |     | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





## Attainment

|                  |                                        |
|------------------|----------------------------------------|
| Session Course   | 2021-22                                |
| Name             | B.Com (Hons)                           |
| Semester         | 1st Semester                           |
| Subject Code     | BCH102                                 |
| Subject Name     | Basic Concepts of Financial Accounting |
| Attainment Level | Level 3                                |

**Note:**

**Attainments**

Level 1

Level 2

Level 3

**Rubric**

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

## **PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

**Bachelor of Commerce (B. Com.) I, Academic Year – 2022-23**

### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Programme Specific Outcomes:**

**PSO 1:**

**PSO 2:**

**PSO 3:**

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

| PROGRAMME ARTICULATION MATRIX |  |
|-------------------------------|--|
|-------------------------------|--|

[illegible]



| DEPARTMENT OF BUSINESS MANAGEMENT                                                       |
|-----------------------------------------------------------------------------------------|
| Course Handout                                                                          |
| Course : Microeconomic Theory & Applications – I                                        |
| Course Code : BCH103, Crédits : 03, Session :2022-23(Odd Sem.), Class : B.Com. 1st Year |
| Faculty Name : Dr Anand Kumar Shrivastava                                               |

**A. Introduction:** The objective of this paper is to make the student to understand how the business organizations work by applying economic principles in their business management. The course will attempt to relate theory to practice and try to instill in students the ability to apply basic microeconomic concepts to the understanding of everyday phenomena.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH109.1.** Develop an understanding of Economic principles and theories. Further the student will have a understanding of consumer behaviour regarding choice of products and prices etc.

**BCH109.2.** To identify key phases and concepts of policy making framework in India. Students will understand the scope and objective of economics and practical use of various economic principles

**BCH109.3.** The students will be able understand how the business organizations work by applying economic principles in their business management.

**C. Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**D. Programme Specific Outcomes:**

**PSO 1:**

**PSO 2:**

**PSO 3:**

**E. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## F. Syllabus

### Module I: Consumer Behaviour

Consumer sovereignty-limitations. Approaches to the study of consumer behaviour-cardinal approach-the law of equi-marginal utility, ordinal approach – indifference curve analysis and its properties. Consumer equilibrium, Price effect, income effect and substitution effects. Engel curve. Consumer surplus – meaning-analysis limitations.

### Module II: Microeconomics and Demand Analysis

Nature and scope of economics; Difference between micro and macroeconomics, Nature of economic problem. Basic postulates, Role of price mechanism. Theory of Demand and Analysis: Demand-demand determinants – law of demand-characteristics exceptions -Elasticity of demand – price elasticity – types – determining factors- change in demand and elasticity of demand-business applications of price elasticity- concepts of income and cross elasticity of demand. Measurement of price elasticity of demand by total outlay method.

### Module III: Theory of Production and Cost

Concept of Production Function- Law of variable proportions and stages of production. Isoquants, marginal rate of technical substitution, Return to scale.

Revenue curves- Average revenue and marginal revenue curve, and elasticity of demand.

Cost curve in short and long run, average and marginal cost curve and its relationship.

### Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- I.C. Dhingra, Principles of Microeconomics- Sultan Chand & Sons
- H.L. Ahuja- Microeconomics
- Baumol, W.J. Economic Theory and Operations Analysis, Prentice Hall of India, New Delhi.
- Bach, G.L, Economics, Prentice Hall of India, New Delhi.
- Gould, J.P. and Edward P.L, Microeconomic Theory, Richard, Irwin. Homewood.
- Koutsoyiannis, A, Modern Microeconomics, Macmillan.
- Lipsey, R.G. and K.A. Chrystal, Principles of Economics, Oxford University Press, Oxford.



**G. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                           | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|-------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Consumer sovereignty- limitations.                                      | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Approaches to the study of consumer behaviour                           | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | cardinal approach                                                       | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | the law of equi-marginal utility                                        | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | ordinal approach – indifference curve analysis and its properties       | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 6              | ordinal approach – indifference curve analysis and its properties       | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 7              | Consumer equilibrium                                                    | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 8              | Price effect, income effect and substitution effects                    | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 9              | Engel curve                                                             | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 10             | Consumer surplus – meaning-analysis limitations                         | Lecture                 | BCH103.1                | Mid Term-1, Quiz & End Sem Exam |
| 11             | Nature and scope of economics                                           | Lecture                 | BCH103.2                | Mid Term-1, Quiz & End Sem Exam |
| 12             | Difference between micro and macroeconomics                             | Lecture                 | BCH103.2                | Mid Term-1, Quiz & End Sem Exam |
| 13             | Nature of economic problem                                              | Lecture                 | BCH103.2                | Mid Term-1, Quiz & End Sem Exam |
| 14             | Basic postulates, Role of price mechanism                               | Lecture                 | BCH103.2                | Mid Term-1, Quiz & End Sem Exam |
| 15             | Theory of Demand and Analysis                                           | Lecture                 | BCH103.2                | Mid Term-1, Quiz & End Sem Exam |
| 16             | Demand- demand determinants – law of demand-characteristics, exceptions | Lecture                 | BCH103.2                | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                  |         |          |                                 |
|----|------------------------------------------------------------------|---------|----------|---------------------------------|
| 17 | Elasticity of demand - price elasticity                          | Lecture | BCH103.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | types - determining factors- change in demand                    | Lecture | BCH103.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | elasticity of demand- business applications of price elasticity  | Lecture | BCH103.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | concepts of income and cross elasticity of demand                | Lecture | BCH103.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | concepts of income and cross elasticity of demand                | Lecture | BCH103.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Measurement of price elasticity of demand by total outlay method | Lecture | BCH103.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Measurement of price elasticity of demand by total outlay method | Lecture | BCH103.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Concept of Production Function                                   | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Law of variable proportions and stages of production             | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Law of variable proportions and stages of production             | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Isoquants                                                        | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | marginal rate of technical substitution                          | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Return to scale.                                                 | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Revenue curves- Average revenue and marginal revenue curve       | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Revenue curves- Average revenue and marginal revenue curve       | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | elasticity of demand                                             | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Cost curve in short and long run                                 | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Cost curve in short and long run                                 | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 35 | average and marginal cost curve and its relationship             | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |
| 36 | average and marginal cost curve and its relationship             | Lecture | BCH103.3 | Mid Term-2, Quiz & End Sem Exam |

## H. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                                                                     | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |   |  | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|---|--|----------------------------------------------|------------------|------------------|
|                  |                                                                                                                                                                                               | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |   |  | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH103.1.</b> | Develop an understanding of <i>Economic principles and theories</i> . Further the student will have a understanding of <i>consumer behaviour regarding choice of products and prices etc.</i> | 2                                   | 2           | 2           |             | 1           |             | 3           |             | 2           | 1            |   |  |                                              |                  |                  |
| <b>BCH103.2.</b> | To identify key phases and concepts of policy making framework in India. Students will understand the scope and objective of economics and practical use of various economic principles       | 2                                   | 3           | 2           |             | 1           |             | 3           |             | 2           | 2            | 2 |  |                                              |                  |                  |
| <b>BCH103.3.</b> | The students will be able understand how the business organizations work by                                                                                                                   | 2                                   | 2           | 2           |             | 1           |             | 3           |             | 2           | 2            |   |  |                                              |                  |                  |

[illegible]

### Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                              |              |                                                                                 |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>DEMOCRACY AND GOVERNANCE IN INDIA<br>I MID-SEMESTER (SEM –I) 2022-23                                                                                                                                                                                                                                                                                                |              |                                                                                 |          |           |                |          |
| Class: B.Com (H) Semester                                                                                                                                                                                                                                                                                                                                                                    |              |                                                                                 |          |           |                |          |
| Subject Name:<br>BCH 103 MICROECONOMIC<br>THEORY AND APPLICATIONS - I                                                                                                                                                                                                                                                                                                                        |              | Time: 2 Hrs                                                                     |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as<br>per Blooms<br>Taxonomy                                                                                                                                                                                                                                                                                                                                      | Remembering  | Understanding                                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                          | Q.1,4        | Q.2,3                                                                           | Q.4      | Q.2,5,6   |                |          |
| <p>CO1: Develop an understanding of Economic principles and theories. Further the student will have a understanding of consumer behavior regarding choice of products and prices etc.</p> <p>Co2 To identify key phases and concepts of policy making framework in India. Students will understand the scope and objective of economics and practical use of various economic principles</p> |              |                                                                                 |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                       | Question No. | Question                                                                        |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                          | Q.1          | Explain the law of equi-marginal utility                                        |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                          | Q.2a         | Explain indifference curve analysis                                             |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                              | Q.2b         | What do you understand by Consumer equilibrium?                                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                          | Q.3          | Explain Engel curve with example                                                |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                          | Q.4          | What is law of demand? Discuss various determinants of demand.                  |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                          | Q.5a         | Discuss the difference between micro and macroeconomics                         |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                              | Q.5b         | Discuss various exceptions of law of demands.                                   |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                          | Q 6          | How will you measure price elasticity of demand by total outlay method? Explain |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

**Session Course** 2021-22  
**Name** B.Com (Hons)  
**Semester** 1st Semester  
**Subject Code** BCH103  
**Subject Name** Microeconomic Theory & Applications – I  
**Attainment Level** Level 3

**Note:**

**Attainments**

Level 1

Level 2

Level 3

**Rubric**

IF 60% of students secure more than 60% marks then level 1

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e more than 60% marks then level 3







# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

C

Year

Faculty Name :

## PROGRAMME OUTCOMES

### **Bachelor of Commerce**

**2021-2024**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

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**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| II SEM                           | BCH 201 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |

|                                                                                                                                                                                                                         |  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|  <div> <b>AMITY UNIVERSITY</b><br/> MADHYA PRADESH<br/> <i>Established vide Government of Madhya Pradesh Act No. 27 of 2010</i> </div> |  |
|                                                                                                                                                                                                                         |  |
|                                                                                                                                                                                                                         |  |
|                                                                                                                                                                                                                         |  |
|                                                                                                                                                                                                                         |  |
| <b>Course Handout</b>                                                                                                                                                                                                   |  |
| Course : FINANCIAL ACCOUNTING II                                                                                                                                                                                        |  |
| Course Code : BCH 201, Credits : 04, Session :2022-23(EVEN Sem.), Class : BCOM 1st Year                                                                                                                                 |  |
| Faculty Name :                                                                                                                                                                                                          |  |

**Introduction:** To develop conceptual understanding of the fundamentals of financial accounting system which processes transactions and other events through a book-keeping mechanism to prepare financial statements, and also to impart skills in accounting for recording various kinds of business transactions.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH 201.1** Student will be able to make joint -venture and consignor account.

**BCH 201.2** Student will be able to manage negotiable instruments i.e., bill of exchange.

**BCH 201.3** Students will be able to prepare partnership accounts.

**A. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**A. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                     | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|----------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                             | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment | S/V/Q/HA    | 10%                |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |
|                          |                                                                                                                                                                                                               |    |             |

## B. Syllabus

### Module I

#### Consignment and Joint Venture Accounts:

(i) **Consignments:** Features, Accounting treatment in the books of the consignor and consignee.

(ii) **Joint Ventures:** Accounting procedures: Joint Bank Account, Records Maintained by Co-venturer of (a) all transactions (b) only his own transactions. (Memorandum joint venture account).

### Module II

Accounting for bills of exchange - bills receivable and payable, acceptance, endorsement, discounting, dishonour and renewal of bills, accommodation bills.

### Module III

#### Partnership

Admission of a partner: partnership deed, goodwill valuation and treatment. Sacrificing ratio.

Retirement and death of a partner: gaining ratio, goodwill treatment

Dissolution of partnership: revaluation of assets and liabilities. Legal Position, Accounting for simple dissolution,

Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company).

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Dr. S.N. Maheswari, Financial Accounting
- BS Raman, Financial Accounting
- Grewal and Gupta, Advanced Accounting
- Radhaswamy and R.L. Gupta, Advanced Accounting
- S.Kr. Paul, Advanced Accounting
- P.C. Tulasian, Pearson Editions, Introduction to Accounting
- Jain & Narang, Financial Accounting
- Sehgal, A and Sehgal, D "Advanced Accounting", Part – 1, Taxmann Applied services, New Delhi

## Lecture Plan

| Lecture | Topics                                                            | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|-------------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Consignments: Features                                            | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Consignments: Features                                            | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Consignments: Features                                            | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Consignments: Features                                            | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Consignments: Features                                            | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Accounting treatment in the books of the consignor and consignee. | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Accounting treatment in the books of the consignor and consignee. | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | Accounting treatment in the books of the consignor and consignee. | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Accounting treatment in the books of the consignor and consignee. | Lecture          | BCH.201.1        | Mid Term-1, Quiz & End Sem. Exam |
| 10      | Joint Ventures: Accounting                                        | Lecture          | BCH.201.1        | Mid Term-1, Quiz &               |

|    |                                                                                                             |         |           |                                            |
|----|-------------------------------------------------------------------------------------------------------------|---------|-----------|--------------------------------------------|
|    | procedures                                                                                                  |         |           | End Sem.<br>Exam                           |
| 11 | Joint Ventures:<br>Accounting<br>procedures                                                                 | Lecture | BCH.201.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 12 | Joint Ventures:<br>Accounting<br>procedures                                                                 | Lecture | BCH.201.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 12 | Joint Ventures:<br>Accounting<br>procedures                                                                 | Lecture | BCH.201.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 13 | Joint Bank<br>Account                                                                                       | Lecture | BCH.201.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 14 | Joint Bank<br>Account                                                                                       | Lecture | BCH.201.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 15 | Joint Bank<br>Account                                                                                       | Lecture | BCH.201.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 16 | Records<br>Maintained by<br>Co- venturer of<br>(a) all<br>transactions (b)<br>only his own<br>transactions. | Lecture | BCH.201.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 17 | Records<br>Maintained by<br>Co- venturer of<br>(a) all<br>transactions (b)<br>only his own<br>transactions. | Lecture | BCH.201.1 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 18 | Records<br>Maintained by<br>Co- venturer of<br>(a) all<br>transactions (b)<br>only his own<br>transactions. | Lecture | BCH.201.1 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 19 | Records<br>Maintained by<br>Co- venturer of<br>(a) all<br>transactions (b)<br>only his own                  | Lecture | BCH.201.1 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |

|    |                                                                 |         |           |                                  |
|----|-----------------------------------------------------------------|---------|-----------|----------------------------------|
|    | transactions.                                                   |         |           |                                  |
| 20 | (Memorandum joint venture account).                             | Lecture | BCH.201.1 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | (Memorandum joint venture account).                             | Lecture | BCH.201.1 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | (Memorandum joint venture account).                             | Lecture | BCH.201.1 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Accounting for bills of exchange - bills receivable and payable | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Accounting for bills of exchange - bills receivable and payable | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Accounting for bills of exchange - bills receivable and payable | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | acceptance, endorsement, discounting                            | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | acceptance, endorsement, discounting                            | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | dishonour and renewal of bills, accommodation bills.            | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | dishonour and renewal of bills, accommodation bills.            | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | dishonour and renewal of bills, accommodation bills.            | Lecture | BCH.201.2 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Partnership Admission of                                        | Lecture | BCH.201.3 | Mid Term-2, Quiz &               |

|    |                                                                                     |         |           |                                            |
|----|-------------------------------------------------------------------------------------|---------|-----------|--------------------------------------------|
|    | a partner:<br>partnership<br>deed                                                   |         |           | End Sem.<br>Exam                           |
| 32 | Partnership<br>Admission of a<br>partner:<br>partnership<br>deed                    | Lecture | BCH.201.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 33 | Partnership<br>Admission of a<br>partner:<br>partnership<br>deed                    | Lecture | BCH.201.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 34 | goodwill<br>valuation and<br>treatment.                                             | Lecture | BCH.201.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 35 | goodwill<br>valuation and<br>treatment.                                             | Lecture | BCH.201.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 36 | Sacrificing<br>ratio                                                                | Lecture | BCH.201.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 37 | Sacrificing<br>ratio                                                                | Lecture | BCH.201.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 38 | Retirement<br>and death of a<br>partner:<br>gaining ratio,<br>goodwill<br>treatment | Lecture | BCH.201.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 39 | Retirement<br>and death of a<br>partner:<br>gaining ratio,<br>goodwill<br>treatment | Lecture | BCH.201.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 40 | Retirement<br>and death of a<br>partner:<br>gaining ratio,<br>goodwill<br>treatment | Lecture | BCH.201.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 41 | Dissolution of<br>partnership:<br>revaluation of<br>assets and                      | Lecture | BCH.201.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |



|    |                                                                                                                                                                                            |         |           |                                            |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|--------------------------------------------|
|    | liabilities.<br>Legal Position,<br>Accounting for<br>simple<br>dissolution                                                                                                                 |         |           |                                            |
| 42 | Dissolution of<br>partnership:<br>revaluation of<br>assets and<br>liabilities.<br>Legal Position,<br>Accounting for<br>simple<br>dissolution                                               | Lecture | BCH.201.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 43 | Dissolution of<br>partnership:<br>revaluation of<br>assets and<br>liabilities.<br>Legal Position,<br>Accounting for<br>simple<br>dissolution                                               | Lecture | BCH.201.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 44 | Applications<br>of rule in case<br>of Garner Vs.<br>Murray in case<br>of insolvency<br>of partner(s)<br>(excluding<br>piecemeal<br>distribution<br>and sale of a<br>firm to a<br>company). | Lecture | BCH.201.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 45 | Applications<br>of rule in case<br>of Garner Vs.<br>Murray in case<br>of insolvency<br>of partner(s)<br>(excluding<br>piecemeal<br>distribution<br>and sale of a<br>firm to a<br>company). | Lecture | BCH.201.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 46 | Applications<br>of rule in case                                                                                                                                                            | Lecture | BCH.201.3 | Mid Term-<br>2, Quiz &                     |

|    |                                                                                                                                                           |         |           |                                  |
|----|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | of Garner Vs. Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company).                              |         |           | End Sem. Exam                    |
| 47 | Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company). | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |
| 48 | Applications of rule in case of Garner Vs. Murray in case of insolvency of partner(s) (excluding piecemeal distribution and sale of a firm to a company). | Lecture | BCH.201.3 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| AP Course Articulation Matrix (Mapping of COs with POs) |           |                                     |             |             |             |             |             |             |             |             |              |  |  |
|---------------------------------------------------------|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
| CO                                                      | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|                                                         |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |

|           |                                                                                                                |   |   |   |   |   |   |   |   |   |   |  |  |
|-----------|----------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|
| BCH 201.1 | Understand the accounting procedure and will be able to do accounting treatment.                               | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 1 | 2 | 2 |  |  |
| BCH 201.2 | Understand the usage of bill of exchange and learn about bills payable and receivables.                        | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 1 |  |  |
| BCH 201.3 | Prepare partnership deed, will be able to maintain all entries and learn till dissolution of partnership deed. | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 1 | 1 | 1 |  |  |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –III) 2021-22                                                                                                                                         |              |                                    |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) III Semester                                                                                                                                                                |              |                                    |          |           |                |          |
| Subject Name:                                                                                                                                                                                      |              | Time: 2 Hours                      |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                     | Remembering  | Understanding                      | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                   | Q.1,4        | Q.2,3                              | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>BCH 201.1 Student will be able to make joint -venture and consignor account.<br>BCH 201.2 Student will be able to manage negotiable instruments i.e., bill of exchange. |              |                                    |          |           |                |          |
| CO Map                                                                                                                                                                                             | Question No. | Question                           |          |           |                | Marks    |
| CO1                                                                                                                                                                                                | Q.1          | Who is consignor? Define its role. |          |           |                | 3        |
|                                                                                                                                                                                                    | Q.2a         | Who is consignee?                  |          |           |                | 3        |

|     |      |                                                                 |   |
|-----|------|-----------------------------------------------------------------|---|
| CO1 | Q.2b | Explain the accounting treatment in the books of the consignor. | 3 |
| CO2 | Q.3  | What is Joint Venture? Define its accounting procedure.         | 6 |
| CO2 | Q.4  | Explain accounting procedures of Joint Ventures                 | 3 |
| CO2 | Q.5a | Differentiate between bills receivable and payable.             | 3 |
|     | Q.5b | Explain renewal of bills                                        | 3 |
| CO2 | Q 6  | Describe accommodation bills.                                   | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                         |
| <b>Name</b>             | B.Com (Hons)                                    |
| <b>Semester</b>         | 2nd Semester                                    |
| <b>Subject Code</b>     | BCH201                                          |
| <b>Subject Name</b>     | Financial Accounting – II                       |
| <b>Attainment Level</b> | 42% of the students secured more than 60% marks |

### Note:

#### **Attainments**

Level 1  
Level 2  
Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF 70% of students secure more than 60% marks then level 2 IF 80% of students secure more than 60% marks then level



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

C

Year

Faculty Name :

## PROGRAMME OUTCOMES

### **Bachelor of Commerce**

**2021-2024**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| II SEM                           | BCH 201 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |

|                                                                                                                                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <div> <b>AMITY UNIVERSITY</b><br/> MADHYA PRADESH<br/> <i>Established vide Government of Madhya Pradesh Act No. 27 of 2010</i> </div> |
|                                                                                                                                                                                                                         |
| <b>Course Handout</b>                                                                                                                                                                                                   |
| Course : MICROECONOMIC THEORY AND APPLICATIONS - II                                                                                                                                                                     |
| Course Code : BCH 202, Credits : 03, Session :2022-23(EVEN Sem.), Class : BCOM 1st Year                                                                                                                                 |
| Faculty Name :                                                                                                                                                                                                          |

**Introduction:** To develop conceptual understanding of the fundamentals of microeconomic theory and applications - system which processes transactions and other events through a book-keeping mechanism to prepare financial statements, and also to impart skills in accounting for recording various kinds of business transactions.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH 202.1** Students will be able to understand the foundation for applied studies in economics, business, or public policy.

**BCH 202.2** Investigate the economic behaviour of individuals, firms and institutions and communicate this in oral and written forms.

**BCH 202.3** Describe economic concepts and their application to contemporary microeconomic issues.

**A. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and

abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**A. Assessment Plan:**

| Component of Evaluation | Description | Code | Weightage % |
|-------------------------|-------------|------|-------------|
|-------------------------|-------------|------|-------------|



|                                |                                                                                                                                                                                                               |          |             |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

## B. Syllabus

### Course Objective:

The objective of this paper is to make the student to understand how the business organizations work by applying economic principles in their business management. The course will attempt to relate theory to practice and try to instill in students the ability to apply basic microeconomic concepts to the understanding of everyday phenomena.

### Course Contents:

#### Module I: Market Structures

Market Structures and business decisions; Objectives of Business firm. A) Perfect Competition: Profit Maximization and equilibrium of firm and industry; Short - run and long - run supply curves; Price and output determination. Practical Applications. B) Monopoly: Determination of price under monopoly; Equilibrium of a firm; Comparison between perfect competition and monopoly; Multi Plant monopoly, Price Discrimination; Practical applications. C) Monopolistic Competition: Meaning and characteristics; Price and output Determination under monopolistic competition; Excess capacity under monopolistic competition. D) Oligopoly: Characteristic, indeterminate pricing and output; Classical models of Oligopoly; price leadership; Collusive oligopoly; kinked demand curve.

#### Module II: Factor Pricing - I

Marginal productivity theory and demand for factors; Nature of supply of factor inputs; Determination of wage rates under perfect Competition and monopoly; Exploitation of labor, Rent - concept; Ricardian and Modern theories of rent; Quasi-rent, Functional Distribution of Income.

#### Module III: Factor Pricing - II

Interests - concept and theories of interest - Loanable Fund Theory, Liquidity Preference Theory, Profit - natural, concepts, and theories of Profit - Innovation Theory, Dynamic Theory, Risk Theory and Uncertainty Bearing Theory.

#### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

#### Text & References:

- I.C. Dhingra, Principles of Microeconomics- Sultan Chand & Sons
- H.L. Ahuja- Microeconomics
- Baumol, W.J. Economic Theory and Operations Analysis, Prentice Hall of India, New Delhi.
- Bach, G.L, Economics, Prentice Hall of India, New Delhi.
- Gould, J.P. and Edward P.L, Microeconomic Theory, Richard, Irwin. Homewood.
- Koutsoyiannis, A, Modern Microeconomics, Macmillan.
- Lipsey, R.G. and K.A. Chrystal, Principles of Economics, Oxford University Press, Oxford.

#### Lecture Plan

| Lecture | Topics                                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO              |
|---------|-------------------------------------------------------------------------------|------------------|------------------|-----------------------------------|
| 1       | Market Structures and business decisions                                      | Lecture          | BCH.202.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 2       | Objectives of Business firm                                                   | Lecture          | BCH.202.1        | Mid Term-1, Quiz & End Sem. .Exam |
| 3       | Perfect Competition: Profit Maximization and equilibrium of firm and industry | Lecture          | BCH.202.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 4       | Perfect Competition: Profit Maximization and equilibrium of firm and          | Lecture          | BCH.202.1        | Mid Term-1, Quiz & End Sem. Exam  |

|    |                                                               |         |           |                                  |
|----|---------------------------------------------------------------|---------|-----------|----------------------------------|
|    | industry                                                      |         |           |                                  |
| 5  | Short - run and long - run supply curves                      | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 6  | Price and output determination. Practical Applications        | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 7  | Price and output determination. Practical Applications        | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Monopoly: Determination of price under monopoly               | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Equilibrium of a firm                                         | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Comparison between perfect competition and monopoly           | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Multi Plant monopoly                                          | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Price Discrimination; Practical applications                  | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Price Discrimination; Practical applications                  | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Monopolistic Competition: Meaning and characteristics         | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Price and output Determination under monopolistic competition | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Excess capacity under monopolistic competition                | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Oligopoly:                                                    | Lecture | BCH.202.1 | Mid Term-                        |

|    |                                                                     |         |           |                                  |
|----|---------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Characteristic                                                      |         |           | 1, Quiz & End Sem. Exam          |
| 17 | indeterminate pricing and output                                    | Lecture | BCH.202.1 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Classical models of Oligopoly                                       | Lecture | BCH.202.1 | Mid Term-2, Quiz & End Sem. Exam |
| 19 | price leadership                                                    | Lecture | BCH.202.1 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Collusive oligopoly                                                 | Lecture | BCH.202.1 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | kinked demand curve.                                                | Lecture | BCH.202.1 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Marginal productivity theory and demand for factors;                | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Nature of supply of factor inputs;                                  | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Determination of wage rates under perfect Competition and monopoly; | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Exploitation of labor, Rent - concept;                              | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Ricardian and Modern theories of rent; Quasi-rent                   | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Functional Distribution of Income.                                  | Lecture | BCH.202.2 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | Interests - concept and theories of interest -                      | Lecture | BCH.202.3 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Loanable Fund Theory,                                               | Lecture | BCH.202.3 | Mid Term-2, Quiz &               |

|    |                                                                                        |         |           |                                            |
|----|----------------------------------------------------------------------------------------|---------|-----------|--------------------------------------------|
|    |                                                                                        |         |           | End Sem.<br>Exam                           |
| 30 | Liquidity<br>Preference<br>Theory,                                                     | Lecture | BCH.202.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 31 | Profit - natural,<br>concepts, and<br>theories of<br>Profit -<br>Innovation<br>Theory, | Lecture | BCH.202.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 32 | Profit - natural,<br>concepts, and<br>theories of<br>Profit -<br>Innovation<br>Theory  | Lecture | BCH.202.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 33 | Profit - natural,<br>concepts, and<br>theories of<br>Profit -<br>Innovation<br>Theory  | Lecture | BCH.202.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 34 | Dynamic Theory,<br>Risk Theory and<br>Uncertainty<br>Bearing Theory                    | Lecture | BCH.202.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 35 | Dynamic Theory,<br>Risk Theory and<br>Uncertainty<br>Bearing Theory                    | Lecture | BCH.202.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 36 | Dynamic Theory,<br>Risk Theory and<br>Uncertainty<br>Bearing Theory                    | Lecture | BCH.202.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO           | STATEMENT | CORRELATION WITH<br>PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |
|--------------|-----------|----------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|
|              |           | P<br>O<br>1                            | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |
| BCH<br>202.1 |           | 1                                      | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |  |

|              |  |   |   |   |   |   |   |   |   |   |   |  |  |
|--------------|--|---|---|---|---|---|---|---|---|---|---|--|--|
| BCH<br>202.2 |  | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 1 |  |  |
| BCH<br>202.3 |  | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 1 | 1 | 1 |  |  |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –II) 2021-22                                                                                                                                                                                                                                          |              |                                                                           |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) II Semester                                                                                                                                                                                                                                                                 |              |                                                                           |          |           |                |          |
| Subject Name:                                                                                                                                                                                                                                                                                      |              | Time: 2 Hours                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                     | Remembering  | Understanding                                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                   | Q.1,4        | Q.2,3                                                                     | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO.1: Students will be able to understand the foundation for applied studies in economics, business, or public policy.</p> <p>CO.2: Investigate the economic behaviour of individuals, firms and institutions and communicate this in oral and written forms</p> |              |                                                                           |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                             | Question No. | Question                                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                | Q.1          | Explain various Market Structures.                                        |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                | Q.2a         | How objectives of Business firm affect the business decisions?            |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                    | Q.2b         | Which market structure suits to the real market conditions in e-business? |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                | Q.3          | Explain Monopolistic Competition. Define Meaning and characteristics      |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                | Q.4          | What is perfect competition? Explain its meaning and characteristics?     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                    | Q.5a         | How to measure Marginal productivity. Explain                             |          |           |                | 3        |

|     |      |                                                                           |   |
|-----|------|---------------------------------------------------------------------------|---|
| CO2 |      | marginal productivity theory. ?                                           |   |
|     | Q.5b | What are the determination of wage rates under perfect Competition?       | 3 |
| CO2 | Q 6  | Which factors determine the demand of FMCG products explain with example? | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

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MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                 |
|------------------|-------------------------------------------------|
| Session Course   | 2021-22                                         |
| Name             | B.Com (Hons)                                    |
| Semester         | 2nd Semester                                    |
| Subject Code     | BCH202                                          |
| Subject Name     | Microeconomic Theory & Applications – II        |
| Attainment Level | 54% of the students secured more than 60% marks |

### Note:

#### Attainments

Level 1  
Level 2  
Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1 IF 70% of students secure more than 60% marks then level 2 IF 80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

s) 1st Year

Faculty Name :

## PROGRAMME OUTCOMES

### **Bachelor of Commerce**

**2021-2024**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| II SEM                           | BCH 207 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |
|-----------------------------------------------------------------------------------------|
|                                                                                         |
| <b>Course Handout</b>                                                                   |
| Course : PSYCHOLOGY AND ETHICS                                                          |
| Course Code : BCH 207, Credits : 03, Session :2022-23(EVEN Sem.), Class : BCOM 1st Year |
| Faculty Name :                                                                          |

**Introduction:** The objective of the course is to impart basic knowledge that a common person comes across in this various business dealings and, make him aware of the relevant case laws

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH 207.1** To enable students to understand the nature and characteristics of psychology.

**BCH 207.2** To enable the student identify the variables involved in human process so as to infer their role in running business organization

**BCH 207.3** To understand the needs of humans as an individual and a member of an organization.

**BCH 207.4** To sensitize them to proper ideals and norms within which they should perform their roles.

**BCH 207.5** To empower them to cultivate professional norms and ethics.

**A. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|--|--|--|--|

## B. Syllabus

### Course Objective:

To enable students to understand the nature and characteristics of psychology.

To enable the student identify the variables involved in human process so as to infer their role in running business organization

To understand the needs of humans as an individual and a member of an organization.

To sensitize them to proper ideals and norms within which they should perform their roles.

To empower them to cultivate professional norms and ethics.

### Course Contents:

#### Module I: Concept of Psychology

Meaning and definition of Psychology, Branches of Psychology with special references to Industrial Psychology, Psychological Principles of Learning.

#### Module II: Motivation

Concept of Motivation- Types of Motivation: (i) Intrinsic & (ii) Extrinsic. Techniques of Motivation.

#### Module III: Personality

Meaning and Definition, Determinants of Personality, Types of Personality

#### Module IV: Group Dynamics

Meaning and types of Group, Characteristics of Human Groups, Sociometry and Grouping

#### Module V: Ethics

Ethics in business; Corporate Code of Ethics a) Environment b) Accountability c) Responsibility. Corporate Social Responsibility-Arguments for and against.

Strategic Planning & Corporate Social Responsibility.

Cases of corruption, Corporate Scandals, Whistle Blowing, Insider Trading, Discrimination, Advertising, Consumer Rights etc.

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Peters, R.S: Authority, Responsibility and Education, London, Allen and Unwin.
- UNESCO: Economics & Social aspects of Educational Planning, Paris.
- Aggarwal, J.C.: Essentials of Educational Psychology, Vikas Publishing House Pvt. Ltd., New Delhi.
- Mathur S.S.: Educational Psychology, Agra, Vinod Pustak Mandir.
- Hillgard Eranest R, Atkinson Richard C & Atinkson Rita L: Introduction to Psychology, Oxford & IBH Publishing Co. Pvt. Ltd.
- Best Internet Source for Ethics, [http:// www.josephsoninstitute.org/jilinks.htm](http://www.josephsoninstitute.org/jilinks.htm)
- Desjarding, Joseph, An Introduction to Business Ethics, McGraw-Hill.

## Lecture Plan

| Lecture | Topics                                                                   | Mode of Delivery | Corresponding CO | Mode of Assessing CO              |
|---------|--------------------------------------------------------------------------|------------------|------------------|-----------------------------------|
| 1       | Meaning and definition of Psychology                                     | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 2       | Branches of Psychology with special references to Industrial Psychology, | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. .Exam |
| 3       | Branches of Psychology with special references to Industrial Psychology, | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 4       | Psychological Principles of Learning.                                    | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 5       | Psychological Principles of Learning.                                    | Lecture          | BCH 207.1        | Mid Term-1, Quiz & End Sem. Exam  |
| 6       | Concept of Motivation                                                    | Lecture          | BCH 207.2        | Mid Term-1, Quiz & End Sem. Exam  |
| 7       | Types of Motivation: (i) Intrinsic & (ii) Extrinsic.                     | Lecture          | BCH 207.2        | Mid Term-1, Quiz & End Sem. Exam  |
| 8       | Types of Motivation: (i) Intrinsic & (ii) Extrinsic.                     | Lecture          | BCH 207.2        | Mid Term-1, Quiz & End Sem. Exam  |
| 9       | Types of Motivation: (i) Intrinsic & (ii) Extrinsic.                     | Lecture          | BCH 207.2        | Mid Term-1, Quiz & End Sem. Exam  |
| 10      | Techniques of Motivation.                                                | Lecture          | BCH 207.2        | Mid Term-1, Quiz &                |

|    |                                       |         |           |                                  |
|----|---------------------------------------|---------|-----------|----------------------------------|
|    |                                       |         |           | End Sem.<br>Exam                 |
| 11 | Techniques of Motivation.             | Lecture | BCH 207.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Meaning and Definition of Personality | Lecture | BCH 207.3 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Meaning and Definition of Personality | Lecture | BCH 207.3 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Determinants of Personality,          | Lecture | BCH 207.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Determinants of Personality,          | Lecture | BCH 207.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Types of Personality                  | Lecture | BCH 207.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Types of Personality                  | Lecture | BCH 207.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Meaning and types of Group,           | Lecture | BCH 207.4 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Meaning and types of Group,           | Lecture | BCH 207.4 | Mid Term-2, Quiz & End Sem. Exam |
| 19 | Characteristics of Human Groups,      | Lecture | BCH 207.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Characteristics of Human Groups,      | Lecture | BCH 207.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Sociometry and Grouping               | Lecture | BCH 207.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Sociometry and Grouping               | Lecture | BCH 207.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Ethics in business; Corporate Code of | Lecture | BCH 207.5 | Mid Term-2, Quiz &               |

|    |                                                                                                              |         |           |                                            |
|----|--------------------------------------------------------------------------------------------------------------|---------|-----------|--------------------------------------------|
|    | Ethics a) Environment<br>b) Accountability c)<br>Responsibility.                                             |         |           | End Sem.<br>Exam                           |
| 24 | Ethics in business;<br>Corporate Code of<br>Ethics a) Environment<br>b) Accountability c)<br>Responsibility. | Lecture | BCH 207.2 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 25 | Ethics in business;<br>Corporate Code of<br>Ethics a) Environment<br>b) Accountability c)<br>Responsibility. | Lecture | BCH 207.2 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 26 | Corporate Social<br>Responsibility-<br>Arguments for and<br>against.                                         | Lecture | BCH 207.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 27 | Corporate Social<br>Responsibility-<br>Arguments for<br>and against.                                         | Lecture | BCH 207.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 28 | Corporate Social<br>Responsibility-<br>Arguments for and<br>against.                                         | Lecture | BCH 207.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 29 | Strategic Planning &<br>Corporate Social<br>Responsibility.                                                  | Lecture | BCH 207.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 30 | Strategic<br>Planning &<br>Corporate Social<br>Responsibility.                                               | Lecture | BCH 207.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 31 | Strategic<br>Planning &<br>Corporate Social<br>Responsibility.                                               | Lecture | BCH 207.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 32 | Cases of<br>corruption,<br>Corporate<br>Scandals,                                                            | Lecture | BCH 207.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 33 | Cases of<br>corruption,<br>Corporate<br>Scandals,                                                            | Lecture | BCH 207.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 34 | Whistle<br>Blowing, Insider<br>Trading,<br>Discrimination,<br>Advertising,<br>Consumer<br>Rights etc         | Lecture | BCH 207.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |

|    |                                                                                    |         |           |                                  |
|----|------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
| 35 | Whistle Blowing, Insider Trading, Discrimination, Advertising, Consumer Rights etc | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Whistle Blowing, Insider Trading, Discrimination, Advertising, Consumer Rights etc | Lecture | BCH 207.3 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO           | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|--------------|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|              |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BCH<br>207.1 |           | 1                                   | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |  |  |
| BCH<br>207.2 |           | 3                                   | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 1           | 1            |  |  |
| BCH<br>207.3 |           | 3                                   | 3           | 3           | 3           | 3           | 2           | 2           | 1           | 1           | 1            |  |  |

Sample Question Paper

|                                                                                                |                    |                      |                 |                  |                       |                 |
|------------------------------------------------------------------------------------------------|--------------------|----------------------|-----------------|------------------|-----------------------|-----------------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –III) 2021-22</p> |                    |                      |                 |                  |                       |                 |
| <p style="text-align: center;">Class: B Com (Honours) II Semester</p>                          |                    |                      |                 |                  |                       |                 |
| <p>Subject Name:<br/>BCH 207 Psychology and Ethics</p>                                         |                    | <p>Time: 2 Hours</p> |                 |                  | <p>Max. Marks: 30</p> |                 |
| <p>Levels of the questions as per Blooms</p>                                                   | <p>Remembering</p> | <p>Understanding</p> | <p>Applying</p> | <p>Analyzing</p> | <p>Evaluating</p>     | <p>Creating</p> |



|                  |       |       |     |         |  |  |
|------------------|-------|-------|-----|---------|--|--|
| Taxonomy         |       |       |     |         |  |  |
| Question Mapping | Q.1,4 | Q.2,3 | Q.4 | Q.2,5,6 |  |  |

Student will be able to

CO1: 1 To enable students to understand the nature and characteristics of psychology.

CO2: 2 To enable the student identify the variables involved in human process so as to infer their role in running business organization

| CO Map | Question No. | Question                                                                             | Marks |
|--------|--------------|--------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain meaning and definition of Psychology                                         | 3     |
| CO1    | Q.2a         | What are the Branches of Psychology explain in detail?                               | 3     |
|        | Q.2b         | Explain the Branches of Psychology with special references to Industrial Psychology. | 3     |
| CO2    | Q.3          | Explain types of Motivation.                                                         | 6     |
| CO2    | Q.4          | Explain the importance of motivation in organizational structure.                    | 3     |
| CO2    | Q.5a         | Explain the role of extrinsic technique of motivation.                               | 3     |
|        | Q.5b         | Explain various techniques of motivation                                             | 3     |
| CO2    | Q.6          | Why motivation is important? Explain it with example                                 | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



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MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                     |
|------------------|---------------------|
| Session Course   | 2021-22             |
| Name             | B.Com (Hons)        |
| Semester         | 2nd Semester        |
| Subject Code     | BCH2 07             |
| Subject Name     | Psychology & Ethics |
| Attainment Level | Level 3             |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

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st Year

Faculty Name :

## PROGRAMME OUTCOMES

### **Bachelor of Commerce**

**2021-2024**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

|        |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
|--------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| II SEM | BCH 225 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



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|                                                                                         |
|-----------------------------------------------------------------------------------------|
|                                                                                         |
| <b>Course Handout</b>                                                                   |
| Course : BUSINESS AND ECONOMIC LAWS - II                                                |
| Course Code : BCL 225, Credits : 03, Session :2022-23(EVEN Sem.), Class : BCOM 1st Year |
| Faculty Name :                                                                          |

**Introduction:** The objective of the course is to impart basic knowledge that a common person comes across in this various business dealings and, make him aware of the relevant case laws

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCL 225.1** Students will be able to understand the general legal framework, and of specific legal areas relating to business.

**BCL 225.2** Describe and explain how companies are managed, administered and regulated and identify the essential elements of the legal system including the main sources of law.

**BCL 225.3** Students will be able to Recognize the legal implications relating to companies in difficulty or in crisis.

**A. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

#### B. Syllabus

##### Course Objective:

The objective of the course is to impart basic knowledge that a common person comes across in this various business dealings and, make him aware of the relevant case laws

##### Course Contents:

##### Module I: Indian Partnership Act

Definition and nature of partnership - Rights and duties of partner - Types of partners - Incoming and outgoing and minor as a partner - Dissolution of partnership - Registration of firm, Limited Liability Partnership Act'2008- Meaning & definitions, Meaning of designated partners, Registration of LLP, Types of partners, Dissolution.

## Module II: Consumer Protection Act. [COPRA] 1986

Back ground – definitions of 1) Consumer 2) Consumer Dispute 3) Complaint 4) Deficiency 5) Service  
Consumer Protection Council – Consumer Redressal Agencies – District Forum, State Commission and National Commission.

## Module III: Foreign Exchange Management Act 1999

Objectives, Scope and salient features – offences under the Act.

### Examination Scheme:

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Tulsian - Business Law, Tata mcgraw Hill, New Delhi.
- Aswathappa. K & Ramachandra – Business Law, HPH, Mumbai.
- Kapoor N.D. - Business Law, Sultan Chand & Co.
- Bare Acts.
- Nabhi - Business Law, Indian Law House, Mumbai.
- Garg, Sareen, Sharma & Chawla - Business Law.
- M.C. Kuchhal, Business Law.

### Lecture Plan

| Lecture | Topics                                   | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Indian Partnership Act                   | Lecture          | BCL 225.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Definition and nature of partnership     | Lecture          | BCL 225.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Rights and duties of partner             | Lecture          | BCL 225.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Types of Partner                         | Lecture          | BCL 225.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Short - run and long - run supply curves | Lecture          | BCL 225.1        | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                                     |         |           |                                  |
|----|---------------------------------------------------------------------|---------|-----------|----------------------------------|
| 6  | Incoming and outgoing and minor as a partner                        | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 7  | Dissolution of partnership                                          | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Registration of firm,                                               | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Limited Liability Partnership Act'2008                              | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Comparison between perfect competition and monopoly                 | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Meaning & definitions, Meaning of designated partners, Dissolution. | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Meaning of designated partners, Dissolution.                        | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Meaning of designated partners, Dissolution                         | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Types of partners,                                                  | Lecture | BCL 225.1 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | <b>Consumer Protection Act. [COPRA] 1986</b>                        | Lecture | BCL 225.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Back ground – definitions of 1) Consumer                            | Lecture | BCL 225.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Oligopoly: Characteristic                                           | Lecture | BCL 225.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | 2) Consumer Dispute                                                 | Lecture | BCL 225.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | 3) Complaint                                                        | Lecture | BCL 225.2 | Mid Term-2, Quiz &               |



|    |                                                                                                          |         |           |                                  |
|----|----------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                                                                          |         |           | End Sem.<br>Exam                 |
| 19 | 4) Deficiency                                                                                            | Lecture | BCL 225.2 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | 5) Service                                                                                               | Lecture | BCL 225.2 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Consumer Protection Council                                                                              | Lecture | BCL 225.2 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Consumer Redressal Agencies                                                                              | Lecture | BCL 225.2 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | District Forum                                                                                           | Lecture | BCL 225.2 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | State Commission and National Commission.                                                                | Lecture | BCL 225.2 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | State Commission and National Commission                                                                 | Lecture | BCL 225.2 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Foreign Exchange Management Act 1999<br>Objectives, Scope and salient features – offences under the Act. | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Foreign Exchange Management Act 1999                                                                     | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | Objectives, Scope and salient features – offences under the Act.                                         | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Foreign Exchange Management Act 1999                                                                     | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Objectives, Scope and salient features – offences under the Act.                                         | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Foreign                                                                                                  | Lecture | BCL 225.3 | Mid Term-                        |

|    |                                                                  |         |           |                                  |
|----|------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Exchange Management Act 1999                                     |         |           | 2, Quiz & End Sem. Exam          |
| 32 | Foreign Exchange Management Act 1999                             | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Objectives, Scope and salient features – offences under the Act. | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Foreign Exchange Management Act 1999                             | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Objectives, Scope and salient features – offences under the Act. | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Foreign Exchange Management Act 1999                             | Lecture | BCL 225.3 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |
|-----------|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|
|           |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |
| BCH 202.1 |           | 1                                   | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |  |
| BCL 225.2 |           | 3                                   | 3           | 3           | 3           | 3           | 2           | 2           | 3           | 1           | 1            |  |
| BCL 225.3 |           | 3                                   | 3           | 3           | 3           | 3           | 2           | 2           | 1           | 1           | 1            |  |

| Amity Business School<br>I MID-SEMESTER (SEM –III) 2021-22                                                                                                                                                                                                                                                                                      |              |                                                                |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) III Semester                                                                                                                                                                                                                                                                                                             |              |                                                                |          |           |                |          |
| Subject Name:<br>BCH 326 INCOMETAX LAW AND PRACTICE I                                                                                                                                                                                                                                                                                           |              | Time: 2 Hours                                                  |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                  | Remembering  | Understanding                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                | Q.1,4        | Q.2,3                                                          | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Students will be able to understand the general legal framework, and of specific legal areas relating to business.</p> <p>CO2: Describe and explain how companies are managed, administered and regulated and identify the essential elements of the legal system including the main sources of law.</p> |              |                                                                |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                          | Question No. | Question                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                             | Q.1          | Write definition and nature of partnership                     |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                             | Q.2a         | What are the rights and duties of partner?                     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                 | Q.2b         | Explain types of partners and their role in managing business. |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                             | Q.3          | Explain Incoming and outgoing and minor as a partner           |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                             | Q.4          | Define Consumer and Consumer Dispute                           |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                             | Q.5a         | Explain structure of Service Consumer Protection Council       |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                 | Q.5b         | Explain the role of Service Consumer Protection Council        |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                             | Q 6          | Explain Consumer Redressal Agencies                            |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





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## Attainment

|                |                               |
|----------------|-------------------------------|
| Session Course | 2021-22                       |
| Name           | B.Com (Hons)                  |
| Semester       |                               |
| Subject Code   | 2nd Semester                  |
| Subject Name   | BCL225                        |
|                | Business & Economic Laws - II |

### Attainment Level

46% of the students secured more than 60% marks

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





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|                                                                                         |
|-----------------------------------------------------------------------------------------|
| AMITY BUSINESS SCHOOL                                                                   |
| DEPARTMENT OF BUSINESS MANAGEMENT                                                       |
|                                                                                         |
| Course Handout                                                                          |
| Course : Corporate Accounting                                                           |
| Course Code : BCH301, Crédits : 04, Session :2021-22(Odd Sem.), Class : BCOM. IInd Year |
| Faculty Name :                                                                          |

## A. Introduction:

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

**B. Course Outcomes:** At the end of the course, students will be able to:

- 1.BCH301.1.** Able to understand the concept of Accounting standards and its relevance and significance.
- 2.BCH301.2.** Know the basic functions of Accounting for share capital transactions and understand the statutory requirements, disclosure in balance sheet; rights issue.
- 3.BCH301.3.** Able to recognize the essential features of debentures and conversion of debentures into shares.
- 4.BCH301.4.** Describe the role of underwriter and SEBI guidelines for Underwriting.
- 5.BCH301.5.** Evaluating the concept of Accounting treatment for amalgamation; absorption and reconstruction of companies.

## C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough

knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                     | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|----------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                             | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment |             |                    |



|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
|                          | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance               | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## F. Syllabus

### Module I

Statutory records to be maintained by a company, Accounting standards - relevance and significance; national and international accounting standards.

### Module II

Accounting for share capital transactions - issue of shares at par, at premium and at discount; forfeiture and re-issue of shares; buy-back of shares; redemption of preference shares - statutory requirements, disclosure in balance sheet; rights issue.

### Module III

Issue of debentures - accounting treatment and procedures; redemption of debentures; conversion of debentures into shares.

### Module IV

Underwriting of shares -Meaning – Terms used in underwriting – underwriter – marked application – unmarked application – partial underwriting, profits prior to incorporation; treatment of preliminary expenses.– calculation of underwriting commission – Preparation of statement showing allocation of gross liability and net liability. SEBI guidelines for Underwriting.

### Module V

Accounting treatment for amalgamation, absorption and reconstruction of companies; internal and external reconstruction.

**Assignment for the students:** Students will Prepare Vouchers, Recording Transactions, Preparing Reports withheld of any popular Accounting Software.

## G. Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## H. Suggested Text/Reference Books:

- S.N. Maheswari, Financial Accounting
- Narayanaswamy, Financial Accounting
- SP Iyengar, Advanced Accountancy
- RL Gupta, Advanced Accountancy
- Jain and Narang, Corporate Accounting
- Tulsian, Advanced Accounting

## I. Lecture Plan

| Lecture | Topics                                                   | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Statutory records to be maintained by a company          | Lecture          | BCH301.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Statutory records to be maintained by a company          | Lecture          | BCH301.1.        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Statutory records to be maintained by a company          | Lecture          | BCH301.1..       | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Accounting standards - relevance and significance</i> | Lecture          | BCH301.1.        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Accounting standards - relevance and significance        | Lecture          | BCH301.1.        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Accounting standards - relevance and significance        | Lecture          | BCH301.1.        | Mid Term-1, Quiz & End Sem Exam |
| 7       | national and international accounting standards.         | Lecture          | BCH301.1.        | Mid Term-1, Quiz & End Sem Exam |
| 8       | national and international accounting standards.         | Lecture          | BCH301.1.        | Mid Term-1, Quiz & End Sem Exam |
| 9       | national and international accounting standards.         | Lecture          | BCH301.1         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                      |         |                  |                                 |
|----|------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 10 | national and international accounting standards.                                                     | Lecture | <b>BCH301.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Accounting for share capital transactions                                                            | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Accounting for share capital transactions                                                            | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | issue of shares at par, at premium and at discount                                                   | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | issue of shares at par, at premium and at discount                                                   | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | issue of shares at par, at premium and at discount                                                   | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | forfeiture and re-issue of shares; buy-back of shares                                                | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | forfeiture and re-issue of shares; buy-back of shares                                                | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | forfeiture and re-issue of shares; buy-back of shares                                                | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | redemption of preference shares - statutory requirements, disclosure in balance sheet; rights issue. | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | redemption of preference shares - statutory requirements, disclosure in balance sheet; rights issue. | Lecture | <b>BCH301.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Issue of debentures                                                                                  | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                             |         |                  |                                 |
|----|-----------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 22 | Issue of debentures                                                         | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Issue of debentures                                                         | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | accounting treatment and procedures;                                        | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | accounting treatment and procedures;                                        | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | accounting treatment and procedures;                                        | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | conversion of debentures into shares.                                       | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | conversion of debentures into shares.                                       | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | redemption of debentures                                                    | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | redemption of debentures                                                    | Lecture | <b>BCH301.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Underwriting of shares - Meaning – Terms used in underwriting – underwriter | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Underwriting of shares -Meaning - Terms used in underwriting - underwriter  | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | Underwriting of shares -Meaning - Terms used in underwriting - underwriter  | Lecture | <b>BCH301.4.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                               |         |                  |                                           |
|----|---------------------------------------------------------------------------------------------------------------|---------|------------------|-------------------------------------------|
| 34 | Underwriting of shares<br>-Meaning - Terms used<br>in underwriting -<br>underwriter                           | Lecture | <b>BCH301.4.</b> | Mid Term-<br>2, Quiz &<br>End Sem<br>Exam |
| 35 | Underwriting of shares<br>-Meaning - Terms used<br>in underwriting -<br>underwriter                           | Lecture | <b>BCH301.4.</b> | Mid Term-<br>2, Quiz &<br>End Sem<br>Exam |
| 36 | marked application -<br>unmarked application -<br>partial underwriting,<br>profits prior to<br>incorporation; | Lecture | <b>BCH301.4.</b> | Mid Term-<br>2, Quiz &<br>End Sem<br>Exam |
| 37 | marked application -<br>unmarked application -<br>partial underwriting,<br>profits prior to<br>incorporation; | Lecture | <b>BCH301.4.</b> | Quiz &<br>End Sem<br>Exam                 |
| 38 | treatment of<br>preliminary expenses.-<br>calculation of<br>underwriting<br>commission                        | Lecture | <b>BCH301.4.</b> | Quiz &<br>End Sem<br>Exam                 |
| 39 | treatment of<br>preliminary expenses.-<br>calculation of<br>underwriting<br>commission                        | Lecture | <b>BCH301.4.</b> | Quiz &<br>End Sem<br>Exam                 |
| 40 | Preparation of<br>statement showing<br>allocation of gross<br>liability and net<br>liability.                 | Lecture | <b>BCH301.4.</b> | Quiz &<br>End Sem<br>Exam                 |
| 41 | SEBI guidelines for<br>Underwriting.                                                                          | Lecture | <b>BCH301.4.</b> | Quiz &<br>End Sem<br>Exam                 |
| 42 | SEBI guidelines for<br>Underwriting.                                                                          | Lecture | <b>BCH301.4.</b> | Quiz &<br>End Sem<br>Exam                 |
| 43 | Accounting treatment<br>for amalgamation                                                                      | Lecture | <b>BCH301.5.</b> | Quiz &<br>End Sem<br>Exam                 |
| 44 | Accounting treatment<br>for amalgamation                                                                      | Lecture | <b>BCH301.5.</b> | Quiz &<br>End Sem<br>Exam                 |
| 45 | absorption and reconstruction<br>of companies                                                                 | Lecture | <b>BCH301.5.</b> | Quiz &<br>End Sem<br>Exam                 |
| 46 | absorption and reconstruction<br>of companies                                                                 | Lecture | <b>BCH301.5.</b> | Quiz &<br>End Sem<br>Exam                 |
| 47 | internal and external<br>reconstruction.                                                                      | Lecture | <b>BCH301.5.</b> | Quiz &<br>End Sem<br>Exam                 |



[illegible]

|                    |                                                                                                                  |          |          |          |          |          |          |          |          |          |          |
|--------------------|------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BCH 301. 4.</b> | Describe the role of under writer and SEBI guidelines for Under writing .                                        | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> |
| <b>BCH 301. 5.</b> | Evaluating the concept of Accounting treatment for amalgamation ; absorp tion and reconst ruction of compa nies. | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> |

### Sample question Paper

| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –III) 2021-22 |             |               |          |           |                |          |
|------------------------------------------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Class: B.Com.(H) III Semester                                                                  |             |               |          |           |                |          |
| Subject Name: Corporate Accounting 1 BCH 301                                                   |             | Time: 2 Hrs   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                 | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   | Q 6            |          |



| Student will be able to<br>CO1: List the broad perspective of corporate accounting.<br>CO2: Apply buyback and balance sheet models as per need. |              |                                                              |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------|-------|
| CO Map                                                                                                                                          | Question No. | Question                                                     | Marks |
| CO1                                                                                                                                             | Q.1          | Explain in brief the functions of accounting.                | 3     |
| CO1                                                                                                                                             | Q.2a         | What are the essential features of shares?                   | 3     |
|                                                                                                                                                 | Q.2b         | Write a short note on debentures.                            | 3     |
| CO1                                                                                                                                             | Q.3          | State the significance of international accounting standards | 6     |
| CO2                                                                                                                                             | Q.4          | Explain disclosure in balance sheet.                         | 3     |
| CO2                                                                                                                                             | Q.5a         | Elaborate accounting for share capital transactions.         | 3     |
|                                                                                                                                                 | Q.5b         | Write short note on buyback of shares.                       | 3     |
| CO2                                                                                                                                             | Q 6          | Evaluating the concept of forfeiture and reissue in India    | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                |                          |
|----------------|--------------------------|
| Session Course | 2021-22                  |
| Name           | B.Com (Hons)             |
| Semester       | 3rd Semester             |
| Subject Code   | BCH301                   |
| Subject Name   | Corporate Accounting – I |

### Attainment Level

47% of the students secured more than 60% marks

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

AMITY BUSINESS SCHOOL

DEPARTMENT OF BUSINESS MANAGEMENT

Course Handout

Course : Cost Accounting -1

Course Code : BCH302, Crédits : 04, Session: 2021-22 (Odd Sem.), Class : BCOM. IInd Year

Faculty Name :

## A. Introduction:

To get an expert knowledge in the area of cost management and cost control to enable effective management decisions.

**B. Course Outcomes:** At the end of the course, students will be able to:

- 1.**BCH302.1.** Able to understand the concept of cost accounting and Cost Module – Cost Center – Elements of Cost – Preparation of cost sheet
- 2.**BCH302.2.** Know the basics about material costing techniques of Inventory control – Setting of stock levels – EOQ- ABC Analysis– Methods of pricing materials issues – LIFO – FIFO.
- 3.**BCH302.3.** Able to recognize the essential of labour costing and causes and effect of labour turnover.

## C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well-developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                        | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                    |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types | S/V/Q/HA    | 10%                |

|                          |                                     |    |             |
|--------------------------|-------------------------------------|----|-------------|
|                          | of leaves including medical leaves. |    |             |
| Attendance               | End Semester Examination            | A  | 5%          |
| End Semester Examination |                                     | EE | 70%         |
| <b>Total</b>             |                                     |    | <b>100%</b> |

## F. Syllabus

### Module I: Cost Accounting

Introduction – Meaning of Cost, costing and Cost Accounting – Comparison between Financial Accounts and Cost Accounts – Application of Cost Accounting – Designing and installing a Cost Accounting system – Cost concepts and Classification of Costs – Cost Module – Cost Center – Elements of Cost – Preparation of cost sheet – Tenders and Quotations – Problems.

### Module II: Material Costing

Classification of materials – Material Control – Purchasing procedure – store keeping – techniques of Inventory control – Setting of stock levels – EOQ- ABC Analysis– Methods of pricing materials issues – LIFO – FIFO – Weighted Average Method – Simple Average Method – Problems.

### Module III: Labour Costing

Control of labour cost – Labour Turn Turnover – Causes and effects of labour turnover – Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking – Idle time, causes and treatment – Overtime – Methods of Wage Payment, Time rate and Piece Rate – Incentive Schemes – Halsey Premium Plan – Rowan Bonus Plan – Taylor's and Merrick's differential piece rate systems – Problems.

**Assignment for the students:** Students will Prepare LIFO- FIFO- EQO through any popular Software.

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## G. Suggested Text/Reference Books:

- N.K. Prasad: Cost Accounting
- Nigam & Sharma: Cost Accounting
- Khanna Pandey & Ahuja: Practical Costing
- M.L. Agarwal: Cost Accounting
- Jain & Narang: Cost Accounting
- S.P. Iyengar: Cost Accounting

- S.N. Maheshwari: Cost Accounting
- Horngren: Cost Accounting: A Managerial Emphasis
- M. N. Arora: Cost Accounting
- Dutta: Cost Accounting

#### H. Lecture Plan

| Lecture | Topics                                                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction - Meaning of Cost, costing and Cost Accounting                                   | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction - Meaning of Cost, costing and Cost Accounting                                   | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 3       | Introduction - Meaning of Cost, costing and Cost Accounting                                   | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | Comparison between Financial Accounts                                                         | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 5       | Comparison between Financial Accounts                                                         | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 6       | Cost Accounts - Application of Cost Accounting                                                | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7       | Cost Accounts - Application of Cost Accounting                                                | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8       | Designing and installing a Cost Accounting system - Cost concepts and Classification of Costs | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9       | Designing and installing a Cost Accounting system - Cost concepts and Classification of Costs | Lecture          | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 10 | Designing and installing a Cost Accounting system - Cost concepts and Classification of Costs                                  | Lecture | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Journal, Ledger, Books of prime entry, Subsidiary books, Trial Balance, Errors and their rectification, Cash Book & Bank Book. | Lecture | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Cost Center - Elements of Cost - Preparation of cost sheet - Tenders and Quotations - Problems.                                | Lecture | <b>BCH302.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Classification of materials - Material Control - Purchasing procedure                                                          | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Classification of materials - Material Control - Purchasing procedure                                                          | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Classification of materials - Material Control - Purchasing procedure                                                          | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | store keeping - techniques of Inventory control - Setting of stock levels - EOQ- ABC Analysis                                  | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | store keeping - techniques of Inventory control - Setting of stock levels - EOQ- ABC Analysis                                  | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | store keeping - techniques of Inventory control - Setting of stock levels - EOQ- ABC Analysis                                  | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Methods of pricing materials issues - LIFO - FIFO                                                                              | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Methods of pricing materials issues - LIFO - FIFO                                                                              | Lecture | <b>BCH302.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Methods of pricing materials issues - LIFO - FIFO                                                                              | Lecture | <b>BCH302.2.</b> | Mid Term-2, Quiz &              |



|    |                                                                                                |         |                  |                                 |
|----|------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                                |         |                  | End Sem Exam                    |
| 22 | Weighted Average Method - Simple Average Method - Problems                                     | Lecture | <b>BCH102.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Weighted Average Method - Simple Average Method - Problems                                     | Lecture | <b>BCH302.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Weighted Average Method - Simple Average Method - Problems                                     | Lecture | <b>BCH302.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Control of labour cost - Labour Turn Turnover - Causes and effects of labour turnover          | Lecture | <b>BCH302.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Control of labour cost - Labour Turn Turnover - Causes and effects of labour turnover          | Lecture | <b>BCH302.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Control of labour cost - Labour Turn Turnover - Causes and effects of labour turnover          | Lecture | <b>BCH302.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking    | Lecture | <b>BCH302.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking    | Lecture | <b>BCH302.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Meaning of Time and Motion Study, Merit Rating, Job Analysis, Time keeping and Time booking    | Lecture | <b>BCH302.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Idle time, causes and treatment - Overtime - Methods of Wage Payment, Time rate and Piece Rate | Lecture | <b>BCH302.3.</b> | Quiz & End Sem Exam             |
| 32 | Idle time, causes and treatment - Overtime - Methods of Wage Payment, Time rate and Piece Rate | Lecture | <b>BCH302.3.</b> | Quiz & End Sem Exam             |
| 33 | Incentive Schemes - Halsey Premium Plan - Rowan Bonus Plan                                     | Lecture | <b>BCH302.3.</b> | Quiz & End Sem                  |

|    |                                                                          |         |                  |                           |
|----|--------------------------------------------------------------------------|---------|------------------|---------------------------|
|    |                                                                          |         |                  | Exam                      |
| 34 | Incentive Schemes -<br>Halsey Premium Plan -<br>Rowan Bonus Plan         | Lecture | <b>BCH302.3.</b> | Quiz &<br>End Sem<br>Exam |
| 35 | Taylor's and Merrick's<br>differential piece rate<br>systems - Problems. | Lecture | <b>BCH302.3.</b> | Quiz &<br>End Sem<br>Exam |
| 36 | Taylor's and Merrick's<br>differential piece rate<br>systems - Problems. | Lecture | <b>BCH302.3.</b> | Quiz &<br>End Sem<br>Exam |

### I. Course Articulation Matrix (Mapping of COs with POs)

| CO                         | STAT<br>EME<br>NT                                                                                                                                         | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                            |                                                                                                                                                           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BCH<br/>302.<br/>1.</b> | Able<br>to<br>under<br>stand<br>the<br>conce<br>pt of<br>cost<br>accou<br>nting<br>and<br>Cost<br>Modu<br>le –<br>Cost<br>Cente<br>r –<br>Eleme<br>nts of | <b>1</b>                            | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>1</b>    | <b>2</b>    | <b>1</b>    | <b>1</b>    | <b>2</b>    | <b>1</b>     |

|                            |                                                                                                                                                                         |          |          |          |          |          |          |          |          |          |          |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                            | Cost –<br>Preparation<br>of<br>cost<br>sheet                                                                                                                            |          |          |          |          |          |          |          |          |          |          |
| <b>BCH<br/>302.<br/>2.</b> | Know the basics about material costing techniques of Inventory control – Setting of stock levels – EOQ-ABC Analysis– Methods of pricing materials issues – LIFO – FIFO. | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BCH<br/>302.<br/>3.</b> | Able to recognize the essential of labour costing and                                                                                                                   | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> |

|  |                                                               |  |  |  |  |  |  |  |  |  |  |
|--|---------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|
|  | cause<br>s and<br>effect<br>of<br>labou<br>r<br>turno<br>ver. |  |  |  |  |  |  |  |  |  |  |
|--|---------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|

### Sample question Paper

|                                                                                                                                                                       |              |                                                            |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>Department of Management studies<br/>I MID-SEMESTER (SEM –III) 2021-22</p>                                   |              |                                                            |          |           |                |          |
| Class: B.Com.(H) III Semester                                                                                                                                         |              |                                                            |          |           |                |          |
| Subject Name:<br>BCH 302 Cost Accounting -1                                                                                                                           |              | Time: 2 Hrs                                                |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                        | Remembering  | Understanding                                              | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                      | Q.1,4        | Q.2,3                                                      | Q.4      | Q.2,5     | Q.6            |          |
| <p>Student will be able to</p> <p>CO1: Understand costing and cost accounting and its application.</p> <p>CO2: Apply techniques of inventory control in business.</p> |              |                                                            |          |           |                |          |
| CO Map                                                                                                                                                                | Question No. | Question                                                   |          |           |                | Marks    |
| CO1                                                                                                                                                                   | Q.1          | Explain cost concepts and classification of costs.         |          |           |                | 3        |
| CO1                                                                                                                                                                   | Q.2a         | What are the essential features of tenders and quotations? |          |           |                | 3        |
|                                                                                                                                                                       | Q.2b         | Write a short note on financial accounts.                  |          |           |                | 3        |
| CO1                                                                                                                                                                   | Q.3          | State the problems of quotations in business.              |          |           |                | 6        |
| CO2                                                                                                                                                                   | Q.4          | Explain LIFO and FIFO methods.                             |          |           |                | 3        |
| CO2                                                                                                                                                                   | Q.5a         | Elaborate Economic Order Quantity.                         |          |           |                | 3        |
|                                                                                                                                                                       | Q.5b         | Write short note on ABC analysis                           |          |           |                | 3        |
| CO2                                                                                                                                                                   | Q 6          | Evaluating the techniques of inventory control.            |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



**AMITY UNIVERSITY**  
MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

Session Course 2021-22  
Name B.Com (Hons)  
Semester  
Subject Code 3rd Semester  
Subject Name BCH302  
Cost Accounting – I

### Attainment Level

47% of the students secured more than 60% marks

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                          |
|------------------------------------------------------------------------------------------|
|                                                                                          |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                          |
| <b>AMITY BUSINESS SCHOOL</b>                                                             |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>                                                 |
|                                                                                          |
| <b>Course Handout</b>                                                                    |
| Course : MICROECONOMIC THEORY AND APPLICATIONS – III                                     |
| Course Code : BCH303, Crédits : 03, Session :2021-22(Odd Sem.), Class : BCOM. IIInd Year |
| Faculty Name :                                                                           |

## A. Introduction:

The objective of the course is to acquaint the student with various market structures within which a firm operates. The Course also deals with long -term decision-making and market efficiency.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH303.1.** Develop an understanding of the applications of managerial economics

**BCH303.2.** Interpret regression analysis and discuss why it's employed in decision-making

**3.BCH303.3.** Able to understand perfect competition situations of the real market.

## C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                     | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|----------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                             | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment |             |                    |



|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
|                          | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance               | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## F. Syllabus

### Module I: Monopoly Market Structure

Kinds of monopoly, Monopolist's decision and equilibrium. Shifts in demand curve and the absence of the supply curve. Measurement of monopoly power and the rule of thumb for pricing. Horizontal and vertical integration of firms. Comparison of pure competition and monopoly. The social costs of monopoly power. Price discrimination, Peak-load pricing.

### Module II: Monopolistic Competition and Oligopoly

Monopolistic competition price and output decision-equilibrium. Monopolistic Competition and economic efficiency, Oligopoly and Interdependence – Cournot's duopoly model, Kinked demand model. Prisoner's dilemma, collusive oligopoly – price-leadership model – dominant firm, cartels, sales maximization, Pricing Public Utilities.

### Module III: Perfect Competition

Assumptions, Price and Output decision. Equilibrium of the firm and the industry in the short run and long runs, including industry's long run supply, Producer Surplus. Demand-supply analysis. Stability Analysis- Walrasian and Marshallian.

### G. Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### H. Suggested Text/Reference Books:

- Baunol, William J., "Economic Theory and Operations Analysis", Prentice-Hall of India Pvt. Ltd., New Delhi.
- H.L. Ahuja, Microeconomics
- Browning E.K., & J.M. Browning, "Microeconomic Theory and Applications", Kalyani Publishers, New Delhi.
- Gould, J.,P., & E.P Lazer, "Microeconomics Theory", All India Traveller Bookseller, New Delhi
- Lipsey, R.G., and K.A Chrystal, "Principles of Economics", Oxford University Press.
- Maddala G.S., and E.Miller, "Microeconomics: Theory and Applications" McGraw-Hall International.
- Salvatore, D., "Schaum's Outline of Theory and Problems of Microeconomics Theory", McGraw-Hill, International Edition.

#### I. Lecture Plan

| Lecture | Topics                                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Kinds of monopoly                                           | Lecture          | BCH303.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Monopolist's decision and equilibrium.                      | Lecture          | BCH303.1.        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Monopolist's decision and equilibrium.                      | Lecture          | BCH303.1..       | Mid Term-1, Quiz & End Sem Exam |
| 4       | Shifts in demand curve and the absence of the supply curve. | Lecture          | BCH303.1.        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Shifts in demand curve and the absence of the               | Lecture          | BCH303.1.        | Mid Term-1, Quiz &              |

|    |                                                                  |         |                  |                                 |
|----|------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | supply curve.                                                    |         |                  | End Sem Exam                    |
| 6  | Measurement of monopoly power and the rule of thumb for pricing. | Lecture | <b>BCH303.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7  | Horizontal and vertical integration of firms.                    | Lecture | <b>BCH303.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | Comparison of pure competition and monopoly.                     | Lecture | <b>BCH303.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | The social costs of monopoly power.                              | Lecture | <b>BCH303.1</b>  | Mid Term-1, Quiz & End Sem Exam |
| 10 | Price discrimination, Peak-load pricing.                         | Lecture | <b>BCH303.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Monopolistic competition price and output decision-equilibrium.  | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Monopolistic Competition and economic efficiency                 | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Monopolistic Competition and economic efficiency                 | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Oligopoly and Interdependence - Cournot's duopoly model          | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem      |

|    |                                                         |         |                  |                                 |
|----|---------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                         |         |                  | Exam                            |
| 15 | Oligopoly and Interdependence - Cournot's duopoly model | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Kinked demand model. Prisoner's dilemma                 | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Kinked demand model. Prisoner's dilemma                 | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | collusive oligopoly - price-leadership model            | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | collusive oligopoly - price-leadership model            | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | dominant firm, cartels, sales maximization              | Lecture | <b>BCH303.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | dominant firm, cartels, sales maximization.             | Lecture | <b>BCH303.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Pricing Public Utilities                                | Lecture | <b>BCH303.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Assumptions, Price and Output decision.                 | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                   |         |                  |                                 |
|----|-----------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 24 | Assumptions, Price and Output decision.                                           | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Equilibrium of the firm                                                           | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Equilibrium of the firm;                                                          | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | the industry in the short run and long runs, including industry's long run supply | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | the industry in the short run and long runs, including industry's long run supply | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | the industry in the short run and long runs, including industry's long run supply | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Producer Surplus. Demand-supply analysis.                                         | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Producer Surplus. Demand-supply analysis.                                         | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Producer Surplus. Demand-supply analysis.                                         | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | Stability Analysis-                                                               | Lecture | <b>BCH303.3.</b> | Mid                             |

|    |                                               |         |                  |                                 |
|----|-----------------------------------------------|---------|------------------|---------------------------------|
|    | Walrasian and Marshallian.                    |         |                  | Term-2, Quiz & End Sem Exam     |
| 34 | Stability Analysis-Walrasian and Marshallian. | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | Stability Analysis-Walrasian and Marshallian. | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | Stability Analysis-Walrasian and Marshallian. | Lecture | <b>BCH303.3.</b> | Mid Term-2, Quiz & End Sem Exam |

#### J. Course Articulation Matrix (Mapping of COs with POs)

| CO                  | STATEMENT                                                            | CORRELATION WITH PROGRAMME OUTCOMES |          |      |          |      |          |          |          |          |          |
|---------------------|----------------------------------------------------------------------|-------------------------------------|----------|------|----------|------|----------|----------|----------|----------|----------|
|                     |                                                                      | PO 1                                | PO 2     | PO 3 | PO 4     | PO 5 | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BC H3 03. 1.</b> | Develop an understanding of the applications of managerial economics | <b>3</b>                            | <b>2</b> |      | <b>1</b> |      | <b>1</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|              |                                                                                |   |   |   |   |   |   |   |   |   |   |
|--------------|--------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| BC H3 03. 2. | Interpret regression analysis and discuss why it's employed in decision-making | 3 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| BC H3 03. 3. | Able to understand perfect competition situations of the real market.          | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 |

### Sample question Paper

|                                                                                                                                                |              |                                                                   |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –III) 2021-22                                                 |              |                                                                   |          |           |                |          |
| Class: B.Com.(H) III Semester                                                                                                                  |              |                                                                   |          |           |                |          |
| Subject Name: MICROECONOMIC THEORY AND APPLICATIONS – III<br>BCH303                                                                            |              | Time: 2 Hrs                                                       |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                 | Remembering  | Understanding                                                     | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                               | Q.1,4        | Q.2,3                                                             | Q.4      | Q.2,5,6   | Q 6            |          |
| Student will be able to<br>CO1: List the broad perceptive of corporate accounting.<br>CO2: Apply buyback and balance sheet models as per need. |              |                                                                   |          |           |                |          |
| CO Map                                                                                                                                         | Question No. | Question                                                          |          |           |                | Marks    |
| CO1                                                                                                                                            | Q.1          | Explain in brief the functions of economics in decision making.   |          |           |                | 3        |
| CO1                                                                                                                                            | Q.2a         | Write the essential features of price determination               |          |           |                | 3        |
|                                                                                                                                                | Q.2b         | Write a short note on monopoly and oligopoly                      |          |           |                | 3        |
| CO1                                                                                                                                            | Q.3          | State the significance of managerial economics in decision making |          |           |                | 6        |
| CO2                                                                                                                                            | Q.4          | Explain kinked demand curve                                       |          |           |                | 3        |
| CO2                                                                                                                                            | Q.5a         | Elaborate price leadership                                        |          |           |                | 3        |
|                                                                                                                                                | Q.5b         | Write short note on monopolistic competition                      |          |           |                | 3        |
| CO2                                                                                                                                            | Q 6          | Evaluate Stability Analysis- Walrasian and Marshallian.           |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |



|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |
|--------------|---|------------------------------------------------------------|

|



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                         |
| <b>Name</b>             | B.Com (Hons)                                    |
| <b>Semester</b>         | 3rd Semester                                    |
| <b>Subject Code</b>     | BCH303                                          |
| <b>Subject Name</b>     | Microeconomic Theory &                          |
| <b>Attainment Level</b> | 42% of the students secured more than 60% marks |

### Note:

#### **Attainments**

Level 1

Level 2

Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF 70% of students secure more than 60% marks then level 2 IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

|                                                                                         |
|-----------------------------------------------------------------------------------------|
|                                                                                         |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                         |
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>                                                |
|                                                                                         |
| <b>Course Handout</b>                                                                   |
| Course : E - Commerce                                                                   |
| Course Code : BCH307, Crédits : 04, Session :2021-22(Odd Sem.), Class : BCOM. IInd Year |
| Faculty Name :                                                                          |

**A. Introduction:** In the changed business environment of today, it has become imperative for businesses to understand, appreciate and learn to create their presence in cyber space. This course focuses on exposing the students to the world of e-commerce, the opportunities, and the threats and teaches them the strategies of making businesses viable and successful.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCH307.1.** To focus on the three major driving forces that permeate all aspects of e-commerce: business development and strategy, technological innovations, and social and legal issues and impacts

**BCH307.2.** Covers E-commerce technology infrastructure, business concepts, social issues and real-world experiences.

**BCH307.3.** To know the concept of e-commerce and its (r)evolution. Understand current Internet business models and strategies

**4.BCH307.4.** Able to Explain and develop solutions for implementing an e-commerce web presence. Discuss major ethical and legal issues surrounding e-commerce

5.**BCH307.5.** To understand implement, in simulation or authentically, an e-commerce presence. Create a marketing and promotional plan for an e-commerce presence.

### **C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### **D. Programme Specific Outcomes:**

#### E. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### F. Syllabus

##### Module I: E-Commerce Concept

Meaning, definition, concept, features, function of E-Commerce, E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce, limitations of E-Commerce, precaution for secure E-Commerce, proxy services. Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI, Application areas for EDI, Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control. Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce

##### Module II: Types of E-Commerce Applications of B2C

Consumers' shopping procedure on the internet; Online travel tourism services; Benefits and Impact of e-commerce on travel industry; Online stock trading and its benefits; Online banking and its benefits; Online financial services and their future; Instant Paid payment

system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards

E-Auction Applications in B2C- E-Banking, E-Trading. - Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement,

Just in time delivery. Consumer to consumer and peer to peer business model Introduction and basic concepts.

### **Module III: E-Marketing Applications in B2B**

Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets Architectural models of b2b; Characteristics of the supplier-oriented marketplace, Buyer-oriented marketplace, and Intermediary-oriented marketplace; Benefits of b2b on procurement reengineering; Marketing issue in E-Marketing, Promoting your E-Business. Direct marketing, one to one marketing.

### **Module IV: E-Finance Applications in Governance,**

E-government; E-governance – applications of the internet; Concept of government-to-business, business-to-government and citizen-to-government; E-governance models;

Areas of E-Financing, E-Banking, traditional v/s E-Banking, operations in E-Banking. E-Trading- Stock marketing, trading v/s E-Trading, Importance of E-Trading, Advantages of E-trading, operational aspects of E-Trading.

### **Module V: E-Payment Emerging Business Models**

Retail model; Media model; advisory model, Made-to-order manufacturing model; Do-it-yourself model; Information service model; Emerging hybrid models; Emerging models in India.

Transactions through Internet, Requirements of E-Payment system, Post paid payment system- Credit card solutions, cyber cash Internet cheques. Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards.

#### **G. Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### H. Suggested Text/Reference Books:

- Computer Today, S. Bansundara
- E-Commerce: The Cutting Edge of Business, Kamblesh Bajaj and Debjani Nag, McGraw Hill
- E-Commerce, S. Jaiswal

#### I. Lecture Plan

| Lecture | Topics                                                                                                                            | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Meaning, definition, concept, features, function of E-Commerce,                                                                   | Lecture          | <b>BCH307.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | E-Commerce practices v/s traditional practices, scope and basic models of E-Commerce,                                             | Lecture          | <b>BCH307.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | limitations of E-Commerce, precaution for secure E-Commerce, proxy services.                                                      | Lecture          | <b>BCH307.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Concept of EDI, difference between paper based Business and EDI Based business, Advantages of EDI,</i>                         | Lecture          | <b>BCH307.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature, Access Control | Lecture          | <b>BCH307.1.</b>  | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                       |         |                  |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 6  | Action plan for Implementing EDI, Factors influencing the choice of EDI, Software Concept of Electronic Signature,    | Lecture | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7  | Access Control. Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce | Lecture | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce                 | Lecture | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Management issues relating to e-commerce. Meaning of B2C, B2B, C2C, P2P, Ethical Issues in E commerce                 | Lecture | <b>BCH307.1</b>  | Mid Term-1, Quiz & End Sem Exam |
| 10 | Consumers' shopping procedure on the internet; Online travel tourism services;                                        | Lecture | <b>BCH307.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Benefits and Impact of e-commerce on travel industry; Online stock trading and its benefits;                          | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Online banking and its benefits; Online financial services and their future; Instant Paid                             | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                                                                     |         |                  |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | payment system- Debit card, direct debit.                                                                                           |         |                  |                                 |
| 13 | Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit. | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit. | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit. | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Online banking and its benefits; Online financial services and their future; Instant Paid payment system- Debit card, direct debit. | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | Prepaid payment system- Electronic cash, digicash,                                                                                  | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem      |

|    |                                                                                                                                                                                                                                                                |         |                  |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | Netcash, cybercash, smart cards<br>E-Auction<br>Applications in B2C- E-Banking,                                                                                                                                                                                |         |                  | Exam                            |
| 18 | E-Trading. - Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement,                                                                                                             | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | E-Trading. - Introduction and overview of these concepts. Application of B2B- E-distributor, B2B service provider, benefits of B2B on Procurement, Just in time delivery. Consumer to consumer and peer to peer business model Introduction and basic concepts | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Just in time delivery. Consumer to consumer and peer to peer business model Introduction and basic concepts<br>demption of preference shares - statutory requirements, disclosure in balance sheet; rights issue.                                              | Lecture | <b>BCH307.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Traditional Marketing V/S E-Marketing, Impact of Ecommerce on markets                                                                                                                                                                                          | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem      |

|    |                                                                                                                                             |         |                  |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | Architectural models of b2b;                                                                                                                |         |                  | Exam                            |
| 22 | Characteristics of the supplier-oriented marketplace,                                                                                       | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Buyer-oriented marketplace, and Intermediary-oriented marketplace;                                                                          | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | Benefits of b2b on procurement reengineering;                                                                                               | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Marketing issue in E-Marketing, Promoting your E-Business.Direct marketing, one to one marketing.                                           | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Marketing issue in E-Marketing, Promoting your E-Business.Direct marketing, one to one marketing.                                           | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Marketing issue in E-Marketing, Promoting your E-Business.Direct marketing, one to one marketing.                                           | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | E-government;E-governance applications of the internet;Concept of government-to-business, business-to-government and citizen-to-government; | Lecture | <b>BCH307.3.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                                                    |         |                  |                                             |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
| 29 | E-governance models;<br>Areas of E-Financing, E-Banking,<br>traditional v/s E-Banking,<br>operations in E-Banking.                                                 | Lecture | <b>BCH307.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 30 | E-Trading- Stock<br>marketing, trading<br>v/s E-Trading,<br>Importance of E-Trading,<br>Advantages of E-trading,<br>operational aspects<br>of E-Trading.           | Lecture | <b>BCH307.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 31 | <b>E-Trading- Stock<br/>marketing, trading v/s E-<br/>Trading, Importance of<br/>E-Trading, Advantages<br/>of E-trading, operational<br/>aspects of E-Trading.</b> | Lecture | <b>BCH307.4.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 32 | E-Trading- Stock<br>marketing, trading<br>v/s E-Trading,<br>Importance of E-Trading,<br>Advantages of E-trading,<br>operational aspects<br>of E-Trading.           | Lecture | <b>BCH307.4.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 33 | E-Trading- Stock<br>marketing, trading v/s E-<br>Trading, Importance of E-<br>Trading, Advantages of E-<br>trading, operational<br>aspects of E-Trading.           | Lecture | <b>BCH307.4.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 34 | E-Trading- Stock<br>marketing, trading<br>v/s E-Trading,<br>Importance of E-<br>Trading,<br>Advantages of E-trading,<br>operational aspects<br>of E-Trading.       | Lecture | <b>BCH307.4.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 35 | E-Trading- Stock<br>marketing, trading<br>v/s E-Trading,<br>Importance of E-<br>Trading,<br>Advantages of E-trading,<br>operational aspects<br>of E-Trading.       | Lecture | <b>BCH307.4.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |

|    |                                                                                                                                                                              |         |                  |                                 |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 36 | Do-it-yourself model;<br>Information service model; Emerging hybrid models; Emerging models in India.<br>Transactions through Internet,<br>Requirements of E-Payment system, | Lecture | <b>BCH307.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | Do-it-yourself model;<br>Information service model; Emerging hybrid models; Emerging models in India.                                                                        | Lecture | <b>BCH307.4.</b> | Quiz & End Sem Exam             |
| 38 | Transactions through Internet,<br>Requirements of E-Payment system,                                                                                                          | Lecture | <b>BCH307.4.</b> | Quiz & End Sem Exam             |
| 39 | Post paid payment system- Credit card solutions, cyber cash Internet cheques.                                                                                                | Lecture | <b>BCH307.4.</b> | Quiz & End Sem Exam             |
| 40 | Preparation of statement showing allocation of gross liability and net liability.                                                                                            | Lecture | <b>BCH307.4.</b> | Quiz & End Sem Exam             |
| 41 | Preparation of statement showing allocation of gross liability and net liability.                                                                                            | Lecture | <b>BCH307.4.</b> | Quiz & End Sem Exam             |
| 42 | Preparation of statement showing allocation of gross liability and net liability.                                                                                            | Lecture | <b>BCH307.4.</b> | Quiz & End Sem Exam             |
| 43 | Instant Paid payment system- Debit card, direct                                                                                                                              | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam             |

|    |                                                                                                                                            |         |                  |                     |
|----|--------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------|
|    | debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards.                                                 |         |                  |                     |
| 44 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |
| 45 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |
| 46 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |
| 47 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system- Electronic cash, digicash, Netcash, cybercash, smart cards. | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |
| 48 | Instant Paid payment system- Debit card, direct debit. Prepaid payment system-                                                             | Lecture | <b>BCH307.5.</b> | Quiz & End Sem Exam |



[illegible]





|  |                    |  |  |  |  |  |  |  |  |  |  |
|--|--------------------|--|--|--|--|--|--|--|--|--|--|
|  | commerce presence. |  |  |  |  |  |  |  |  |  |  |
|--|--------------------|--|--|--|--|--|--|--|--|--|--|

### Sample question Paper

|                                                                                                                                                               |              |                                                                         |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------------------------------------------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>Department of Management studies<br/>I MID-SEMESTER (SEM –III) 2021-22</p>                           |              |                                                                         |          |           |                |          |
| Class: B.Com.(H) III Semester                                                                                                                                 |              |                                                                         |          |           |                |          |
| Subject Name: E Commerce BCH 307                                                                                                                              |              | Time: 2 Hrs                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                | Remembering  | Understanding                                                           | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                              | Q.1,4        | Q.2,3                                                                   | Q.4      | Q.2,5,6   | Q 6            |          |
| <p>Student will be able to</p> <p>CO1: List the broad perceptive of corporate accounting.</p> <p>CO2: Apply buyback and balance sheet models as per need.</p> |              |                                                                         |          |           |                |          |
| CO Map                                                                                                                                                        | Question No. | Question                                                                |          |           |                | Marks    |
| CO1                                                                                                                                                           | Q.1          | Explain in brief the functions of ecommerce.                            |          |           |                | 3        |
| CO1                                                                                                                                                           | Q.2a         | What are the essential features of digital marketing?                   |          |           |                | 3        |
|                                                                                                                                                               | Q.2b         | Write a short note on SEO.                                              |          |           |                | 3        |
| CO1                                                                                                                                                           | Q.3          | State the significance of digital marketing in present scenario.        |          |           |                | 6        |
| CO2                                                                                                                                                           | Q.4          | Explain functions of W.W.W.                                             |          |           |                | 3        |
| CO2                                                                                                                                                           | Q.5a         | Elaborate B to B, B to C and C to C.                                    |          |           |                | 3        |
|                                                                                                                                                               | Q.5b         | Write short note on development of e-commerce in India.                 |          |           |                | 3        |
| CO2                                                                                                                                                           | Q 6          | Evaluating the role of digital marketing in development of the economy. |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                         |
| <b>Name</b>             | B.Com (Hons)                                    |
| <b>Semester</b>         | 3rd Semester                                    |
| <b>Subject Code</b>     | BCH307                                          |
| <b>Subject Name</b>     | E-Commerce                                      |
| <b>Attainment Level</b> | 44% of the students secured more than 60% marks |

### Note:

#### **Attainments**

Level 1

Level 2

Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF 70% of students secure more than 60% marks then level 2 IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

C

Year

Faculty Name : Dr. Anand Kumar Sriwastawa

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2021-2024**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to

understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|-------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                               |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| I SEM                         | BCL 325 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**Course Handout**

Course : Corporate Laws I

Course Code : BCL 325 , Credits : 03, Session :2021-22(Odd Sem.), Class : BCOM 1st Year

Faculty Name : Dr Anand Kumar Sriwastawa

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BCL 325.1** Understand Corporate Laws and its importance.

**BCL 325.2** Analyse Promotion and incorporation of Companies

**BCL 325.3** Apply Memorandum of Association, Articles of Association and Prospectus

**BCL 325.4** Evaluate functions, duties and rights of Directors of a Company .

**A. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and

taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**A. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>          | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-----------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                  | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home | S/V/Q/HA    | 10%                |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | Assignment                                                                                                                                                                                                    |    |             |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |
|                          |                                                                                                                                                                                                               |    |             |

## B. Syllabus

### Module I: Introduction

Administration of Company Law [including National Company Law Tribunal (NCLT), Appellate Tribunal (NCLAT), Brief history of company law, Definition and characteristics & Types of companies, Lifting of Corporate Veil, Exemption and privileges to private companies.

### Module II: Promotion and Incorporation

Promotion & incorporation of companies, duties and liabilities of promoters, on-line registration of a company

### Module III: MoA, AoA and Prospectus

Memorandum of Association and its alteration, articles of association and its alteration, Prospectus, Shelf prospectus, Red herring prospectus, Borrowing Power, Mortgages & charges

### Module IV: Directors of Company

Directors- Classification of directors, additional, alternate and adhoc director; women directors, independent director, small shareholders' director; director identity number (DIN); appointment, powers & legal position, removal, duties and rights



**Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

**Text & References:**

- M.C. Shukla & Gulshan: Principles of Company Law.
- N.D. Kapoor: Company Law and Secretarial Practice.
- M.C. Bhandari: Guide to Company Law Procedures.
- Tuteja: Company Administration and Meetings.
- S.C. Kuchehal: Company Law and Secretarial Practice.
- Dr. P.N. Reddy and H.R. Appanaiah: Essentials of Company Law and Secretarial Practice, Himalaya Publishers.

**Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                  | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>       |
|----------------|--------------------------------|-------------------------|-------------------------|-----------------------------------|
| 1              | Administration of Company laws | Lecture                 | BCL.325.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 2              | National Company Law Tribunal  | Lecture                 | BCL.325.1               | Mid Term-1, Quiz & End Sem. .Exam |

|    |                                               |         |           |                                  |
|----|-----------------------------------------------|---------|-----------|----------------------------------|
| 3  | Appellate Tribunal                            | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 4  | Brief History of Company Laws                 | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 5  | Definition of Companies                       | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 6  | Characteristics of Companies                  | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 7  | Types of companies                            | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Lifting of Corporate Veil                     | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Exemption and Privileges to Private Companies | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Promotion of Companies                        | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Incorporation of Companies                    | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Duties of Promoters                           | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Liabilities of Promoters                      | Lecture | BCL.325.1 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | On Line Registration of a Company             | Lecture | BCL.325.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | On Line Registration of a Company             | Lecture | BCL.325.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Memorandum                                    | Lecture | BCL.325.2 | Mid Term-                        |

|    |                                         |         |           |                                  |
|----|-----------------------------------------|---------|-----------|----------------------------------|
|    | of Association                          |         |           | 1, Quiz & End Sem. Exam          |
| 16 | Alteration of Memorandum of Association | Lecture | BCL.325.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Articles of Association                 | Lecture | BCL.325.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Alteration of Articles of Association   | Lecture | BCL.325.2 | Mid Term-2, Quiz & End Sem. Exam |
| 19 | Prospectus                              | Lecture | BCL.325.2 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Self Prospectus                         | Lecture | BCL.325.3 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Red Herring Prospectus                  | Lecture | BCL.325.3 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Borrowing Power                         | Lecture | BCL.325.3 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Mortgages and Charges                   | Lecture | BCL.325.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Mortgages and Charges                   | Lecture | BCL.325.3 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Directors                               | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Classification of Directors             | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Classification of Directors             | Lecture | BCL 325.4 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | <i>Additional Director</i>              | Lecture | BCL 325.4 | Mid Term-2, Quiz &               |

|    |                                            |         |           |                                            |
|----|--------------------------------------------|---------|-----------|--------------------------------------------|
|    |                                            |         |           | End Sem.<br>Exam                           |
| 29 | Alternate<br>Director                      | Lecture | BCL 325.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 30 | Ad hoc<br>director                         | Lecture | BCL 325.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 31 | Women<br>Director                          | Lecture | BCL 325.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 32 | Independent<br>Director                    | Lecture | BCL 325.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 33 | small<br>shareholders'<br>director         | Lecture | BCL 325.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 34 | Director<br>Identity<br>Number             | Lecture | BCL 325.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 35 | Appointment,<br>powers &<br>legal position | Lecture | BCL 325.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 36 | Removal,<br>duties and<br>rights           | Lecture | BCL 325.4 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO           | STATEMENT                                          | CORRELATION WITH<br>PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |
|--------------|----------------------------------------------------|----------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|
|              |                                                    | P<br>O<br>1                            | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |
| BCL<br>325.1 | Understand<br>Corporate Laws and<br>its importance | 1                                      | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |  |

|              |                                                                         |   |   |   |   |   |   |   |   |   |   |  |  |
|--------------|-------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|
| BCL<br>325.2 | Analyse Promotion and incorporation of Companies                        | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 1 |  |  |
| BCL<br>325.3 | Apply Memorandum of Association, Articles of Association and Prospectus | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 1 | 1 | 1 |  |  |
| BCL<br>325.4 | Evaluate functions ,duties and rights of Directors of a Company         | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 1 |  |  |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –I) 2021-22                                                                               |              |                                                            |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) III Semester                                                                                                    |              |                                                            |          |           |                |          |
| Subject Name:<br>BCL 325CORPORATE LAWS I                                                                                               |              | Time: 2 Hours                                              |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                         | Remembering  | Understanding                                              | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                       | Q.1,4        | Q.2,3                                                      | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand Corporate Laws and its importance.<br>CO2: Analyse Promotion and incorporation of Companies |              |                                                            |          |           |                |          |
| CO Map                                                                                                                                 | Question No. | Question                                                   |          |           |                | Marks    |
| CO1                                                                                                                                    | Q.1          | Explain in brief the rational for studying Corporate Laws. |          |           |                | 3        |
| CO1                                                                                                                                    | Q.2a         | Explain types of Corporate Laws                            |          |           |                | 3        |
|                                                                                                                                        | Q.2b         | Explain features of Corporate Laws                         |          |           |                | 3        |

|     |      |                                                                |   |
|-----|------|----------------------------------------------------------------|---|
| CO2 | Q.3  | Discuss Promotion of a Company                                 | 6 |
| CO2 | Q.4  | What is incorporation of a Company                             | 3 |
| CO2 | Q.5a | Explain on line registration of a company                      | 3 |
|     | Q.5b | Differentiate between promotion and incorporation of a company | 3 |
| CO2 | Q 6  | Explain duties and liabilities of promoters                    | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                         |
| <b>Name</b>             | B.Com (Hons)                                    |
| <b>Semester</b>         | 3rd Semester                                    |
| <b>Subject Code</b>     | BCL325                                          |
| <b>Subject Name</b>     | Corporate Laws – I                              |
| <b>Attainment Level</b> | 56% of the students secured more than 60% marks |

### Note:

#### **Attainments**

Level 1  
Level 2  
Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF 70% of students secure more than 60% marks then level 2 IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

C

Year

Faculty Name : Dr. Manoj Pandey

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2021-2024**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9] Research and Business Intelligence:** The program will develop the capacity to



understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| I SEM                            | BCL 326 | 1   | 1   | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**Course Handout**

Course : Income Tax Law and Practice I

Course Code : BCL 326 , Credits : 03, Session :2021-22(Odd Sem.), Class : BCOM 1st Year

Faculty Name : Dr Manoj Pandey

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCL 326.1** Understand Income Tax Laws and its importance.
- BCL 326.2** Analyse exemptions on different categories and sources of income
- BCL 326.3** Apply Income on Salaries and other components associated with salaries.
- BCL 326.4** Evaluate income from house properties and exempted income from house properties .

**A. Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and

taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**A. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>          | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-----------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                  | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home | S/V/Q/HA    | 10%                |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | Assignment                                                                                                                                                                                                    |    |             |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |
|                          |                                                                                                                                                                                                               |    |             |

## B. Syllabus

### Module I

Brief History of Income Tax, Legal Framework, Canons of Taxation – Finance Bill – Scheme of Income Tax. Definition: Assessee, Person, assessment year, previous year, income, Gross Total Income, Total Income, Agricultural Income (including integration of Agricultural Income with Non-Agriculture Income).

Revenue and Capital (a) Receipts (b) Expenditure (c) Loss.

### Module II

Residential Status and Incidence of Tax.

Exempted Incomes U/S 10 (Restricted to Individual Assesseees) : fully exempted and partly exempted incomes - including problems on House Rent Allowance, Leave Encashment, Commutation of Pension, Death-cum-Retirement benefits, Gratuity, compensation received on termination of the service.

### Module III

Income from Salary – Features of Salary Income – Basic Salary – Allowance, Perquisites section 89(1) – Tax Rebate U/S 89(1) & Deductions under 80(c) – Problems.

### Module IV

Income From House Property - Basis of Charge – Deemed Owners – Exempted Incomes from House Property – Composite Rent - Annual Value – Determination of Annual Value – Treatment of Unrealized Rent – Loss due to Vacancy – Deductions from Annual Value – Problems on Income from House Property.

## SKILL DEVELOPMENT

1. Form No.26 AS, 49A (PAN) and 49B.
2. Filling of Income Tax Returns.
3. List of enclosures to be made along with IT returns (with reference to salary & H.P).
4. Preparation of Form 16.
5. Computation of Income Tax and the Slab Rates.
6. Computation of Gratuity

**Examination Scheme:**

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

**Text & References:**

- Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
- B.B. Lal: Direct Taxes, Konark Publisher (P) ltd.
- Bhagwathi Prasad: Direct Taxes – Law and Practice, Wishwa Prakashana.
- Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
- Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.
- Gaur & Narang: Income Tax.

**Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>               | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>      |
|----------------|-----------------------------|-------------------------|-------------------------|----------------------------------|
| 1              | Brief History of Income Tax | Lecture                 | BCL.326.1               | Mid Term-1, Quiz & End Sem. Exam |
| 2              | Legal Frame work            | Lecture                 | BCL.326.1               | Mid Term-1, Quiz & End Sem. Exam |
| 3              | Cannons of Taxation         | Lecture                 | BCL.326.1               | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                                                                 |         |           |                                  |
|----|-------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
| 4  | Finance Bill                                                                                    | Lecture | BCL.326.1 | Mid Term-1, Quiz & End Sem. Exam |
| 5  | Scheme of Income Tax                                                                            | Lecture | BCL.326.1 | Mid Term-1, Quiz & End Sem. Exam |
| 6  | Definition: Assessee, Person                                                                    | Lecture | BCL.326.1 | Mid Term-1, Quiz & End Sem. Exam |
| 7  | Assessment year, previous year                                                                  | Lecture | BCL.326.1 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Gross Total Income, Total Income                                                                | Lecture | BCL.326.1 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Agricultural Income (including integration of Agricultural Income with Non- Agriculture Income) | Lecture | BCL.326.1 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Revenue and Capital (a) Receipts (b) Expenditure (c) Loss.                                      | Lecture | BCL.326.1 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Residential Status and Incidence of Tax                                                         | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Exempted Incomes U/S 10 (Restricted to Individual Assesseees)                                   | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Fully exempted and partly exempted incomes                                                      | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Problems on House Rent Allowance                                                                | Lecture | BCL.326.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Leave Encashment                                                                                | Lecture | BCL.326.2 | Mid Term-1, Quiz &               |

|    |                                                              |         |           |                                            |
|----|--------------------------------------------------------------|---------|-----------|--------------------------------------------|
|    |                                                              |         |           | End Sem.<br>Exam                           |
| 15 | Commutation<br>of Pension                                    | Lecture | BCL.326.2 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 16 | Death-cum-<br>Retirement<br>benefits                         | Lecture | BCL.326.2 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 17 | Gratuity,                                                    | Lecture | BCL.326.2 | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam |
| 18 | Compensation<br>received on<br>termination of<br>the service | Lecture | BCL.326.2 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 19 | Income from<br>Salary                                        | Lecture | BCL.326.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 20 | Income from<br>Salary                                        | Lecture | BCL.326.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 21 | Features of<br>Salary Income                                 | Lecture | BCL.326.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 22 | Features of<br>Salary Income                                 | Lecture | BCL.326.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 23 | Basic Salary                                                 | Lecture | BCL.326.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 24 | Allowances                                                   | Lecture | BCL.326.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 25 | Allowances                                                   | Lecture | BCL 326.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 26 | Perquisites<br>Section 89(1)                                 | Lecture | BCL 326.3 | Mid Term-<br>2, Quiz &<br>End Sem.<br>Exam |
| 27 | Perquisites<br>Section 89(1)                                 | Lecture | BCL 326.3 | Mid Term-<br>2, Quiz &<br>End Sem.         |

|    |                                      |         |           |                                  |
|----|--------------------------------------|---------|-----------|----------------------------------|
|    |                                      |         |           | Exam                             |
| 28 | Tax Rebate U/S 89(1)                 | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Tax Rebate U/S 89(1)                 | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Deductions under 80(c)               | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Deductions under 80(c)               | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | Problems                             | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Problems                             | Lecture | BCL 326.3 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Income From House Property           | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Income From House Property           | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Basis of Charge                      | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 37 | Deemed Owners                        | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 38 | Deemed Owners                        | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 39 | Exempted Incomes from House Property | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 40 | Exempted Incomes from House Property | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                        |         |           |                                  |
|----|----------------------------------------|---------|-----------|----------------------------------|
| 41 | Composite Rent                         | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 42 | Annual Value                           | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 43 | Determination of Annual Value          | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 44 | Determination of Annual Value          | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 45 | Treatment of Unrealized Rent           | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 46 | Loss due to Vacancy                    | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 47 | Deductions from Annual Value           | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |
| 48 | Problems on Income from House Property | Lecture | BCL 326.4 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                     | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|-----------|-----------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|           |                                               | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BCL 326.1 | Understand Income Tax Laws and its importance | 1                                   | 1           | 2           | 2           | 2           | 2           | 1           | 1           | 2           | 2            |  |  |



|           |                                                                                   |   |   |   |   |   |   |   |   |   |   |  |  |
|-----------|-----------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|--|--|
| BCL 326.2 | Analyse exemptions on different categories and sources of income                  | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | 1 | 1 |  |  |
| BCL 326.3 | Apply Income on Salaries and other components associated with salaries.           | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 1 | 1 | 1 |  |  |
| BCL 326.4 | Evaluate income from house properties and exempted income from house properties . | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 1 | 1 |  |  |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –III) 2021-22                                                                                              |              |                                                        |               |           |            |                |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------|---------------|-----------|------------|----------------|
| Class: B Com (Honours) III Semester                                                                                                                     |              |                                                        |               |           |            |                |
| Subject Name:<br>BCL 326 INCOMETAX LAW<br>AND PRACTICE I                                                                                                |              |                                                        | Time: 2 Hours |           |            | Max. Marks: 30 |
| Levels of the questions as per Blooms Taxonomy                                                                                                          | Remembering  | Understanding                                          | Applying      | Analyzing | Evaluating | Creating       |
| Question Mapping                                                                                                                                        | Q.1,4        | Q.2,3                                                  | Q.4           | Q.2,5,6   |            |                |
| Student will be able to<br>CO1: Understand Income Tax Laws and its importance.<br>CO2: Analyse exemptions on different categories and sources of income |              |                                                        |               |           |            |                |
| CO Map                                                                                                                                                  | Question No. | Question                                               |               |           |            | Marks          |
| CO1                                                                                                                                                     | Q.1          | Explain in brief the rational for studying income tax. |               |           |            | 3              |
| CO1                                                                                                                                                     | Q.2a         | Explain types of income                                |               |           |            | 3              |
|                                                                                                                                                         | Q.2b         | Explain income                                         |               |           |            | 3              |

|     |      |                                              |   |
|-----|------|----------------------------------------------|---|
| CO2 | Q.3  | Discuss exemptions from income tax           | 6 |
| CO2 | Q.4  | What is house rent allowance ?               | 3 |
| CO2 | Q.5a | Explain Leave Encashment                     | 3 |
|     | Q.5b | Differentiate between pension and gratuity . | 3 |
| CO2 | Q 6  | Explain commutation of pension               | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                         |
| <b>Name</b>             | B.Com (Hons)                                    |
| <b>Semester</b>         | 3rd Semester                                    |
| <b>Subject Code</b>     | BCL326                                          |
| <b>Subject Name</b>     | Income Tax Law & Practice – I                   |
| <b>Attainment Level</b> | 53% of the students secured more than 60% marks |

### Note:

#### **Attainments**

Level 1  
Level 2  
Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF 70% of students secure more than 60% marks then level 2 IF 80% of students secure more than 60% marks then level 3



**PROGRAMME OUTCOMES**  
**Bachelor of Commerce (H)**  
**2022-2023**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                              | BCH<br>401 | 3   | 1   | 2   | 1   | 2   | 2   | 2   | 2   | 2   | 1    |



**AMITY UNIVERSITY**

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                         |
|-----------------------------------------------------------------------------------------|
|                                                                                         |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                         |
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>                                                |
|                                                                                         |
| <b>Course Handout</b>                                                                   |
| <b>Course : CORPORATE ACCOUNTING - II</b>                                               |
| Course Code : BCH401, Crédits : 04, Session :2022-23(Even Sem.), Class : BCOM. 2nd Year |
| Faculty Name :                                                                          |

#### A. Introduction:

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

**B. Course Outcomes:** At the end of the course, students will be able to:

- 1.**BCH401.1.** Able to understand the concept of Companies as per Company law requirements, payment of dividend and and payment of interest out of capital.
- 2.**BCH401.2.** Know the basic functions of Holding and subsidiary companies, accounting treatment and disclosures; consolidation of accounts
- 3.**BCH401.3.** Able to recognize the essential features of goodwill, shares and Dividend
- 4.**BCH401.4.** Describe about the Final accounts of banking companies, insurance companies and electricity companies.
- 5.**BCH401.5.** Evaluating the concept of Liquidation, treatment of uncalled Capital – liability of contributors.

#### C. Programme Outcomes:

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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#### **D. Programme Specific Outcomes:**

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                     | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|----------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                             | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment |             |                    |
|                                | A minimum of 75%                       | S/V/Q/HA    | 10%                |

|                          |                                                                                                                                                                                              |    |             |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| Attendance               | End Semester Examination                                                                                                                                                                     | A  | 5%          |
| End Semester Examination |                                                                                                                                                                                              | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                              |    | <b>100%</b> |

## F. Syllabus

### Module I

Preparation and presentation of final accounts of joint stock companies as per company law requirements; provisions and reserves; determination of managerial remuneration; appropriation out of profits; transfer of profits to reserves; payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund; bonus shares and payment of interest out of capital.

### Module II:

Holding and subsidiary companies -accounting treatment and disclosures; consolidation of accounts.

### Module III: Valuation of goodwill and shares

Good will - Meaning - Definition - Elements of goodwill - Types of Goodwill - Purchased Goodwill - Nonpurchased or inherent Goodwill - Valuation of Non-purchased Goodwill - Average Profit Method - Super Profit Method - Capitalization of Average Profit Method - Capitalization of Super Profit Method - annuity method Shares - Meaning - need for valuation - factors affecting valuation - methods of valuation - Asset Backing or Intrinsic Value Method -Yield Valuation Method - Dividend Yield -Fair Value method - value of right shares - valuation of preference shares.

### Module IV:

Final accounts of banking companies, insurance companies and electricity companies.

### Module V: Liquidation

Voluntary Liquidation - Preparation of Liquidator's Statement of affairs - order of payment - Calculation of commission on Assets Realized - payment to unsecured creditors - payment to Unsecured creditors other than preferential creditors - calculation of pro rata- treatment of uncalled Capital - liability of contributors.



**G. Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**H. Suggested Text/Reference Books:**

- S.N. Maheswari, Financial Accounting
- Narayanaswamy, Financial Accounting
- SP Iyengar, Advanced Accountancy
- RL Gupta, Advanced Accountancy
- Jain and Narang, Corporate Accounting
- Tulsian, Advanced Accounting

**I. Lecture Plan**

| Lecture | Topics                                                                                                   | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|----------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Preparation and presentation of final accounts of joint stock companies as per company law requirements; | Lecture          | <b>BCH401.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | provisions and reserves; appropriation out of profits;                                                   | Lecture          | <b>BCH401.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | determination of managerial remuneration; transfer of profits to reserves                                | Lecture          | <b>BCH401.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund</i>        | Lecture          | <b>BCH401.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund               | Lecture          | <b>BCH401.1.</b>  | Mid Term-1, Quiz & End Sem      |

|    |                                                                                            |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                            |         |                  | Exam                            |
| 6  | payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 7  | payment of dividend, transfer of unpaid dividend to Investor Education and Protection Fund | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | bonus shares and payment of interest out of capital                                        | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | bonus shares and payment of interest out of capital                                        | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | bonus shares and payment of interest out of capital.                                       | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Bonus shares and payment of interest out of capital.                                       | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | bonus shares and payment of interest out of capital.                                       | Lecture | <b>BCH401.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Holding and subsidiary companies                                                           | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Holding and subsidiary companies                                                           | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                             |         |                  |                                 |
|----|---------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 15 | Holding and subsidiary companies<br>Holding and subsidiary companies                        | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | Holding and subsidiary companies                                                            | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | accounting treatment and disclosures;                                                       | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | accounting treatment and disclosures;                                                       | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Consolidation accounts. of                                                                  | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Consolidation accounts. of                                                                  | Lecture | <b>BCH401.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | Valuation of goodwill and shares<br>Good will - Meaning - Definition - Elements of goodwill | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | Valuation of goodwill and shares<br>Good will - Meaning - Definition - Elements of goodwill | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | Valuation of goodwill and shares<br>Good will - Meaning - Definition - Elements of goodwill | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                           |         |                  |                                             |
|----|---------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
| 24 | Types of Goodwill -<br>Purchased Goodwill<br>- Nonpurchased or<br>inherent Goodwill                                       | Lecture | <b>BCH401.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 25 | Types of Goodwill -<br>Purchased Goodwill<br>- Nonpurchased or<br>inherent Goodwill                                       | Lecture | <b>BCH401.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 26 | Valuation of Non-<br>purchased Goodwill<br>- Average Profit<br>Method - Super<br>Profit Method                            | Lecture | <b>BCH401.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 27 | Capitalization of<br>Average Profit<br>Method -<br>Capitalization of<br>Super Profit<br>Method - annuity<br>method Shares | Lecture | <b>BCH401.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 28 | Capitalization of<br>Average Profit<br>Method -<br>Capitalization of<br>Super Profit<br>Method - annuity<br>method Shares | Lecture | <b>BCH401.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 29 | Capitalization of<br>Average Profit<br>Method -<br>Capitalization of<br>Super Profit<br>Method - annuity<br>method Shares | Lecture | <b>BCH401.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 30 | Meaning - need for<br>valuation - factors<br>affecting valuation                                                          | Lecture | <b>BCH401.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 31 | Meaning - need for<br>valuation - factors<br>affecting valuation                                                          | Lecture | <b>BCH401.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 32 | Meaning - need for<br>valuation - factors<br>affecting valuation                                                          | Lecture | <b>BCH401.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem         |

|    |                                                                                        |         |                  |                                 |
|----|----------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                        |         |                  | Exam                            |
| 33 | methods of valuation – Asset Backing or Intrinsic Value Method –Yield Valuation Method | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | methods of valuation – Asset Backing or Intrinsic Value Method –Yield Valuation Method | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | Dividend Yield –Fair Value method                                                      | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | value of right shares – valuation of preference shares.                                | Lecture | <b>BCH401.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | value of right shares – valuation of preference shares.                                | Lecture | <b>BCH401.3.</b> | Quiz & End Sem Exam             |
| 38 | value of right shares – valuation of preference shares.                                | Lecture | <b>BCH401.3.</b> | Quiz & End Sem Exam             |
| 39 | Final accounts of banking companies, insurance companies and electricity companies.    | Lecture | <b>BCH401.4.</b> | Quiz & End Sem Exam             |
| 40 | Final accounts of banking companies, insurance companies and electricity companies.    | Lecture | <b>BCH401.4.</b> | Quiz & End Sem Exam             |
| 41 | Final accounts of banking companies, insurance companies and electricity companies.    | Lecture | <b>BCH401.4.</b> | Quiz & End Sem Exam             |
| 42 | Final accounts of banking companies, insurance companies and electricity companies.    | Lecture | <b>BCH401.4.</b> | Quiz & End Sem Exam             |
| 43 | Final accounts of banking companies, insurance companies and electricity companies.    | Lecture | <b>BCH401.4.</b> | Quiz & End Sem Exam             |

|    |                                                                                                                                                       |         |                  |                     |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------|
|    | companies.                                                                                                                                            |         |                  |                     |
| 44 | Voluntary Liquidation - Preparation of Liquidator's Statement of affairs - order of payment                                                           | Lecture | <b>BCH401.5.</b> | Quiz & End Sem Exam |
| 45 | Calculation of commission on Assets Realized - payment to unsecured creditors                                                                         | Lecture | <b>BCH101.5.</b> | Quiz & End Sem Exam |
| 46 | payment to Unsecured creditors other than preferential creditors - calculation of pro rata-treatment of uncalled Capital - liability of contributors. | Lecture | <b>BCH401.5.</b> | Quiz & End Sem Exam |
| 47 | payment to Unsecured creditors other than preferential creditors - calculation of pro rata-treatment of uncalled Capital - liability of contributors. | Lecture | <b>BCH401.5.</b> | Quiz & End Sem Exam |
| 48 | payment to Unsecured creditors other than preferential creditors - calculation of pro rata-treatment of uncalled Capital - liability of contributors. | Lecture | <b>BCH401.5.</b> | Quiz & End Sem Exam |

#### J. Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                 | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|------------------|-------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                  |                                           | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BCH401.1.</b> | Able to understand the concept of Company | <b>3</b>                            | <b>2</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                                 |                                                                                                                                                                                          |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                                 | es as<br>per<br>Com<br>pany<br>law                                                                                                                                                       |          |          |          |          |          |          |          |          |          |          |
| <b>BC<br/>H4<br/>01.<br/>2.</b> | Know<br>the basic<br>functions<br>of<br>Holding<br>and<br>subsidiar<br>y<br>compani<br>es,<br>accounti<br>ng<br>treatment<br>and<br>disclosur<br>es;<br>consolid<br>ation of<br>accounts | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>H4<br/>01.<br/>3.</b> | Able<br>to<br>reco<br>gniz<br>e the<br>esse<br>ntial<br>feat<br>ures<br>of<br>goo<br>dwil<br>l,<br>shar<br>es                                                                            | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |

|                     |                                                                                                          |          |          |          |          |          |          |          |          |          |          |
|---------------------|----------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                     | and Dividend                                                                                             |          |          |          |          |          |          |          |          |          |          |
| <b>BC H4 01. 4.</b> | Describe about the Final accounts of banking companies , insurance companies and electricity companies . | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |
| <b>BC H4 01. 5.</b> | Evaluating the concept of Liquidation, treatment of uncalled Capital – liability of cont                 | <b>3</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |



|  |               |  |  |  |  |  |  |  |  |  |  |
|--|---------------|--|--|--|--|--|--|--|--|--|--|
|  | ribut<br>ors. |  |  |  |  |  |  |  |  |  |  |
|  |               |  |  |  |  |  |  |  |  |  |  |
|  |               |  |  |  |  |  |  |  |  |  |  |

### Sample question Paper

|                                                                                                                                                                       |              |                                                                  |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>Department of Management studies<br/>I MID-SEMESTER (SEM –IV) 2022-23</p>                                    |              |                                                                  |          |           |                |          |
| Class: B.Com.(H) IV Semester                                                                                                                                          |              |                                                                  |          |           |                |          |
| Subject Name:<br>BCH 401                                                                                                                                              |              | Time: 2 Hrs                                                      |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                        | Remembering  | Understanding                                                    | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                      | Q.1,4        | Q.2,3                                                            | Q.4      | Q.2,5,6   | Q 6            |          |
| <p>Student will be able to</p> <p>CO1: List the broad perceptive of Corporate Accounting.</p> <p>CO2: Apply different concepts of final accounts and Liquidation.</p> |              |                                                                  |          |           |                |          |
| CO Map                                                                                                                                                                | Question No. | Question                                                         |          |           |                | Marks    |
| CO1                                                                                                                                                                   | Q.1          | Understand the concept of Companies                              |          |           |                | 3        |
| CO1                                                                                                                                                                   | Q.2a         | What are the basic functions of Holding and subsidiary companies |          |           |                | 3        |
|                                                                                                                                                                       | Q.2b         | Write a short note on consolidation of accounts.                 |          |           |                | 3        |
| CO1                                                                                                                                                                   | Q.3          | State the significance of goodwill                               |          |           |                | 6        |
| CO2                                                                                                                                                                   | Q.4          | Explain the features of Dividend.                                |          |           |                | 3        |

|     |      |                                                         |   |
|-----|------|---------------------------------------------------------|---|
| CO2 | Q.5a | Elaborate different accounting.                         | 3 |
|     | Q.5b | Write short note on final accounts in banking.          | 3 |
| CO2 | Q 6  | Evaluating the concept of corporate accounting in India | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                         |
| <b>Name</b>             | B.Com (Hons)                                    |
| <b>Semester</b>         | 4th Semester                                    |
| <b>Subject Code</b>     | BCH401                                          |
| <b>Subject Name</b>     | Corporate Accounting – II                       |
| <b>Attainment Level</b> | 53% of the students secured more than 60% marks |

### Note:

#### **Attainments**

Level 1

Level 2

Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

↓

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (H)**

**2022-2023**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                              | BCH<br>402 | 3   | 1   | 3   | 1   | 1   | 1   | 2   | 2   | 3   | 1    |



**AMITY UNIVERSITY**

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*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                         |
|-----------------------------------------------------------------------------------------|
|                                                                                         |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                         |
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>                                                |
|                                                                                         |
| <b>Course Handout</b>                                                                   |
| <b>Course : COST ACCOUNTING – II</b>                                                    |
| Course Code : BCH402, Crédits : 03, Session :2022-23(Even Sem.), Class : BCOM. 2nd Year |
| Faculty Name :                                                                          |

#### **A. Introduction:**

To get an expert knowledge in the area of cost management and cost control to enable effective management decisions.

#### **B. Course Outcomes:** At the end of the course, students will be able to:

- 1.**BCH402.1.** Able to understand the concept of overhead costing, Procedure for accounting and control of overheads
- 2.**BCH402.2.** Know the basic functions of Job Costing – Batch Costing – Contract Costing and Service costing.
- 3.**BCH402.3.** Able to recognize the essential features of Marginal costing and Break-Even Analysis

#### **C. Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                      | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                              | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                  |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the | S/V/Q/HA    | 10%                |

|                          |                                                                                                          |    |             |
|--------------------------|----------------------------------------------------------------------------------------------------------|----|-------------|
|                          | End Semester examination.<br>The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| Attendance               | End Semester Examination                                                                                 | A  | 5%          |
| End Semester Examination |                                                                                                          | EE | 70%         |
| <b>Total</b>             |                                                                                                          |    | <b>100%</b> |

## F. Syllabus

### Module I: Overhead Costing

Definition – Classification of overheads – Procedure for accounting and control of overheads – Allocation of overheads – Apportionment of Service department costs to production departments – Repeated Distribution method – Simultaneous equation method – absorption of OH's – Methods of Absorption – Percentage of direct material cost – Direct Labour Cost – Prime Cost, Direct Labour hour rate and Machine Hour Rate – Problems.

### Module II: Costing Methods

Costing Methods Introduction - Job Costing – Batch Costing – Contract Costing- Process Costing – principles – distinction between Process and Job – Preparation of process accounts – treatment of normal loss – abnormal loss – abnormal gain – Joint and By-products. Service costing.

### Module III: Marginal costing and Break-Even Analysis

Concept of Marginal Costs and Marginal Costing; Assumptions of Marginal Costing; Marginal Costing vs Absorption Costing; Advantages and Limitations of Marginal Costing; Break Even Analysis: Break-Even Point, Margin of safety, Angle of Incidence.

### G. Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### H. Suggested Text/Reference Books:

- N.K. Prasad: Cost Accounting



- Nigam & Sharma: Cost Accounting
- Khanna Pandey & Ahuja: Practical Costing
- M.L. Agarwal: Cost Accounting
- Jain & Narang: Cost Accounting
- S.P. Iyengar: Cost Accounting
- S.N. Maheshwari: Cost Accounting
- Horngren: Cost Accounting: A Managerial Emphasis
- M. N. Arora: Cost Accounting
- Dutta: Cost Accounting

#### I. Lecture Plan

| Lecture | Topics                                                                                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Definition - Classification of overheads - Procedure for accounting and control of overheads                                 | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Definition - Classification of overheads - Procedure for accounting and control of overheads                                 | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Definition - Classification of overheads - Procedure for accounting and control of overheads                                 | Lecture          | BCH402.1..       | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Definition – Classification of overheads – Procedure for accounting and control of overheads</i>                          | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Allocation of overheads - Apportionment of Service department costs to production departments - Repeated Distribution method | Lecture          | BCH402.1.        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Allocation of overheads – Apportionment of Service department costs to production departments –                              | Lecture          | BCH402.1.        | Mid Term-1, Quiz &              |

|    |                                                                                                                              |         |                  |                                 |
|----|------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | Repeated Distribution method                                                                                                 |         |                  | End Sem Exam                    |
| 7  | Allocation of overheads – Apportionment of Service department costs to production departments – Repeated Distribution method | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | Allocation of overheads – Apportionment of Service department costs to production departments – Repeated Distribution method | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Simultaneous equation method – absorption of OH's – Methods of Absorption – Percentage of direct material cost               | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | Simultaneous equation method – absorption of OH's – Methods of Absorption – Percentage of direct material cost               | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Direct Labour Cost – Prime Cost, Direct Labour hour rate and Machine Hour Rate – Problems.                                   | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Direct Labour Cost – Prime Cost, Direct Labour hour rate and Machine Hour Rate – Problems.                                   | Lecture | <b>BCH402.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Costing Methods Introduction - Job Costing - Batch Costing - Contract Costing- Process Costing                               | Lecture | <b>BCH402.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Costing Methods Introduction - Job Costing – Batch Costing – Contract Costing- Process Costing                               | Lecture | <b>BCH402.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Costing Methods Introduction - Job Costing - Batch Costing                                                                   | Lecture | <b>BCH402.2.</b> | Mid Term-1, Quiz & End Sem      |

|    |                                                                                                              |         |                  |                                             |
|----|--------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
|    |                                                                                                              |         |                  | Exam                                        |
| 16 | Contract Costing-<br>Process Costing                                                                         | Lecture | <b>BCH402.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 17 | Contract Costing-<br>Process Costing                                                                         | Lecture | <b>BCH402.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 18 | - Job Costing -<br>Batch                                                                                     | Lecture | <b>BCH402.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 19 | - Job Costing -<br>Batch Costing -                                                                           | Lecture | <b>BCH402.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 20 | Costing Methods<br>Introduction - Contract<br>Costing- Process Costing                                       | Lecture | <b>BCH402.2.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 21 | principles -<br>distinction<br>between Process<br>and Job -<br>Preparation of<br>process accounts            | Lecture | <b>BCH402.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 22 | principles -<br>distinction<br>between Process<br>and Job -<br>Preparation of<br>process accounts            | Lecture | <b>BCH402.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 23 | treatment of normal loss –<br>abnormal loss – abnormal<br>gain – Joint and By-<br>products. Service costing. | Lecture | <b>BCH402.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 24 | treatment of normal loss –<br>abnormal loss – abnormal<br>gain – Joint and By-<br>products. Service costing. | Lecture | <b>BCH402.2.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |

|    |                                                                                                                         |         |                  |                                 |
|----|-------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 25 | Concept of Marginal Costs and Marginal Costing; Assumptions of Marginal Costing; Marginal Costing vs Absorption Costing | Lecture | <b>BCH402.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Concept of Marginal Costs and Marginal Costing; Assumptions of Marginal Costing; Marginal Costing vs Absorption Costing | Lecture | <b>BCH402.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Concept of Marginal Costs and Marginal Costing; Assumptions of Marginal Costing; Marginal Costing vs Absorption Costing | Lecture | <b>BCH402.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Concept of Marginal Costs and Marginal Costing; Assumptions of Marginal Costing; Marginal Costing vs Absorption Costing | Lecture | <b>BCH402.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Advantages and Limitations of Marginal Costing; Break Even Analysis                                                     | Lecture | <b>BCH402.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Advantages and Limitations of Marginal Costing; Break Even Analysis                                                     | Lecture | <b>BCH402.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Advantages and Limitations of Marginal Costing; Break Even Analysis                                                     | Lecture | <b>BCH402.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Break-Even Point, Margin of safety, Angle of Incidence.                                                                 | Lecture | <b>BCH402.3.</b> | Quiz & End Sem Exam             |
| 33 | Break-Even Point, Margin of safety, Angle of Incidence.                                                                 | Lecture | <b>BCH402.3.</b> | Quiz & End Sem Exam             |
| 34 | Break-Even Point, Margin of safety, Angle of Incidence.                                                                 | Lecture | <b>BCH402.3.</b> | Quiz & End Sem Exam             |

|    |                                                         |         |                  |                     |
|----|---------------------------------------------------------|---------|------------------|---------------------|
| 35 | Break-Even Point, Margin of safety, Angle of Incidence. | Lecture | <b>BCH402.3.</b> | Quiz & End Sem Exam |
| 36 | Break-Even Point, Margin of safety, Angle of Incidence. | Lecture | <b>BCH402.3.</b> | Quiz & End Sem Exam |

#### J. Course Articulation Matrix (Mapping of COs with POs)

| CO                  | STATEMENT                                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|---------------------|------------------------------------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                     |                                                                                                            | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BC H4 02. 1.</b> | Able to understand and the concept of overhead costing, Procedure for accounting and control of overheads. | <b>3</b>                            | <b>2</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |

|                                 |                                                                                                      |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|------------------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>H4<br/>02.<br/>2.</b> | Know the basic functions of Job Costing – Batch Costing – Contract Costing and Service costing.      | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>H4<br/>02.<br/>3.</b> | Able to recognize the essential features of Marginal costing and Break-Even Analysis - Even Analysis | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |

**Sample question Paper**

|                                                                                                                                 |              |                                                                  |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –IV) 2022-23                                   |              |                                                                  |          |           |                |          |
| Class: B.Com.(H) IV Semester                                                                                                    |              |                                                                  |          |           |                |          |
| Subject Name:<br>BCH 402                                                                                                        |              | Time: 2 Hrs                                                      |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                  | Remembering  | Understanding                                                    | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                | Q.1,4        | Q.2,3                                                            | Q.4      | Q.2,6     | Q 5, 6         |          |
| Student will be able to<br>CO1: List the broad perceptive of Overhead costing.<br>CO2: Apply different types of costing method. |              |                                                                  |          |           |                |          |
| CO Map                                                                                                                          | Question No. | Question                                                         |          |           |                | Marks    |
| CO1                                                                                                                             | Q.1          | Explain in brief about allocation of overheads.                  |          |           |                | 3        |
| CO1                                                                                                                             | Q.2a         | What are the essential features of repeated distribution method? |          |           |                | 3        |
|                                                                                                                                 | Q.2b         | Write a short note on direct labour cost.                        |          |           |                | 3        |
| CO1                                                                                                                             | Q.3          | State the significance of preparation of process accounts.       |          |           |                | 6        |
| CO2                                                                                                                             | Q.4          | Explain Batch costing.                                           |          |           |                | 3        |
| CO2                                                                                                                             | Q.5a         | Elaborate different types of losses in costing.                  |          |           |                | 3        |
|                                                                                                                                 | Q.5b         | Write short note on treatment of normal loss.                    |          |           |                | 3        |
| CO2                                                                                                                             | Q 6          | Evaluating the concept of service costing in India               |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |
|--------------|---|------------------------------------------------------------|





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                         |
| <b>Name</b>             | B.Com (Hons)                                    |
| <b>Semester</b>         | 4th Semester                                    |
| <b>Subject Code</b>     | BCH402                                          |
| <b>Subject Name</b>     | Cost Accounting – II                            |
| <b>Attainment Level</b> | 49% of the students secured more than 60% marks |

### Note:

#### Attainments

Level 1  
Level 2  
Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1  
IF 70% of students secure more than 60% marks then level 2  
IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (H)**

**2022-2023**

#### **Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                              | BCH<br>401 | 3   | 1   | 3   | 1   | 3   | 1   | 3   | 2   | 3   | 2    |



**AMITY UNIVERSITY**

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                          |
|------------------------------------------------------------------------------------------|
|                                                                                          |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                          |
| <b>AMITY BUSINESS SCHOOL</b>                                                             |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>                                                 |
|                                                                                          |
| <b>Course Handout</b>                                                                    |
| Course : MICROECONOMIC THEORY AND APPLICATIONS – IV                                      |
| Course Code : BCH403, Crédits : 03, Session: 2022-23 (Even Sem.), Class : BCOM. 2nd Year |
| Faculty Name :                                                                           |

#### **A. Introduction:**

The objective of the course is to acquaint the student with various market structures within which a firm operates. The Course also deals with long -term decision-making and market efficiency.

#### **B. Course Outcomes:** At the end of the course, students will be able to:

- 1.BCH403.1.** Able to understand Market for factor inputs.
- 2.BCH403.2.** Know the basic functions of Inter-temporal Analysis and Choice under Uncertainty.
- 3.BCH403.3.** Able to recognize the essential features of General Equilibrium and Welfare Economics

#### **C. Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                  | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                          | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                              |             |                    |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves | S/V/Q/HA    | 10%                |

|                          |                           |    |             |
|--------------------------|---------------------------|----|-------------|
|                          | including medical leaves. |    |             |
| Attendance               | End Semester Examination  | A  | 5%          |
| End Semester Examination |                           | EE | 70%         |
| <b>Total</b>             |                           |    | <b>100%</b> |

## F. Syllabus

### Module I: Market for factor Inputs

Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets. Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions. Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency.

### Module II: Inter-temporal Analysis and Choice under Uncertainty

Intertemporal choice – stocks versus flows, present discounted values, capital investment decisions, investment decisions by consumers, determination of interest rates. Risk, preferences towards risk, reducing risk.

### Module- III General Equilibrium and Welfare Economics

Partial and general equilibrium -2x2x2 model of general equilibrium- New Welfare Economics-Compensation criteria of Hicks, Kaldor. -Arrow's impossibility theorem -Sen's theory of welfare -Rawls' welfare concept -Easterlin Paradox

### G. Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

### H. Suggested Text/Reference Books:

- Baunol, William J., "Economic Theory and Operations Analysis", Prentice-Hall of India Pvt. Ltd., New Delhi.
- H.L. Ahuja, Microeconomics
- Browning E.K., & J.M. Browning, "Microeconomic Theory and Applications", Kalyani Publishers, New Delhi.
- Gould, J.,P., & E.P Lazer, "Microeconomics Theory", All India Traveller Bookseller, New Delhi
- Lipsey, R.G., and K.A Chrystal, "Principles of Economics", Oxford University Press.
- Maddala G.S., and E.Miller, "Microeconomics: Theory and Applications" McGraw-Hall International.
- Salvatore, D., "Schaum's Outline of Theory and Problems of Microeconomics Theory", McGraw-Hill, International Edition.

## I. Lecture Plan

| Lecture | Topics                                                                                                                                         | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets | Lecture          | <b>BCH403.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets | Lecture          | <b>BCH403.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets | Lecture          | <b>BCH403.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | Determination of factor rewards in perfect inputs markets in the short & long runs under conditions of perfect and imperfect commodity markets | Lecture          | <b>BCH403.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions.                | Lecture          | <b>BCH403.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions..               | Lecture          | <b>BCH403.1.</b>  | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                  |         |                  |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 7  | Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions.  | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 8  | Determination of factor rewards under conditions of monopoly, monopolistic and monopolistic exploitation. Role of trade unions.. | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency.            | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency.            | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency.            | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Rental element in factor remuneration. Government intervention in factor market. Direct or through regulatory agency.            | Lecture | <b>BCH403.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Intertemporal choice - stocks versus flows, present discounted values, capital investment decisions                              | Lecture | <b>BCH403.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Intertemporal choice – stocks versus flows, present discounted values, capital investment decisions                              | Lecture | <b>BCH403.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Intertemporal choice - stocks                                                                                                    | Lecture | <b>BCH403.2.</b> | Mid                             |



|    |                                                                       |         |                  |                                 |
|----|-----------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | versus flows, present discounted values, capital investment decisions |         |                  | Term-1, Quiz & End Sem Exam     |
| 16 | Risk, preferences towards risk, reducing risk.                        | Lecture | <b>BCH403.2.</b> |                                 |
| 17 | Risk, preferences towards risk, reducing risk.                        | Lecture | <b>BCH403.2.</b> |                                 |
| 18 | Risk, preferences towards risk, reducing risk.                        |         | <b>BCH403.2.</b> |                                 |
| 19 | Risk, preferences towards risk, reducing risk.                        |         | <b>BCH403.2.</b> |                                 |
| 20 | Intertemporal choice - stocks versus flows,                           | Lecture | <b>BCH403.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | present discounted values, capital investment decisions               | Lecture | <b>BCH403.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | present discounted values, capital investment decisions               | Lecture | <b>BCH403.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | present discounted values, capital investment decisions               | Lecture | <b>BCH403.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | present discounted values, capital investment decisions               | Lecture | <b>BCH403.2.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | Partial and general equilibrium -2x2x2 model of general equilibrium   | Lecture | <b>BCH403.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 26 | Partial and general equilibrium -2x2x2 model of general               | Lecture | <b>BCH403.3.</b> | Mid Term-2,                     |

|    |                                                                                                                |         |                  |                                             |
|----|----------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------------------|
|    | equilibrium                                                                                                    |         |                  | Quiz &<br>End Sem<br>Exam                   |
| 27 | Partial and general equilibrium -2x2x2 model of general equilibrium                                            | Lecture | <b>BCH403.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 28 | Partial and general equilibrium -2x2x2 model of general equilibrium                                            | Lecture | <b>BCH403.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 29 | New Welfare Economics-<br>Compensation<br>criteria of Hicks,<br>Kaldor                                         | Lecture | <b>BCH403.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 30 | New Welfare Economics-<br>Compensation<br>criteria of Hicks,<br>Kaldor                                         | Lecture | <b>BCH403.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 31 | New Welfare Economics-<br>Compensation<br>criteria of Hicks,<br>Kaldor                                         | Lecture | <b>BCH403.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 32 | New Welfare Economics-<br>Compensation<br>criteria of Hicks,<br>Kaldor                                         | Lecture | <b>BCH403.3.</b> | Quiz &<br>End Sem<br>Exam                   |
| 33 | Arrow's impossibility<br>theorem -Sen's theory of<br>welfare<br>-Rawls' welfare concept -<br>Easterlin Paradox | Lecture | <b>BCH403.3.</b> | Quiz &<br>End Sem<br>Exam                   |
| 34 | Arrow's impossibility<br>theorem -Sen's theory of<br>welfare<br>-Rawls' welfare concept -<br>Easterlin Paradox | Lecture | <b>BCH403.3.</b> | Quiz &<br>End Sem<br>Exam                   |
| 35 | Arrow's impossibility<br>theorem -Sen's theory of<br>welfare<br>-Rawls' welfare concept -<br>Easterlin Paradox | Lecture | <b>BCH403.3.</b> | Quiz &<br>End Sem<br>Exam                   |

|    |                                                                                                          |         |                  |                           |
|----|----------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------|
| 36 | Arrow's impossibility theorem -Sen's theory of welfare<br>-Rawls' welfare concept -<br>Easterlin Paradox | Lecture | <b>BCH403.3.</b> | Quiz &<br>End Sem<br>Exam |
|----|----------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------|

#### J. Course Articulation Matrix (Mapping of COs with POs)

| CO                  | STATEMENT                                                                         | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|---------------------|-----------------------------------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                     |                                                                                   | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BC H4 03. 1.</b> | Able to understand Market for factor inputs                                       | <b>3</b>                            | <b>2</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |
| <b>BC H4 03. 2.</b> | Know the basic functions of Inter-temporal Analysis and Choice under Uncertainty. | <b>3</b>                            | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC H4 03. 3.</b> | Able to recognize the essential features of General Equilibrium                   | <b>1</b>                            | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |

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### **Sample question Paper**

|                                                                                                                                                                                                     |              |                                                      |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>Department of Management studies<br/>I MID-SEMESTER (SEM –IV) 2022-23</p>                                                                  |              |                                                      |          |           |                |          |
| Class: B.Com.(H) IV Semester                                                                                                                                                                        |              |                                                      |          |           |                |          |
| Subject Name:<br>BCH 403                                                                                                                                                                            |              | Time: 2 Hrs                                          |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                      | Remembering  | Understanding                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                    | Q.1,4        | Q.2,3                                                | Q.4      | Q.5,6     | Q 6            |          |
| <p>Student will be able to</p> <p>CO1: List the broad perceptive of Government intervention in factor market.</p> <p>CO2: Apply different Inter-temporal Analysis and Choice under Uncertainty.</p> |              |                                                      |          |           |                |          |
| CO Map                                                                                                                                                                                              | Question No. | Question                                             |          |           |                | Marks    |
| CO1                                                                                                                                                                                                 | Q.1          | Explain in brief the functions of monopolistic.      |          |           |                | 3        |
| CO1                                                                                                                                                                                                 | Q.2a         | What are the essential features of trade unions?     |          |           |                | 3        |
|                                                                                                                                                                                                     | Q.2b         | Write a short note on role of trade unions.          |          |           |                | 3        |
| CO1                                                                                                                                                                                                 | Q.3          | State the significance of risk in business           |          |           |                | 6        |
| CO2                                                                                                                                                                                                 | Q.4          | Explain capital investment decisions.                |          |           |                | 3        |
| CO2                                                                                                                                                                                                 | Q.5a         | Elaborate determinants of interest rates.            |          |           |                | 3        |
|                                                                                                                                                                                                     | Q.5b         | Write short note on reducing risk.                   |          |           |                | 3        |
| CO2                                                                                                                                                                                                 | Q 6          | Evaluating the concept of present discounted values. |          |           |                | 6        |

|                    |               |
|--------------------|---------------|
| <b>Attainments</b> | <b>Rubric</b> |
|--------------------|---------------|

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

**Session Course** 2021-22  
**Name** B.Com (Hons)  
**Semester** 4th Semester  
**Subject Code** BCH403  
**Subject Name** Microeconomic Theory &

**Attainment Level** 56% of the students secured more than 60% marks

### Note:

#### **Attainments**

Level 1

Level 2

Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF 70% of students secure more than 60% marks then level 2 IF 80% of students secure more than 60% marks then level 3



**PROGRAMME OUTCOMES**  
**Bachelor of Commerce (H)**  
**2022-2023**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                              | BCH<br>407 | 3   | 1   | 2   | 1   | 1   | 2   | 1   | 1   | 2   | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**Course Handout**

Course : **AUDITING**

Course Code : BCH407, Crédits : 03, Session :2022-23(Even Sem.), Class : BCOM. 2nd Year

Faculty Name :

### **A. Introduction:**

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

**B. Course Outcomes:** At the end of the course, students will be able to:

- 1.**BCH407.1.** Able to understand the concept of auditing.
- 2.**BCH407.2.** Know the basic functions of internal check and control.
- 3.**BCH407.3.** Describe the role of auditors.
- 4.**BCH407.4.** Evaluating the concept of audit report.

### **C. Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### D. Programme Specific Outcomes:

#### E. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### F. Syllabus

##### Module I: Introduction to Auditing

Introduction to auditing Introduction – meaning - definition – difference between accountancy and auditing – types of audit –statutory audit, Internal audit, Cost audit, Tax audit and Management audit, advantages of auditing – preparation before commencement of new audit  
Special areas in Audit/ other thrust areas in audit- Social audit, Environment audit. Efficiency audit

**Module II: Internal Check and Control**

Internal check Meaning and objects of internal check – internal control-meaning definition-fundamental Principles-internal check as regards wages, cash sales, cash purchases - Internal control in Computerized Environment, ICQ- Concept and Preparation, Internal check in a departmental stores-internal audit – meaning-importance – advantage and disadvantages.

**Module III: Verification and Valuation**

Verification and valuation of assets and liabilities: Meaning and objectives – position of an auditor as regards to the valuation of assets – verification and valuation of different items – assets –fixed assets -goodwill – stock in trade – investments – liabilities – capital – debentures – bills payable sundry creditors – contingent liabilities –

**Module IV: Audit Report**

Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form. Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975.

**G. Examination Scheme:**

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**H. Suggested Text/Reference Books:**

- TR Sharma, Auditing.
- BN Tandon, Practical Auditing.
- MS Ramaswamy, Principles and Practice of Auditing.
- Dinakar Pagare, Practice of Auditing.
- Kamal Gupta, Practical Auditing.
- P N Reddy & Appannaiah, Auditing.
- Shekar, Auditing.
- Pradeep Kumar, Auditing.

**I. Lecture Plan**

| Lecture | Topics                                                                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction to auditing<br>Introduction – meaning - definition – difference between accountancy and auditing | Lecture          | <b>BCH407.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction to auditing<br>Introduction – meaning - definition – difference                                  | Lecture          | <b>BCH407.1.</b> | Mid Term-1, Quiz &              |

|    |                                                                                                                   |         |                   |                                 |
|----|-------------------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
|    | between accountancy and auditing                                                                                  |         |                   | End Sem Exam                    |
| 3  | types of audit –statutory audit, Internal audit, Cost audit,                                                      | Lecture | <b>BCH407.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4  | types of audit –statutory audit, Internal audit, Cost audit,                                                      | Lecture | <b>BCH407.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5  | Tax audit and Management audit, advantages of auditing – preparation before commencement of new audit             | Lecture | <b>BCH407.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6  | Special areas in Audit/ other thrust areas in audit- Social audit, Environment audit. Efficiency audit            | Lecture | <b>BCH407.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 7  | Internal check Meaning and objects of internal check – internal control-meaning definition-fundamental Principles | Lecture | <b>BCH407.2.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 8  | Internal check Meaning and objects of internal check – internal control-meaning definition-fundamental Principles | Lecture | <b>BCH407.2.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 9  | Internal check Meaning and objects of internal check – internal control-meaning definition-fundamental Principles | Lecture | <b>BCH407.2.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 10 | internal check as regards wages, cash sales, cash purchases - Internal control in Computerized Environment        | Lecture | <b>BCH407.2.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 11 | internal check as regards wages, cash sales, cash purchases - Internal control in Computerized Environment        | Lecture | <b>BCH407.2.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 12 | ICQ- Concept and Preparation, Internal check in a departmental stores.                                            | Lecture | <b>BCH407.2.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 13 | ICQ- Concept and Preparation, Internal check in a departmental stores.                                            | Lecture | <b>BCH407.2.</b>  | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                             |         |                  |                                 |
|----|---------------------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 14 | ICQ- Concept and Preparation, Internal check in a departmental stores.                                                                      | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | internal audit – meaning-importance – advantage and disadvantages                                                                           | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 16 | internal audit – meaning-importance – advantage and disadvantages                                                                           | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 17 | internal audit – meaning-importance – advantage and disadvantages                                                                           | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 18 | internal audit – meaning-importance – advantage and disadvantages                                                                           | Lecture | <b>BCH407.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 19 | Verification and valuation of assets and liabilities: Meaning and objectives - position of an auditor as regards to the valuation of assets | Lecture | <b>BCH407.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 20 | Verification and valuation of assets and liabilities: Meaning and objectives - position of an auditor as regards to the valuation of assets | Lecture | <b>BCH407.3.</b> | Mid Term-1, Quiz & End Sem Exam |
| 21 | verification and valuation of different items - assets -fixed assets -goodwill                                                              | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 22 | verification and valuation of different items - assets -fixed assets -goodwill                                                              | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 23 | stock in trade – investments – liabilities – capital – debentures                                                                           | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 24 | stock in trade – investments – liabilities – capital – debentures                                                                           | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 25 | bills payable sundry creditors – contingent liabilities                                                                                     | Lecture | <b>BCH407.3.</b> | Mid Term-                       |

|    |                                                                                                                                |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    |                                                                                                                                |         |                  | 2, Quiz & End Sem Exam          |
| 26 | bills payable sundry creditors – contingent liabilities                                                                        | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 27 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Audit of different organizations drafting of audit program or trading and non-trading organization in a tabular form           | Lecture | <b>BCH407.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975. | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam             |
| 33 | Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975. | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam             |
| 34 | Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975. | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam             |
| 35 | Preparation of clean and qualified audit report with special reference to manufacturing and other Companies Audit Report 1975. | Lecture | <b>BCH407.4.</b> | Quiz & End Sem Exam             |
| 36 | Preparation of clean and qualified audit report with                                                                           | Lecture | <b>BCH407.4.</b> | Quiz & End Sem                  |

|  |                                                                           |  |  |      |
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|  | special reference to manufacturing and other Companies Audit Report 1975. |  |  | Exam |
|--|---------------------------------------------------------------------------|--|--|------|

### J. Course Articulation Matrix (Mapping of COs with POs)

| CO                 | STATEMENT                                               | CORRELATION WITH PROGRAMME OUTCOMES |          |          |          |          |          |          |          |          |          |
|--------------------|---------------------------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                    |                                                         | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BCH 407. 1.</b> | Able to understand the concept of auditing.             | <b>2</b>                            | <b>2</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |
| <b>BCH 407. 2.</b> | Know the basic functions of internal check and control. | <b>3</b>                            | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BCH 407. 3.</b> | Describe the role of auditors.                          | <b>1</b>                            | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |
| <b>BCH 407. 4.</b> | Evaluating the concept of audit report                  | <b>2</b>                            | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> |

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### Sample question Paper

|                                                                                                                                    |              |                                                              |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>Department of Management studies<br/>I MID-SEMESTER (SEM –IV) 2022-23</p> |              |                                                              |          |           |                |          |
| Class: B.Com.(H) I Semester                                                                                                        |              |                                                              |          |           |                |          |
| Subject Name:<br>BCH 407                                                                                                           |              | Time: 2 Hrs                                                  |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                     | Remembering  | Understanding                                                | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                   | Q.1,4        | Q.2,3                                                        | Q.4      | Q.5       | Q. 6           |          |
| <p>Student will be able to<br/>CO1: List the broad perceptive of auditing.<br/>CO2: Apply usage of audit report.</p>               |              |                                                              |          |           |                |          |
| CO Map                                                                                                                             | Question No. | Question                                                     |          |           |                | Marks    |
| CO1                                                                                                                                | Q.1          | Explain in brief the functions of auditing.                  |          |           |                | 3        |
| CO1                                                                                                                                | Q.2a         | What are the essential features of internal check & control? |          |           |                | 3        |
|                                                                                                                                    | Q.2b         | Write a short note on environment auditing.                  |          |           |                | 3        |
| CO1                                                                                                                                | Q.3          | State the significance of cost auditing in business          |          |           |                | 6        |
| CO2                                                                                                                                | Q.4          | Explain difference between accountancy and auditing.         |          |           |                | 3        |
| CO2                                                                                                                                | Q.5a         | Elaborate special areas in audit.                            |          |           |                | 3        |
|                                                                                                                                    | Q.5b         | Write short note on internal control.                        |          |           |                | 3        |
| CO2                                                                                                                                | Q 6          | Evaluating the concept of auditing.                          |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                |              |
|----------------|--------------|
| Session Course | 2021-22      |
| Name           | B.Com (Hons) |
| Semester       |              |
| Subject Code   | 4th Semester |
| Subject Name   | BCH407       |
|                | Auditing     |

### Attainment Level

56% of the students secured more than 60% marks

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## **PROGRAMME OUTCOMES**

### **Bachelor of Commerce (H)**

**2022-2023**

#### **Programme Outcomes:**

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**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                              | BCL 425 | 3   | 1   | 3   | 1   | 3   | 1   | 3   | 2   | 3   | 2    |



**AMITY UNIVERSITY**

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                         |
|-----------------------------------------------------------------------------------------|
|                                                                                         |
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b>                                         |
| <b>AMITY BUSINESS SCHOOL</b>                                                            |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>                                                |
|                                                                                         |
| <b>Course Handout</b>                                                                   |
| <b>Course : CORPORATE LAWS – II</b>                                                     |
| Course Code : BCL425, Crédits : 03, Session :2022-23(Even Sem.), Class : BCOM. 2nd Year |
| Faculty Name :                                                                          |

#### **A. Introduction:**

To develop an understanding of the regulation of registered companies and to provide thorough understanding of the various provisions of the Indian Company Law

**B. Course Outcomes:** At the end of the course, students will be able to:

- 1.**BCL425.1.** Able to understand the concept of Company Meetings-kinds, Conduction of a valid meeting.
- 2.**BCL425.2.** Know about the Dividends and Rules regarding unpaid or unclaimed dividend.
- 3.**BCL425.3.** Able to recognize the essential features of auditing, Auditors’ power planning, process and types of plans
- 4.**BCH425.4.** Evaluate the role of official Liquidator and implementation of Corporate Governance.

#### **C. Programme Outcomes:**

**[PO.1].Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### **D. Programme Specific Outcomes:**

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                     | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|----------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                             | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment |             |                    |
|                                | A minimum of 75%                       | S/V/Q/HA    | 10%                |

|                          |                                                                                                                                                                                              |    |             |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| Attendance               | End Semester Examination                                                                                                                                                                     | A  | 5%          |
| End Semester Examination |                                                                                                                                                                                              | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                              |    | <b>100%</b> |

## F. Syllabus

### Module I: Company Meetings

Company Meetings-kinds, Conduction of a valid meeting, quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting.

### Module II: Dividends

Dividends - Dividend to Equity & Preference shareholders, Rules regarding dividends, Declaration of Dividend out of Reserves, Rules regarding unpaid or unclaimed dividend

### Module III: Auditing

Audit of Limited Companies-Company Auditor-appointment, powers, duties & liabilities, auditor's report.

### Module IV: Winding up of Company & Corporate Governance

Types of winding up, Grounds for winding up by court, Appointment, Duties & Powers of official Liquidator, Manner of voluntary winding up, Consequences & types of voluntary winding up, role and importance of corporate governance.

## G. Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

## H. Suggested Text/Reference Books:

- M.C. Shukla & Gulshan: Principles of Company Law.
- N.D. Kapoor: Company Law and Secretarial Practice.

- M.C. Bhandari: Guide to Company Law Procedures.
- Tuteja: Company Administration and Meetings.
- S.C. Kuchehal: Company Law and Secretarial Practice.
- Dr. P.N. Reddy and H.R. Appanaiah: Essentials of Company Law and Secretarial Practice, Himalaya Publishers.

#### I. Lecture Plan

| Lecture | Topics                                                                                                 | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|--------------------------------------------------------------------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Company Meetings-kinds, Conduction of a valid meeting                                                  | Lecture          | <b>BCL425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Company Meetings-kinds, Conduction of a valid meeting                                                  | Lecture          | <b>BCL425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 3       | Company Meetings-kinds, Conduction of a valid meeting                                                  | Lecture          | <b>BCH425.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Company Meetings-kinds, Conduction of a valid meeting</i>                                           | Lecture          | <b>BCL425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 5       | Company Meetings-kinds, Conduction of a valid meeting                                                  | Lecture          | <b>BCL425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6       | quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting. | Lecture          | <b>BCH425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 7       | quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting. | Lecture          | <b>BCH425.1.</b>  | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                                        |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 8  | quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting. | Lecture | <b>BCH425.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | quorum, voting, resolutions & minutes, postal ballot, meeting through video conferencing and e-voting. | Lecture | <b>BCH425.1.</b> | Mid Term-1, Quiz & End Sem Exam |
| 10 | Dividends - Dividend to Equity & Preference shareholders                                               | Lecture | <b>BCH425.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Dividends - Dividend to Equity & Preference shareholders                                               | Lecture | <b>BCH425.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 12 | Dividends - Dividend to Equity & Preference shareholders                                               | Lecture | <b>BCH425.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 13 | Dividends - Dividend to Equity & Preference shareholders                                               | Lecture | <b>BCH425.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 14 | Rules regarding dividends, Declaration of Dividend out of Reserves                                     | Lecture | <b>BCH425.2.</b> | Mid Term-1, Quiz & End Sem Exam |
| 15 | Rules regarding dividends, Declaration of Dividend out of Reserves                                     |         | <b>BCH425.2.</b> |                                 |
| 16 | Rules regarding dividends, Declaration of Dividend out of Reserves                                     |         | <b>BCH425.2.</b> |                                 |
| 17 | Rules regarding unpaid or unclaimed dividend                                                           |         | <b>BCH425.2.</b> |                                 |
| 18 | Rules regarding unpaid or unclaimed dividend                                                           |         | <b>BCH425.2.</b> |                                 |
| 19 | Audit of Limited Companies                                                                             | Lecture | <b>BCH425.3.</b> | Mid Term-1,                     |

|    |                                                                |         |                  |                                             |
|----|----------------------------------------------------------------|---------|------------------|---------------------------------------------|
|    |                                                                |         |                  | Quiz &<br>End Sem<br>Exam                   |
| 20 | Audit of Limited<br>Companies                                  | Lecture | <b>BCH425.3.</b> | Mid<br>Term-1,<br>Quiz &<br>End Sem<br>Exam |
| 21 | Audit of Limited<br>Companies                                  | Lecture | <b>BCH425.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 22 | Company Auditor-<br>appointment,<br>powers                     | Lecture | <b>BCH425.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 23 | Company Auditor-<br>appointment, powers                        | Lecture | <b>BCH425.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 24 | Company Auditor-<br>appointment,<br>powers                     | Lecture | <b>BCH425.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 25 | duties & liabilities,<br>auditor's report                      | Lecture | <b>BCH425.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 26 | duties & liabilities,<br>auditor's report                      | Lecture | <b>BCH425.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 27 | duties & liabilities,<br>auditor's report                      | Lecture | <b>BCH425.3.</b> | Mid<br>Term-2,<br>Quiz &<br>End Sem<br>Exam |
| 28 | Types of winding<br>up, Grounds for<br>winding up by<br>court, | Lecture | <b>BCH425.4.</b> | Mid<br>Term-2,<br>Quiz &                    |

|    |                                                                         |         |                  |                                 |
|----|-------------------------------------------------------------------------|---------|------------------|---------------------------------|
|    | Appointment                                                             |         |                  | End Sem Exam                    |
| 29 | Types of winding up, Grounds for winding up by court, Appointment       | Lecture | <b>BCH425.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | Types of winding up, Grounds for winding up by court, Appointment       | Lecture | <b>BCH425.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | Duties & Powers of official Liquidator , Manner of voluntary winding up | Lecture | <b>BCH425.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | Duties & Powers of official Liquidator , Manner of voluntary winding up | Lecture | <b>BCH425.4.</b> | Quiz & End Sem Exam             |
| 33 | Duties & Powers of official Liquidator , Manner of voluntary winding up | Lecture | <b>BCH425.4.</b> | Quiz & End Sem Exam             |
| 34 | Consequences & types of voluntary winding up                            | Lecture | <b>BCH425.4.</b> | Quiz & End Sem Exam             |
| 35 | role and importance of corporate governance.                            | Lecture | <b>BCH425.4.</b> | Quiz & End Sem Exam             |
| 36 | role and importance of corporate governance.                            | Lecture | <b>BCH425.4.</b> | Quiz & End Sem Exam             |

#### J. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |      |      |      |      |      |      |      |      |       |
|----|-----------|-------------------------------------|------|------|------|------|------|------|------|------|-------|
|    |           | PO 1                                | PO 2 | PO 3 | PO 4 | PO 5 | PO 6 | PO 7 | PO 8 | PO 9 | PO 10 |

|                                 |                                                                                              |          |          |          |          |          |          |          |          |          |          |
|---------------------------------|----------------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BC<br/>L4<br/>25.<br/>1.</b> | Able to understand the concept of Company Meetings-kinds ,<br>Conduction of a valid meeting. | <b>3</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>L4<br/>25.<br/>2.</b> | Know about the Dividends and Rules regarding unpaid or unclaimed dividend.                   | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BC<br/>L4<br/>25.<br/>3.</b> | Able to recognize the essential features of auditing, Auditors' power planning,              | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |

|                     |                                                                                       |          |          |          |          |          |          |          |          |          |          |
|---------------------|---------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                     | process and types of plans                                                            |          |          |          |          |          |          |          |          |          |          |
| <b>BC L4 25. 4.</b> | Evaluate the role of official Liquidator and implementation of Corporate Governance . | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>3</b> |

### Sample question Paper

| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –IV) 2022-23                                                                   |              |               |             |           |            |                |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------|-------------|-----------|------------|----------------|-------|
| Class: B.Com.(H) I Semester                                                                                                                                     |              |               |             |           |            |                |       |
| Subject Name:<br>BCL 425                                                                                                                                        |              |               | Time: 2 Hrs |           |            | Max. Marks: 30 |       |
| Levels of the questions as per Blooms Taxonomy                                                                                                                  | Remembering  | Understanding | Applying    | Analyzing | Evaluating | Creating       |       |
| Question Mapping                                                                                                                                                | Q.1,4        | Q.2,3         | Q.4         | Q.5       | Q 6        |                |       |
| Student will be able to<br>CO1: List the broad perceptive of Corporate Laws.<br>CO2: Apply different Rules regarding dividends on equity and preference shares. |              |               |             |           |            |                |       |
| CO Map                                                                                                                                                          | Question No. | Question      |             |           |            |                | Marks |

|     |      |                                                                             |   |
|-----|------|-----------------------------------------------------------------------------|---|
| CO1 | Q.1  | Explain in brief the functions of Company meetings                          | 3 |
| CO1 | Q.2a | What are the essential features of e-voting?                                | 3 |
|     | Q.2b | Write a short note on Postal ballots.                                       | 3 |
| CO1 | Q.3  | State the significance of postal ballot, meeting through video conferencing | 6 |
| CO2 | Q.4  | Explain quorum voting.                                                      | 3 |
| CO2 | Q.5a | Elaborate different theories of minutes.                                    | 3 |
|     | Q.5b | Write a short note on Dividends.                                            | 3 |
| CO2 | Q 6  | Evaluating the concept of Dividend to Equity & Preference shareholders.     | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                         |
| <b>Name</b>             | B.Com (Hons)                                    |
| <b>Semester</b>         | 4th Semester                                    |
| <b>Subject Code</b>     | BCL425                                          |
| <b>Subject Name</b>     | Corporate Laws – II                             |
| <b>Attainment Level</b> | 51% of the students secured more than 60% marks |

### **Note:**

#### **Attainments**

Level 1  
Level 2  
Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF 70% of students secure more than 60% marks then level 2 IF 80% of students secure more than 60% marks then level 3



**PROGRAMME OUTCOMES**  
**Bachelor of Commerce (H)**  
**2022-2023**

**Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.



**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

| PROGRAMME<br>ARTICULATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| IV SEM                              | BCL 426 | 3   | 1   | 1   | 1   | 2   | 2   | 1   | 2   | 2   | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY BUSINESS SCHOOL**

**DEPARTMENT OF BUSINESS MANAGEMENT**

**Course Handout**

**Course : INCOME TAX LAW AND PRACTICE – II**

Course Code : BCL426, Crédits : 04, Session :2022-23(Even Sem.), Class : BCOM. 2nd Year

Faculty Name :

### **A. Introduction:**

This course enables the students to develop awareness about Corporate Accounting in conformity with the Provision of Companies' Act and latest amendments thereto with adoption of Accounting Standards that are likely to be introduced from time to time.

### **B. Course Outcomes:** At the end of the course, students will be able to:

- 1.**BCL426.1.** Able to understand the concept of Profits & Gains of Business & Profession.
- 2.**BCL426.2.** Know the basic functions of Income from Capital Gains
- 3.**BCL426.3.** Able to recognize the essential sources and features of Income from other sources
- 4.**BCL426.4.** Able to understand the concept of advance payment of Tax.
- 5.**BCL426.5.** Evaluating the concept of Goods and Services Tax (GST)

### **C. Programme Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2]. Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3]. Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6]. Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system.

**[PO.7]. Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8]. Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large.

**[PO.9]. Research and Business Intelligence:** The program will develop the capacity to understand and analyse the business and commerce knowledge, developing a research acumen for innovative business solutions.

**[PO.10]. Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### D. Programme Specific Outcomes:

#### E. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        |          |             |
|                                | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | S/V/Q/HA | 10%         |
| Attendance                     | End Semester Examination                                                                                                                                                                                      | A        | 5%          |
| End Semester Examination       |                                                                                                                                                                                                               | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

#### F. Syllabus

##### Module I: Profits & Gains of Business & Profession

Profits & Gains of Business & Profession - Introduction, Basic Principles, Basic Principles, Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems.

##### Module II: Income from Capital Gains

Income from Capital Gains- Introduction, Meaning & types of capital assets, Computation of Capital Gains, Exemptions, Problems.

##### Module III: Income from other sources

Income from other sources including receipt without consideration, winnings from lotteries, cross word puzzles, horse races and card games etc, computation of interest on securities and dividend and permissible deductions from income from other sources .

Permissible deductions from gross total income, (Under section 80C to 80U)

**Module IV Set-Off & Carry Forward of Losses and Assessment of Individuals**

Set off carry forward losses, assessment of individuals- Advance payment of tax. Income tax authorities. Appeal, revision and penalties

**Module V: Introduction to Goods and Services Tax (GST)**

Meaning, scope and significance of GST; principles of subsumption and taxes subsumed; classification of goods and services and GST rates. Basic terminologies- CGST/SGST, IGST. Input Tax Credit, Transitional Provisions, Electronic Commerce, HSN Code

**G. Examination Scheme:**

| Components    | CT        | HA/C/V    | A        | EE        |
|---------------|-----------|-----------|----------|-----------|
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**H. Suggested Text/Reference Books:**

- Dr. Vinod K. Singhania: Direct Taxes – Law and Practice, Taxmann publication.
- B.B. Lal: Direct Taxes, Konark Publisher (P) Ltd.
- Bhagwathi Prasad: Direct Taxes – Law and Practice, Wishwa Prakashana.
- Dr. Mehrotra and Dr. Goyal: Direct Taxes – Law and Practice, Sahitya Bhavan Publication.
- Dinakar Pagare: Law and Practice of Income Tax, Sultan Chand and sons.
- Gaur & Narang: Income Tax.
- Girish Ahuja and Ravi Gupta, Direct Tax Law – Theory & Practice, Bharat Law House, New Delhi
- Abhishek Rastogi: Professionals guide to GST Ideation to reality (2017)
- Rakesh Garg & Sandeep Garg, HSN code wise GST Tariff, Bloomsbury India Professional (July 2017)

**I. Lecture Plan**

| Lecture | Topics                                   | Mode of Delivery | Corresponding CO  | Mode of Assessing CO            |
|---------|------------------------------------------|------------------|-------------------|---------------------------------|
| 1       | Profits & Gains of Business & Profession | Lecture          | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 2       | Profits & Gains of Business & Profession | Lecture          | <b>BCL426.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 3       | Profits & Gains of Business & Profession | Lecture          | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 4       | Profits & Gains of Business & Profession | Lecture          | <b>BCL426.1..</b> | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                 |         |                   |                                 |
|----|-----------------------------------------------------------------------------------------------------------------|---------|-------------------|---------------------------------|
| 5  | Introduction, Basic Principles, Basic Principles,                                                               | Lecture | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 6  | Introduction, Basic Principles, Basic Principles,                                                               | Lecture | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 7  | Introduction, Basic Principles, Basic Principles,                                                               | Lecture | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 8  | Introduction, Basic Principles, Basic Principles,                                                               | Lecture | <b>BCL426.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 9  | Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems. | Lecture | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 10 | Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems. | Lecture | <b>BCL426.1..</b> | Mid Term-1, Quiz & End Sem Exam |
| 11 | Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems. | Lecture | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 12 | Computation of Taxable profits of Business & Profession (except assessment of companies), deductions, problems. | Lecture | <b>BCL426.1.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 13 | Income from Capital Gains- Introduction                                                                         | Lecture | <b>BCL426.2.</b>  | Mid Term-1, Quiz & End Sem Exam |
| 14 | Income from Capital Gains- Introduction                                                                         | Lecture | <b>BCL426.2.</b>  | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                            |         |                  |                                           |
|----|----------------------------------------------------------------------------|---------|------------------|-------------------------------------------|
| 15 | Income from Capital Gains-<br>Introduction                                 | Lecture | <b>BCL426.2.</b> | Mid Term-<br>1, Quiz &<br>End Sem<br>Exam |
| 16 | Meaning & types of<br>capital assets                                       | Lecture | <b>BCL426.2.</b> | Mid Term-<br>1, Quiz &<br>End Sem<br>Exam |
| 17 | Meaning & types of<br>capital assets                                       | Lecture | <b>BCL426.2.</b> | Mid Term-<br>1, Quiz &<br>End Sem<br>Exam |
| 18 | Meaning & types of<br>capital assets                                       | Lecture | <b>BCL426.2.</b> | Mid Term-<br>1, Quiz &<br>End Sem<br>Exam |
| 19 | Meaning & types of<br>capital assets                                       | Lecture | <b>BCL426.2.</b> | Mid Term-<br>1, Quiz &<br>End Sem<br>Exam |
| 20 | Computation of Capital<br>Gains, Exemptions,<br>Problems.                  | Lecture | <b>BCL426.2.</b> | Mid Term-<br>1, Quiz &<br>End Sem<br>Exam |
| 21 | Computation of Capital<br>Gains, Exemptions,<br>Problems.                  | Lecture | <b>BCL426.2.</b> | Mid Term-<br>2, Quiz &<br>End Sem<br>Exam |
| 22 | Computation of Capital<br>Gains, Exemptions,<br>Problems.                  | Lecture | <b>BCL426.2.</b> | Mid Term-<br>2, Quiz &<br>End Sem<br>Exam |
| 23 | Computation of Capital<br>Gains, Exemptions,<br>Problems.                  | Lecture | <b>BCL426.2.</b> | Mid Term-<br>2, Quiz &<br>End Sem<br>Exam |
| 24 | Computation of Capital<br>Gains, Exemptions,<br>Problems.                  | Lecture | <b>BCL426.2.</b> | Mid Term-<br>2, Quiz &<br>End Sem<br>Exam |
| 25 | Income from other<br>sources including<br>receipt without<br>consideration | Lecture | <b>BCL426.3.</b> | Mid Term-<br>2, Quiz &<br>End Sem<br>Exam |
| 26 | Income from other<br>sources including<br>receipt without<br>consideration | Lecture | <b>BCL426.3.</b> | Mid Term-<br>2, Quiz &<br>End Sem<br>Exam |

|    |                                                                                                              |         |                  |                                 |
|----|--------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------------|
| 27 | Income from other sources including receipt without consideration                                            | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 28 | winnings from lotteries, cross word puzzles ,horse races and card games etc                                  | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 29 | winnings from lotteries, cross word puzzles ,horse races and card games etc                                  | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 30 | winnings from lotteries, cross word puzzles ,horse races and card games etc                                  | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 31 | winnings from lotteries, cross word puzzles ,horse races and card games etc                                  | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 32 | computation of interest on securities and dividend and permissible deductions from income from other sources | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 33 | computation of interest on securities and dividend and permissible deductions from income from other sources | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 34 | Permissible deductions from gross total income,(Under section 80C to 80U)                                    | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 35 | Permissible deductions from gross total income,(Under section 80C to 80U)                                    | Lecture | <b>BCL426.3.</b> | Mid Term-2, Quiz & End Sem Exam |
| 36 | Set off carry forward losses, assessment of individuals- Advance payment of tax.                             | Lecture | <b>BCL426.4.</b> | Mid Term-2, Quiz & End Sem Exam |
| 37 | Set off carry forward losses, assessment of individuals- Advance payment of tax.                             | Lecture | <b>BCL426.4.</b> | Quiz & End Sem Exam             |
| 38 | Set off carry forward losses, assessment of individuals- Advance payment of tax.                             | Lecture | <b>BCL426.4.</b> | Quiz & End Sem Exam             |

|    |                                                                                                                            |         |                  |                           |
|----|----------------------------------------------------------------------------------------------------------------------------|---------|------------------|---------------------------|
| 39 | Income tax authorities.<br>Appeal, revision and penalties                                                                  | Lecture | <b>BCL426.4.</b> | Quiz &<br>End Sem<br>Exam |
| 40 | Income tax authorities. Appeal,<br>revision and penalties                                                                  | Lecture | <b>BCL426.4.</b> | Quiz &<br>End Sem<br>Exam |
| 41 | Meaning, scope and<br>significance of GST;<br>principles of subsumation<br>and taxes subsumed                              | Lecture | <b>BCL426.4.</b> | Quiz &<br>End Sem<br>Exam |
| 42 | Meaning, scope and<br>significance of GST;<br>principles of subsumation<br>and taxes subsumed                              | Lecture | <b>BCL426.4.</b> | Quiz &<br>End Sem<br>Exam |
| 43 | classification of goods and<br>services and GST rates                                                                      | Lecture | <b>BCL426.5.</b> | Quiz &<br>End Sem<br>Exam |
| 44 | classification of goods and<br>services and GST rates                                                                      | Lecture | <b>BCL426.5.</b> | Quiz &<br>End Sem<br>Exam |
| 45 | classification of goods and<br>services and GST rates                                                                      | Lecture | <b>BCL426.5.</b> | Quiz &<br>End Sem<br>Exam |
| 46 | Basic terminologies-<br>CGST/SGST, IGST. Input Tax<br>Credit, Transitional<br>Provisions, Electronic<br>Commerce, HSN Code | Lecture | <b>BCL426.5.</b> | Quiz &<br>End Sem<br>Exam |
| 47 | Basic terminologies-<br>CGST/SGST, IGST. Input Tax<br>Credit, Transitional<br>Provisions, Electronic<br>Commerce, HSN Code | Lecture | <b>BCL426.5.</b> | Quiz &<br>End Sem<br>Exam |
| 48 | Basic terminologies-<br>CGST/SGST, IGST. Input Tax<br>Credit, Transitional<br>Provisions, Electronic<br>Commerce, HSN Code | Lecture | <b>BCL426.5.</b> | Quiz &<br>End Sem<br>Exam |

#### J. Course Articulation Matrix (Mapping of COs with POs)

| CO | STAT<br>EME<br>NT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|----|-------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|    |                   | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |



|                            |                                                                             |          |          |          |          |          |          |          |          |          |          |
|----------------------------|-----------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>BCL<br/>426<br/>.1.</b> | Able to understand the concept of Profits & Gains of Business & Profession. | <b>3</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>1</b> |
| <b>BCL<br/>426<br/>.2.</b> | Know the basic functions of Income from Capital Gains                       | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> |
| <b>BCL<br/>426<br/>.3.</b> | Able to recognize the essential                                             | <b>1</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>3</b> | <b>2</b> |

|                    |                                                           |          |          |          |          |          |          |          |          |          |          |
|--------------------|-----------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                    | sources and features of Income from other sources         |          |          |          |          |          |          |          |          |          |          |
| <b>BCL 426 .4.</b> | Able to understand the concept of advance payment of Tax. | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>1</b> | <b>1</b> | <b>2</b> |
| <b>BCL 426 .5.</b> | Evaluating the concept of Goods and Services Tax (GST).   | <b>3</b> | <b>1</b> | <b>2</b> | <b>2</b> | <b>2</b> | <b>3</b> | <b>1</b> | <b>1</b> | <b>1</b> | <b>2</b> |

### Sample question Paper

|                                                                                               |             |               |          |           |                |          |
|-----------------------------------------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Amity Business School<br>Department of Management studies<br>I MID-SEMESTER (SEM –IV) 2022-23 |             |               |          |           |                |          |
| Class: B.Com.(H) I Semester                                                                   |             |               |          |           |                |          |
| Subject Name:<br>BCL 426                                                                      |             | Time: 2 Hrs   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |

|                                                                                                                                               |              |                                                                 |     |     |     |       |
|-----------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|-----|-----|-----|-------|
| Question Mapping                                                                                                                              | Q.1,4        | Q.2,3                                                           | Q.4 | Q.5 | Q 6 |       |
| Student will be able to<br>CO1: Understand profit and gains of Business & Profession.<br>CO2: Apply the concept of income from capital gains. |              |                                                                 |     |     |     |       |
| CO Map                                                                                                                                        | Question No. | Question                                                        |     |     |     | Marks |
| CO1                                                                                                                                           | Q.1          | Explain in brief about the profit and loss of a business firms. |     |     |     | 3     |
| CO1                                                                                                                                           | Q.2a         | What do you mean by Computation of Taxable profits of Business? |     |     |     | 3     |
|                                                                                                                                               | Q.2b         | Write a short note on income from other sources.                |     |     |     | 3     |
| CO1                                                                                                                                           | Q.3          | State the significance of income from capital gains.            |     |     |     | 6     |
| CO2                                                                                                                                           | Q.4          | Explain types of capital assets.                                |     |     |     | 3     |
| CO2                                                                                                                                           | Q.5a         | Elaborate different theories of capital gains.                  |     |     |     | 3     |
|                                                                                                                                               | Q.5b         | Write short note on computation of capital gains.               |     |     |     | 3     |
| CO2                                                                                                                                           | Q 6          | Evaluating the concept of capital gains problems.               |     |     |     | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                |                                |
|----------------|--------------------------------|
| Session Course | 2021-22                        |
| Name           | B.Com (Hons)                   |
| Semester       | 4th Semester                   |
| Subject Code   | BCL426                         |
| Subject Name   | Income Tax Law & Practice – II |

### Attainment Level

44% of the students secured more than 60% marks

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

s) 5th Year

Faculty Name : Dr Pooja Jain

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2021-2024**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |            |     |          |     |     |     |     |     |     |     |       |
|----------------------------------|------------|-----|----------|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |            | PO1 | PO2      | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| I SEM                            | BBM<br>501 | 1   | “ ”<br>— | 1   | 2   | 2   | 2   | 2   | 2   | 3   | “_”   |



AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                                                         |
|-----------------------------------------------------------------------------------------|
|                                                                                         |
| <b>Course Handout</b>                                                                   |
| Course : Operations Research                                                            |
| Course Code : BCH 501, Credits : 03, Session :2021- 22(Odd Sem.), Class : BCOM 5th Year |
| Faculty Name : Dr Pooja Jain                                                            |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of Management Accounting and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- |                  |                                                    |
|------------------|----------------------------------------------------|
| <b>BCH 501.1</b> | Understand basic concepts of Management Accounting |
| <b>BCH 501.2</b> | Analyse and Interpret Financial Statements         |
| <b>BCH 501.3</b> | Apply Ratio Analysis                               |
| <b>BCH 501.4</b> | Examine Funds Flow Analysis                        |

**Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |



## A. Syllabus

### Course Contents:

#### Module I: Management Accounting

Nature & Scope: Meaning and Definition - Objectives of Management Accounting - Management Accounting and Financial Accounting - Management Accounting and Cost Accounting - Utility of Management Accounting - Limitations of Management Accounting - Position of Management Accountant in the Organisation.

#### Module II: Analysis and Interpretation of Financial Statements - I

Concept of Financial Statements and their Nature - Limitations of Financial Statements - Analysis and Interpretation - Tools - Comparative Financial Statements - Common size Statements - Trend Percentages

#### Module III: Analysis and Interpretation of Financial Statements - II

Ratio Analysis - Nature and Interpretation - Utility and Limitations of Ratios - Short-term Financial Ratios - Long-term Financial Ratios - Profitability Ratios - Proprietary and Yield Ratios - Turnover Ratios - DUPONT Control Chart

#### Module IV: Funds Flow Analysis

Concept of Funds - Sources and Uses of Funds - Concept of Flow - Funds Flow Statement - Managerial Uses of Funds Flow Analysis - Construction of Funds Flow Statements

### Practical:

Use of various software packages to obtain different Management Accounting outputs like: (i) Fund Flow Statement, (ii) Ratio Analysis

### Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

**Text & References:**

- Dr. S.N. Maheswari , Management Accounting
- Sexana, Management Accounting
- Made Gowda, Management Accounting
- Dr. S.N. Goyal and Manmohan, Management Accounting
- B.S. Raman, Management Accounting
- R.S.N. Pillai and Bagavathi, Management Accounting
- Sharma and Gupta, Management Accounting
- J. Batty, Management Accounting
- Foster, Financial Statement Analysis, Pearson.
- PN Reddy & Appanaiah, Essentials of Management Accounting.

**Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                   | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>       |
|----------------|-------------------------------------------------|-------------------------|-------------------------|-----------------------------------|
| 1              | Nature & Scope of Management Accounting         | Lecture                 | BCH 501.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 2              | Meaning and Definition of Management Accounting | Lecture                 | BCH 501.1               | Mid Term-1, Quiz & End Sem. .Exam |
| 3              | Objectives of Management Accounting             | Lecture                 | BCH 501.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 4              | Management Accounting and Financial Accounting  | Lecture                 | BCH 501.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 5              | Management Accounting and Financial Accounting  | Lecture                 | BCH 501.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 6              | Management Accounting and Cost Accounting       | Lecture                 | BCH 501.1               | Mid Term-1, Quiz & End Sem. Exam  |
| 7              | Management Accounting and Cost                  | Lecture                 | BCH 501.1               | Mid Term-1, Quiz & End Sem.       |

|    |                                                                                              |         |           |                                  |
|----|----------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
|    | Accounting                                                                                   |         |           | Exam                             |
| 8  | Utility of Management Accounting                                                             | Lecture | BCH 501.1 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Limitations of Management Accounting - Position of Management Accountant in the Organisation | Lecture | BCH 501.1 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Concept of Financial Statements and their Nature                                             | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Concept of Financial Statements and their Nature                                             | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Limitations of Financial Statements                                                          | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Limitations of Financial Statements                                                          | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Analysis and Interpretation - Tools                                                          | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Comparative Financial Statements                                                             | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Common size Statements, Trend Percentages                                                    | Lecture | BCH 501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Ratio Analysis                                                                               | Lecture | BCH 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 20 | Nature and Interpretation                                                                    | Lecture | BCH 501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 21 | Utility and                                                                                  | Lecture | BCH 501.3 | Mid Term-                        |

|    |                                        |         |           |                                  |
|----|----------------------------------------|---------|-----------|----------------------------------|
|    | Limitations of Ratios                  |         |           | 2, Quiz & End Sem. Exam          |
| 22 | Utility and Limitations of Ratios      | Lecture | BCH 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Short-term Financial Ratios            | Lecture | BCH 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | - Long-term Financial Ratios           | Lecture | BCH 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Profitability Ratios                   | Lecture | BCH 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Proprietary and Yield Ratios -         | Lecture | BCH 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 27 | Turnover Ratios - DUPONT Control Chart | Lecture | BCH 501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | Concept of funds                       | Lecture | BCH 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | Sources and Uses of Funds              | Lecture | BCH 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | Sources and Uses of Funds              | Lecture | BCH 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | Concept of Flow                        | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | - Funds Flow Statement -               | Lecture | BBM 501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | - Funds Flow Statement -               | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Managerial Uses of Funds Flow Analysis | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Managerial                             | Lecture | BBM 501.5 | Mid Term-                        |

|    |                                       |         |           |                                  |
|----|---------------------------------------|---------|-----------|----------------------------------|
|    | Uses of Funds Flow Analysis           |         |           | 2, Quiz & End Sem. Exam          |
| 36 | Construction of Funds Flow Statements | Lecture | BBM 501.5 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                          | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|-----------|----------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|           |                                                    | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |
| BBM 501.1 | Understand basic concepts of Management Accounting | 1                                   | “<br>—<br>” | “<br>—<br>” | ”<br>—<br>” | “<br>—<br>” | 2           | “<br>—<br>” | “<br>—<br>” | 2           | “<br>—<br>”  |  |  |
| BBM 501.2 | Analyse and Interpret Financial Statements         | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>—<br>” | “<br>—<br>” | 1           | “<br>—<br>”  |  |  |
| BBM 501.3 | Apply Ratio Analysis                               | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>—<br>” | “<br>—<br>” | 1           | “<br>—<br>”  |  |  |
| BBM 501.4 | Examine Funds Flow Analysis                        | “<br>—<br>”                         | “<br>—<br>” | 2           | “<br>—<br>” | “<br>—<br>” | 2           | “<br>—<br>” | “<br>—<br>” | 1           | “<br>—<br>”  |  |  |

Sample Question Paper

|                                                          |               |                |
|----------------------------------------------------------|---------------|----------------|
| Amity Business School<br>I MID-SEMESTER (SEM –I) 2021-22 |               |                |
| Class: B Com (Honours) V Semester                        |               |                |
| Subject Name:<br>BCH 501 Management                      | Time: 2 Hours | Max. Marks: 30 |

|                                                |             |               |          |           |            |          |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Accounting                                     |             |               |          |           |            |          |
| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to

CO1:. Understand basic concepts of Management Accounting

CO2: Analyse and Interpret Financial Statements

| CO Map | Question No. | Question                                                           | Marks |
|--------|--------------|--------------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief the rational for studying Management Accounting   | 3     |
| CO2    | Q.2a         | Explain Financial Statements                                       | 3     |
|        | Q.2b         | Explain Comparative Financial Statements                           | 3     |
| CO1    | Q.3          | Discuss Cost Accounting                                            | 6     |
| CO2    | Q.4          | What is Analysis Tool ?                                            | 3     |
| CO1    | Q.5a         | Explain Limitations of Management Accounting                       | 3     |
|        | Q.5b         | Differentiate between Management Accounting & Financial Accounting | 3     |
| CO2    | Q 6          | Explain Limitation of Financial Statements                         | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                |                           |
|----------------|---------------------------|
| Session Course | 2021-22                   |
| Name           | B.Com (Hons)              |
| Semester       |                           |
| Subject Code   | 5th Semester              |
| Subject Name   | BCH501                    |
|                | Management Accounting – I |

### Attainment Level

52% of the students secured more than 60% marks

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3







# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Cou

h Year

Faculty Name : Dr Sweta Saxena

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2021-2024**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

| PROGRAMME<br>ARTICULATION MATRIX |         |     |     |     |     |     |     |     |     |     |       |
|----------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
|                                  |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 |
| I SEM                            | BBM 501 | 1   | " " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " "   |

|                                                                                                                                                                                                         |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|  <b>AMITY UNIVERSITY</b><br>MADHYA PRADESH<br><i>Established vide Government of Madhya Pradesh Act No. 27 of 2010</i> |  |
|                                                                                                                                                                                                         |  |
|                                                                                                                                                                                                         |  |
|                                                                                                                                                                                                         |  |
|                                                                                                                                                                                                         |  |
| <b>Course Handout</b>                                                                                                                                                                                   |  |
| Course : Operations Research                                                                                                                                                                            |  |
| Course Code : BBM 101, Credits : 03, Session :2021- 22(Odd Sem.), Class : BCOM 5th Year                                                                                                                 |  |
| Faculty Name : Dr Sweta Saxsena                                                                                                                                                                         |  |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCH 502.1** Understand basic concepts of Macro Economics
- BCH 502.2** Understand the concepts of National Income Accounting
- BCH 502.3** Analyse Schools of Macro Economic Thought
- BCH 502.4** Analyse Keynesian Model of Macro economics
- BCH 502.5** Apply Quantity Theory of Money
- BCH 502.6** Examine implications of Inflation

## **Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

#### A. Syllabus

##### Course Contents:

##### Module I: Introduction to Macroeconomics

The roots of macroeconomics, macroeconomic concerns, the role of government in the macro economy, the components of the macro economy, the methodology of macroeconomics

##### Module II: Introduction to National Income Accounting

Concepts of GDP and national income, approaches to calculating GDP, GDP and personal income, Nominal and real GDP, Limitations of the GDP concept, GDP and the black economy.

### **Module III: Schools of Macroeconomic Thoughts**

Classical, Neo Classical and Keynesian Models.; Say's Law of Markets and Classical Theory of Employment

### **Module IV: Keynesian Model**

Aggregate expenditure and equilibrium output; Consumption function; theory of investment-marginal efficiency of capital; saving and investment; The Investment Multiplier and its application to LDC's

### **Module V: Money in the Modern Economy**

Theories of Demand for Money: Quantity Theory and Keynes approach. Baumol and Tobin Contributions and Friedman's restatement of quantity theory Characteristics of a monetary economy; the supply of money and overall liquidity position; credit creation

### **Module VI: Inflation**

The causes of inflation, level of prices and the value of money, The Fisher effect, the cost of inflation.

### **Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

### **Text & References:**

- D.N. Devedi, Macroeconomics

- I.C. Dhingra, Macroeconomics, Sultan Chand & Sons.
- E. Shapiro, Macro Economic Analysis, Harcourt Barce, New York.
- G. Ackley, Macro Economic Theory, Mc. Graw Hill, New York.
- R.L. Miller and R.W. Pullinelli, Modern Money and Banking, Mc. Graw Hill.
- A.K. Basu, Fundamentals of Banking: Theory and Practice.
- Reserve Bank of India, Functions and working of R.B.I.

## Lecture Plan

| Lecture | Topics                                      | Mode of Delivery | Corresponding CO | Mode of Assessing CO                             |
|---------|---------------------------------------------|------------------|------------------|--------------------------------------------------|
| 1       | The roots of macroeconomics                 | Lecture          | BCH501.1         | Mid Term-1, Quiz & End Sem. Exam                 |
| 2       | The roots of macroeconomics                 | Lecture          | BCH501.1         | Mid Term-1, Quiz & End Sem. Exam                 |
| 3       | Macroeconomic concerns                      | Lecture          | BCH501.1         | Mid Term-1, Quiz & End Sem. Exam                 |
| 4       | Macroeconomic concerns                      | Lecture          | BCH501.1         | Mid Term-1, Quiz & End Sem. Exam<br>BCH501.1Exam |
| 5       | the role of government in the macro economy | Lecture          | BCH501.1         | Mid Term-1, Quiz & End Sem. Exam                 |
| 6       | the role of government in the macro economy | Lecture          | BCH501.1         | Mid Term-1, Quiz & End Sem. Exam                 |
| 7       | the components of the macro economy         | Lecture          | BCH501.1         | Mid Term-1, Quiz & End Sem. Exam                 |
| 8       | the methodology of macroeconomics           | Lecture          | BCH501.1         | Mid Term-1, Quiz & End Sem. Exam                 |
| 9       | Concepts of                                 | Lecture          | BCH501.2         | Mid Term-1,                                      |

|    |                                                         |         |          |                                  |
|----|---------------------------------------------------------|---------|----------|----------------------------------|
|    | GDP and national income                                 |         |          | Quiz & End Sem. Exam             |
| 10 | Concepts of GDP and national income                     | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | approaches to calculating GDP                           | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | approaches to calculating GDP                           | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | GDP and personal income                                 | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Nominal and real GDP                                    | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Limitations of the GDP concept                          | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | GDP and the black economy.                              | Lecture | BCH501.2 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Classical Schools                                       | Lecture | BCH501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 20 | Classical Schools                                       | Lecture | BCH501.3 | Mid Term-1, Quiz & End Sem. Exam |
| 21 | Neo Classical and Keynesian Models                      | Lecture | BCH501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Neo Classical and Keynesian Models                      | Lecture | BCH501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Neo Classical and Keynesian Models                      | Lecture | BCH501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Say's Law of Markets and Classical Theory of Employment | Lecture | BCH501.3 | Mid Term-2, Quiz & End Sem. Exam |
| 25 | Aggregate expenditure and equilibrium output            | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 26 | Aggregate expenditure and                               | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                                        |         |          |                                  |
|----|--------------------------------------------------------|---------|----------|----------------------------------|
|    | equilibrium output                                     |         |          |                                  |
| 27 | Consumption function                                   | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 28 | Consumption function                                   | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 29 | theory of investment-marginal efficiency of capital    | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 30 | theory of investment-marginal efficiency of capital    | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 31 | saving and investment                                  | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 32 | The Investment Multiplier and its application to LDC's | Lecture | BCH501.4 | Mid Term-2, Quiz & End Sem. Exam |
| 33 | Theories of Demand for Money:                          | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 34 | Quantity Theory and Keynes approach                    | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 35 | Quantity Theory and Keynes approach                    | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 36 | Baumol and Tobin Contributions                         | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 37 | Friedman's restatement of quantity theory              | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 38 | Characteristics of a monetary economy                  | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 39 | the supply of money and overall liquidity              | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |



|    |                                        |         |          |                                  |
|----|----------------------------------------|---------|----------|----------------------------------|
|    | position;                              |         |          |                                  |
| 40 | Credit creation                        | Lecture | BCH501.5 | Mid Term-2, Quiz & End Sem. Exam |
| 41 | The causes of inflation                | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 42 | The causes of inflation                | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 43 | Level of prices and the value of money | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 44 | Level of prices and the value of money | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 45 | The Fisher effect                      | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 46 | The Fisher effect                      | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 47 | the cost of inflation.                 | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |
| 48 | the cost of inflation.                 | Lecture | BCH501.6 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |  |  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--|--|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |  |  |

|           |                                                  |       |     |     |     |     |   |     |     |   |     |  |  |
|-----------|--------------------------------------------------|-------|-----|-----|-----|-----|---|-----|-----|---|-----|--|--|
| BBM 501.1 | Understand basic concepts of Operations Research | “ - “ | “ ” | “ ” | ” ” | “ ” | 2 | “ ” | “ ” | 2 | “ ” |  |  |
| BBM 501.2 | Analyse Linear Programming                       | 3     | 3   | 3   | 3   | 3   | 2 | “ ” | “ ” | 1 | “ ” |  |  |
| BBM 501.3 | Apply Transportation Problem                     | 3     | 3   | 3   | 3   | 3   | 2 | “ ” | “ ” | 1 | “ ” |  |  |
| BBM 501.4 | Apply Assignment Problem                         | “ ”   | “ ” | 2   | “ ” | “ ” | 2 | “ ” | “ ” | 1 | “ ” |  |  |
| BBM 501.5 | Examine Game Theory                              | “ ”   | “ ” | 2   | “ ” | “ ” | 2 | “ ” | “ ” | 1 | “ ” |  |  |
| BBM 501.6 | Interpret Queuing & Simulation                   | “ ”   | “ ” | 2   | “ ” | “ ” | 2 | “ ” | “ ” | 1 | “ ” |  |  |

# Sample Question Paper

|                                                                                                                                                                                                                  |             |               |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –I) 2021-22</p>                                                                                                                     |             |               |          |           |                |          |
| <p style="text-align: center;">Class: B Com (Honours) V Semester</p>                                                                                                                                             |             |               |          |           |                |          |
| Subject Name:<br>BCH 502 MACRO ECONOMICS                                                                                                                                                                         |             | Time: 2 Hours |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                   | Remembering | Understanding | Applying | Analysing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                 | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Understand basic concepts of Macro Economics.</p> <p>CO2: Understand the concepts of National Income Accounting</p> <p>CO3: Analyse Schools of Macro Economic Thought</p> |             |               |          |           |                |          |

| CO Map | Question No. | Question                                                   | Marks |
|--------|--------------|------------------------------------------------------------|-------|
| CO1    | Q.1          | Explain in brief the rational for studying Macro Economics | 3     |
| CO1    | Q.2a         | Discuss scope of Macro Economics                           | 3     |
|        | Q.2b         | Explain methodology of Macro Economics                     | 3     |
| CO1    | Q.3          | Discuss role of Government in Macro Economics              | 6     |
| CO2    | Q.4          | What is GDP ?                                              | 3     |
| CO2    | Q.5a         | Explain National Income Accounting                         | 3     |
|        | Q.5b         | Differentiate between GDP and National Income              | 3     |
| CO3    | Q 6          | Discuss classical theory of economics ?                    | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                         |
| <b>Name</b>             | B.Com (Hons)                                    |
| <b>Semester</b>         | 5th Semester                                    |
| <b>Subject Code</b>     | BCH502                                          |
| <b>Subject Name</b>     | Macro Economics                                 |
| <b>Attainment Level</b> | 44% of the students secured more than 60% marks |

### Note:

#### **Attainments**

Level 1  
Level 2  
Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF 70% of students secure more than 60% marks then level 2 IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Co

Year

Faculty Name : Dr. Meenakshi Tripathi

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2021-2024**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

- **[PSO1]** : Analyze the business environment and assess its impact on Financial Institutions and Financial Markets.
- **[PSO2]** : Evaluate financing and investment options to maximize the return on investment for corporate and individuals.

| PROGRA<br>MME<br>ARTICUL<br>ATION<br>MATRIX |         |     |     |     |     |     |     |     |     |     |       |       |       |
|---------------------------------------------|---------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-------|-------|
|                                             |         | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 | PSO 1 | PSO 2 |
| V SEM                                       | BCH 504 | 1   | " " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " "   | 2     | 2     |



**AMITY UNIVERSITY**

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**Course Handout**

Course : Operations Research

Course Code : BBM 101, Credits : 03, Session :2021- 22(Odd Sem.), Class : BCOM 5th Year

Faculty Name : Dr Meenakshi Tripathi

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCH 504.1* Understand basic concepts of Financial Management
- BCH 504.2* Analyse Time Value of Money
- BCH 504.3* Analyse Cost of capital
- BCH 504.4* Apply Capital Budgeting

**Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

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**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to

understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

- **[PSO1]** : Analyze the business environment and assess its impact on Financial Institutions and Financial Markets.
- **[PSO2]** : Evaluate financing and investment options to maximize the return on investment for corporate and individuals.

**A. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

## A. Syllabus

Course Contents:

Module I Concept of Financial Management

Financial Management- finance function – aims of finance function – financial management – goals Of financial management – financial decisions – financial planning – objectives and principles of Sound financial planning – long term and short term financial plan – factors affecting financial plan.

Module II Time Value of Money

Valuation Concepts: Time Value of Money – discounting and compounding techniques



### Module III Cost of Capital

Cost of capital, Equity Shares, concept of WACC, Debentures, Preference Shares and retained earnings.

### Module IV Capital Budgeting and Techniques

Investment Decisions – capital budgeting – significance – techniques of evaluation of investment Proposals- Payback Period., Discounted Payback Period, Net Present Value., Internal Rate of Return, Profitability Index, Illustrations on Project feasibility

#### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

#### Text & References:

- S N Maheshwari, Financial Management.
- Khan and Jain, Financial Management.
- Dorai Raj. S.N, Financial Management.
- Sharma and Sashi Gupta, Financial Management.
- I M Pandey, Financial Management.
- James C Vanhorne, Financial Management.
- Prasanna Chandra, Financial Management.
- PN Reddy & Appanaiah, Financial Management.

### Lecture Plan

| Lecture | Topics                                                                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO                        |
|---------|------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------------------|
| 1       | Financial Management-<br>finance function –<br>aims of finance<br>function – financial<br>management | Lecture          | BCH 504.1        | Mid Term-<br>1, Quiz &<br>End Sem.<br>Exam  |
| 2       | goals of financial<br>management –                                                                   | Lecture          | BCH 504.1        | Mid Term-<br>1, Quiz &<br>End Sem.<br>.Exam |

|    |                                                       |         |           |                                  |
|----|-------------------------------------------------------|---------|-----------|----------------------------------|
| 3  | financial decisions<br>– financial planning           | Lecture | BCH 504.1 | Mid Term-1, Quiz & End Sem. Exam |
| 4  | objectives and principles of Sound financial planning | Lecture | BCH 504.1 | Mid Term-1, Quiz & End Sem. Exam |
| 5  | – long term and short term financial plan –           | Lecture | BCH 504.1 | Mid Term-1, Quiz & End Sem. Exam |
| 6  | Valuation Concepts                                    | Lecture | BCH 504.2 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Valuation Concepts                                    | Lecture | BCH 504.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Time Value of Money                                   | Lecture | BCH 504.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Time Value of Money                                   | Lecture | BCH 504.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | discounting and compounding techniques                | Lecture | BCH 504.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Cost of Capital                                       | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Cost of Capital                                       | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Equity Shares                                         | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | concept of WACC                                       | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Debentures                                            | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                                 |         |           |                                  |
|----|-----------------------------------------------------------------|---------|-----------|----------------------------------|
|    |                                                                 |         |           | Exam                             |
| 18 | Preference Shares and retained earnings.                        | Lecture | BCH 504.3 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Investment Decisions                                            | Lecture | BCH 504.4 | Mid Term-1, Quiz & End Sem. Exam |
| 20 | capital budgeting – significance                                | Lecture | BCH 504.4 | Mid Term-1, Quiz & End Sem. Exam |
| 21 | Techniques of evaluation of investment Proposals                | Lecture | BCH 504.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | - Payback Period., Discounted Payback Period, Net Present Value | Lecture | BCH 504.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Internal Rate of Return,                                        | Lecture | BCH 504.4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Profitability Index, Illustrations on Project feasibility       | Lecture | BCH 504.4 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| AP Course Articulation Matrix (Mapping of COs with POs) |                                                   |                                     |             |             |             |             |             |             |             |             |              |                  |                  |  |
|---------------------------------------------------------|---------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|--|
| CO                                                      | STATEMENT                                         | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |                  |                  |  |
|                                                         |                                                   | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 |  |
| BCH 504.1                                               | Understand basic concepts of Financial Management | “<br>-<br>“                         | “<br>—<br>” | “<br>—<br>” | ”<br>—<br>” | “<br>—<br>” | 2           | “<br>—<br>” | “<br>—<br>” | 2           | “<br>—<br>”  | 2                | 1                |  |

|           |                             |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------|-----------------------------|---|---|---|---|---|---|---|---|---|---|---|---|
| BCH 504.2 | Analyse Time Value of Money | 3 | 3 | 3 | 3 | 3 | 2 | “ | “ | 1 | “ | 2 | 1 |
|           |                             |   |   |   |   |   |   | ” | ” |   | ” |   |   |
| BCH 504.3 | Analyse Cost of capital     | 3 | 3 | 3 | 3 | 3 | 2 | “ | “ | 1 | “ | 2 | 1 |
|           |                             |   |   |   |   |   |   | ” | ” |   | ” |   |   |
| BCH 504.4 | Apply Capital Budgeting     | “ | “ | 2 | “ | “ | 2 | “ | “ | 1 | “ | 2 | 1 |
|           |                             | ” | ” |   | ” | ” |   | ” | ” |   | ” |   |   |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –I) 2021-22                                                                |              |                                                                 |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                       |              |                                                                 |          |           |                |          |
| Subject Name:<br>BCH 504 Financial Management                                                                           |              | Time: 2 Hours                                                   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                          | Remembering  | Understanding                                                   | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                        | Q.1,4        | Q.2,3                                                           | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Financial Management<br>CO2: Analyse Time Value of Money |              |                                                                 |          |           |                |          |
| CO Map                                                                                                                  | Question No. | Question                                                        |          |           |                | Marks    |
| CO1                                                                                                                     | Q.1          | Explain in brief the rational for studying Financial Management |          |           |                | 3        |
| CO1                                                                                                                     | Q.2a         | Explain goals of financial management                           |          |           |                | 3        |
|                                                                                                                         | Q.2b         | Explain Financial Decisions                                     |          |           |                | 3        |
| CO1                                                                                                                     | Q.3          | Discuss long term and short term financial plan                 |          |           |                | 6        |
| CO2                                                                                                                     | Q.4          | What is Time Value of Money                                     |          |           |                | 3        |

|     |      |                                                              |   |
|-----|------|--------------------------------------------------------------|---|
| CO2 | Q.5a | Explain Valuation Concepts                                   | 3 |
|     | Q.5b | Differentiate between discounting and compounding techniques | 3 |
| CO2 | Q 6  | Explain Value of Money                                       | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## Attainment

**Session Course** 2021-22  
**Name** B.Com (Hons)  
**Semester** 5th Semester  
**Subject Code** BCH504  
**Subject Name** Financial Management – I

**Attainment Level** 56% of the students secured more than 60% marks

### Note:

#### **Attainments**

Level 1  
 Level 2  
 Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF 70% of students secure more than 60% marks then level 2 IF 80% of students secure more than 60% marks then level



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Co

Year

Faculty Name : Dr. Sudarshana Sharma

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2021-2024**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

- **[PSO1]** : Analyze the business environment and assess its impact on Financial Institutions and Financial Markets.
- **[PSO2]** : Evaluate financing and investment options to maximize the return on investment for corporate and individuals.

| PROGRAM<br>ME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |     |       |       |       |
|-----------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-------|-------|
|                                         |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 | PSO 1 | PSO 2 |
| V<br>SEM                                | BCH<br>504 | 1   | " " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " - " | 2     | 2     |

|                                                                                     |                                                                                                                      |  |
|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|--|
|  | <b>AMITY UNIVERSITY</b><br>MADHYA PRADESH<br><i>Established vide Government of Madhya Pradesh Act No. 27 of 2010</i> |  |
|                                                                                     | Course Handout                                                                                                       |  |
|                                                                                     | Course : Financial Markets, Institutions & Financial Services – I                                                    |  |
|                                                                                     | Course Code : BCH 507 , Credits : 02, Session :2021- 22(Odd Sem.), Class : BCOM 5th Year                             |  |
|                                                                                     | Faculty Name : Dr Meenakshi Tripathi                                                                                 |  |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCH 504.1 Understand basic concepts of Financial Markets, Institutions & Financial Services – I
- BCH 504.2 Analyse Capital Market
- BCH 504.3 Examine mutual funds
- BCH 504.4 Examine the concept and process of factoring
- BCH 504.5 Evaluate Non- Banking Financial Companies
- BCH 505.6 Evaluate Life and Non-life Insurance Organizations in India

### **Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

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**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |
|                                |                                                                                                                                                                                                               |          |             |

## A. Syllabus

### Course Contents:

#### Module I: Money Market

Call money market, Treasury bills market, Commercial bills market, Commercial papers and certificates of deposits, Discount and Finance House of India, Government Securities Market, Recent developments.

#### Module II: Capital Market

Impact of monetary policy, Industrial securities market, Primary market and Secondary market. Nature and role of financial system: Financial system and markets, Efficiency and stability, Technology, Government intervention in the financial system.

### **Module III: Mutual funds**

Meaning, types, functions, advantages; Private and public sector mutual funds; Performance and growth of mutual funds in India; SEBI guidelines.

### **Module IV: Factoring**

The concept, significance, types; Factoring mechanism; Factoring vs. leasing; Factoring in India and abroad; Forfeitures; Kalyanasundaram Committee recommendations. Credit card: The concept, types, advantages and disadvantages. Credit Rating: Mechanism, Role of CRISIL and ICRA.

### **Module V: Non-Banking Finance Companies**

Evolution and present status. Insurance Companies: Economics of insurance, The insurance industry and its regulation; LIC, GIC. Development finance institutions: Concept, role of DFIs, Sources of funds, DFIs in India, Khan Committee Report and Universal banking; Recent trends.

**Module VI: Life and Non-life Insurance Organizations in India :** Coverage: Insurance Regulatory and Development Authority (IRDA) – Duties, Powers, and Functions; Life Insurance Corporation of India (LIC) – Overview, Objectives, and Role; General Insurance Corporation of India (GIC) – Overview, Objectives, and Functions.

**Recent Trends in Financial System-** financial innovations and regulatory trends, current domestic and international issues in the financial system, such as the famous financial crisis.

### **Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

### **Text & References:**

- Gordon and Natarajan, Financial Markets and Services, Himalaya Publishing House.

- Khan, M.Y, Financial Services, Tata McGraw Hill.
- Jeff Madura, Financial Markets and Institutions, South-Western College Publishing.
- B.C Vasant Desai, The Indian Financial System, Himalaya Publishing House.
- Bhole L.M, Financial Institutions and Markets, Tata McGraw Hill.

### Lecture Plan

| Lecture | Topics                                                                  | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|-------------------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Call money market, Treasury bills market,                               | Lecture          | BCH 506.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Commercial bills market, Commercial papers and certificates of deposits | Lecture          | BCH 506.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Discount and Finance House of India, Government Securities Market       | Lecture          | BCH 506.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Recent developments                                                     | Lecture          | BCH 506.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Impact of monetary policy, Industrial securities market                 | Lecture          | BCH 506.2        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Primary market and Secondary market                                     | Lecture          | BCH 506.2        | Mid Term-1,                      |

|    |                                                                                             |         |           |                                           |
|----|---------------------------------------------------------------------------------------------|---------|-----------|-------------------------------------------|
|    |                                                                                             |         |           | Quiz &<br>End Sem.<br>Exam                |
| 7  | Nature and role of financial system:<br>Financial system and markets                        | Lecture | BCH 506.2 | Mid Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 8  | Efficiency and stability,<br>Technology,<br>Government intervention in the financial system | Lecture | BCH 506.2 | Mid Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 9  | Meaning, types, functions, advantages of mutual fund                                        | Lecture | BCH 506.3 | Mid Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 10 | Private and public sector mutual funds                                                      | Lecture | BCH 506.3 | Mid Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 11 | Performance and growth of mutual funds in India                                             | Lecture | BCH 506.3 | Mid Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 12 | SEBI guidelines                                                                             | Lecture | BCH 506.3 | Mid Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 13 | The concept, significance, types of Factoring                                               | Lecture | BCH 506.4 | Mid Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 14 | Factoring mechanism;<br>Factoring vs. leasing; Factoring in India and abroad                | Lecture | BCH 506.4 | Mid Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 15 | Forfeitures ,Kalyanasundaram Committee recommendations                                      | Lecture | BCH 506.4 | Mid Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 16 | Credit card: The concept, types, advantages and                                             | Lecture | BCH 506.4 | Mid Term-1,<br>Quiz &<br>End Sem.         |

|    |                                                                                                                   |         |           |                                              |
|----|-------------------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------------------|
|    | disadvantages,<br>Credit Rating:<br>Mechanism, Role<br>of CRISIL and<br>ICRA                                      |         |           | Exam                                         |
| 17 | .<br>Evolution and<br>present status.<br>Insurance<br>Companies:<br>Economics of<br>insurance                     | Lecture | BCH 506.5 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 18 | , The insurance<br>industry and its<br>regulation;                                                                | Lecture | BCH 506.5 | Mid<br>Term-1,<br>Quiz &<br>End Sem.<br>Exam |
| 19 | LIC, GIC.<br>Development<br>finance institutions:<br>Concept, role of<br>DFIs, Sources of<br>funds                | Lecture | BCH 506.5 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 20 | DFIs in<br>India, Khan<br>Committee Report<br>and Universal<br>banking; Recent<br>trends.                         | Lecture | BCH 506.5 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 21 | Coverage:<br>Insurance<br>Regulatory and<br>Development<br>Authority (IRDA) –<br>Duties, Powers, and<br>Functions | Lecture | BCH 506.6 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 22 | Life Insurance<br>Corporation of<br>India (LIC) –<br>Overview,<br>Objectives, and<br>Role;                        | Lecture | BCH 506.6 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 23 | General Insurance<br>Corporation of India<br>(GIC) – Overview,<br>Objectives, and<br>Functions.                   | Lecture | BCH 506.6 | Mid<br>Term-2,<br>Quiz &<br>End Sem.<br>Exam |
| 24 | <b>financial</b><br>innovations and                                                                               | Lecture | BCH 506.6 | Mid<br>Term-2,                               |

|  |                                                                                                                            |  |  |                      |
|--|----------------------------------------------------------------------------------------------------------------------------|--|--|----------------------|
|  | regulatory trends, current domestic and international issues in the financial system, such as the famous financial crisis. |  |  | Quiz & End Sem. Exam |
|--|----------------------------------------------------------------------------------------------------------------------------|--|--|----------------------|

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                                                         | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |                  |                  |
|-----------|-----------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|
|           |                                                                                   | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 |
| BCH 504.1 | Understand basic concepts of Financial Markets, Institutions & Financial Services | “<br>-<br>“                         | “<br>”<br>” | “<br>”<br>” | ”<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>”  |                  | 2                |
| BCH 506.2 | Analyse Capital Market                                                            | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  | 2                | 2                |
| BCH 506.3 | Examine mutual funds                                                              | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  | 2                | 1                |
| BCH 506.4 | Examine the concept and process of factoring                                      | “<br>”<br>”                         | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  | 2                | 1                |
| BCH 506.5 | Evaluate Non-Banking Financial Companies                                          | “<br>”<br>”                         | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  | 2                | 1                |
| BCH 506.5 | Evaluate Life and Non-life Insurance Organizations in India                       | “<br>”<br>”                         | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  | 2                | 1                |

Amity Business School  
V MID-SEMESTER (SEM –I) 2021-22

Class: B Com (Honours) V Semester

| Subject Name:<br>BCH 506 Financial Markets,<br>Institutions & Financial Services – I                                                                                                |              | Time: 2 Hours                                                |          |           | Max. Marks: 30 |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------|----------|-----------|----------------|----------|
| Levels of the questions as per Blooms Taxonomy                                                                                                                                      | Remembering  | Understanding                                                | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                    | Q.1,4        | Q.2,3                                                        | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Financial Markets, Institutions & Financial Services – I<br>CO2: Analyse Capital Market<br>CO3: Examine mutual funds |              |                                                              |          |           |                |          |
| CO Map                                                                                                                                                                              | Question No. | Question                                                     |          |           |                | Marks    |
| CO1                                                                                                                                                                                 | Q.1          | Explain in brief the rational for studying Financial Markets |          |           |                | 3        |
| CO1                                                                                                                                                                                 | Q.2a         | Explain call money market.                                   |          |           |                | 3        |
|                                                                                                                                                                                     | Q.2b         | Explain Commercial papers                                    |          |           |                | 3        |
| CO1                                                                                                                                                                                 | Q.3          | Discuss Treasury Bill Markets.                               |          |           |                | 6        |
| CO2                                                                                                                                                                                 | Q.4          | What is Primary market                                       |          |           |                | 3        |
| CO2                                                                                                                                                                                 | Q.5a         | Explain Secondary Market.                                    |          |           |                | 3        |
|                                                                                                                                                                                     | Q.5b         | Differentiate between money market and Capital market        |          |           |                | 3        |
| CO3                                                                                                                                                                                 | Q 6          | Explain Mutual Funds                                         |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |
|--------------|---|------------------------------------------------------------|



**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                          |
|-------------------------|----------------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                                  |
| <b>Name</b>             | B.Com (Hons)                                             |
| <b>Semester</b>         | 5th Semester                                             |
| <b>Subject Code</b>     | BCH506                                                   |
| <b>Subject Name</b>     | Financial Markets, Institutions & Financial Services – I |
| <b>Attainment Level</b> | 48% of the students secured more than 60% marks          |

### **Note:**

#### **Attainments**

Level 1  
Level 2  
Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF 70% of students secure more than 60% marks then level 2 IF 80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

s) 5th Year

Faculty Name : Dr

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2021-2024**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

- **[PSO1]** : Analyze the business environment and assess its impact on Marketing Practices and Markets.
- **[PSO2]** : Evaluate Sales options to maximize the return on investment for corporate and individuals.

| PROGRAM<br>ME<br>ARTICULAT<br>ION<br>MATRIX |            |     |       |     |     |     |     |     |     |     |       |       |       |
|---------------------------------------------|------------|-----|-------|-----|-----|-----|-----|-----|-----|-----|-------|-------|-------|
|                                             |            | PO1 | PO2   | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 | PSO 1 | PSO 2 |
| V<br>SEM                                    | BCH<br>504 | 1   | " _ " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " _ " | 2     | 2     |



# AMITY UNIVERSITY

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|                                                                                         |
|-----------------------------------------------------------------------------------------|
|                                                                                         |
| <b>Course Handout</b>                                                                   |
| Course : Insurance and risks                                                            |
| Course Code : BCH 508, Credits : 02, Session :2021- 22(Odd Sem.), Class : BCOM 5th Year |
| Faculty Name : Dr                                                                       |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCH 508.1 Understand basic concepts of Marketing
- BCH 508.2 Analyse Market Segmentation
- BCH 508.3 Apply Product Launching
- BCH 508.4 Examine Price System
- BCH 508.5 Examine Distribution Channel

## Program Outcomes:

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

### A. Assessment Plan:

| Component of Evaluation        | Description                 | Code     | Weightage % |
|--------------------------------|-----------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                  | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home | S/V/Q/HA | 10%         |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | <b>Assignment</b>                                                                                                                                                                                             |    |             |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |
|                          |                                                                                                                                                                                                               |    |             |

## A. Syllabus

### Course Contents:

#### Module I: Introduction

Nature and scope of marketing- Importance of marketing as a business function - and in the economy - Marketing concepts - Traditional and Modern, Selling V/S marketing - Marketing Environment. Target Marketing and Brand Positioning.

#### Module II

Markets and Segmentation. Meaning of Market - Various types of markets and their characteristics. Concept of market segmentation and its Importance - bases for market segmentation.

Case 1 - Indian Refrigerator Market

#### Module III

Product - concept of product - consumer and Industrial goods - product planning and development packaging - role and functions - Brand name and Trademark - after sale service - product life cycle concept.

#### Module IV

Price - Importance of price in the marketing mix, factor affecting price of a product / service. Major Pricing Methods. Pricing Policies and strategies.

#### Module-V

Distribution channels - concept and role - types of distribution channels - Factors affecting choice of a distribution channel.

Case 2 - Marketing and Distribution of Mushroom

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Philip Kotler: Marketing Management, Prentice Hall of India Ltd, New Delhi.
- Dr. C. N. Sontakki: Marketing Management Kalyani Publications New Delhi.
- Marchand & B. Vardharajan: An introduction to Marketing, Vikas Publishing House, Delhi.
- Mohammad Amanatullah: Principles of Modern Marketing. Kalyani Publications New Delhi.

**Link:**

- <https://fba.aiub.edu/Files/Uploads/MKT110009.pdf>

**Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                          | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>      |
|----------------|------------------------------------------------------------------------|-------------------------|-------------------------|----------------------------------|
| 1              | Introduction to marketing - purpose & need                             | Lecture                 | BCH 508.1               | Mid Term-1, Quiz & End Sem. Exam |
| 2              | Importance of marketing as a business function                         | Lecture                 | BCH 508.1               | Mid Term-1, Quiz & End Sem. Exam |
| 3              | Importance of marketing as a business function                         | Lecture                 | BCH 508.1               | Mid Term-1, Quiz & End Sem. Exam |
| 4              | Marketing concepts - Traditional and Modern,                           | Lecture                 | BCH 508.1               | Mid Term-1, Quiz & End Sem. Exam |
| 5              | Selling V/S marketing - Marketing Environment                          | Lecture                 | BCH 508.1               | Mid Term-1, Quiz & End Sem. Exam |
| 6              | Target Marketing and Brand Positioning.                                | Lecture                 | BCH 508.1               | Mid Term-1, Quiz & End Sem. Exam |
| 7              | Markets and Segmentation                                               | Lecture                 | BCH 508.2               | Mid Term-1, Quiz & End Sem. Exam |
| 8              | Meaning of Market - Various types of markets and their characteristics | Lecture                 | BCH 508.2               | Mid Term-1, Quiz & End Sem. Exam |
| 9              | Concept of market segmentation and its Importance                      | Lecture                 | BCH 508.2               | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                    |         |           |                                  |
|----|----------------------------------------------------|---------|-----------|----------------------------------|
| 10 | bases for market segmentation.                     | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | Case 1 - Indian Refrigerator Market                | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Product                                            | Lecture | BCH 508.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | concept of product - consumer and Industrial goods | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | product planning and development packaging         | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | role and functions - Brand name and Trademark      | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | - after sale service -                             | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | product life cycle concept                         | Lecture | BCH 508.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Price - Importance of price in the marketing mix   | Lecture | BCH 508.4 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | factor affecting price of a product / service.     | Lecture | BCH 508.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Major Pricing Methods                              | Lecture | BCH 508.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Pricing Policies and strategies.                   | Lecture | BCH 508.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Distribution channels - concept and role           | Lecture | BCH 508.5 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | types of distribution channels                     | Lecture | BCH 508.5 | Mid Term-2, Quiz & End Sem. Exam |

|    |                                                                                                        |         |           |                                  |
|----|--------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
| 24 | Factors affecting choice of a distribution channel.<br>Case 2 - Marketing and Distribution of Mushroom | Lecture | BCH 508.5 | Mid Term-2, Quiz & End Sem. Exam |
|----|--------------------------------------------------------------------------------------------------------|---------|-----------|----------------------------------|

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |                  |                  |
|-----------|----------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|
|           |                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 |
| BCH 508.1 | Understand basic concepts of Marketing | “<br>-<br>“                         | “<br>”<br>” | “<br>”<br>” | ”<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>”  |                  | 2                |
| BCH 508.2 | Analyse Market Segmentation            | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  | 2                | 2                |
| BCH 508.3 | Apply Product Launching                | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  | 2                | 1                |
| BCH 508.4 | Examine Price Policy                   | “<br>”<br>”                         | “<br>”<br>” | 2<br>”<br>” | “<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  | 2                | 2                |
| BCH 508.4 | Examine Distribution Channel           |                                     |             |             |             |             |             |             |             |             |              |                  |                  |

Sample Question Paper

|                                                                                              |                    |                      |                      |                  |                   |                       |
|----------------------------------------------------------------------------------------------|--------------------|----------------------|----------------------|------------------|-------------------|-----------------------|
| <p style="text-align: center;">Amity Business School<br/>V MID-SEMESTER (SEM –I) 2021-22</p> |                    |                      |                      |                  |                   |                       |
| <p style="text-align: center;">Class: B Com (Honours) V Semester</p>                         |                    |                      |                      |                  |                   |                       |
| <p>Subject Name:<br/>BCH 508 Marketing Management I</p>                                      |                    |                      | <p>Time: 2 Hours</p> |                  |                   | <p>Max. Marks: 30</p> |
| <p>Levels of the questions as per Blooms Taxonomy</p>                                        | <p>Remembering</p> | <p>Understanding</p> | <p>Applying</p>      | <p>Analyzing</p> | <p>Evaluating</p> | <p>Creating</p>       |

|                                                                                                              |              |                                                      |     |         |  |       |
|--------------------------------------------------------------------------------------------------------------|--------------|------------------------------------------------------|-----|---------|--|-------|
| Question Mapping                                                                                             | Q.1,4        | Q.2,3                                                | Q.4 | Q.2,5,6 |  |       |
| Student will be able to<br>CO1: 1 Understand basic concepts of Marketing<br>CO2: Analyse Market Segmentation |              |                                                      |     |         |  |       |
| CO Map                                                                                                       | Question No. | Question                                             |     |         |  | Marks |
| CO1                                                                                                          | Q.1          | Explain in brief the rational for Marketing function |     |         |  | 3     |
| CO1                                                                                                          | Q.2a         | Explain Importance of Marketing                      |     |         |  | 3     |
|                                                                                                              | Q.2b         | Explain need of sales                                |     |         |  | 3     |
| CO1                                                                                                          | Q.3          | Differentiate between Marketing and Sales            |     |         |  | 6     |
| CO2                                                                                                          | Q.4          | Explain Market Segmentation                          |     |         |  | 3     |
| CO2                                                                                                          | Q.5a         | Explain purpose of Market Segmentation               |     |         |  | 3     |
|                                                                                                              | Q.5b         | Explain importance of Product                        |     |         |  | 3     |
| CO3                                                                                                          | Q 6          | Explain evolution of Industrial goods                |     |         |  | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                 |
|------------------|-------------------------------------------------|
| Session Course   | 2021-22                                         |
| Name             | B.Com (Hons)                                    |
| Semester         | 5th Semester                                    |
| Subject Code     | BCH508                                          |
| Subject Name     | Principles of Marketing – I                     |
| Attainment Level | 50% of the students secured more than 60% marks |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

s) 5th Year

Faculty Name : Dr Anil Singh Parihar

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2021-2024**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

- **[PSO1]** : Analyze the business environment and assess its impact on Financial Institutions and Financial Markets.
- **[PSO2]** : Evaluate financing and investment options to maximize the return on investment for corporate and individuals.

| PROGRAM<br>ME<br>ARTICULAT<br>ION<br>MATRIX |            |     |     |     |     |     |     |     |     |     |       |       |       |
|---------------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-------|-------|
|                                             |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 | PSO 1 | PSO 2 |
| V<br>SEM                                    | BCH<br>511 | 1   | " " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | 1     | 2     | 2     |



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|                                                                                         |
|-----------------------------------------------------------------------------------------|
|                                                                                         |
| <b>Course Handout</b>                                                                   |
| Course : Service Marketing                                                              |
| Course Code : BCH 511, Credits : 02, Session :2021- 22(Odd Sem.), Class : BCOM 5th Year |
| Faculty Name : Dr                                                                       |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCH 511.1 Understand basic concepts of Service Marketing
- BCH 511.2 Analyse Consumer Behaviour
- BCH 511.3 Apply Service Quality
- BCH 511.4 Examine Service Design

**Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program

will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

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**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                    | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a | A        | 5%          |

|                          |                                                                                                                                                 |    |             |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                                                                                        | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                 |    | <b>100%</b> |
|                          |                                                                                                                                                 |    |             |

## A. Syllabus

### Course Contents:

#### Module I: Services an Overview

Services: concept, characteristics. Goods v/s services.. Scope and Significance of services marketing. Role of services sector in economy. Introduction to service marketing mix. Services Marketing (PEST) environment. Growth of service sector. Services- Global and Indian Scenario.

#### Module II: Consumer Behaviour in Services

Consumer decision making process. Consumer Expectations: Concept. Factors influencing customer expectation of services. Service encounter and moments of truths. Service failure and recovery. Service recovery strategies. Segmentation, Targeting, Positioning (STP) of Services.

#### Module III: Service Quality & Productivity

Concept of service quality. GAP Model of service quality. Measuring and improving service quality. Concept of productivity in service context. Approaches to improve productivity.

#### Module IV: Service design and development.

Challenges to services design, new service development and innovation, Developing the service blueprint.

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

Team assignment: This assignment requires students to study the service quality of new service provider, identify GAP (if any) and ways to overcome them. They need to construct the service blueprint, accompanied by relevant photos/images, for a particular service provider.

## **Text & References:**

### **Text:**

- Valarie A Zeithaml and mary J Bitner, Services Marketing, Third Edition, Tata McGraw Hill Companies
- Christopher Lovelock, Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.
- Christopher Lovelock, Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.

### **References:**

- Clow Kenneth E. and Kurtz David L., Services marketing operations, management and strategy, biztantra innovations in management, John Willey & Sons
- Rampal M.K., Gupta S.L., Service Marketing, 2006 Galgotia Publishing Company.

## **Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>      |
|----------------|------------------------------------------------------------------------------|-------------------------|-------------------------|----------------------------------|
| 1              | Services: concept, characteristics. Goods v/s services.                      | Lecture                 | BCH 511.1               | Mid Term-1, Quiz & End Sem. Exam |
| 2              | Scope and Significance of services marketing                                 | Lecture                 | BCH 511.1               | Mid Term-1, Quiz & End Sem. Exam |
| 3              | Role of services sector in economy                                           | Lecture                 | BCH 511.1               | Mid Term-1, Quiz & End Sem. Exam |
| 4              | Introduction to service marketing mix. Services Marketing (PEST) environment | Lecture                 | BCH 511.1               | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                                |         |           |                                  |
|----|----------------------------------------------------------------|---------|-----------|----------------------------------|
| 5  | Growth of service sector                                       | Lecture | BCH 511.1 | Mid Term-1, Quiz & End Sem. Exam |
| 6  | Global and Indian Scenario.                                    | Lecture | BCH 511.1 | Mid Term-1, Quiz & End Sem. Exam |
| 7  | Consumer decision making process                               | Lecture | BCH 511.2 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Consumer Expectations                                          | Lecture | BCH 511.2 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Concept. Factors influencing customer expectation of services. | Lecture | BCH 511.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | Service encounter and moments of truths.                       | Lecture | BCH 511.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | . Service failure and recovery. Service recovery strategies    | Lecture | BCH 511.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Segmentation, Targeting, Positioning (STP) of Services.        | Lecture | BCH 511.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Concept of service quality                                     | Lecture | BCH 511.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | GAP Model of service quality.                                  | Lecture | BCH 511.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Measuring and improving service quality                        | Lecture | BCH 511.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Concept of productivity in service context                     | Lecture | BCH 511.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Approaches to improve productivity                             | Lecture | BCH 511.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Approaches to improve                                          | Lecture | BCH 511.3 | Mid Term-1, Quiz &               |



|    |                                        |         |            |                                  |
|----|----------------------------------------|---------|------------|----------------------------------|
|    | productivity                           |         |            | End Sem.<br>Exam                 |
| 19 | Challenges to services design          | Lecture | BCH 511.4  | Mid Term-2, Quiz & End Sem. Exam |
| 20 | new service development and innovation | Lecture | BCH 511.4  | Mid Term-2, Quiz & End Sem. Exam |
| 21 | new service development and innovation | Lecture | BCH 511.4  | Mid Term-2, Quiz & End Sem. Exam |
| 22 | new service development and innovation | Lecture | BCH 511.4  | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Developing the service blueprint.      | Lecture | BCH 511..4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Developing the service blueprint.      | Lecture | BCH 511.4  | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO         | STATEMENT                                      | CORRELATION WITH<br>PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |                  |                  |
|------------|------------------------------------------------|----------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|
|            |                                                | P<br>O<br>1                            | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 |
| BCH 511.1  | Understand basic concepts of Service Marketing | “<br>-<br>“                            | “<br>”<br>” | “<br>”<br>” | ”<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>”  |                  | 2                |
| BCH 511.2  | Analyse Consumer Behaviour                     | 3                                      | 3           | 3           | 3           | 3           | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  | 2                | 2                |
| BCH 511.3  | Apply Service Quality                          | 3                                      | 3           | 3           | 3           | 3           | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  | 2                | 1                |
| BCH 511..4 | Examine Service Design                         | “<br>”<br>”                            | “<br>”<br>” | 2<br>”<br>” | “<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  | 2                | 1                |

# Sample Question Paper

| Amity Business School<br>V MID-SEMESTER (SEM –I) 2021-22                                                            |              |                                                              |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                   |              |                                                              |          |           |                |          |
| Subject Name:<br>BCH 511 Service Marketing                                                                          |              | Time: 2 Hours                                                |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                      | Remembering  | Understanding                                                | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                    | Q.1,4        | Q.2,3                                                        | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Service Marketing<br>CO2: Analyse Consumer Behaviour |              |                                                              |          |           |                |          |
| CO Map                                                                                                              | Question No. | Question                                                     |          |           |                | Marks    |
| CO1                                                                                                                 | Q.1          | Explain in brief the rational for studying Service Marketing |          |           |                | 3        |
| CO1                                                                                                                 | Q.2a         | Explain Service Marketing                                    |          |           |                | 3        |
|                                                                                                                     | Q.2b         | Explain need of Service Marketing                            |          |           |                | 3        |
| CO1                                                                                                                 | Q.3          | Differentiate between Service and Product Marketing          |          |           |                | 6        |
| CO2                                                                                                                 | Q.4          | Explain Consumer Behaviour                                   |          |           |                | 3        |
| CO2                                                                                                                 | Q.5a         | Explain Importance of consumer Behaviour                     |          |           |                | 3        |
|                                                                                                                     | Q.5b         | Explain factors influencing consumer behavior                |          |           |                | 3        |
| CO3                                                                                                                 | Q 6          | Explain Service Quality                                      |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

**Session Course** 2021-22  
**Name** B.Com (Hons)  
**Semester**  
**Subject Code** 5th Semester  
**Subject Name** BCH511  
Service Marketing – I

### Attainment Level

50% of the students secured more than 60% marks

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

s) 5th Year

Faculty Name : Dr Kul Prakash

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2021-2024**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

- **[PSO1]** : Analyze the business environment and assess its impact on Human Resource Management
- **[PSO2]** : Evaluate Human Resource Management functions to maximize the return on investment for corporate and individuals.

| PROGRAM<br>ME<br>ARTICULAT<br>ION<br>MATRIX |            |     |     |     |     |     |     |     |     |     |       |       |       |
|---------------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-------|-------|
|                                             |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 | PSO 1 | PSO 2 |
| V<br>SEM                                    | BCH<br>504 | 1   | " " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " "   | 2     | 2     |



# AMITY UNIVERSITY

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|                                                                                          |
|------------------------------------------------------------------------------------------|
|                                                                                          |
| <b>Course Handout</b>                                                                    |
| Course : Human Resource Management                                                       |
| Course Code : BCH 512 , Credits : 02, Session :2021- 22(Odd Sem.), Class : BCOM 5th Year |
| Faculty Name : Dr Kul Prakash                                                            |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

- BCH 512.1 Understand basic concepts of Human Resource Management
- BCH 512 2. Analyse Human Resource Planning
- BCH 512.3 Apply Promotion and Transfer Policy

**Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be

capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

#### A. Assessment Plan:

| Component of Evaluation        | Description                                                                                         | Code     | Weightage % |
|--------------------------------|-----------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                          | CT       | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                              | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up | A        | 5%          |



|                          |                                                                                                           |    |             |
|--------------------------|-----------------------------------------------------------------------------------------------------------|----|-------------|
|                          | the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. |    |             |
| End Semester Examination | End Semester Examination                                                                                  | EE | 70%         |
| <b>Total</b>             |                                                                                                           |    | <b>100%</b> |
|                          |                                                                                                           |    |             |

## A. Syllabus

### Course Contents:

#### Module I- HR Process

Human Resource Management – Meaning of HRM, Importance of HRM, Objectives and functions, Process of HRM, systems and techniques, Role of human resource manager, duties and Responsibilities of human resource manager.

#### Module II – HR Planning

Human Resource planning, Recruitment, Selection and Placement – Meaning and importance of Human resource planning, benefits of human resource planning, Meaning of recruitment, selection, Placement and training – Methods of Recruitment and selection – Uses of tests in selection, Problems involved in placement. Induction Process & its benefits to organizations & employees.

#### Module III – Promotion , Transfer & Separation

Promotion and Transfers – Purpose of promotion, basis of promotion, meaning of transfer, reasons for transfer, types of transfer, right sizing of work force. Need for right sizing. Separation (Layoff, Discharge & VRS). Exit Interview.

### Examination Scheme:

|               |           |           |          |           |
|---------------|-----------|-----------|----------|-----------|
| Components    | CT        | HA/C/V    | A        | EE        |
| Weightage (%) | <b>15</b> | <b>10</b> | <b>5</b> | <b>70</b> |

### Text & References:

- Aswathappa. K, (2011), Human Resource Management - Text & Cases, (6<sup>th</sup> Edn.), McGraw Hill, New Delhi
- Dessler G (2006). Human Resource Management, Pearson Education, India
- Mathis R L and Jackson J H (2006). Human Resource Management, (10<sup>th</sup> Edn.) Cengage Learning, Indian Print.
- Snell S and Bohlander G (2007). Human Resource Management, Cengage Learning (Thomson Learning), Indian Edition
- Pattanayak B,(2014), Human Resource Management, 4<sup>th</sup> Edition , PHI

## Lecture Plan

| Lecture | Topics                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|---------------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Human Resource Management – Meaning of HRM                    | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Human Resource Management – Meaning of HRM                    | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | Importance of HRM                                             | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Objectives and functions                                      | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | Process of HRM                                                | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | systems and techniques                                        | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam |
| 7       | Role of human resource manager                                | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam |
| 8       | duties and Responsibilities of human resource manager.        | Lecture          | BCH 512.1        | Mid Term-1, Quiz & End Sem. Exam |
| 9       | Human Resource planning, Recruitment, Selection and Placement | Lecture          | BCH 512.2        | Mid Term-1, Quiz & End Sem. Exam |
| 10      | Meaning and importance of Human resource planning             | Lecture          | BCH 512.2        | Mid Term-1, Quiz & End Sem. Exam |
| 11      | benefits of human resource planning,                          | Lecture          | BCH 512.2        | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                                              |         |           |                                  |
|----|------------------------------------------------------------------------------|---------|-----------|----------------------------------|
| 12 | Meaning of recruitment, selection,                                           | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Placement and training – Methods of Recruitment and selection                | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Uses of tests in selection                                                   | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Uses of tests in selection,                                                  | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | Problems involved in placement                                               | Lecture | BCH 512.2 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Induction Process & its benefits to organizations & employees.               | Lecture | BCH 512.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Induction Process & its benefits to organizations & employees.               | Lecture | BCH 512.3 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Promotion and Transfers                                                      | Lecture | BCH 512.4 | Mid Term-2, Quiz & End Sem. Exam |
| 20 | Purpose of promotion, basis of promotion,                                    | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | meaning of transfer                                                          | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | reasons for transfer, types of transfer,                                     | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | types of transfer, right sizing of work force                                | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Need for right sizing. Separation (Layoff, Discharge & VRS). Exit Interview. | Lecture | BCH 507.4 | Mid Term-2, Quiz & End Sem. Exam |

### A. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |                  |                  |
|-----------|--------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|
|           |                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 |
| BCH 512.1 | Understand basic concepts of Human Resource Management | “<br>-<br>“                         | “<br>-<br>” | “<br>-<br>” | ”<br>-<br>” | “<br>-<br>” | 2           | “<br>-<br>” | “<br>-<br>” | 2           | “<br>-<br>”  |                  | 2                |
| BCH 512.2 | Analyse Human Resource Planning                        | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>-<br>” | “<br>-<br>” | 1           | “<br>-<br>”  | 2                | 2                |
| BCH 512.3 | Apply Promotion and Transfer Policy                    | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>-<br>” | “<br>-<br>” | 1           | “<br>-<br>”  | 2                | 1                |

### Sample Question Paper

|                                                                                                                                  |                     |                      |                 |                  |                       |                 |
|----------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>V MID-SEMESTER (SEM –I) 2021-22</b>                                                           |                     |                      |                 |                  |                       |                 |
| <b>Class: B Com (Honours) V Semester</b>                                                                                         |                     |                      |                 |                  |                       |                 |
| <b>Subject Name:</b><br>BCH 512 Human Resource Management                                                                        |                     | <b>Time: 2 Hours</b> |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                            | <b>Remembering</b>  | <b>Understanding</b> | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                          | Q.1,4               | Q.2,3                | Q.4             | Q.2,5,6          |                       |                 |
| Student will be able to<br>CO1: 1 Understand basic concepts of Human Resource Management<br>CO2: Analyse Human Resource Planning |                     |                      |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                    | <b>Question No.</b> | <b>Question</b>      |                 |                  |                       | <b>Marks</b>    |

|     |      |                                                                      |   |
|-----|------|----------------------------------------------------------------------|---|
| CO1 | Q.1  | Explain in brief the rational for studying Human Resource Management | 3 |
| CO1 | Q.2a | Explain Human Resource Management                                    | 3 |
|     | Q.2b | Explain need of Human Resource Management                            | 3 |
| CO1 | Q.3  | Discuss duties of HR Manager                                         | 6 |
| CO2 | Q.4  | Explain HR Planning                                                  | 3 |
| CO2 | Q.5a | Explain purpose of HR Planning                                       | 3 |
|     | Q.5b | Explain importance of HR Planning                                    | 3 |
| CO2 | Q 6  | Explain Induction                                                    | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                               |
|------------------|-------------------------------|
| Session Course   | 2021-22                       |
| Name             | B.Com (Hons)                  |
| Semester         | 5th Semester                  |
| Subject Code     | BCH512                        |
| Subject Name     | Human Resource Management - I |
| Attainment Level | Level 3                       |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

- IF 60% of students secure more than 60% marks then level 1
- IF 70% of students secure more than 60% marks then level 2
- IF 80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

Co

Year

Faculty Name : Dr Mini Agarwal

## PROGRAMME OUTCOMES

**Bachelor of Commerce**

**2021-2024**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

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**[PO.6] Think critically and independently :** The program will develop the ability to think critically and independently translating into a well -developed personal value system

**[PO.7] Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large



**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics, prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**Program Specific Outcomes :**

- **[PSO1]** : Analyze the business environment and assess its impact on Human Resource Management
- **[PSO2]** : Evaluate Human Resource Management functions to maximize the return on investment for corporate and individuals.

| PROGRAM<br>ME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |     |       |       |       |
|-----------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-------|-------|
|                                         |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO 10 | PSO 1 | PSO 2 |
| V<br>SEM                                | BCH<br>504 | 1   | " " | 1   | 2   | 2   | 2   | 2   | 2   | 3   | " "   | 2     | 2     |

|                                                                                                                                                                                                          |                                                                                          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
|  <b>AMITY UNIVERSITY</b><br>MADHYA PRADESH<br><i>Established vide Government of Madhya Pradesh Act No. 27 of 2010</i> |                                                                                          |
|                                                                                                                                                                                                          |                                                                                          |
|                                                                                                                                                                                                          | <b>Course Handout</b>                                                                    |
|                                                                                                                                                                                                          | Course : Human Resource Management                                                       |
|                                                                                                                                                                                                          | Course Code : BCH 512 , Credits : 02, Session :2021- 22(Odd Sem.), Class : BCOM 5th Year |
|                                                                                                                                                                                                          | Faculty Name : Dr Kul Prakash                                                            |

**Introduction:** The objective of this course is to orient the students towards the basic concepts of mathematics and its applications in the business world.

**B. Course Outcomes:** At the end of the course, students will be able to:

BCH 51.1 Understand basic concepts of Compensation Management  
BCH 513.2. Analyse process of Job Analysis  
BCH 513.3 Apply Wage Policy  
BCH 513.4 Examine Pay Structure

**Program Outcomes:**

**[PO.1]. Knowledge of Business, Commerce and Emerging Technologies:** The program will enable students to develop business acumen, managerial skills and abilities and be capable of maintaining business accounts using innovative emerging technologies. The course will provide thorough knowledge of finance, HR, marketing, international business, corporate & business laws, accounting and taxation etc.

**[PO.2] Handling of trade, commerce and industry:** The course will develop the required knowledge, skills and attitude for the handling of trade, commerce and industry

**[PO.3] Problem-solving and decision making:** Developing the ability to identify, formulate and provide creative and innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4] Business Environment Analysis:** The course will develop the ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5] Understanding business processes and work teams:** Will enable students understand business processes and work teams for better business outcomes.

**[PO.6] Think critically and independently:** The program will develop the ability to think critically and independently translating into a well developed personal value system

**[PO.7]Ability to identify entrepreneurial opportunities:** The program will encourage entrepreneurship spirit among students and encourage them to participate effectively in social, commercial and civic issues ultimately leading to national development.

**[PO.8] Developing Business Communication:** Developing effective presentation and business communications skills for communicating effectively in the business environment and with various stakeholders at large

**[PO.9]Research and Business Intelligence:** The program will develop the capacity to understand and analyze the business and commerce knowledge, developing research

acumen for innovative business solutions.

**[PO.10] Responsible Professionals/Future leaders:** The program will develop the foundations of business ethics , prepare responsible global business leaders/citizens, establishing the importance of ethical conduct in business at national and international levels.

**A. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |
|                                |                                                                                                                                                                                                               |             |                    |

## **A. Syllabus**

### **Course Contents:**

#### **Module I** Introduction to Compensation Management

Introduction, Basic concept of compensation, classical theories on wages, establishing pay rates, Importance of an ideal compensation plan, broad branding, Compensation plan and business strategy, devising a compensation plan, challenges affecting Compensation.

#### **Module II** Foundations of Compensation

Job analysis, Pricing managerial and professional jobs, job evaluation, job structure. Concept of Equity,

#### **Module III** Wage Policies

Wage Policy - Concept of wage, Wage policy in India, determinants of wage policy, Impact of income tax on Wage and salary administration, Tools used for fixation of wages, Introduction to Executive and International Compensation.

## Module IV Pay Structure

Pay Packet - Constituents – Basic, D A, H R A, and other allowance, Perquisites. Compensation Laws: Payment of Wages Act, Minimum Wages Act

Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

Text & References:

- A.M. Sharma, Understanding Wage System.
- N.D. Kapoor, Labour Legislation.
- C.B. Memoria, Personnel management.
- The Compensation Handbook by Lance Berger and Dorothy Berger McGrawHill Co.

## Lecture Plan

| Lecture | Topics                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO             |
|---------|------------------------------------------------------|------------------|------------------|----------------------------------|
| 1       | Introduction, Basic concept of compensation          | Lecture          | BCH 513.1        | Mid Term-1, Quiz & End Sem. Exam |
| 2       | Classical theories on wages, establishing pay rates, | Lecture          | BCH 513.1        | Mid Term-1, Quiz & End Sem. Exam |
| 3       | establishing pay rates,                              | Lecture          | BCH 513.1        | Mid Term-1, Quiz & End Sem. Exam |
| 4       | Importance of an ideal compensation                  | Lecture          | BCH 513.1        | Mid Term-1, Quiz & End Sem. Exam |
| 5       | broad branding,                                      | Lecture          | BCH 513.1        | Mid Term-1, Quiz & End Sem. Exam |
| 6       | Compensation plan and business strategy              | Lecture          | BCH 513.1        | Mid Term-1, Quiz & End Sem. Exam |

|    |                                                                                     |         |           |                                  |
|----|-------------------------------------------------------------------------------------|---------|-----------|----------------------------------|
| 7  | Job analysis                                                                        | Lecture | BCH 513.2 | Mid Term-1, Quiz & End Sem. Exam |
| 8  | Pricing managerial and professional jobs                                            | Lecture | BCH 513.2 | Mid Term-1, Quiz & End Sem. Exam |
| 9  | Pricing managerial and professional jobs                                            | Lecture | BCH 513.2 | Mid Term-1, Quiz & End Sem. Exam |
| 10 | job evaluation                                                                      | Lecture | BCH 513.2 | Mid Term-1, Quiz & End Sem. Exam |
| 11 | job structure                                                                       | Lecture | BCH 513.2 | Mid Term-1, Quiz & End Sem. Exam |
| 12 | Concept of Equity                                                                   | Lecture | BCH 513.2 | Mid Term-1, Quiz & End Sem. Exam |
| 13 | Wage Policy - Concept of wage,                                                      | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 14 | Wage Policy - Concept of wage,                                                      | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 15 | Wage policy in India                                                                | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 16 | determinants of wage policy, Impact of income tax on Wage and salary administration | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 17 | Tools used for fixation of wages                                                    | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 18 | Introduction to Executive and International Compensation.                           | Lecture | BCH 513.3 | Mid Term-1, Quiz & End Sem. Exam |
| 19 | Pay Packet -                                                                        | Lecture | BCH 513.4 | Mid Term-                        |

|    |                                        |         |           |                                  |
|----|----------------------------------------|---------|-----------|----------------------------------|
|    | Constituents                           |         |           | 2, Quiz & End Sem. Exam          |
| 20 | Basic, D A, H R A, and other allowance | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |
| 21 | Perquisites. Compensation Laws         | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |
| 22 | Payment of Wages Act,                  | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |
| 23 | Payment of Wages Act,                  | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |
| 24 | Minimum Wages Act                      | Lecture | BCH 513.4 | Mid Term-2, Quiz & End Sem. Exam |

**A. Course Articulation Matrix (Mapping of COs with POs)**

| CO        | STATEMENT                                            | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |                  |                  |
|-----------|------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|
|           |                                                      | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 |
| BCH 513.1 | Understand basic concepts of Compensation Management | “<br>-<br>“                         | “<br>”<br>” | “<br>”<br>” | ”<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>” | “<br>”<br>” | 2           | “<br>”<br>”  |                  | 2                |
| BCH 513.2 | Analyse process of Job Analysis                      | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  | 2                | 2                |
| BCH 513.3 | Apply Wage Policy                                    | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  | 2                | 1                |
| BCH 513.4 | Examine Pay Structure                                | 3                                   | 3           | 3           | 3           | 3           | 2           | “<br>”<br>” | “<br>”<br>” | 1           | “<br>”<br>”  | 2                | 2                |

# Sample Question Paper

| Amity Business School<br>V MID-SEMESTER (SEM –I) 2021-22                                                            |              |                                                                    |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: B Com (Honours) V Semester                                                                                   |              |                                                                    |          |           |                |          |
| Subject Name:<br>BCH 513 Compensation Management                                                                    |              | Time: 2 Hours                                                      |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                      | Remembering  | Understanding                                                      | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                    | Q.1,4        | Q.2,3                                                              | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: 1 Understand basic concepts of Compensation management<br>CO2: Analyse Job Analysis |              |                                                                    |          |           |                |          |
| CO Map                                                                                                              | Question No. | Question                                                           |          |           |                | Marks    |
| CO1                                                                                                                 | Q.1          | Explain in brief the rational for studying Compensation Management |          |           |                | 3        |
| CO1                                                                                                                 | Q.2a         | Explain Compensation Management                                    |          |           |                | 3        |
|                                                                                                                     | Q.2b         | Explain need of Compensation Management                            |          |           |                | 3        |
| CO1                                                                                                                 | Q.3          | Differentiate between Wages and Salary                             |          |           |                | 6        |
| CO2                                                                                                                 | Q.4          | Explain Job Analysis                                               |          |           |                | 3        |
| CO2                                                                                                                 | Q.5a         | Explain purpose of Job Analysis                                    |          |           |                | 3        |
|                                                                                                                     | Q.5b         | Explain importance of Job Evaluation                               |          |           |                | 3        |
| CO2                                                                                                                 | Q 6          | Explain methods of Job Evaluation                                  |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                             |
|-------------------------|-----------------------------|
| <b>Session Course</b>   | 2021-22                     |
| <b>Name</b>             | B.Com (Hons)                |
| <b>Semester</b>         | 5th Semester                |
| <b>Subject Code</b>     | BCH513                      |
| <b>Subject Name</b>     | Compensation Management - I |
| <b>Attainment Level</b> | Level 3                     |

### Note:

#### **Attainments**

Level 1  
Level 2  
Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1 IF 70% of students secure more than 60% marks then level 2 IF 80% of students secure more than 60% marks then level 3

**PROGRAMME OUTCOMES**  
**Bachelor of Business Administration**  
**2022-2023**

**Programme Outcomes:**

**[PO.1]. Leadership and Management:** Develop the leadership skills amongst the students with requisite knowledge, skills, and attitude necessary to create effective leadership that enables students to prove, develop and sustain in a global environment.

**[PO.2]. Domain Knowledge:** Capacity and ability to illustrate, understand and analyse the knowledge of principles of management to find solutions to real world problems.

**[PO.3]. Problem Solving & Innovation:** Developing the ability to identify, formulate and provide innovative solution frameworks to real world complex business and social problems by applying quantitative and qualitative problem-solving tools and techniques.

**[PO.4]. Environment and sustainability:** Developing an ability to do the SWOT (Strengths, weakness, opportunities, and threats) analysis of the business environment and predict the future of the business.

**[PO.5]. Individual and teamwork:** Summarize and apply theories of team composition, process, and motivation (including inclusivity and diversity) to effectively manage work teams

**[PO.6]. Continuous learning:** Recognize the need of being proactive keep continuous learning in the broadest context of changes happening in business management.

**[PO.7]. Entrepreneurship:** Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.

**[PO.8]. Effective Communication:** Developing effective presentation and communications skills for communicating effectively in the business environment and society at large.

**[PO.9]. Reasoning Ability:** Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to management practice.

**[PO.10]. Global Orientation and International Exposure:** Ability to approach any relevant business issues from a global perspective and exhibit an understanding of Cross-Cultural aspects of business and management.

**Programme Specific Outcomes:**

**PSO 1:** To solve complex business problems by applying fundamental knowledge of management of finance domains.

**PSO 2:** To instil in students the ability to gain multidisciplinary knowledge of finance through simulated problems, case studies, projects, and industrial training.

**PSO 3:** To develop life-long learning, competent management professionals with strong ethical values and an understanding of societal and ecological issues relevant to professional financial managerial practise.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

| PROGRAMME ARTICULATION<br>MATRIX |     |     |     |     |     |     |     |     |     |     |      |      |      |      |
|----------------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
|                                  |     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| VI-Sem<br>BCH 601                | CO1 | 3   | 2   | -   | -   | 2   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |
|                                  | CO2 | 2   | 2   | 1   | -   | 3   | -   | -   | 2   | 3   | 2    | 3    | 2    | 1    |
|                                  | CO3 | 1   | 2   | -   | 1   | 2   | -   | -   | 2   | 2   | 2    | 2    | 1    | 1    |
|                                  | CO4 | 2   | 2   | -   | 2   | 3   | -   | -   | 2   | 2   | 2    | 3    | 2    | 1    |
|                                  | CO5 | 1   | 2   | -   | 1   | 2   | -   | -   | 2   | 2   | 2    | 2    | 1    | 1    |
|                                  |     |     |     |     |     |     |     |     |     |     |      |      |      |      |
| VI-Sem<br>BCH 602                | CO1 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 1    | 2    | 2    | 1    |
|                                  | CO2 | 2   | 3   | 1   | -   | 2   | -   | -   | 2   | 2   | 2    | 3    | 2    | 1    |
|                                  | CO3 | 1   | 2   | -   | 1   | 2   | -   | -   | 2   | 1   | 3    | 2    | 1    | 1    |
|                                  | CO4 | 2   | 2   | -   | 2   | 3   | -   | -   | 2   | 2   | 2    | 1    | 2    | 1    |
|                                  | CO5 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |
|                                  |     |     |     |     |     |     |     |     |     |     |      |      |      |      |
| VI-Sem<br>BCH 604                | CO1 | 2   | 3   | -   | -   | 3   | 2   | -   | 3   | 2   | 1    | 2    | 2    | 3    |
|                                  | CO2 | 2   | 2   | 1   | -   | 1   | -   | -   | 2   | 2   | 1    | 3    | 3    | 1    |
|                                  | CO3 | 1   | 2   | -   | 1   | 1   | -   | -   | 2   | 3   | 2    | 2    | 1    | 2    |
|                                  | CO4 | 2   | 2   | -   | 2   | 3   | -   | -   | 2   | 2   | 2    | 3    | 2    | 1    |
|                                  | CO5 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |
|                                  |     |     |     |     |     |     |     |     |     |     |      |      |      |      |
| VI-Sem<br>BCH 605                | CO1 | 2   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |
|                                  | CO2 | 2   | 2   | 1   | -   | 1   | -   | -   | 2   | 2   | 2    | 3    | 2    | 1    |
|                                  | CO3 | 1   | 2   | -   | 1   | 2   | -   | -   | 2   | 1   | 2    | 3    | 1    | 1    |
|                                  | CO4 | 2   | 3   | -   | 2   | 3   | -   | -   | 2   | 2   | 2    | 3    | 2    | 1    |
|                                  | CO5 | 2   | 3   | -   | 2   | 3   | -   | -   | 2   | 2   | 2    | 3    | 2    | 1    |
|                                  |     |     |     |     |     |     |     |     |     |     |      |      |      |      |
| VI-Sem<br>BCH 606                | CO1 | 3   | 2   | -   | -   | 3   | 1   | -   | 3   | 2   | 2    | 2    | 2    | 3    |
|                                  | CO2 | 2   | 1   | 1   | -   | 2   | -   | -   | 2   | 3   | 2    | 3    | 2    | 2    |
|                                  | CO3 | 1   | 1   | -   | 1   | 2   | -   | -   | 2   | 2   | 3    | 2    | 1    | 1    |
|                                  | CO4 | 2   | 2   | -   | 2   | 3   | -   | -   | 2   | 2   | 2    | 3    | 2    | 1    |
|                                  | CO5 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |
|                                  |     |     |     |     |     |     |     |     |     |     |      |      |      |      |
| VI-Sem                           | CO1 | 3   | 2   | -   | -   | 3   | 1   | -   | 3   | 2   | 2    | 2    | 2    | 3    |

|         |        |     |     |     |     |     |     |     |     |     |      |      |      |      |
|---------|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|
| BCH 607 | CO2    | 2   | 1   | 1   | -   | 2   | -   | -   | 2   | 3   | 2    | 3    | 2    | 2    |
|         | CO3    | 1   | 1   | -   | 1   | 2   | -   | -   | 2   | 2   | 3    | 2    | 1    | 1    |
|         | CO4    | 2   | 1   | 1   | -   | 2   | -   | -   | 2   | 3   | 2    | 3    | 2    | 2    |
|         | CO5    | 2   | 1   | 1   | -   | 2   | -   | -   | 2   | 3   | 2    | 3    | 2    | 2    |
|         |        |     |     |     |     |     |     |     |     |     |      |      |      |      |
|         |        | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 | PSO1 | PSO2 | PSO3 |
| BCH608  | VI-Sem | CO1 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2    | 2    | 2    | 3    |
|         | CO2    | 2   | 2   | 1   | -   | 3   | -   | -   | 2   | 3   | 2    | 3    | 2    | 1    |
|         | CO3    | 1   | 2   | -   | 1   | 3   | -   | -   | 2   | 2   | 2    | 2    | 1    | 1    |
|         | CO4    | 2   | 2   | -   | 2   | 3   | -   | -   | 2   | 2   | 2    | 3    | 2    | 1    |
|         | CO5    | 2   | 2   | -   | 2   | 3   | -   | -   | 2   | 2   | 2    | 3    | 2    | 1    |
|         |        |     |     |     |     |     |     |     |     |     |      |      |      |      |
| BCH609  | VI-Sem | CO1 | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2    | 1    | 2    | 1    |
|         | CO2    | 2   | 3   | 1   | -   | 3   | -   | -   | 2   | 2   | 2    | 3    | 2    | 1    |
|         | CO3    | 1   | 2   | -   | 1   | 2   | -   | -   | 2   | 1   | 3    | 2    | 1    | 1    |
|         | CO4    | 2   | 2   | -   | 2   | 3   | -   | -   | 2   | 2   | 2    | 1    | 2    | 1    |
|         | CO5    | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |
|         |        |     |     |     |     |     |     |     |     |     |      |      |      |      |
| BCH610  | VI-Sem | CO1 | 2   | 3   | -   | -   | 3   | 2   | -   | 3   | 2    | 1    | 2    | 3    |
|         | CO2    | 2   | 2   | 1   | -   | 1   | -   | -   | 2   | 2   | 1    | 3    | 3    | 1    |
|         | CO3    | 1   | 2   | -   | 1   | 1   | -   | -   | 2   | 3   | 2    | 2    | 1    | 2    |
|         | CO4    | 2   | 2   | -   | 2   | 3   | -   | -   | 2   | 2   | 2    | 3    | 2    | 1    |
|         | CO5    | 3   | 2   | -   | -   | 3   | 1   | -   | 2   | 2   | 2    | 2    | 2    | 3    |
|         |        |     |     |     |     |     |     |     |     |     |      |      |      |      |
| BCH611  | VI-Sem | CO1 | 2   | 2   | -   | -   | 3   | 1   | -   | 2   | 2    | 2    | 2    | 3    |
|         | CO2    | 2   | 2   | 1   | -   | 1   | -   | -   | 2   | 2   | 2    | 3    | 2    | 1    |
|         | CO3    | 1   | 2   | -   | 1   | 2   | -   | -   | 2   | 1   | 2    | 3    | 1    | 1    |
|         | CO4    | 2   | 3   | -   | 2   | 3   | -   | -   | 2   | 2   | 2    | 3    | 2    | 1    |
|         | CO5    | 2   | 3   | -   | 2   | 3   | -   | -   | 2   | 2   | 2    | 3    | 2    | 1    |
|         |        |     |     |     |     |     |     |     |     |     |      |      |      |      |
| BCH612  | VI-Sem | CO1 | 3   | 2   | -   | -   | 3   | 1   | -   | 3   | 2    | 2    | 2    | 3    |
|         | CO2    | 2   | 1   | 1   | -   | 2   | -   | -   | 2   | 3   | 2    | 3    | 2    | 2    |
|         | CO3    | 1   | 1   | -   | 1   | 2   | -   | -   | 2   | 2   | 3    | 2    | 1    | 1    |
|         | CO4    | 2   | 2   | -   | 2   | 3   | -   | -   | 2   | 2   | 2    | 3    | 2    | 1    |
|         |        |     |     |     |     |     |     |     |     |     |      |      |      |      |
| BCH613  | VI-Sem | CO1 | 3   | 2   | -   | -   | 3   | 1   | -   | 3   | 2    | 2    | 2    | 3    |
|         | CO2    | 2   | 1   | 1   | -   | 2   | -   | -   | 2   | 3   | 2    | 3    | 2    | 2    |

|                  |     |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  | C03 | 1 | 1 | - | 1 | 2 | - | - | 2 | 2 | 3 | 2 | 1 | 1 |
|                  | C04 | 3 | 2 | - | - | 3 | 1 | - | 3 | 2 | 2 | 2 | 2 | 3 |
|                  | C05 | 3 | 2 | - | - | 3 | 1 | - | 3 | 2 | 2 | 2 | 2 | 3 |
|                  |     |   |   |   |   |   |   |   |   |   |   |   |   |   |
| VI-Sem<br>BCL624 | C01 | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 1 | 2 | 2 | 1 |
|                  | C02 | 2 | 3 | 1 | - | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
|                  | C03 | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 3 | 2 | 1 | 1 |
|                  | C04 | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |
|                  |     |   |   |   |   |   |   |   |   |   |   |   |   |   |
| VI-Sem<br>BCH615 | C01 | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 1 | 2 | 2 | 1 |
|                  | C02 | 2 | 3 | 1 | - | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
|                  | C03 | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 3 | 2 | 1 | 1 |
|                  | C04 | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |
|                  | C05 | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |
|                  |     |   |   |   |   |   |   |   |   |   |   |   |   |   |
| VI-Sem<br>BCH616 | C01 | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 1 | 2 | 2 | 1 |
|                  | C02 | 2 | 3 | 1 | - | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
|                  | C03 | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 3 | 2 | 1 | 1 |
|                  | C04 | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |
|                  | C05 | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |
|                  |     |   |   |   |   |   |   |   |   |   |   |   |   |   |
| VI-Sem<br>BCH617 | C01 | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |
|                  | C02 | 2 | 2 | 1 | - | 3 | - | - | 2 | 3 | 2 | 3 | 2 | 1 |
|                  | C03 | 1 | 2 | - | 1 | 3 | - | - | 2 | 2 | 2 | 2 | 1 | 1 |
|                  | C04 | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
|                  | C05 | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
|                  |     |   |   |   |   |   |   |   |   |   |   |   |   |   |
| VI-Sem<br>BCH618 | C01 | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |
|                  | C02 | 2 | 2 | 1 | - | 3 | - | - | 2 | 3 | 2 | 3 | 2 | 1 |
|                  | C03 | 1 | 2 | - | 1 | 3 | - | - | 2 | 2 | 2 | 2 | 1 | 1 |
|                  | C04 | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
|                  | C05 | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
|                  |     |   |   |   |   |   |   |   |   |   |   |   |   |   |
| VI-Sem           | C01 | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 1 | 2 | 2 | 1 |

|        |     |   |   |   |   |   |   |   |   |   |   |   |   |   |
|--------|-----|---|---|---|---|---|---|---|---|---|---|---|---|---|
| BCH619 | CO2 | 2 | 3 | 1 | - | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
|        | CO3 | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 3 | 2 | 1 | 1 |
|        | CO4 | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |
|        |     |   |   |   |   |   |   |   |   |   |   |   |   |   |

## MANAGEMENT ACCOUNTING – II

**Course Code: BCH 601**

**Credit Units: 03**

### Course Objective:

To provide the students knowledge about the use of costing data for planning, control and decision making.

### Course Outcomes

CO1 Understand various costing systems and management systems

CO2 Analyse and provide recommendations to improve the operations of organisations through the application of Cost and Management accounting techniques

CO3 Evaluate the costs and benefits of different conventional and contemporary costing systems

CO4 Analyze cost-volume-profit techniques to determine optimal managerial decisions.

CO5 Apply cost accounting methods for both manufacturing and service industry.

### Course Contents:

#### Module I: Cash Flow Analysis

Distinction of Cash from Funds - Utility of Cash Flow Statement - Construction of Cash Flow Statement

#### Module II: Budgets and Budgetary Control

Concept of Budgets and Budgetary Control - Nature and Objectives of Budgetary Control - Advantages and Limitations of Budgetary Control - Establishing a system of Budgetary Control - Preparation of Sales Budget, Selling and Distribution Cost Budget, Production Budget, Purchase Budget, Cash Budget etc. - Flexible Budgets and Master Budgets.

#### Module III: Cost Volume Profit Analysis

Profit/volume ratio, Contribution/Sales ratio, key factor. Margin to Safety ratio, Break-even analysis Angle of incidence, Determination of cost indifference point

#### Module IV: Responsibility Accounting

Concept of Responsibility Accounting - Cost Centers and Profit Centers - Contribution by Segments

#### Practical:

Use of various software packages to obtain different Management Accounting outputs like :(i) Cash Flow Analysis, (ii) Preparation of different budgets, (iii) Break-even Analysis

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Dr. S.N. Maheswari , Management Accounting
- Sexana, Management Accounting
- Made Gowda, Management Accounting
- Dr. S.N. Goyal and Manmohan, Management Accounting
- B.S. Raman, Management Accounting

- R.S.N. Pillai and Bagavathi, Management Accounting
- Sharma and Gupta, Management Accounting
- J. Batty, Management Accounting
- Foster, Financial Statement Analysis, Pearson.
- PN Reddy & Appanaiah, Essentials of Management Accounting.

#### A. Lecture Plan

| Lecture | Topics                                          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Distinction of Cash from Funds                  | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Distinction of Cash from Funds                  | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Utility of Cash Flow Statement                  | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Utility of Cash Flow Statement                  | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Utility of Cash Flow Statement                  | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Construction of Cash Flow Statement             | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Construction of Cash Flow Statement             | Lecture          | BCH 601.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Concept of Budgets and Budgetary Control        | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Nature and Objectives of Budgetary Control      | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Advantages and Limitations of Budgetary Control | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Establishing a system of Budgetary Control      | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Preparation of Sales Budget                     | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Selling and Distribution Cost Budget            | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |
| 14      | Production Budget                               | Lecture          | BCH 601.2        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                       |         |           |                                 |
|----|-------------------------------------------------------|---------|-----------|---------------------------------|
| 15 | Purchase Budget                                       | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Cash Budget                                           | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Flexible Budgets and Master Budgets.                  | Lecture | BCH 601.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Profit/volume ratio                                   | Lecture | BCH 601.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Contribution/Sales ratio                              | Lecture | BCH 601.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Margin to Safety ratio                                | Lecture | BCH 601.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Break-even analysis Angle of incidence                | Lecture | BCH 601.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Determination of cost indifference point              | Lecture | BCH 601.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Concept of Responsibility Accounting                  | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Cost Centers                                          | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Profit Centers                                        | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Cash Flow Analysis- Practical questions               | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Cash Flow Analysis- Practical questions               | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Preparation of different budgets- Practical questions | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Preparation of different budgets- Practical questions | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Break-even Analysis- Practical questions              | Lecture | BCH 601.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Break-even Analysis- Practical questions              | Lecture | BCH 601.4 |                                 |

## B. Course Articulation Matrix (Mapping of COs with POs)



| CO                | STATEMENT                                                                                                                                           | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                     | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH6 01.1.</b> | Understand various costing systems and management systems.                                                                                          | 3                                   | 2           | -           | -           | 2           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH6 01.2.</b> | Analyse and provide recommendations to improve the operations of organisations through the application of Cost and Management accounting techniques | 2                                   | 2           | 1           | -           | 3           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 1                |
| <b>BCH6 01.3.</b> | Evaluate the costs and benefits of different conventional and contemporary costing systems                                                          | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 2           | 2            | 2                                            | 1                | 1                |
| <b>BCH6 01.4.</b> | Analyze cost-volume-profit techniques to determine optimal managerial decisions                                                                     | 2                                   | 2           | -           | 2           | 3           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |

|                       |                                                                           |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-----------------------|---------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BCH6<br/>01.5.</b> | Apply cost accounting methods for both manufacturing and service industry | 1 | 2 | - | 1 | 2 | - | - | 2 | 2 | 2 | 2 | 1 | 1 |
|-----------------------|---------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|

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**Sample Question Paper-----**

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|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |              |                                                                |          |           |                |          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –6) 2022-23                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              |                                                                |          |           |                |          |
| Class: BCH 601                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |              |                                                                |          |           |                |          |
| Subject Name:<br>MANAGEMENT ACCOUNTING – II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              | Time: 2 Hrs                                                    |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Remembering  | Understanding                                                  | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Q.1,4        | Q.2,3                                                          | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1 Understand various costing systems and management systems<br>CO2 Analyse and provide recommendations to improve the operations of organisations through the application of Cost and Management accounting techniques<br>CO3 Evaluate the costs and benefits of different conventional and contemporary costing systems<br>CO4 Analyze cost-volume-profit techniques to determine optimal managerial decisions.<br>CO5 Apply cost accounting methods for both manufacturing and service industry. |              |                                                                |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Question No. | Question                                                       |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.1          | Define cash flow statement                                     |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.2a         | Define budget and budgetary control                            |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.2b         | Discuss Advantages and Limitations of Budgetary Control        |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.3          | Write a note on Margin to Safety ratio and Break-even analysis |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Q.4          | Discuss about Responsibility Accounting - Cost Centers         |          |           |                | 3        |

|     |      |                                          |   |
|-----|------|------------------------------------------|---|
|     |      | and Profit Centers                       |   |
| CO2 | Q.5a | Discuss types of Cash Budget             | 3 |
|     | Q.5b | Elaborate Production and Purchase budget | 3 |
| CO2 | Q 6  | Discuss Utility of Cash Flow Statement   | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



## Attainment

|                  |                                                 |
|------------------|-------------------------------------------------|
| Session Course   | 2021-22                                         |
| Name             | B.Com (Hons)                                    |
| Semester         | 6th Semester                                    |
| Subject Code     | BCH601                                          |
| Subject Name     | Management Accounting - II                      |
| Attainment Level | 40% of the students secured more than 60% marks |

**Note:**

**Attainments**

Level 1

Level 2

Level 3

**Rubric**

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3

# INDIAN ECONOMY – PERFORMANCE AND POLICIES

**Course Code:** BCH 602

**Credit Units: 04**

## **Course Objective:**

To provide the basic knowledge of the Structure and the Current developments in the Indian Economy.

## **Course Outcomes**

CO1. Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.

CO2. Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.

CO3. Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.

CO4. Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole.

CO5. Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects.

## **Course Contents:**

To provide the basic knowledge of macro economic concepts.

### **Module I: Underdeveloped country and Population Problems**

Underdeveloped Economy: Meaning of Underdeveloped Economy - Basic characteristics of Underdeveloped countries, India as on Underdeveloped country. Population problems: Its Causes and effects on Economy - Trends of population Importance of population control.

### **Module II: Poverty and Unemployment**

Poverty: Relative and Absolute poverty Indicators of poverty-its causes and measure of remove it. Unemployment: Nature of Unemployment in India, its. Causes and effects, Unemployment policy.

### **Module III: Structure of the Indian Economy**

Basic features; Natural resources - Land, Water and Forest resources; Broad demographic features - population size and growth rates, sex composition, rural-Urban migration occupational distribution; infrastructure development; Composition of National Income.

### **Module IV: Planning in India**

Objectives; Strategy; Broad achievements and failures; current Five year plan objectives, allocation and targets; New economic reforms - Liberalization, privatization and globalization; Rationale behind economic reforms; progress of privatization and globalization.

### **Module V: Agriculture**

Nature and importance; Trends in agricultural production and productivity; Factors determining productivity; Land Reforms; New agricultural strategy and green revolution; Rural credit, Agricultural marketing.

### **Module VI: Industry**

Industrial development during the planning period; industrial policy of 1948, 1956, 1977, and 1991; industrial licensing policy - MRTP Act, FERA and FEMA; Growth and problems of small scale industries; Role of public sector enter prices in India's industrialization.

### **Module VII: External sector**

Role of foreign trade; Trends in exports and imports; composition and direction of India's foreign trade; Balance of payments crisis and the new economic reforms - Export promotion measures and then new trade policies Foreign capital-FDI aid; Multinational corporations. (MNCS).

## **Examination Scheme:**

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

**Text & References:**

- Datt, R. and K.P.M. Sundharam, Indian Economy, S. Chand & Company Ltd., New Delhi.
- Dhingra, I.C, The Indian economy: Environment and Policy, Sultan Chand & Sons, New Delhi.
- Dutt, R.C, The Economic History of India Under Early British Rule, Low Prince Publications, Delhi.
- Misra, S.K. and V.K. Puri, Indian Economy - Its Development Experience, Himalaya Publishing House, Mumbai.

**A. Lecture Plan**

| Lecture | Topics                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Underdeveloped Economy: Meaning of Underdeveloped Economy    | Lecture          | BCH602.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Basic characteristics of Underdeveloped countries            | Lecture          | BCH602.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | India as on Underdeveloped country.                          | Lecture          | BCH602.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Population problems: Its Causes and effects on Economy       | Lecture          | BCH602.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Trends of population Importance of population control.       | Lecture          | BCH602.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Poverty: Relative and Absolute poverty Indicators of poverty | Lecture          | BCH602.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Causes- its causes and measure of remove it.                 | Lecture          | BCH602.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Unemployment: Nature of Unemployment in India                | Lecture          | BCH602.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Unemployment and its Causes and effects                      | Lecture          | BCH602.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Unemployment policy.                                         | Lecture          | BCH602.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Structure of the Indian Economy                              | Lecture          | BCH602.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Structure of the Indian Economy- Basic nature                | Lecture          | BCH602.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Natural resources - Land                                     | Lecture          | BCH602.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Natural resources - Water                                    | Lecture          | BCH602.2         | Mid Term-1, Quiz & End Sem Exam |

|    |                                                    |         |          |                                 |
|----|----------------------------------------------------|---------|----------|---------------------------------|
| 15 | Natural resources – Forest resources               | Lecture | BCH602.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Broad demographic features                         | Lecture | BCH602.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | population size and growth rates,                  | Lecture | BCH602.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | sex composition                                    | Lecture | BCH602.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | rural-Urban migration<br>occupational distribution | Lecture | BCH602.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | infrastructure development                         | Lecture | BCH602.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Composition of National Income.                    | Lecture | BCH602.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Planning in India                                  | Lecture | BCH602.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Objectives & Strategy- Planning in India           | Lecture | BCH602.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Broad achievements and failures                    | Lecture | BCH602.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Current Five year plan objectives                  | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Allocation and targets                             | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | New economic reforms - Liberalization              | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Privatization                                      | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | globalization                                      | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Rationale behind economic reforms                  | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Progress of privatization and globalization.       | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | <b>Agriculture-</b> Nature and importance          | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Trends in agricultural production and productivity | Lecture | BCH602.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Factors determining productivity                   | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                  |         |          |                                 |
|----|------------------------------------------------------------------|---------|----------|---------------------------------|
| 36 | Land Reforms                                                     | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 37 | New agricultural strategy and green revolution; Rural credit     | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 38 | Agricultural marketing                                           | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 39 | Industrial development during the planning period                | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 40 | industrial policy of 1948, 1956, 1977, and 1991                  | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 41 | industrial licensing policy - MRTP Act, FERA and FEMA            | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 42 | Growth and problems of small scale industries                    | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 43 | Role of public sector enter prices in India's industrialization. | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 44 | External sector- Role of foreign trade                           | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 45 | Trends in exports and imports                                    | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 46 | Composition and direction of India's foreign trade               | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 47 | Balance of payments crisis and the new economic reforms          | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 48 | Export promotion measures and then new trade policies            | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |
| 49 | Foreign capital-FDI aid; Multinational corporations. (MNCS)      | Lecture | BCH602.5 | Mid Term-2, Quiz & End Sem Exam |

## B. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |



|                   |                                                                                                                                                                                                                                     |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   |                                                                                                                                                                                                                                     |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 602.1.</b> | Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.                                                                                                                                   | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 1 | 2 | 2 | 1 |
| <b>BCH 602.2.</b> | Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.                                                                                        | 2 | 3 | 1 | - | 2 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 602.3.</b> | Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government. | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 3 | 2 | 1 | 1 |
| <b>BCH 602.4.</b> | Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of                                                                                                            | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |

|                  |                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  | agricultural sector and its contribution to the economy as a whole                                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 602.5</b> | Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects. | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 2 | 3 |

### Sample Question Paper

|                                                               |             |                |
|---------------------------------------------------------------|-------------|----------------|
| Amity Business School<br>I MID-SEMESTER (SEM –6) 2022-23      |             |                |
| Class: Bcom VI                                                |             |                |
| Subject Name:<br>INDIAN ECONOMY – PERFORMANCE<br>AND POLICIES | Time: 2 Hrs | Max. Marks: 30 |

| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to

CO1 Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.

CO2 Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.

CO3: Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.

CO4. Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole.

CO5. Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects

| CO Map | Question No. | Question                                                   | Marks |
|--------|--------------|------------------------------------------------------------|-------|
| CO1    | Q.1          | Discuss about underdeveloped economy                       | 3     |
| CO1    | Q.2a         | Discuss importance of population control.                  | 3     |
|        | Q.2b         | Elaborate Causes and effects of Unemployment in India      | 3     |
| CO1    | Q.3          | Elaborate New economic reforms                             | 6     |
| CO2    | Q.4          | Discuss trends in agricultural production and productivity | 3     |
| CO2    | Q.5a         | Write a note on MRTP Act, FERA and FEMA                    | 3     |
|        | Q.5b         | Explain role of foreign trade                              | 3     |
| CO2    | Q.6          | Discuss Multinational corporations                         | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



## Attainment

|                  |                                                 |
|------------------|-------------------------------------------------|
| Session Course   | 2021-22                                         |
| Name             | B.Com (Hons)                                    |
| Semester         | 6th Semester                                    |
| Subject Code     | BCH602                                          |
| Subject Name     | Indian Economy – Performance & Policies         |
| Attainment Level | 50% of the students secured more than 60% marks |

**Note:**

**Attainments**

**Rubric**

|         |                                                            |
|---------|------------------------------------------------------------|
| Level 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level 3 | IF 80% of students secure more than 60% marks then level 3 |

## FINANCIAL MANAGEMENT – II

**Course Code:** BCH 604

**Credit Units: 02**

### Course Objective:

To give insight into financial decision making and composition of different securities in the total Capital structure.

### Course Outcomes

CO1: Demonstrating an understanding of the overall role and importance of the finance function.

CO2: Validating knowledge of a basic financial vocabulary

CO3: Demonstrating basic finance management knowledge.

CO4: Understanding of the goals of the finance manager

CO5: Identifying the basic financial environment, institutions and services

### Course Contents:

#### Module I: Dividend Decision

Dividend Decisions – dividend policy – determinants of dividend policy – types of dividend policy – forms of dividend.

#### Module II: Working capital Management

Working Capital Management – meaning – importance of adequate working capital- excess or Inadequate working capital – determinants of working capital requirement – cash management, Receivable management and inventory management – sources of working capital.

#### Module III: Financing Decision

Financing Decisions – capital structure – factors influencing capital structure – EBIT – EBT- EPS –Analysis - leverage – problems.

Spreadsheet can be used to show the basic calculation in finance and can be for giving students subject related assignments for their internal assessment purpose

### Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- S N Maheshwari, Financial Management.
- Khan and Jain, Financial Management.
- Dorai Raj. S.N, Financial Management.
- Sharma and Sashi Gupta, Financial Management.
- I M Pandey, Financial Management.
- James C Vanhorne, Financial Management.
- Prasanna Chandra, Financial Management.
- PN Reddy & Appanaiah, Financial Management.

**A. Lecture Plan**

| Lecture | Topics                                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Dividend Decisions – dividend policy                                         | Lecture          | BCH 604.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Determinants of dividend policy                                              | Lecture          | BCH 604.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Types of dividend policy                                                     | Lecture          | BCH 604.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Forms of dividend.                                                           | Lecture          | BCH 604.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Working Capital Management – meaning                                         | Lecture          | BCH 604.2        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Importance of adequate working capital- excess or Inadequate working capital | Lecture          | BCH 604.2        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Determinants of working capital requirement                                  | Lecture          | BCH 604.2        | Mid Term-1, Quiz & End Sem Exam |
| 8       | cash management                                                              | Lecture          | BCH 604.3        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Receivable management                                                        | Lecture          | BCH 604.3        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Inventory management                                                         | Lecture          | BCH 604.3        | Mid Term-1, Quiz & End Sem Exam |
| 11      | sources of working capital                                                   | Lecture          | BCH 604.4        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Financing Decisions                                                          | Lecture          | BCH 604.4        | Mid Term-1, Quiz & End Sem Exam |
| 13      | Capital structure                                                            | Lecture          | BCH 604.4        | Mid Term-1, Quiz & End Sem Exam |
| 14      | Factors influencing capital structure                                        | Lecture          | BCH 604.5        | Mid Term-1, Quiz & End Sem Exam |
| 15      | EBIT – EBT- EPS                                                              | Lecture          | BCH 604.5        | Mid Term-1, Quiz & End Sem Exam |
| 16      | Analysis - leverage                                                          | Lecture          | BCH 604.5        | Mid Term-1, Quiz & End Sem Exam |

**B. Course Articulation Matrix (Mapping of COs with POs)**

| CO                | STATEMENT                                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|--------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                            | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 604.1.</b> | Demonstrating an understanding of the overall role and importance of the finance function. | 2                                   | 3           | -           | -           | 3           | 2           | -           | 3           | 2           | 1            | 2                                            | 2                | 3                |
| <b>BCH 604.2.</b> | Validating knowledge of a basic financial vocabulary.                                      | 2                                   | 2           | 1           | -           | 1           | -           | -           | 2           | 2           | 1            | 3                                            | 3                | 1                |
| <b>BCH 604.3.</b> | Demonstrating basic finance management knowledge.                                          | 1                                   | 2           | -           | 1           | 1           | -           | -           | 2           | 3           | 2            | 2                                            | 1                | 2                |
| <b>BCH 604.4.</b> | Understanding of the goals of the finance manager                                          | 2                                   | 2           | -           | 2           | 3           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |
| <b>BCH 604.5</b>  | Identifying the basic financial environment, institutions and services                     | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2022-23                                                                                                                                                                                                                                                                                                        |              |                                                          |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------|----------|-----------|----------------|----------|
| Class: Bcom VI                                                                                                                                                                                                                                                                                                                                                  |              |                                                          |          |           |                |          |
| Subject Name:<br>FINANCIAL MANAGEMENT – II                                                                                                                                                                                                                                                                                                                      |              | Time: 2 Hrs                                              |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                  | Remembering  | Understanding                                            | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                | Q.1,4        | Q.2,3                                                    | Q.4      | Q.2,5,6   |                |          |
| CO1: Demonstrating an understanding of the overall role and importance of the finance function.<br>CO2: Validating knowledge of a basic financial vocabulary<br>CO3: Demonstrating basic finance management knowledge.<br>CO4: Understanding of the goals of the finance manager<br>CO5: Identifying the basic financial environment, institutions and services |              |                                                          |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                          | Question No. | Question                                                 |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                             | Q.1          | Define dividend decision                                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                             | Q.2a         | Discuss importance of working capital management         |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                 | Q.2b         | Write a note on EBIT – EBT- EPS                          |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                             | Q.3          | Discuss forms of dividend.                               |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                             | Q.4          | Elaborate receivable management and inventory management |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                             | Q.5a         | Elaborate sources of working capital                     |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                 | Q.5b         | What is capital structure and its importance             |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                             | Q 6          | Discuss forms of leverage                                |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |



|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |

## FUNDAMENTALS OF INVESTMENTS – II

**Course Code: BCH 605**

**Credit Units: 02**

### Course Objective:

To introduce students to different investment alternatives – its valuation analysis and investor protection.

#### Course Outcomes

CO1: understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management

CO2: analyzing stock returns and risk as EIC framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.

CO3: learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel

CO4: evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models

CO5: measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences

### Module I: Portfolio risk and return

Portfolio and diversification, portfolio Risk and Return (up to portfolio of 3 securities)

### Module II: Portfolio Analysis and selection

Capital Asset Pricing Model; Security Market Line; Arbitrage Pricing Theory, Diversification, Markowitz risk return optimization, Single Index model, Sharpe Index Model, Portfolio Beta and efficient frontier

### Module III: Financial derivatives

Introduction to Financial derivatives, Financial derivatives Markets in India.

### Module IV : Mutual funds

Introduction to mutual funds, commodities and real estate

### Module V : Financial services

Investor Protection – SEBI & role of stock exchange in investor protection, investor grievances and their redressal system, insider trading, investors' awareness and activism.

A Project on Investment. (Considering either Derivatives/ Mutual Fund)

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Bhalla, V.K., "Investment Management", S. Chand & Co.
- Prasanna, Chandra, "Investment analysis and portfolio management", Tata McGraw Hill.

## A. Lecture Plan

| Lecture | Topics                                         | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Portfolio and diversification                  | Lecture          | BCH605.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | portfolio Risk and Return                      | Lecture          | BCH605.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Capital Asset Pricing Model                    | Lecture          | BCH605.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Security Market Line                           | Lecture          | BCH605.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Arbitrage Pricing Theory                       | Lecture          | BCH605.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Diversification                                | Lecture          | BCH605.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Markowitz risk return optimization             | Lecture          | BCH605.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Single Index model                             | Lecture          | BCH605.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Sharpe Index Model                             | Lecture          | BCH605.3         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Portfolio Beta and efficient frontier          | Lecture          | BCH605.3         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Introduction to Financial derivatives          | Lecture          | BCH605.3         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Financial derivatives Markets in India         | Lecture          | BCH605.3         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Introduction to mutual funds                   | Lecture          | BCH605.4         | Mid Term-1, Quiz & End Sem Exam |
| 14      | commodities and real estate                    | Lecture          | BCH605.4         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Investor Protection – SEBI                     | Lecture          | BCH605.4         | Mid Term-1, Quiz & End Sem Exam |
| 16      | role of stock exchange in investor protection  | Lecture          | BCH605.4         | Mid Term-1, Quiz & End Sem Exam |
| 17      | investor grievances and their redressal system | Lecture          | BCH605.5         | Mid Term-1, Quiz & End Sem Exam |
| 19      | insider trading                                | Lecture          | BCH605.5         | Mid Term-1, Quiz & End Sem Exam |

|    |                                   |         |          |                                 |
|----|-----------------------------------|---------|----------|---------------------------------|
| 20 | investors' awareness and activism | Lecture | BCH605.5 | Mid Term-1, Quiz & End Sem Exam |
|----|-----------------------------------|---------|----------|---------------------------------|

## B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                                                                                                                                   | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                                                                                                             | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 605.1.</b> | understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management | 2                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 605.2.</b> | analyzing stock returns and risk as EIC framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment                                                                                             | 2                                   | 2           | 1           | -           | 1           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |
| <b>BCH 605.3.</b> | learning alpha, beta, correlation and anticipated returns in investing,                                                                                                                                                                                     | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 2            | 3                                            | 1                | 1                |

|                   |                                                                                                                                                  |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | predicting probabilities to analyze risk and return evaluation through hands on session on excel                                                 |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 605.4.</b> | evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models         | 2 | 3 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 605.5</b>  | measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences | 2 | 3 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

### Sample Question Paper

|                                                          |             |                |
|----------------------------------------------------------|-------------|----------------|
| Amity Business School<br>I MID-SEMESTER (SEM –6) 2022-23 |             |                |
| Class: Bcom VI                                           |             |                |
| Subject Name:                                            | Time: 2 Hrs | Max. Marks: 30 |

| FUNDAMENTALS OF INVESTMENTS – II               |             |               |          |           |            |          |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to

CO1: understanding the measures of risk and return in financial assets, based on the characteristics of different financial assets and value assets such as stocks and bonds for investment, concept and theories of traditional and modern portfolio management

CO2: analyzing stock returns and risk as EIC framework and through technical analysis, indicators, and oscillators using various modes for the purpose of investment.

CO3: learning alpha, beta, correlation and anticipated returns in investing, predicting probabilities to analyze risk and return evaluation through hands on session on excel

CO4: evaluating investment advice from brokers to develop optimal portfolio and selecting best portfolio based on different evaluation models

CO5: measuring the risk and return of a portfolio position, diversify and manage investment portfolios in accordance with a person's risk preferences

| CO Map | Question No. | Question                                                                                      | Marks |
|--------|--------------|-----------------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Define Portfolio and diversification                                                          | 3     |
| CO1    | Q.2a         | Discuss importance of portfolio Risk and Return                                               | 3     |
|        | Q.2b         | Write a note on Arbitrage Pricing Theory, Diversification, Markowitz risk return optimization | 3     |
| CO1    | Q.3          | Discuss Financial derivatives Markets                                                         | 6     |
| CO2    | Q.4          | Elaborate role of stock exchange in investor protection                                       | 3     |
| CO2    | Q.5a         | Elaborate about mutual funds                                                                  | 3     |
|        | Q.5b         | What is capital structure and its importance                                                  | 3     |
| CO2    | Q.6          | Discuss forms of leverage                                                                     | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



## Attainment

|                  |                                                 |
|------------------|-------------------------------------------------|
| Session Course   | 2021-22                                         |
| Name             | B.Com (Hons)                                    |
| Semester         | 6th Semester                                    |
| Subject Code     | BCH604                                          |
| Subject Name     | Financial Management – II                       |
| Attainment Level | 48% of the students secured more than 60% marks |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3

# FINANCIAL MARKETS, INSTITUTIONS AND FINANCIAL SERVICES II

**Course Code:** BCH 606

**Credit Units: 02**

## **Course Objective:**

To introduce students to different financial institutions, Markets and the services which are available in India.

## **Course Outcomes**

CO1 Understand the role and function of the financial system in reference to the macro economy.

CO2 Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.

CO3 Evaluate and create strategies to promote financial products and services.

CO4 Evaluate empirical evidence of the market performance and accordingly the role of regulatory authorities to develop the financial market.

CO5 Research and analyze specific problems or issues related to financial markets and institutions.

## **Course Contents:**

### **Module I Introduction**

Introduction to financial services; Merchant banking: Meaning, scope, functions, management of new issues, Indian experience, SEBI guidelines, Future of merchant banking in India.

Understanding of the global nature of financial markets, the importance of country participants, and the role of international organizations operating in the financial markets.

### **Module II: Money, Prices, Exchange Rate and Interest Rates**

Monetary expansion, Interest rates and exchange rates, Monetary expansion and prices, Real and nominal values, Inflation and interest rates, Inflation and exchange rates. The Indian financial system: Introduction, The pre 1951 period, the post 1951 period, Emerging horizon.

### **Module III: Commercial Banks**

Evolution of modern commercial banks, Evolution of bank assets, liabilities and activities; Banking structure, Matching revenues and costs, capital adequacy; Accounting policies and related matters, Direct investments, and credit programmes. Central banking and monetary policy: Central banking functions; Money creation, process and control; monetary policy.

### **Module IV: Leasing financing**

The concept, merits and demerits; Types; The Indian leasing scenario; Lease evaluation; Lease accounting.

### **Module V: Hire purchase**

Meaning; James Raj Committee recommendation; RBI guidelines; Hire purchase and transport industry; Lease vs. Hire purchase; Problems and prospects of hire purchase in India.

### **Module VI : Housing Finance & Venture Capital Finance**

Concept of Housing Finance and National Housing Bank (briefly), Concept of Venture Capital Finance, Features, and Types of Venture Capital Finance, Concept of private Equity.

## **Examination Scheme:**

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

## **Text & References:**

- Gordon and Natarajan, Financial Markets and Services, Himalaya Publishing House.
- Khan, M.Y, Financial Services, Tata McGraw Hill.
- Jeff Madura, Financial Markets and Institutions, South-Western College Publishing.
- B.C Vasant Desai, The Indian Financial System, Himalaya Publishing House.
- Bhole L.M, Financial Institutions and Markets, Tata McGraw Hill.

### **A. Lecture Plan**

| Lecture | Topics                                                                                | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction to financial services                                                    | Lecture          | BCH606.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Merchant banking: Meaning                                                             | Lecture          | BCH606.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | scope, functions, management of new issues of merchant banking                        | Lecture          | BCH606.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | SEBI guidelines                                                                       | Lecture          | BCH606.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Future of merchant banking in India                                                   | Lecture          | BCH606.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Understanding of the global nature of financial markets                               | Lecture          | BCH606.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | importance of country participants                                                    | Lecture          | BCH606.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Monetary expansion                                                                    | Lecture          | BCH606.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Interest rates and exchange rates                                                     | Lecture          | BCH606.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Monetary expansion and prices                                                         | Lecture          | BCH606.3         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Real and nominal values                                                               | Lecture          | BCH606.3         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Inflation and interest rates                                                          | Lecture          | BCH606.3         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Inflation and exchange rates                                                          | Lecture          | BCH606.3         | Mid Term-1, Quiz & End Sem Exam |
| 14      | The Indian financial system: Introduction                                             | Lecture          | BCH606.3         | Mid Term-1, Quiz & End Sem Exam |
| 15      | The pre 1951 period, the post 1951 period, Emerging horizon.                          | Lecture          | BCH606.3         | Mid Term-1, Quiz & End Sem Exam |
| 16      | <b>Commercial Banks</b>                                                               | Lecture          | BCH606.3         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Evolution of modern commercial banks, Evolution of bank assets                        | Lecture          | BCH606.4         | Mid Term-1, Quiz & End Sem Exam |
| 19      | liabilities and activities                                                            | Lecture          | BCH606.4         | Mid Term-1, Quiz & End Sem Exam |
| 20      | Banking structure, Matching revenues and costs, capital adequacy; Accounting policies | Lecture          | BCH606.4         | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                  |         |          |                                 |
|----|----------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | and related matters                                                              |         |          |                                 |
| 21 | Direct investments, and credit programmes. Central banking and monetary policy   | Lecture | BCH606.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Central banking functions; Money creation, process and control; monetary policy. | Lecture | BCH606.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | The concept, merits and demerits- lease financing                                | Lecture | BCH606.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Types- lease financing                                                           | Lecture | BCH606.5 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Lease evaluation                                                                 | Lecture | BCH606.5 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Lease accounting.                                                                | Lecture | BCH606.5 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Hire purchase-meaning                                                            | Lecture | BCH606.5 | Mid Term-2, Quiz & End Sem Exam |
| 28 | James Raj Committee recommendation                                               | Lecture | BCH606.5 | Mid Term-2, Quiz & End Sem Exam |
| 29 | RBI guidelines                                                                   | Lecture | BCH606.5 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Hire purchase and transport industry                                             | Lecture | BCH606.5 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Lease vs. Hire purchase                                                          | Lecture | BCH606.5 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Problems and prospects of hire purchase in India.                                | Lecture | BCH606.5 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Concept of Housing Finance and National Housing Bank (briefly)                   | Lecture | BCH606.5 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Concept of Venture Capital Finance                                               | Lecture | BCH606.5 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Features, and Types of Venture Capital Finance                                   | Lecture | BCH606.5 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Concept of private Equity                                                        | Lecture | BCH606.5 | Mid Term-2, Quiz & End Sem Exam |

## B. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAMME SPECIFIC |
|----|-----------|-------------------------------------|-------------------------------------|
|----|-----------|-------------------------------------|-------------------------------------|

|                   |                                                                                                                                           |             |             |             |             |             |             |             |             |             |              | OUTCOMES         |                  |                  |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|                   |                                                                                                                                           | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 606.1.</b> | Understand the role and function of the financial system in reference to the macro economy                                                | 3           | 2           | -           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                | 2                | 3                |
| <b>BCH 606.2.</b> | Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.                                 | 2           | 1           | 1           | -           | 2           | -           | -           | 2           | 3           | 2            | 3                | 2                | 2                |
| <b>BCH 606.3.</b> | Evaluate and create strategies to promote financial products and services                                                                 | 1           | 1           | -           | 1           | 2           | -           | -           | 2           | 2           | 3            | 2                | 1                | 1                |
| <b>BCH 606.4.</b> | Evaluate empirical evidence of the market performance and accordingly the role of regulatory authorities to develop the financial market. | 2           | 2           | -           | 2           | 3           | -           | -           | 2           | 2           | 2            | 3                | 2                | 1                |
| <b>BCH 606.5</b>  | Research and analyze specific problems or issues related to financial markets and institutions.                                           | 3           | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                | 2                | 3                |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2022-23                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |              |                                                                          |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: Bcom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |              |                                                                          |          |           |                |          |
| Subject Name:<br>FINANCIAL MARKETS, INSTITUTIONS<br>AND FINANCIAL SERVICES II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |              | Time: 2 Hrs                                                              |          |           | Max. Marks: 30 |          |
| Levels of the<br>questions as per<br>Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Remembering  | Understanding                                                            | Applying | Analyzing | Evaluating     | Creating |
| Question<br>Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.1,4        | Q.2,3                                                                    | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1 Understand the role and function of the financial system in reference to the macro economy.</p> <p>CO2 Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.</p> <p>CO3 Evaluate and create strategies to promote financial products and services.</p> <p>CO4 Evaluate empirical evidence of the market performance and accordingly the role of regulatory authorities to develop the financial market.</p> <p>CO5 Research and analyze specific problems or issues related to financial markets and institutions.</p> |              |                                                                          |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Question No. | Question                                                                 |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.1          | Define Merchant banking                                                  |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.2a         | Discuss Future of merchant banking in India                              |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.2b         | Elaborate introduction of The Indian financial system                    |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.3          | Define commercial banks and discuss Evolution of modern commercial banks |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.4          | Elaborate merits and demerits of lease financing                         |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.5a         | Differentiate among Lease and Hire purchase;                             |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.5b         | Discuss features of venture capital finance                              |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.6          | Elaborate types of Venture Capital Finance                               |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |



## Attainment

|                         |                                                           |
|-------------------------|-----------------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                                   |
| <b>Name</b>             | B. Com (Hons)                                             |
| <b>Semester</b>         | 6th Semester                                              |
| <b>Subject Code</b>     | BCH606                                                    |
| <b>Subject Name</b>     | Financial Markets, Institutions & Financial Services – II |
| <b>Attainment Level</b> | 56% of the students secured more than 60% marks           |

**Note:**

**Attainments**

Level 1  
Level 2  
Level 3

**Rubric**

IF 60% of students secure more than 60% marks then level 1  
IF 70% of students secure more than 60% marks then level 2  
IF 80% of students secure more than 60% marks then level 3

# INSURANCE AND RISK MANAGEMENT - II

**Course Code:** BCH 607

**Credit Units:** 02

## Course Objective:

This course enables the students to know the fundamentals of Insurance.

### Course Outcomes

CO1 Evaluate the growth and Development of Insurance Business.

CO2 Understand the working and functioning of the Insurance Sector.

CO3 Study the inter-relationship between Insurance & Risk Management.

CO4 Analyze the Role of Insurance Business Intermediaries.

CO5 Obtain an overview of Regulatory Framework of Insurance Sector

## Course Contents:

### Module I

Fire Insurance - Nature, meaning - Procedure of taking fire insurance policy - Policy conditions - Kinds of policies - Settlement of claims.

### Module II

Marine Insurance - Nature, Meaning - procedure of taking marine insurance Policy- clauses of marine policy - Types of policies.

### Module III

Accidental Insurance (only nature & cover given each) 1) Motor Insurance 2) personal Accidental & Sickness Insurance 3) Burglary Insurance 4) Liability Insurance 5) Fidelity Guarantee Insurance 6) Cattle Insurance 7) Crop Insurance.

### Module IV

Life Insurance Corporation of India Role and performance - Marketing & promotion strategy of Insurance Services- Govt. Policy on Insurance service sector - Privatisation of Insurance sector- Insurance Regulatory Development Act. 1999.

## Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

## Text & References:

- Mishra M. N: Insurance Principles & practice - S. Chand & Co., New Delhi.
- M. Arif Khan: Theory & Practice of Insurance, Education Book House Aligarh.
- Kothari & Bahi: Principles & practice of Insurance, Shahitya Bhavan.
- Life Insurance Act of 1956
- Insurance Regulator Development Act. 1999.
- Gupta O. S: Life Insurance, Frank Brothers, New Delhi.
- Vinayakam N. Radhaswamy & Vasudevan S. V: Insurance - Principles & Practice. S. Chand New Delhi
- Mishra M. N: Life Insurance Corporation of India Vols. - I, II & III, Raj Book, Jaipur.

### A. Lecture Plan

| Lecture | Topics | Mode of Delivery | Corresponding CO | Mode of Assessing CO |
|---------|--------|------------------|------------------|----------------------|
|---------|--------|------------------|------------------|----------------------|

|    |                                                                                               |         |          |                                 |
|----|-----------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 1  | Fire Insurance - Nature, meaning                                                              | Lecture | BCH607.1 | Mid Term-1, Quiz & End Sem Exam |
| 2  | Procedure of taking fire insurance policy                                                     | Lecture | BCH607.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | Policy conditions                                                                             | Lecture | BCH607.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Kinds of policies - Settlement of claims.                                                     | Lecture | BCH607.2 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Marine Insurance - Nature, Meaning                                                            | Lecture | BCH607.2 | Mid Term-1, Quiz & End Sem Exam |
| 6  | procedure of taking marine insurance Policy                                                   | Lecture | BCH607.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | clauses of marine policy -                                                                    | Lecture | BCH607.3 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Types of policies.                                                                            | Lecture | BCH607.3 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Accidental Insurance (only nature & cover given each)                                         | Lecture | BCH607.3 | Mid Term-1, Quiz & End Sem Exam |
| 10 | 1) Motor Insurance 2) personal Accidental & Sickness Insurance 3) Burglary Insurance          | Lecture | BCH607.4 | Mid Term-1, Quiz & End Sem Exam |
| 11 | 4) Liability Insurance 5) Fidelity Guarantee Insurance 6) Cattle Insurance 7) Crop Insurance. | Lecture | BCH607.4 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Life Insurance Corporation of India Role and performance -                                    | Lecture | BCH607.4 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Marketing & promotion strategy of Insurance Services                                          | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Govt. Policy on Insurance service sector                                                      | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Privatisation of Insurance sector                                                             | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Insurance Regulatory Development Act. 1999.                                                   | Lecture | BCH607.5 | Mid Term-1, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES | CORRELATION WITH PROGRAMME SPECIFIC |
|----|-----------|-------------------------------------|-------------------------------------|
|----|-----------|-------------------------------------|-------------------------------------|

|                   |                                                                   |             |             |             |             |             |             |             |             |             |              | OUTCOMES         |                  |                  |
|-------------------|-------------------------------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|------------------|------------------|------------------|
|                   |                                                                   | P<br>O<br>1 | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1 | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 607.1.</b> | Evaluate the growth and Development of Insurance Business         | 3           | 2           | -           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                | 2                | 3                |
| <b>BCH 607.2.</b> | Understand the working and functioning of the Insurance Sector.   | 2           | 1           | 1           | -           | 2           | -           | -           | 2           | 3           | 2            | 3                | 2                | 2                |
| <b>BCH 607.3.</b> | Study the inter-relationship between Insurance & Risk Management. | 1           | 1           | -           | 1           | 2           | -           | -           | 2           | 2           | 3            | 2                | 1                | 1                |
| <b>BCH 607.4.</b> | Analyze the Role of Insurance Business Intermediaries.            | 2           | 1           | 1           | -           | 2           | -           | -           | 2           | 3           | 2            | 3                | 2                | 2                |
| <b>BCH 607.5</b>  | Obtain an overview of Regulatory Framework of Insurance Sector    | 2           | 1           | 1           | -           | 2           | -           | -           | 2           | 3           | 2            | 3                | 2                | 2                |



### Sample Question Paper

Amity Business School  
I MID-SEMESTER (SEM –6) 2022-23

Class: Bcom VI

Subject Name:  
INSURANCE AND RISK MANAGEMENT  
- II

Time: 2 Hrs

Max. Marks: 30

| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to

CO1 Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.

CO2 Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.

CO3: Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.

CO4. Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole.

CO5. Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects

| CO Map | Question No. | Question                                              | Marks |
|--------|--------------|-------------------------------------------------------|-------|
| CO1    | Q.1          | Define fire insurance                                 | 3     |
| CO1    | Q.2a         | Elaborate Procedure of taking fire insurance policy   | 3     |
|        | Q.2b         | Elaborate procedure of taking marine insurance Policy | 3     |
| CO1    | Q.3          | Discuss accidental insurance and its types            | 6     |
| CO2    | Q.4          | Elaborate role of Life Insurance Corporation of India | 3     |
| CO2    | Q.5a         | Determine Insurance Regulatory Development Act. 1999. | 3     |
|        | Q.5b         | Differentiate among LIC and GIC                       | 3     |
| CO2    | Q 6          | Explain kinds of Insurance policies                   | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

## PRINCIPLES OF MARKETING - II

**Course Code: BCH 608**

**Credit Units: 02**

### Course Objective:

To help students to understand the concept of marketing and its applications, also to expose the Students to the latest trends in marketing.

### Course Outcomes

CO1 To understand the role of marketing within society and within an economic system.

CO2 To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.

CO3 To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.

CO4 To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.

CO5 To appreciate how a marketing perspective is important in your own personal and professional development.

### Course Contents:

#### Module I

Promotion : Nature and importance of promotion; Method of promotion - optimum promotion mix.

#### Module II: Consumer behaviour

Nature, scope & significance of consumer behaviour - factors affecting consumer behaviour. Module VI: Salesmanship & Selling process : Salesman - qualities of successful salesman - functions of a salesman - selling process.

Case 1: Group Assignment (UBER)

#### Module III: Advertising and publicity

Meaning - Importance of advertising - advertising medias - ethics of good advertising.

Case -II: Window-Shopping Takes on a Whole New Meaning

#### Module IV: Marketing research

Meaning - steps involved in marketing research - areas of marketing research. Marketing Information System (MIS): Need, Importance – Element of good MIS - components of MIS.

### Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

### Text & References:

- Philip Kotler: Marketing Management, Prentice Hall of India Ltd, New Delhi.
- Dr. C. N. Sontakki: Marketing Management Kalyani Publications New Delhi.
- Marchand & B. Vardharajan: An introduction to Marketing, Vikas Publishing House, Delhi.
- Mohammad Amanatullah: Principles of Modern Marketing. Kalyani Publications New Delhi.

#### Link:

- <http://www.getmemedia.com/ideas/case-study-window-shopping-takes-on-a-whole-new-meaning-online/say-media.html>
- [https://uber-static.s3.amazonaws.com/web-fresh/legal/Uber\\_Chicago\\_CaseStudy.pdf](https://uber-static.s3.amazonaws.com/web-fresh/legal/Uber_Chicago_CaseStudy.pdf)

## A. Lecture Plan

| Lecture | Topics                                             | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Promotion : Nature and importance of promotion     | Lecture          | BCH608.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Method of promotion                                | Lecture          | BCH608.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | optimum promotion mix.                             | Lecture          | BCH608.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Nature, scope & significance of consumer behaviour | Lecture          | BCH608.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | factors affecting consumer behaviour               | Lecture          | BCH608.2         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Salesmanship & Selling process                     | Lecture          | BCH608.2         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Salesman - qualities of successful salesman        | Lecture          | BCH608.2         | Mid Term-1, Quiz & End Sem Exam |
| 8       | functions of a salesman                            | Lecture          | BCH608.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | selling process                                    | Lecture          | BCH608.3         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Meaning - Importance of advertising                | Lecture          | BCH608.3         | Mid Term-1, Quiz & End Sem Exam |
| 11      | advertising medias                                 | Lecture          | BCH608.3         | Mid Term-1, Quiz & End Sem Exam |
| 12      | ethics of good advertising                         | Lecture          | BCH608.3         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Window-Shopping Takes on a Whole New Meaning       | Lecture          | BCH608.4         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Meaning - steps involved in marketing research     | Lecture          | BCH608.4         | Mid Term-1, Quiz & End Sem Exam |
| 15      | areas of marketing research                        | Lecture          | BCH608.4         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Marketing Information System                       | Lecture          | BCH608.5         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Need, Importance of MIS                            | Lecture          | BCH608.5         | Mid Term-1, Quiz & End Sem Exam |
| 19      | Element of good MIS                                | Lecture          | BCH608.5         | Mid Term-1, Quiz                |

|    |                    |         |          |                                    |
|----|--------------------|---------|----------|------------------------------------|
|    |                    |         |          | & End Sem Exam                     |
| 20 | components of MIS. | Lecture | BCH608.5 | Mid Term-1, Quiz<br>& End Sem Exam |

## B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 608.1.</b> | To understand the role of marketing within society and within an economic system.                                                                | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 602.</b>   | To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business. | 2                                   | 2           | 1           | -           | 3           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 1                |
| <b>BCH 608.3.</b> | To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions                | 1                                   | 2           | -           | 1           | 3           | -           | -           | 2           | 2           | 2            | 2                                            | 1                | 1                |
| <b>BCH 608.4.</b> | To learn key marketing principles and                                                                                                            | 2                                   | 2           | -           | 2           | 3           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |

|                  |                                                                                                           |   |   |   |   |   |   |   |   |   |   |   |   |   |
|------------------|-----------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                  | terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.     |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 608.5</b> | To appreciate how a marketing perspective is important in your own personal and professional development. | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2022-23                                                                                                                                                                                                                                                                                                                                                                                                                                              |              |                                                               |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: Bcom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              |                                                               |          |           |                |          |
| Subject Name:<br>INTERNATIONAL BUSINESS -II                                                                                                                                                                                                                                                                                                                                                                                                                                                           |              | Time: 2 Hrs                                                   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Remembering  | Understanding                                                 | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Q.1,4        | Q.2,3                                                         | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1 Possess knowledge of current theory and techniques of the major business discipline.</p> <p>CO2 exhibit the leadership capacity and teamwork skills for business decision making.</p> <p>CO3 Understand the ethical implication of business decision making and recognize ethical dilemmas.</p> <p>CO4 Demonstrate the ability to communicate effectively.</p> <p>CO5 Demonstrate critical thinking skills and have an understanding of global perspectives</p> |              |                                                               |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Question No. | Question                                                      |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.1          | Define international marketing environment                    |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.2a         | Elaborate theories of determination of foreign exchange rates |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Q.2b         | Elaborate Euro currency market.                               |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Q.3          | Discuss Reason of Direct foreign investment                   |          |           |                | 6        |

|     |      |                                                           |   |
|-----|------|-----------------------------------------------------------|---|
| CO2 | Q.4  | Elaborate role of Capital Market                          | 3 |
| CO2 | Q.5a | Determine Factor contributing to growth of multinationals | 3 |
|     | Q.5b | Differentiate among G.D.R. A.D.R                          | 3 |
| CO2 | Q 6  | Explain kinds of international marketing channels         | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                 |
|------------------|-------------------------------------------------|
| Session Course   | 2021-22                                         |
| Name             | B. Com (Hons)                                   |
| Semester         | 6th Semester                                    |
| Subject Code     | BCH608                                          |
| Subject Name     | Principles of Marketing – II                    |
| Attainment Level | 36% of the students secured more than 60% marks |

### Note:

#### Attainments

|         |                                                            |
|---------|------------------------------------------------------------|
| Level 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level 3 | IF 80% of students secure more than 60% marks then level 3 |

#### Rubric

# ADVERTISING AND PERSONAL SELLING - II

**Course Code:** BCH 610

**Credit Units:** 02

## Course Objective:

To help students to understand the concept of advertising and personal selling used in marketing for communicating with customers.

## Course Outcomes

CO1 Understand the place and contribution of marketing to the business enterprise

CO2 Understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behaviour; of product, distribution, promotion and pricing decisions

CO3 Understand the role of marketing as a fundamental organizational policy process.

CO4 Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces

CO5 evaluate results of marketing activities using criteria related to budgeted sales, costs and profits

## Course Contents:

### Module I: Personal Selling

Introduction & basic concepts. The nature of personal selling; Personal Selling in marketing mix; The dimensions of sales management; Sales Management environment; Sales forecasting & Sales management planning.

### Module II

Organizing & executing the sales effort. The nature of sales management positions; the sales organization; sales department relations; distributive network relations; the selling process; sales personality.

### Module III: Sales force management

Recruitment & selection of sales personnel; Training, motivating, compensating & controlling sales personnel; controlling the sales effort - sales budget, sales quotas, sales territories, sales control & cost analysis.

### Module IV

Overview of distribution management. Basic concepts of distribution systems; Different modes of transport in India; Functional areas of logistics management; Distribution costs; Supply chain management.

### Module V

Managing marketing intermediaries. Role & functions of marketing intermediaries; selection of marketing channels; motivation of marketing intermediaries; distribution analysis, Channel management & control.

## Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

## Text & References:

- R. Still, W. Cundiff, A.P. Govoni, Sales Management Decisions Strategies and Cases, P.H.I, New Delhi.
- M. Johnson, L. Kurtz, E. Scheuing, Sales Management Concepts, Practices & Cases, Mcgraw Hill International, New York.
- W. Stern, EI-Ansary, T. Coughlan, Marketing Channels, 5<sup>th</sup> Edition, P.H.I, New Delhi.
- Gupta. S. L, Sales & Distribution Management, Excell Books, New Delhi.

### A. Lecture Plan

| Lecture | Topics                                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction & basic concepts.<br>The nature of personal selling | Lecture          | BCH610.1         | Mid Term-1, Quiz & End Sem Exam |



|    |                                                |         |          |                                 |
|----|------------------------------------------------|---------|----------|---------------------------------|
| 2  | Personal Selling in marketing mix              | Lecture | BCH610.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | The dimensions of sales management             | Lecture | BCH610.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Sales Management environment                   | Lecture | BCH610.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Sales forecasting & Sales management planning. | Lecture | BCH610.2 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Organizing & executing the sales effort        | Lecture | BCH610.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | The nature of sales management positions       | Lecture | BCH610.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | the sales organization                         | Lecture | BCH610.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | sales department relations                     | Lecture | BCH610.3 | Mid Term-1, Quiz & End Sem Exam |
| 10 | distributive network relations                 | Lecture | BCH610.3 | Mid Term-1, Quiz & End Sem Exam |
| 11 | the selling process; sales personality         | Lecture | BCH610.3 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Recruitment & selection of sales personnel     | Lecture | BCH610.3 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Training, motivating                           | Lecture | BCH610.4 | Mid Term-1, Quiz & End Sem Exam |
| 14 | compensating & controlling sales personnel     | Lecture | BCH610.4 | Mid Term-1, Quiz & End Sem Exam |
| 15 | controlling the sales effort                   | Lecture | BCH610.4 | Mid Term-1, Quiz & End Sem Exam |
| 16 | sales budget                                   | Lecture | BCH610.4 | Mid Term-1, Quiz & End Sem Exam |
| 17 | sales quotas                                   | Lecture | BCH610.5 | Mid Term-1, Quiz & End Sem Exam |
| 19 | sales territories                              | Lecture | BCH610.5 | Mid Term-1, Quiz & End Sem Exam |
| 20 | sales control & cost analysis                  | Lecture | BCH610.5 | Mid Term-1, Quiz & End Sem Exam |

#### **B. Course Articulation Matrix (Mapping of COs with POs)**

| CO                | STATEMENT                                                                                                                                                                                    | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                                              | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 610.1.</b> | Understand the place and contribution of marketing to the business enterprise                                                                                                                | 2                                   | 3           | -           | -           | 3           | 2           | -           | 3           | 2           | 1            | 2                                            | 2                | 3                |
| <b>BCH 610.2.</b> | Understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behaviour; of product, distribution, promotion and pricing decisions | 2                                   | 2           | 1           | -           | 1           | -           | -           | 2           | 2           | 1            | 3                                            | 3                | 1                |
| <b>BCH 610.3.</b> | Understand the role of marketing as a fundamental organizational policy process.                                                                                                             | 1                                   | 2           | -           | 1           | 1           | -           | -           | 2           | 3           | 2            | 2                                            | 1                | 2                |
| <b>BCH 610.4.</b> | Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces       | 2                                   | 2           | -           | 2           | 3           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |

|                      |                                                                                                      |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----------------------|------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                      |                                                                                                      |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH<br/>610.5</b> | evaluate results of marketing activities using criteria related to budgeted sales, costs and profits | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2022-23                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |              |                                                                      |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: Bcom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |              |                                                                      |          |           |                |          |
| Subject Name:<br>ADVERTISING AND PERSONAL<br>SELLING - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              | Time: 2 Hrs                                                          |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Remembering  | Understanding                                                        | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Q.1,4        | Q.2,3                                                                | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1 Understand the place and contribution of marketing to the business enterprise</p> <p>CO2 Understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behaviour; of product, distribution, promotion and pricing decisions</p> <p>CO3 Understand the role of marketing as a fundamental organizational policy process.</p> <p>CO4 Analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces</p> <p>CO5 evaluate results of marketing activities using criteria related to budgeted sales, costs and profits</p> |              |                                                                      |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Question No. | Question                                                             |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Q.1          | Define personal selling                                              |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Q.2a         | Elaborate theories of Sales forecasting & Sales management planning. |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.2b         | Elaborate sales personality                                          |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Q.3          | Discuss Recruitment & selection of sales personnel                   |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Q.4          | Elaborate role of distribution management                            |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Q.5a         | Determine Functional areas of logistics management                   |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.5b         | Differentiate among Sales forecasting & Sales management planning.   |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Q.6          | Explain Managing marketing intermediaries                            |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# SERVICE MARKETING-II

**Course Code: BCH 611**

**Credit Units: 02**

## Course Objective:

The course has been designed to familiarize students with characteristics of services, their design and delivery and the complexities of handling intangibles.

## Course Outcomes

CO1: Understand basics of services attribute in Global, Marketing Environment & Growth of Sector and demonstrate all the determinants of service marketing mix practically

CO2: Evaluate the Service quality model and learn to increase service quality & Productivity

CO3: Analyze complete Customer orientation, Customer satisfaction, and service recovery in the service sector.

CO4: Understand the retailing environment, its concept, function, retailing strategies along with different outlets of retailing

CO5: Evaluate retail customers through mapping society along with retails situational analysis by ownership and other traditional forms.

CO6: Identify factors behind to choose store location, its layout and diagnosis different visual displays using in retail format.

## Course Contents:

### Module I: Service Marketing Strategies

Managing service demand and capacity: Understanding capacity constraints, Understanding demand patterns. Strategies for matching demand and supply. Pricing Strategies: Approaches to pricing services. Pricing strategies linking to value definitions. Service marketing communication mix.

### Module II: Customer Focus

Tourism & Travel: Hotel, Airline and Travel services, Transportation and logistics: Freight, Courier, Logistics, Financial Services: Insurance, Banking, housing and Financial Intermediaries, Media Services: Media, Newspaper, Broadcasting, Health Care: Hospitals, Medical transcription, Professional Services: Market research, Consultancy, Retail services

Case study – Hong kong Disney land (Available in Text Book on Ziethmal & Bitner' )

## Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

## Text & References:

### Text:

- Valarie A Zeithaml and Mary J Bitner, Services Marketing, Third Edition, Tata McGraw Hill Companies
- Christopher Lovelock, Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.
- Christopher Lovelock, Service Marketing (people, technology and strategy), 2001, Fifth Edition, Pearson Education.

### References:

- Clow Kenneth E. and Kurtz David L., Services marketing operations, management and strategy, Biztantra innovations in management, John Wiley & Sons
- Rampal M.K., Gupta S.L., Service Marketing, 2006 Galgotia Publishing Company.

## A. Lecture Plan

| Lecture | Topics                                                   | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Managing service demand and capacity                     | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Understanding capacity constraints                       | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Understanding demand patterns                            | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Strategies for matching demand and supply                | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Pricing Strategies.                                      | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Approaches to pricing services                           | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Pricing strategies linking to value definitions.         | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Service marketing communication mix                      | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Tourism & Travel                                         | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Hotel, Airline and Travel services                       | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Transportation and logistics                             | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Freight, Courier, Logistics                              | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Financial Services                                       | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Insurance, Banking, housing and Financial Intermediaries | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Media Services: Media, Newspaper                         | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Broadcasting                                             | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Health Care                                              | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |
| 19      | Hospitals                                                | Lecture          | BCH611.1         | Mid Term-1, Quiz & End Sem Exam |

|    |                              |         |          |                                 |
|----|------------------------------|---------|----------|---------------------------------|
| 20 | Medical transcription        | Lecture | BCH611.1 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Professional Services        | Lecture | BCH611.1 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Market research              | Lecture | BCH611.1 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Consultancy, Retail services | Lecture | BCH611.1 | Mid Term-2, Quiz & End Sem Exam |

## B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                       | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 611.1.</b> | Understand basics of services attribute in Global, Marketing Environment & Growth of Sector and demonstrate all the determinants of service marketing mix practically | 2                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 611.2.</b> | Evaluate the Service quality model and learn to increase service quality & Productivity                                                                               | 2                                   | 2           | 1           | -           | 1           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |
| <b>BCH 611.3.</b> | Analyze complete Customer orientation,                                                                                                                                | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 2            | 3                                            | 1                | 1                |





CO2: Evaluate the Service quality model and learn to increase service quality & Productivity  
 CO3: Analyze complete Customer orientation, Customer satisfaction, and service recovery in the service sector.  
 CO4: Understand the retailing environment, its concept, function, retailing strategies along with different outlets of retailing  
 CO5: Evaluate retail customers through mapping society along with retails situational analysis by ownership and other traditional forms.

| CO Map | Question No. | Question                                            | Marks |
|--------|--------------|-----------------------------------------------------|-------|
| CO1    | Q.1          | Define Managing service demand and capacity         | 3     |
| CO1    | Q.2a         | Elaborate theories of Pricing Strategies            | 3     |
|        | Q.2b         | Elaborate Transportation and logistics              | 3     |
| CO1    | Q.3          | Discuss Financial Services                          | 6     |
| CO2    | Q.4          | Elaborate role of Market research                   | 3     |
| CO2    | Q.5a         | Determine Functional areas of Insurance and Banking | 3     |
|        | Q.5b         | Differentiate among demand and supply               | 3     |
| CO2    | Q 6          | Explain Travel services                             | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                                 |
|-------------------------|-------------------------------------------------|
| <b>Session Course</b>   | 2021-22                                         |
| <b>Name</b>             | B.Com (Hons)                                    |
| <b>Semester</b>         | 6th Semester                                    |
| <b>Subject Code</b>     | BCH611                                          |
| <b>Subject Name</b>     | Service Marketing – II                          |
| <b>Attainment Level</b> | 47% of the students secured more than 60% marks |

### Note:

#### **Attainments**

Level 1

Level 2

Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3

# HUMAN RESOURCE MANAGEMENT - II

**Course Code:** BCH 612

**Credit Units:** 02

## Course Objective:

To help students to understand the concept of human resource management to enable them to better manage the most important asset of any organisation which are people.

## Course Outcomes

CO1: Gain an understanding of the different analytical approaches used by HR Professionals to solve real business problems

CO2: Examine actual business cases and apply problem solving and critical thinking skills through group case studies

CO3: Understand the application of quantitative and qualitative analysis to understand trends and indicators in human resource data.

CO4: Understand the role of information technology to enhance the efficiency and effectiveness of human resource functions within the organization.

## Course Contents:

### Module I Performance Management

Performance Appraisal– Meaning of performance appraisal, objectives of Performance appraisal, methods of performance appraisal and limitations.

### Module II Training and Development

Training and Induction – Meaning of Training and Induction, objective and purpose of induction, Need for training, benefits of training, identification of training needs, methods of training. HRD – Meaning of HRD, Role of training in HRD.

### Module III Healthy Work Environment

Work Environment –Industrial accidents, Employee safety, Morale, Grievance and Grievances handling, Motivation Perspectives, Empowering Employees.

### Module IV Emerging Issues in HRM

HRD – Meaning of HRD, Role of training in HRD, Impact of globalisation on human resource management, problems in relation to transnational and multi nationals.

Impact of Technological Development on HRM Practices, Dealing with Workforce Diversity, Work / Life Balance.

## Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

## Text & References:

- C.B. Mamoria, Personnel Management.
- Edwin Flippo, Personnel Management.
- Aswathappa. K, Human Resource Management
- Subba Rao, Human Resources Management.
- Michael Porter, HRM and Human Relations.
- Biswanath Chosh, Human Resource Development and Management.

### A. Lecture Plan

| Lecture | Topics | Mode of | Corresponding CO | Mode of Assessing CO |
|---------|--------|---------|------------------|----------------------|
|---------|--------|---------|------------------|----------------------|

|    |                                                            | Delivery |          |                                 |
|----|------------------------------------------------------------|----------|----------|---------------------------------|
| 1  | Performance Appraisal–<br>Meaning of performance appraisal | Lecture  | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 2  | objectives of Performance appraisal                        | Lecture  | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | methods of performance appraisal and limitations.          | Lecture  | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Training and Induction – Meaning of Training and Induction | Lecture  | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | objective and purpose of induction                         | Lecture  | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Need for training                                          | Lecture  | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | benefits of training                                       | Lecture  | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | identification of training needs                           | Lecture  | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | methods of training. HRD                                   | Lecture  | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | methods of training. HRD                                   | Lecture  | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Role of training in HRD                                    | Lecture  | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Work Environment –Industrial accidents                     | Lecture  | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Employee safety                                            | Lecture  | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Morale                                                     | Lecture  | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Grievance and Grievances handling                          | Lecture  | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 16 | HRD – Meaning of HRD                                       | Lecture  | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Role of training in HRD                                    | Lecture  | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Impact of globalisation on human resource management       | Lecture  | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |
| 20 | problems in relation to transnational and multi nationals  | Lecture  | BCH612.1 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                      |         |          |                                 |
|----|------------------------------------------------------|---------|----------|---------------------------------|
| 21 | Impact of Technological Development on HRM Practices | Lecture | BCH612.1 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Dealing with Workforce Diversity                     | Lecture | BCH612.1 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Work / Life Balance.                                 | Lecture | BCH612.1 | Mid Term-2, Quiz & End Sem Exam |

## B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 612.1.</b> | Gain an understanding of the different analytical approaches used by HR Professionals to solve real business problems. | 3                                   | 2           | -           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 612.2.</b> | Examine actual business cases and apply problem solving and critical thinking skills through group case studies        | 2                                   | 1           | 1           | -           | 2           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 2                |
| <b>BCH 612.3.</b> | Understand the application of quantitative and qualitative analysis to understand                                      | 1                                   | 1           | -           | 1           | 2           | -           | -           | 2           | 2           | 3            | 2                                            | 1                | 1                |

|                   |                                                                                                                                                |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | trends and indicators in human resource data.                                                                                                  |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 612.4.</b> | Understand the role of information technology to enhance the efficiency and effectiveness of human resource functions within the organization. | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

### Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              |                                            |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|--------------------------------------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>I MID-SEMESTER (SEM –6) 2022-23</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |              |                                            |          |           |                |          |
| Class: Bcom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |              |                                            |          |           |                |          |
| Subject Name:<br>HUMAN RESOURCE MANAGEMENT - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              | Time: 2 Hrs                                |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Remembering  | Understanding                              | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Q.1,4        | Q.2,3                                      | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1: Gain an understanding of the different analytical approaches used by HR Professionals to solve real business problems</p> <p>CO2: Examine actual business cases and apply problem solving and critical thinking skills through group case studies</p> <p>CO3: Understand the application of quantitative and qualitative analysis to understand trends and indicators in human resource data.</p> <p>CO4: Understand the role of information technology to enhance the efficiency and effectiveness of human resource functions within the organization.</p> |              |                                            |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Question No. | Question                                   |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.1          | Define Performance Appraisal               |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Q.2a         | Elaborate methods of performance appraisal |          |           |                | 3        |

|     |      |                                              |   |
|-----|------|----------------------------------------------|---|
|     | Q.2b | Elaborate objective and purpose of induction | 3 |
| CO1 | Q.3  | Discuss Employee safety                      | 6 |
| CO2 | Q.4  | Elaborate role of training in HRD.           | 3 |
| CO2 | Q.5a | Determine Empowering Employees               | 3 |
|     | Q.5b | Differentiate among Training and Induction   | 3 |
| CO2 | Q 6  | Explain Grievances handling                  | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                         |                                |
|-------------------------|--------------------------------|
| <b>Session Course</b>   | 2021-22                        |
| <b>Name</b>             | B. Com (Hons)                  |
| <b>Semester</b>         | 6th Semester                   |
| <b>Subject Code</b>     | BCH612                         |
| <b>Subject Name</b>     | Human Resource Management - II |
| <b>Attainment Level</b> | Level 3                        |

### Note:

#### **Attainments**

Level 1  
Level 2  
Level 3

#### **Rubric**

IF 60% of students secure more than 60% marks then level 1  
IF 70% of students secure more than 60% marks then level 2  
IF 80% of students secure more than 60% marks then level 3



# COMPENSATION MANAGEMENT - II

**Course Code:** BCH 613

**Credit Units:** 02

## Course Objective:

To help students to understand the concept of compensation management and wage policies keeping in view the labour legislations.

## Course Outcomes

CO1: Understand the different components of compensation.

CO2: Comprehend and evaluate the role of pay commissions in compensation planning

CO3: Evaluate and implement the knowledge to solve compensation-related problems in organizations.

CO4: Rationally design the compensation structure for the organization.

CO5: Comprehend the legal aspects associated with compensation.

## Course Contents:

### Module I – Incentivizing the Workforce

Pay-for-performance & Financial incentives. Meaning and definitions, Background and trends, pre-requisites of effective incentive system, Scope of incentive schemes, types of incentives – group incentive plan, for indirect workers, for Operations employees for managers and professionals, for sales persons, Total compensation Program.

### Module II – Benefits & Services

Benefits & services why benefits and services? Types of employee benefits and services – insurance, retirement, Employee services benefit and others, Principles of Fringes, Significant benefits and service Programs, Flexible benefit programs, administration of benefits and services, The future of fringe Benefits, guidelines to make benefit program more effective, Benefits and employee leasing.

### Module IV – Recent trends in compensation management

Recent trends in compensation management -Recent trends in compensation management and the use of information technology. Current Issues and Challenges in Compensation Management, Ethics in Compensation Management. Effective Compensation for the success of an organization & Effect of balanced Compensation on the success of an Organization. Consequences of pay dissatisfaction.

### Module III – Legal Framework of Compensation

Labour legislations: Over view and aspects covered by Payment of wages Act, Payment of Bonus Act, Equal Remuneration Act, ESI Act, maternity benefit Act, Payment of Gratuity Act, Factories Act, Minimum Wage Act, Industrial Employment (Standing Orders) Act, Industrial Disputes Act, PF Act.

## Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

## Text & References:

- A.M. Sharma, Understanding Wage System.
- N.D. Kapoor, Labour Legislation.
- C.B. Memoria, Personnel management.

### A. Lecture Plan

| Lecture | Topics | Mode of Delivery | Corresponding CO | Mode of Assessing CO |
|---------|--------|------------------|------------------|----------------------|
|---------|--------|------------------|------------------|----------------------|

|    |                                                                                                                                              |         |          |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 1  | Pay-for-performance & Financial incentives. Meaning and definitions                                                                          | Lecture | BCH613.1 | Mid Term-1, Quiz & End Sem Exam |
| 2  | Background and trends, pre-requisites of effective incentive system                                                                          | Lecture | BCH613.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | Scope of incentive schemes                                                                                                                   | Lecture | BCH613.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | types of incentives – group incentive plan, for indirect workers, for Operations employees for managers and professionals, for sales persons | Lecture | BCH613.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Total compensation Program.                                                                                                                  | Lecture | BCH613.2 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Benefits & services why benefits and services?                                                                                               | Lecture | BCH613.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Types of employee benefits and services – insurance, retirement                                                                              | Lecture | BCH613.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Employee services benefit and others                                                                                                         | Lecture | BCH613.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Principles of Fringes                                                                                                                        | Lecture | BCH613.3 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Significant benefits and service Programs                                                                                                    | Lecture | BCH613.3 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Flexible benefit programs, administration of benefits and services                                                                           | Lecture | BCH613.3 | Mid Term-1, Quiz & End Sem Exam |
| 12 | The future of fringe Benefits                                                                                                                | Lecture | BCH613.3 | Mid Term-1, Quiz & End Sem Exam |
| 13 | guidelines to make benefit program more effective, Benefits and employee leasing.                                                            | Lecture | BCH613.4 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Recent trends in compensation management -Recent trends in compensation management and the use of information technology                     | Lecture | BCH613.4 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Current Issues and Challenges in Compensation Management                                                                                     | Lecture | BCH613.4 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Ethics in Compensation Management                                                                                                            | Lecture | BCH613.4 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Effective Compensation for the success of an organization & Effect of balanced Compensation on the success of an Organization                | Lecture | BCH613.5 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Consequences of pay                                                                                                                          | Lecture | BCH613.5 | Mid Term-1, Quiz                |

|    |                                                                                 |         |          |                                 |
|----|---------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | dissatisfaction                                                                 |         |          | & End Sem Exam                  |
| 20 | Labour legislations: Over view and aspects covered by Payment of wages Act      | Lecture | BCH613.5 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Payment of Bonus Act                                                            | Lecture | BCH613.5 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Equal Remuneration Act, ESI Act, maternity benefit Act, Payment of Gratuity Act | Lecture | BCH613.5 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Factories Act, Minimum Wage Act                                                 | Lecture | BCH613.5 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Industrial Employment (Standing Orders) Act, Industrial Disputes Act, PF Act    | Lecture | BCH613.5 | Mid Term-2, Quiz & End Sem Exam |

## B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                     | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-----------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                               | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 613.1.</b> | Understand the different components of compensation                                           | 3                                   | 2           | -           | -           | 3           | 1           | -           | 3           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 613.2.</b> | Comprehend and evaluate the role of pay commissions in compensation planning                  | 2                                   | 1           | 1           | -           | 2           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 2                |
| <b>BCH 613.3.</b> | Evaluate and implement the knowledge to solve compensation-related problems in organizations. | 1                                   | 1           | -           | 1           | 2           | -           | -           | 2           | 2           | 3            | 2                                            | 1                | 1                |

|                   |                                                                    |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|--------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   |                                                                    |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 613.4.</b> | Rationally design the compensation structure for the organization. | 3 | 2 | - | - | 3 | 1 | - | 3 | 2 | 2 | 2 | 2 | 3 |
| <b>BCH 613.5</b>  | Comprehend the legal aspects associated with compensation.         | 3 | 2 | - | - | 3 | 1 | - | 3 | 2 | 2 | 2 | 2 | 3 |

### Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2022-23                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |              |                                                   |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------|----------|-----------|----------------|----------|
| Class: Bcom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |              |                                                   |          |           |                |          |
| Subject Name:<br>COMPENSATION MANAGEMENT - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |              | Time: 2 Hrs                                       |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Remembering  | Understanding                                     | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Q.1,4        | Q.2,3                                             | Q.4      | Q.2,5,6   |                |          |
| <p>Student will be able to</p> <p>CO1 Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.</p> <p>CO2 Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.</p> <p>CO3: Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.</p> <p>CO4. Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole.</p> <p>CO5. Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects</p> |              |                                                   |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Question No. | Question                                          |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.1          | Define Financial incentives                       |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Q.2a         | Elaborate Types of employee benefits and services |          |           |                | 3        |

|     |      |                                                                   |   |
|-----|------|-------------------------------------------------------------------|---|
|     | Q.2b | Elaborate types of incentives                                     | 3 |
| CO1 | Q.3  | Discuss employee leasing                                          | 6 |
| CO2 | Q.4  | Elaborate Recent trends in compensation management                | 3 |
| CO2 | Q.5a | Determine Labour legislations                                     | 3 |
|     | Q.5b | Differentiate among Payment of wages Act and Payment of Bonus Act | 3 |
| CO2 | Q 6  | Explain Industrial Disputes Act                                   | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



## Attainment

|                  |                              |
|------------------|------------------------------|
| Session Course   | 2021-22                      |
| Name             | B.Com (Hons)                 |
| Semester         | 6th Semester                 |
| Subject Code     | BCH613                       |
| Subject Name     | Compensation Management - II |
| Attainment Level | Level 3                      |

### Note:

#### Attainments

Level 1  
Level 2  
Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1  
IF 70% of students secure more than 60% marks then level 2  
IF 80% of students secure more than 60% marks then level 3

# INDUSTRIAL RELATIONS AND LABOUR LAWS - II

**Course Code:** BCL 624

**Credit Units:** 02

## Course Objective:

To help students to understand the importance and various aspects of industrial relations and labour laws.

## Course Outcomes

- CO1: Elaborate on the concepts of Industrial Relation.
- CO2: Illustrate the role and applicability of the various Acts.
- CO3: Outline the important causes and impact of industrial disputes.
- CO4: Summarize important provisions of various Acts.

## Course Contents:

### Module I

Collaboration and Workers Participation in Management Bases of collaboration, Interventions for collaboration. Meaning of workers participation in management, concepts and objectives of workers participation in management, growth and development of workers participation in management, types of workers participation in management

### Module II

Quality Circle- Quality circles, history of QC, Organization structure of QC, Benefits of QC, Problems of QC.

### Module III

Labour welfare and social security - Introduction - The Labour Movement, Merits & Demerits of Welfare Measures, Concepts of Labour Welfare & Social Security, Types of Welfare Activities, Statutory and non-statutory, Growth of Labour Welfare & Social Security in India.

### Module IV

Occupational Hazards, Industrial Health & Safety - Types of accidents, Causes accidents, Prevention of accidents Safety - Need for safety, measures to ensure safety in organisations. The supervisors role in safety Health-Physical health & Mental health, Problems and remedies, noise control, job stress, communicable diseases, Alcoholism and drug abuse, Violence in the work place, Use of computers to monitor health and safety.

### Module V

Retirement benefits - Provident Fund- purpose of provident fund, employer obligation to employee towards provident fund, Public Provident fund, Gratuity, statutory provisions regarding gratuity, Pension.

### Module VI

Quality of Work life- Introduction, Meaning, Specific issues in QWL, QWL and productivity, Barriers in QWL, Strategies for improvement of QWL

## Examination Scheme:

| Components    | CT | HA/C/V | A | EE |
|---------------|----|--------|---|----|
| Weightage (%) | 15 | 10     | 5 | 70 |

## Text & References:

- Davar, Personnel management and Industrial Relations.
- C.B. Memoria, Dynamics of industrial Relations in India.
- Johnson, Introduction to Industrial Relations.
- Sharma A.M, Industrial Relations.
- Biswanth Ghosh, Personnel management and Industrial Relations.
- Bhagdiwall- Flippo, Personnel management and Industrial Relations.
- Arora, Labour law.
- D. Sanjeeviah, Labour problems and Industrial Developments in India.
- Sharma A .M, Aspects of Labour welfare and social security
- Prasanna Chandra, Labour problem Social Security and Welfare.
- Punekar and Deodhan, Labour Welfare, Trade Unionism and industrial Relations.

## A. Lecture Plan

| Lecture | Topics                                                                                                                        | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Collaboration and Workers Participation in Management<br>Bases of collaboration                                               | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Interventions for collaboration.                                                                                              | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Meaning of workers participation in management                                                                                | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | concepts and objectives of workers participation in management, growth and development of workers participation in management | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | types of workers participation in management                                                                                  | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Quality Circle- Quality circles- history of QC                                                                                | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Organization structure of QC                                                                                                  | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Benefits of QC                                                                                                                | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Problems of QC                                                                                                                | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 10      | Labour welfare and social security - Introduction                                                                             | Lecture          | BCL624.1         | Mid Term-1, Quiz & End Sem Exam |
| 11      | The Labour Movement                                                                                                           | Lecture          | BCL624.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | Merits & Demerits of Welfare Measures                                                                                         | Lecture          | BCL624.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Concepts of Labour Welfare & Social Security                                                                                  | Lecture          | BCL624.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Types of Welfare Activities                                                                                                   | Lecture          | BCL624.2         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Statutory and non-statutory                                                                                                   | Lecture          | BCL624.2         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Growth of Labour Welfare & Social Security in India.                                                                          | Lecture          | BCL624.2         | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                                   |         |          |                                 |
|----|-----------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 17 | Occupational Hazards, Industrial Health & Safety                                  | Lecture | BCL624.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | The Labour Movement, Merits & Demerits of Welfare Measures                        | Lecture | BCL624.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Concepts of Labour Welfare & Social Security                                      | Lecture | BCL624.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Types of Welfare Activities                                                       | Lecture | BCL624.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Statutory and non-statutory, Growth of Labour Welfare & Social Security in India. | Lecture | BCL624.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Occupational Hazards, Industrial Health & Safety - Types of accidents             | Lecture | BCL624.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Causes accidents, Prevention of accidents Safety                                  | Lecture | BCL624.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Need for safety, measures to ensure safety in organisations.                      | Lecture | BCL624.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | The supervisors role in safety Health-Physical health & Mental health,            | Lecture | BCL624.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Problems and remedies, noise control, job stress                                  | Lecture | BCL624.4 | Mid Term-2, Quiz & End Sem Exam |
| 28 | communicable diseases, Alcoholism and drug abuse                                  | Lecture | BCL624.4 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Violence in the work place, Use of computers to monitor health and safety.        | Lecture | BCL624.4 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Retirement benefits - Provident Fund- purpose of provident fund                   | Lecture | BCL624.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | employer obligation to employee towards provident fund                            | Lecture | BCL624.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Public Provident fund, Gratuity, statutory provisions regarding gratuity, Pension | Lecture | BCL624.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Quality of Work life- Introduction, Meaning                                       | Lecture | BCL624.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Specific issues in QWL                                                            | Lecture | BCL624.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | QWL and productivity                                                              | Lecture | BCL624.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Barriers in QWL                                                                   | Lecture | BCL624.4 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Strategies for improvement of QWL                                                 | Lecture | BCL624.4 | Mid Term-2, Quiz                |

|  |  |  |  |                |
|--|--|--|--|----------------|
|  |  |  |  | & End Sem Exam |
|--|--|--|--|----------------|

## B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                      | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|----------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 624.1.</b> | Elaborate on the concepts of Industrial Relation.              | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 1            | 2                                            | 2                | 1                |
| <b>BCH 624.2.</b> | Illustrate the role and applicability of the various Acts      | 2                                   | 3           | 1           | -           | 3           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |
| <b>BCH 624.3.</b> | Outline the important causes and impact of industrial disputes | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 3            | 2                                            | 1                | 1                |
| <b>BCH 624.4.</b> | Summarize important provisions of various Acts.                | 2                                   | 2           | -           | 2           | 3           | -           | -           | 2           | 2           | 2            | 1                                            | 2                | 1                |

### Sample Question Paper

|                                                                                                                                                                                                                                                                                                                         |                     |                                                               |                 |                  |                       |                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|---------------------------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –6) 2022-23</b>                                                                                                                                                                                                                                                  |                     |                                                               |                 |                  |                       |                 |
| <b>Class: Bcom VI</b>                                                                                                                                                                                                                                                                                                   |                     |                                                               |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>INDUSTRIAL RELATIONS AND</b><br><b>LABOUR LAWS - II</b>                                                                                                                                                                                                                                      |                     | <b>Time: 2 Hrs</b>                                            |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                   | <b>Remembering</b>  | <b>Understanding</b>                                          | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                 | <b>Q.1,4</b>        | <b>Q.2,3</b>                                                  | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <b>Student will be able to</b><br><b>CO1: Elaborate on the concepts of Industrial Relation.</b><br><b>CO2: Illustrate the role and applicability of the various Acts.</b><br><b>CO3: Outline the important causes and impact of industrial disputes.</b><br><b>CO4: Summarize important provisions of various Acts.</b> |                     |                                                               |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                           | <b>Question No.</b> | <b>Question</b>                                               |                 |                  |                       | <b>Marks</b>    |
| <b>CO1</b>                                                                                                                                                                                                                                                                                                              | <b>Q.1</b>          | <b>Define</b> workers participation in management             |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                                                                                                                              | <b>Q.2a</b>         | <b>Elaborate</b> types of workers participation in management |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                                                                                                                                         | <b>Q.2b</b>         | <b>Elaborate</b> Organization structure of QC                 |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                                                                                                                              | <b>Q.3</b>          | <b>Discuss</b> Labour welfare and social security             |                 |                  |                       | <b>6</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                                                                              | <b>Q.4</b>          | <b>Elaborate</b> Prevention of accidents Safety               |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                                                                              | <b>Q.5a</b>         | <b>Determine</b> Retirement benefits                          |                 |                  |                       | <b>3</b>        |
|                                                                                                                                                                                                                                                                                                                         | <b>Q.5b</b>         | <b>Differentiate among</b> Physical health & Mental health    |                 |                  |                       | <b>3</b>        |
| <b>CO2</b>                                                                                                                                                                                                                                                                                                              | <b>Q 6</b>          | <b>Explain</b> Specific issues in QWL                         |                 |                  |                       | <b>6</b>        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# HUMAN RESOURCE ACCOUNTING - II

**Course Code:** BCH 615

**Credit Units:** 02

## Course Objective:

To help students to understand the concepts of Human resource accounting, its importance and various methods of human resource accounting.

## Course Outcomes

CO1:- To introduce the concept of Human resource accounting, its objectives, approaches to accounting process

CO2:- To make the students understand the importance of investment in human resources and the need for accounting of human capital

CO3:- To provide information on responsibility accounting and management control

CO4:- To provide knowledge on human resource auditing, balanced score card, HRD score card, accounting and financial statements

CO5:- To learn about organisational climate

## Course Contents:

### Module I

First-Generation Accounting Systems for Human Resource Value

Second and Third-Generation Accounting Systems for Human Resource Value

Applications and Implementations

Designing and Implementing Human Resource Accounting Systems

### Module II

Applications for Improving Management, Training, and Personnel Decisions

Developing an Integrated Systems

Recent Advancement and Future Directions in Human Resource Accounting

## Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

## Text & References:

- Human Resource Accounting, by Gupta, R.K.; Anmol Publications.
- Human Resource Accounting, by Saha, Malayendu; Discovery Publishing House.
- Human Resource Accounting, by Flamholtz, Eric; Kluwer Academic Publishers.

### A. Lecture Plan

| Lecture | Topics                                                       | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | First-Generation Accounting Systems for Human Resource Value | Lecture          | BCH615.1         | Mid Term-1, Quiz & End Sem Exam |

|   |                                                                          |         |          |                                 |
|---|--------------------------------------------------------------------------|---------|----------|---------------------------------|
| 2 | Second and Third-Generation Accounting Systems for Human Resource Value  | Lecture | BCH615.1 | Mid Term-1, Quiz & End Sem Exam |
| 3 | Applications and Implementations                                         | Lecture | BCH615.2 | Mid Term-1, Quiz & End Sem Exam |
| 4 | Designing and Implementing Human Resource Accounting Systems             | Lecture | BCH615.2 | Mid Term-1, Quiz & End Sem Exam |
| 5 | Applications for Improving Management, Training, and Personnel Decisions | Lecture | BCH615.3 | Mid Term-1, Quiz & End Sem Exam |
| 6 | Developing an Integrated Systems                                         | Lecture | BCH615.4 | Mid Term-1, Quiz & End Sem Exam |
| 7 | Recent Advancement and Future Directions in Human Resource Accounting    | Lecture | BCH615.5 | Mid Term-1, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                       | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                 | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 615.1.</b> | Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.                               | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 1            | 2                                            | 2                | 1                |
| <b>BCH 615.2.</b> | Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic | 2                                   | 3           | 1           | -           | 3           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |

|                   |                                                                                                                                                                                                                                     |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | development.                                                                                                                                                                                                                        |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 615.3.</b> | Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government. | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 3 | 2 | 1 | 1 |
| <b>BCH 615.4.</b> | Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole                                         | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |
| <b>BCH 615.5</b>  | Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how                                                                                                  | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |





| CO Map | Question No. | Question                                                                                                                                                    | Marks |
|--------|--------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Define First-Generation Accounting Systems for Human Resource Value                                                                                         | 3     |
| CO1    | Q.2a         | Elaborate Second and Third-Generation Accounting Systems for Human Resource Value                                                                           | 3     |
|        | Q.2b         | Elaborate Designing and Implementing Human Resource Accounting Systems                                                                                      | 3     |
| CO1    | Q.3          | Discuss Training                                                                                                                                            | 6     |
| CO2    | Q.4          | Elaborate Personnel Decisions<br>Developing an Integrated Systems                                                                                           | 3     |
| CO2    | Q.5a         | Determine Human Resource Accounting                                                                                                                         | 3     |
|        | Q.5b         | Differentiate among First-Generation Accounting Systems for Human Resource Value<br>Second and Third-Generation Accounting Systems for Human Resource Value | 3     |
| CO2    | Q 6          | Explain Recent Advancement and Future Directions in Human Resource Accounting                                                                               | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# CORPORATE TAX PLANNING - II

**Course Code:** BCH 616

**Credit Units: 02**

## Course Objective:

To help students to understand the concept of Corporate Tax planning and give them a practical exposure to the method of computing corporate tax.

## Course Outcomes

CO1- To provide knowledge about goods service tax

CO2- To create employability to the students in the commercial tax practices

CO3- To understand the procedure for registration, payment and refund of GST

CO4- To know tax related with movement of goods

CO5- To understand the appeals, offences and penalties with respect to GST

## Course Objective:

The course is designed to enable students to understand the basic concepts of GST Law introduced in India and to develop skills of computing GST and in filing all the returns involved under the GST.

## Course Contents:

### Module I: Introduction to Goods and Services Tax (GST)

Meaning, scope and significance of GST; principles of subsumption and taxes subsumed; classification of goods and services and GST rates. GST model in India – CGST, SGST and IGST; GST Administration in India – GST Council - functions and challenges; GST Network – objectives structure, administration and functions; operational aspects of GST–process of registration for manufacturer, service provider and dealer, etc; amendment and cancellation of registration; tax invoice, credit and debit notes; accounts and records; filing of returns – forms, time schedule; assessment, payment of tax.

**Module II: Levy and Collection of Tax** – CGST Act, 2017 – levy and collection of central and state GST, Composition levy, taxable person, power to grant exemption from tax; Time and Value of Supply – time of supply of goods and services, change in rate of tax in respect of supply of goods or services; value of taxable supply; Illustrative problems.

### Module III: Input Tax Credit & Related Terms

Meaning, eligibility and conditions for taking Input Tax Credit – CGST, SGST and IGST; recovery of Input Tax Credit and interest thereon, taking input tax credit in respect of inputs sent for job work, reverse charge, manner of distribution of credit by input; service distributor; Transitional Provisions, Electronic Commerce, HSN Code, Illustrative problems

## Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

## Text & References:

- Bimal Jain & Isha Bansal, GST Law & Analysis, Young Global Publications, New Delhi
- Girish Ahuja and Ravi Gupta, Direct Tax Law – Theory & Practice, Bharat Law House, New Delhi
- Abhishek Rastogi: Professionals guide to GST Ideation to reality (2017)
- Rakesh Garg & Sandeep Garg, HSN code wise GST Tariff, Bloomsbury India Professional (July 2017)
- Datey V.S.: GST Ready Reckoner, Taxman Publication, New Delhi

### A. Lecture Plan

| Lecture | Topics | Mode of Delivery | Corresponding CO | Mode of Assessing CO |
|---------|--------|------------------|------------------|----------------------|
|---------|--------|------------------|------------------|----------------------|

|    |                                                                                                                                  |         |          |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 1  | Meaning, scope and significance of GST                                                                                           | Lecture | BCH616.1 | Mid Term-1, Quiz & End Sem Exam |
| 2  | principles of subsumation and taxes subsumed                                                                                     | Lecture | BCH616.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | classification of goods and services and GST rates                                                                               | Lecture | BCH616.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | GST model in India – CGST, SGST and IGST; GST                                                                                    | Lecture | BCH616.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Administration in India – GST Council- functions and challenges                                                                  | Lecture | BCH616.2 | Mid Term-1, Quiz & End Sem Exam |
| 6  | GST Network – objectives structure                                                                                               | Lecture | BCH616.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | administration and functions; operational aspects of GST– process of registration for manufacturer,                              | Lecture | BCH616.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | service provider and dealer, etc; amendment and cancellation of registration                                                     | Lecture | BCH616.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | tax invoice, credit and debit notes; accounts and records; filing of returns – forms, time schedule; assessment, payment of tax. | Lecture | BCH616.3 | Mid Term-1, Quiz & End Sem Exam |
| 10 | CGST Act, 2017 – levy and collection of central and state GST                                                                    | Lecture | BCH616.3 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Composition levy                                                                                                                 | Lecture | BCH616.3 | Mid Term-1, Quiz & End Sem Exam |
| 12 | taxable person, power to grant exemption from tax                                                                                | Lecture | BCH616.3 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Time and Value of Supply – time of supply of goods and services                                                                  | Lecture | BCH616.4 | Mid Term-1, Quiz & End Sem Exam |
| 14 | change in rate of tax in respect of supply of goods or services; value of taxable supply; Illustrative problems.                 | Lecture | BCH616.4 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Meaning, eligibility and conditions for taking Input Tax Credit                                                                  | Lecture | BCH616.4 | Mid Term-1, Quiz & End Sem Exam |
| 16 | CGST, SGST and IGST                                                                                                              | Lecture | BCH616.4 | Mid Term-1, Quiz & End Sem Exam |
| 17 | recovery of Input Tax Credit                                                                                                     | Lecture | BCH616.4 | Mid Term-1, Quiz                |

|    |                                                                                |         |          |                                 |
|----|--------------------------------------------------------------------------------|---------|----------|---------------------------------|
|    | and interest thereon                                                           |         |          | & End Sem Exam                  |
| 19 | taking input tax credit in respect of inputs sent for job work                 | Lecture | BCH616.5 | Mid Term-1, Quiz & End Sem Exam |
| 20 | reverse charge, manner of distribution of credit by input; service distributor | Lecture | BCH616.5 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Transitional Provisions                                                        | Lecture | BCH616.5 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Electronic Commerce, HSN Code, Illustrative problems                           | Lecture | BCH616.5 | Mid Term-2, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                               | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                         | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 616.1.</b> | To provide knowledge about goods service tax                            | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 1            | 2                                            | 2                | 1                |
| <b>BCH 616.2.</b> | To create employability to the students in the commercial tax practices | 2                                   | 3           | 1           | -           | 3           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |
| <b>BCH 616.3.</b> | To understand the procedure for registration, payment and refund of GST | 1                                   | 2           | -           | 1           | 2           | -           | -           | 2           | 1           | 3            | 2                                            | 1                | 1                |

|                   |                                                                       |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|-----------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BCH 616.4.</b> | To know tax related with movement of goods                            | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |
| <b>BCH 616.5</b>  | To understand the appeals, offences and penalties with respect to GST | 3 | 2 | - | - | 3 | 1 | - | 2 | 2 | 2 | 2 | 2 | 3 |

### Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                               |              |               |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------|----------|-----------|----------------|----------|
| Amity Business School<br>I MID-SEMESTER (SEM –6) 2022-23                                                                                                                                                                                                                                                                                                                      |              |               |          |           |                |          |
| Class: Bcom VI                                                                                                                                                                                                                                                                                                                                                                |              |               |          |           |                |          |
| Subject Name:<br>CORPORATE TAX PLANNING - II                                                                                                                                                                                                                                                                                                                                  |              | Time: 2 Hrs   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                | Remembering  | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                              | Q.1,4        | Q.2,3         | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1- To provide knowledge about goods service tax<br>CO2- To create employability to the students in the commercial tax practices<br>CO3- To understand the procedure for registration, payment and refund of GST<br>CO4- To know tax related with movement of goods<br>CO5- To understand the appeals, offences and penalties with respect to GST |              |               |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                        | Question No. | Question      |          |           |                | Marks    |

|     |      |                                                                         |   |
|-----|------|-------------------------------------------------------------------------|---|
| CO1 | Q.1  | Define scope and significance of GST                                    | 3 |
| CO1 | Q.2a | Elaborate GST model in India                                            | 3 |
|     | Q.2b | Elaborate GST Administration in India                                   | 3 |
| CO1 | Q.3  | Discuss CGST Act, 2017                                                  | 6 |
| CO2 | Q.4  | Elaborate conditions for taking Input Tax Credit                        | 3 |
| CO2 | Q.5a | Determine CGST, SGST and IGST                                           | 3 |
|     | Q.5b | Differentiate among CGST, SGST and IGST                                 | 3 |
| CO2 | Q 6  | Explain change in rate of tax in respect of supply of goods or services | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# COMPUTERIZED ACCOUNTING SYSTEM - II

**Course Code:** BCH 617

**Credit Units:** 02

## Course Objective:

To help students to understand the computerization of accounting system and the use of the software Tally

## Course Outcomes

CO1 After successfully qualifying practical examination, students will be awarded certificate to work with well-known accounting software i.e. Tally ERP.9

CO2 Student by their own will create company, enter accounting voucher entries including advance voucher entries, reconcile bank statements, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software.

CO3 Students will possess required skill and can also be employed as Tally data entry operator.

CO4 To impart knowledge regarding concepts of Financial Accounting. Tally is an accounting package which is used for learning to maintain accounts.

CO5 To make students capable to create company, enter accounting voucher entries including advance voucher entries, reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software

## Course Contents:

### Module I: Account Masters and Vouchers

Working with Account Masters, viz, Group, Ledger, Cost Centre and Category, Currency, Entry of Accounts Vouchers with Examples of

Billwise, Interest Computation, Printing of Vouchers, Creation and Alteration of Vouchers types and Vouchers Classes.

### Module II: Final Accounts

Viewing Balance Sheet, P& L Account, Trial Balance

## Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

## Text & References:

- Implementing Tally 6.3 by A.K. Nadhani, K. K. Nadhani, BPB Pub.
- Accounting by Tally (Illustrated) by L.B.Singh & V.P.Singh, Asian Pub.
- Computerised financial accounting using tally- Rajan Chougule.

### A. Lecture Plan

| Lecture | Topics                                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|--------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Working with Account Masters, viz, Group, Ledger | Lecture          | BCH617.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Cost Centre and Category                         | Lecture          | BCH617.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | Currency                                         | Lecture          | BCH617.2         | Mid Term-1, Quiz                |

|    |                                                      |         |          |                                 |
|----|------------------------------------------------------|---------|----------|---------------------------------|
|    |                                                      |         |          | & End Sem Exam                  |
| 4  | Entry of Accounts Vouchers with Examples of Billwise | Lecture | BCH617.2 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Interest Computation                                 | Lecture | BCH617.3 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Printing of Vouchers                                 | Lecture | BCH617.3 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Creation and Alteration of Vouchers                  | Lecture | BCH617.3 | Mid Term-1, Quiz & End Sem Exam |
| 8  | types and Vouchers Classes.                          | Lecture | BCH617.4 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Viewing Balance Sheet                                | Lecture | BCH617.4 | Mid Term-1, Quiz & End Sem Exam |
| 10 | P& L Account                                         | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Trial Balance                                        | Lecture | BCH617.5 | Mid Term-1, Quiz & End Sem Exam |

#### B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 617.1.</b> | After successfully qualifying practical examination, students will be awarded certificate to work with well-known accounting software i.e. Tally ERP.9 | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |



|                   |                                                                                                                                                                                                                                     |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
| <b>BCH 617.2.</b> | Student by their own will create company, enter accounting voucher entries including advance voucher entries, reconcile bank statements, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software  | 2 | 2 | 1 | - | 3 | - | - | 2 | 3 | 2 | 3 | 2 | 1 |
| <b>BCH 617.3.</b> | Students will possess required skill and can also be employed as Tally data entry operator.                                                                                                                                         | 1 | 2 | - | 1 | 3 | - | - | 2 | 2 | 2 | 2 | 1 | 1 |
| <b>BCH 617.4.</b> | To impart knowledge regarding concepts of Financial Accounting. Tally is an accounting package which is used for learning to maintain accounts.                                                                                     | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |
| <b>BCH 617.5</b>  | To make students capable to create company, enter accounting voucher entries including advance voucher entries, reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

### Sample Question Paper

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                     |                                            |                 |                  |                       |                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|--------------------------------------------|-----------------|------------------|-----------------------|-----------------|
| <b>Amity Business School</b><br><b>I MID-SEMESTER (SEM –6) 2022-23</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                     |                                            |                 |                  |                       |                 |
| <b>Class: Bcom VI</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                     |                                            |                 |                  |                       |                 |
| <b>Subject Name:</b><br><b>COMPUTERIZED ACCOUNTING SYSTEM - II</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                     | <b>Time: 2 Hrs</b>                         |                 |                  | <b>Max. Marks: 30</b> |                 |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Remembering</b>  | <b>Understanding</b>                       | <b>Applying</b> | <b>Analyzing</b> | <b>Evaluating</b>     | <b>Creating</b> |
| <b>Question Mapping</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Q.1,4</b>        | <b>Q.2,3</b>                               | <b>Q.4</b>      | <b>Q.2,5,6</b>   |                       |                 |
| <p>Student will be able to</p> <p>CO1 After successfully qualifying practical examination, students will be awarded certificate to work with well-known accounting software i.e. Tally ERP.9</p> <p>CO2 Student by their own will create company, enter accounting voucher entries including advance voucher entries, reconcile bank statements, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software.</p> <p>CO3 Students will possess required skill and can also be employed as Tally data entry operator.</p> <p>CO4 To impart knowledge regarding concepts of Financial Accounting. Tally is an accounting package which is used for learning to maintain accounts.</p> <p>CO5 To make students capable to create company, enter accounting voucher entries including advance voucher entries, reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software</p> |                     |                                            |                 |                  |                       |                 |
| <b>CO Map</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Question No.</b> | <b>Question</b>                            |                 |                  |                       | <b>Marks</b>    |
| <b>CO1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Q.1</b>          | <b>Define Account Masters and Vouchers</b> |                 |                  |                       | <b>3</b>        |
| <b>CO1</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Q.2a</b>         | <b>Elaborate Ledger</b>                    |                 |                  |                       | <b>3</b>        |

|     |      |                                                    |   |
|-----|------|----------------------------------------------------|---|
|     | Q.2b | Elaborate Cost Centre and Category                 | 3 |
| CO1 | Q.3  | Discuss Vouchers with Examples of Billwise         | 6 |
| CO2 | Q.4  | Elaborate Balance Sheet                            | 3 |
| CO2 | Q.5a | Determine Vouchers Classes.                        | 3 |
|     | Q.5b | Differentiate among P& L Account and Trial Balance | 3 |
| CO2 | Q 6  | Explain Working with Account Masters               | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |

# BUSINESS DATA PROCESSING - II

**Course Code: BCH 618**

**Credit Units: 02**

## Course Objective:

To help students to understand the DBMS concepts with oracle as a tool.

## Course Outcomes

CO1 Understand the basic principles of database management systems.

CO2 Draw Entity-Relationship diagrams to represent simple database application scenarios CO3 Write SQL queries for a given context in relational database.

CO4 Discuss normalization techniques with simple examples.

CO5 Describe transaction processing and concurrency control concepts.

## Course Contents:

### Module I: Concept of Cursors

Types- Implicit, Explicit Open, Close cursor

### Module II: Introduction to triggers

Block Level, Field level triggers, Simple example to be solved with Form

### Module III: Working with forms

Basic Concept, Application Development in Form, Creating a Form, Running a Form, Form Triggers, maintaining Standards in Forms, Master Detail Forms, Libraries and Alerts.

### Module IV: Working with menus

Using Default Menu, Using custom menu. Attaching a Menu Module to a Form, Opening a Form through a menu

### Module V: Working with reports

Features, Defining data Module for a Report, Specify Runtime Parameter form for report, specify runtime parameter form for a report.

## Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

## Text & References:

- An introduction to database:- Date C.J.
- Commercial Application Development Using Developer 2000 by Ivan Bayross.
- Structured Query Languages (SQL) By Osborne.
- SQL – Scott Urman
- Teach yourself ORACLE 8 – Ed.Whalen in 21 days.

### A. Lecture Plan

| Lecture | Topics          | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------|------------------|------------------|---------------------------------|
| 1       | Types- Implicit | Lecture          | BCH618.1         | Mid Term-1, Quiz & End Sem Exam |
| 2       | Explicit Open   | Lecture          | BCH618.1         | Mid Term-1, Quiz                |

|    |                                              |         |          |                                 |
|----|----------------------------------------------|---------|----------|---------------------------------|
|    |                                              |         |          | & End Sem Exam                  |
| 3  | Close cursor                                 | Lecture | BCH618.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Block Level                                  | Lecture | BCH618.2 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Field level triggers                         | Lecture | BCH618.2 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Simple example to be solved with Form        | Lecture | BCH618.2 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Basic Concept                                | Lecture | BCH618.3 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Application Development in Form              | Lecture | BCH618.3 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Creating a Form, Running a Form              | Lecture | BCH618.3 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Form Triggers                                | Lecture | BCH618.3 | Mid Term-1, Quiz & End Sem Exam |
| 11 | maintaining Standards in Forms               | Lecture | BCH618.4 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Master Detail Forms, Libraries and Alerts    | Lecture | BCH618.4 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Using Default Menu, Using custom menu        | Lecture | BCH618.4 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Attaching a Menu Module to a Form            | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Opening a Form through a menu                | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Features, Defining data Module for a Report  | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Specify Runtime Parameter form for report    | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |
| 19 | specify runtime parameter form for a report. | Lecture | BCH618.5 | Mid Term-1, Quiz & End Sem Exam |

## B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                                                                                                           | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                                                                                                                                                     | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 618.1.</b> | Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.                                                                                                                                   | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 2            | 2                                            | 2                | 3                |
| <b>BCH 618.2.</b> | Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.                                                                                        | 2                                   | 2           | 1           | -           | 3           | -           | -           | 2           | 3           | 2            | 3                                            | 2                | 1                |
| <b>BCH 618.3.</b> | Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government. | 1                                   | 2           | -           | 1           | 3           | -           | -           | 2           | 2           | 2            | 2                                            | 1                | 1                |
| <b>BCH 618.4.</b> | Understand agriculture as the                                                                                                                                                                                                       | 2                                   | 2           | -           | 2           | 3           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |

|                      |                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |   |   |   |   |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                      | foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole                             |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH<br/>618.5</b> | Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects. | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 3 | 2 | 1 |

**Amity Business School**  
**I MID-SEMESTER (SEM –6) 2022-23**

Class: Bcom VI

**Subject Name:**  
**BUSINESS DATA PROCESSING - II**

**Time: 2 Hrs**

**Max. Marks: 30**

| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,4       | Q.2,3         | Q.4      | Q.2,5,6   |            |          |

Student will be able to

CO1 Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.

CO2 Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.

CO3: Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.

CO4. Understand agriculture as the foundation of economic growth and development, analyse the progress and changing nature of agricultural sector and its contribution to the economy as a whole.

CO5. Not only be aware of the economy as a whole, they would understand the basic features of Indian's economy, sources of revenue, how the state government finance its program and projects

| CO Map | Question No. | Question                                | Marks |
|--------|--------------|-----------------------------------------|-------|
| CO1    | Q.1          | Define Cursors                          | 3     |
| CO1    | Q.2a         | Elaborate Close cursor                  | 3     |
|        | Q.2b         | Elaborate Field level triggers          | 3     |
| CO1    | Q.3          | Discuss Libraries and Alerts.           | 6     |
| CO2    | Q.4          | Elaborate Opening a Form through a menu | 3     |
| CO2    | Q.5a         | Determine triggers                      | 3     |
|        | Q.5b         | Explain Form of Triggers                | 3     |
| CO2    | Q 6          | Explain Default Menu                    | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# COMPARATIVE ACCOUNTING SYSTEMS - II

**Course Code:** BCH 619

**Credit Units:** 02

## Course Objective:

To help students to understand the accounting systems and disclosure practices around the world. The course should enable the student to make successful comparisons of international accounting systems.

## Course Outcomes

CO1 Explain, and make comparisons between, the financial reporting regimes of a range of countries.

CO2 Describe the present degree of international harmonisation of financial reporting, and the possibilities of further harmonisation.

CO3 Analyse different approaches to key financial reporting issues, e.g. foreign currency translation, consolidation, price level accounting, asset valuation, intangibles, provisions and reserves, in a range of countries.

CO4 Analyse and interpret financial reports from a range of countries, emphasising differences in practices followed. Be familiar with the international accounting system

## Course Contents:

### Module I

Country studies - Financial reporting in the United Kingdom - Financial reporting in the United States - Financial reporting in the Netherlands - Financial reporting in France - Financial reporting in Germany- Financial reporting in Japan - Financial reporting in nine other important countries - Australia, Canada and Singapore - Scandinavia -South Korea, Italy and Spain - Financial reporting in Central and Eastern Europe and China

### Module II

Issues in international accounting - Consolidation - Introduction - Rate of adoption - The concept of a group - Harmonization - Definitions of group companies - Publication requirements and practices - Techniques of consolidation - Foreign currency translation - Translation of the profit and loss account

### Module III

Segment reporting - What is segment reporting? - The need for segment information - Disclosure regulations - Problems of segment identification - Recent developments - Evidence on the benefits of segment reporting

### Module IV

Inflation accounting - Introduction - Terminology

### Module V

Analysis and management issues - International financial analysis - Understanding differences in accounting method - Disclosure practices in international financial reporting - International auditing - Introduction - The international audit process

## Examination Scheme:

|               |    |        |   |    |
|---------------|----|--------|---|----|
| Components    | CT | HA/C/V | A | EE |
| Weightage (%) | 15 | 10     | 5 | 70 |

## Text & References:

- Comparative International Accounting, by Nobes, Christopher; Parker, R. H.; (Author) , Prentice Hall .

### A. Lecture Plan

| Lecture | Topics | Mode of Delivery | Corresponding CO | Mode of Assessing CO |
|---------|--------|------------------|------------------|----------------------|
|         |        |                  |                  |                      |

|    |                                                                                                                     |         |          |                                 |
|----|---------------------------------------------------------------------------------------------------------------------|---------|----------|---------------------------------|
| 1  | Country studies - Financial reporting in the Moduleed Kingdom                                                       | Lecture | BCH619.1 | Mid Term-1, Quiz & End Sem Exam |
| 2  | Financial reporting in the Moduleed States - Financial reporting in the Netherlands - Financial reporting in France | Lecture | BCH619.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | Financial reporting in Germany                                                                                      | Lecture | BCH619.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | Financial reporting in Japan                                                                                        | Lecture | BCH619.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Financial reporting in nine other important countries                                                               | Lecture | BCH619.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Australia, Canada and Singapore                                                                                     | Lecture | BCH619.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Scandinavia -South Korea                                                                                            | Lecture | BCH619.2 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Italy and Spain                                                                                                     | Lecture | BCH619.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Financial reporting in Central and Eastern Europe and China<br><hr/>                                                | Lecture | BCH619.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Issues in international accounting - Consolidation                                                                  | Lecture | BCH619.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Introduction - Rate of adoption                                                                                     | Lecture | BCH619.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | The concept of a group - Harmonization - Definitions of group companies - Publication requirements and practices    | Lecture | BCH619.3 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Techniques of consolidation - Foreign currency translation                                                          | Lecture | BCH619.3 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Translation of the profit and loss account                                                                          | Lecture | BCH619.3 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Segment reporting - What is segment reporting?                                                                      | Lecture | BCH619.3 | Mid Term-1, Quiz & End Sem Exam |
| 16 | The need for segment information                                                                                    | Lecture | BCH619.3 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Disclosure regulations                                                                                              | Lecture | BCH619.4 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Problems of segment identification - Recent developments                                                            | Lecture | BCH619.4 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                   |         |          |                                 |
|----|-------------------------------------------------------------------|---------|----------|---------------------------------|
| 20 | Evidence on the benefits of segment reporting                     | Lecture | BCH619.4 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Inflation accounting                                              | Lecture | BCH619.4 | Mid Term-2, Quiz & End Sem Exam |
| 22 | - Introduction - Terminology                                      | Lecture | BCH619.4 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Analysis and management issues - International financial analysis | Lecture | BCH619.4 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Understanding differences in accounting method                    | Lecture | BCH619.4 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Disclosure practices in international financial reporting         | Lecture | BCH619.4 | Mid Term-2, Quiz & End Sem Exam |
| 26 | International auditing - Introduction                             | Lecture | BCH619.4 | Mid Term-2, Quiz & End Sem Exam |
| 27 | The international audit process                                   | Lecture | BCH619.4 | Mid Term-2, Quiz & End Sem Exam |

## B. Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              | CORRELATION WITH PROGRAMME SPECIFIC OUTCOMES |                  |                  |
|-------------------|--------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|----------------------------------------------|------------------|------------------|
|                   |                                                                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 | P<br>S<br>O<br>1                             | P<br>S<br>O<br>2 | P<br>S<br>O<br>3 |
| <b>BCH 619.1.</b> | Explain, and make comparisons between, the financial reporting regimes of a range of countries.. | 3                                   | 2           | -           | -           | 3           | 1           | -           | 2           | 2           | 1            | 2                                            | 2                | 1                |
| <b>BCH 619.2.</b> | Describe the present degree of international harmonisation of financial reporting, and the       | 2                                   | 3           | 1           | -           | 3           | -           | -           | 2           | 2           | 2            | 3                                            | 2                | 1                |

|                   |                                                                                                                                                                                                                           |   |   |   |   |   |   |   |   |   |   |   |   |   |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|---|---|---|
|                   | possibilities of further harmonisation.                                                                                                                                                                                   |   |   |   |   |   |   |   |   |   |   |   |   |   |
| <b>BCH 619.3.</b> | Analyse different approaches to key financial reporting issues, e.g. foreign currency translation, consolidation, price level accounting, asset valuation, intangibles, provisions and reserves, in a range of countries. | 1 | 2 | - | 1 | 2 | - | - | 2 | 1 | 3 | 2 | 1 | 1 |
| <b>BCH 619.4.</b> | Analyse and interpret financial reports from a range of countries, emphasising differences in practices followed. Be familiar with the international accounting system                                                    | 2 | 2 | - | 2 | 3 | - | - | 2 | 2 | 2 | 1 | 2 | 1 |

## Sample Question Paper

| Amity Business School<br>I MID-SEMESTER (SEM –6) 2022-23                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |              |                                                                     |          |           |                |          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------|----------|-----------|----------------|----------|
| Class: Bcom VI                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |              |                                                                     |          |           |                |          |
| Subject Name:<br>COMPARATIVE ACCOUNTING<br>SYSTEMS - II                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |              | Time: 2 Hrs                                                         |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Remembering  | Understanding                                                       | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Q.1,4        | Q.2,3                                                               | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1 Explain, and make comparisons between, the financial reporting regimes of a range of countries.<br>CO2 Describe the present degree of international harmonisation of financial reporting, and the possibilities of further harmonisation.<br>CO3 Analyse different approaches to key financial reporting issues, e.g. foreign currency translation, consolidation, price level accounting, asset valuation, intangibles, provisions and reserves, in a range of countries.<br>CO4 Analyse and interpret financial reports from a range of countries, emphasising differences in practices followed. Be familiar with the international accounting system |              |                                                                     |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Question No. | Question                                                            |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.1          | Define Financial reporting                                          |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.2a         | Elaborate Financial reporting in France                             |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Q.2b         | Elaborate Issues in international accounting                        |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.3          | Discuss Techniques of consolidation                                 |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.4          | Elaborate segment reporting                                         |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q.5a         | Determine Inflation accounting                                      |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Q.5b         | Explain International auditing                                      |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Q 6          | Explain Financial reporting in Central and Eastern Europe and China |          |           |                | 6        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |              |                                                                     |          |           |                |          |

| Attainments | Rubric |
|-------------|--------|
|-------------|--------|

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : PRINCIPLES OF ECONOMICS

Course Code : BAE101, Crédits : 04, Session :2021-22(Odd Sem.), Class : BA. (Hons) Economics 1st Year

Faculty Name :

**Introduction:** The main objective of this paper is to introduce the students into the field of economics basic concept of the area what they are going to study. It aims at providing the relevant inputs to the participant so that they could study systematically the various areas of Economics.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BAE 101.1** Know about the rational for understanding economics and effective allocation of scare recourses.

**BAE 101.2.** Come to know the concept of demand and supply and their applications in the market place.

**BAE101.3.** Know about various forms of market structure and will also enhance their understanding of factor markets i.e. Land and labour market.

**BAE101.4.** Know about various Theories of international trade and the barriers to international trade.

**BAE101.5.** Know the concept of Balance of payment, Flexible exchange rate system and its impact in economy.

**B. Programme Outcomes:**

**Programme Outcomes:**

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

**[PO.6]** Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

**[PO.7]** Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

**[PO.8]** Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

**[PO.9]** Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

**A. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |



## B. Syllabus

### Module I: *Exploring the subject matter of Economics:*

Why study Economics? Scope and Method of Economics; The Economic Problem: Scarcity and Choice; the question of What to Produce, How to Produce and How to Distribute Output; Science of Economics; Relation of Economics with other social sciences, Property Rights and Profits: Incentives and Information, Rationing; Opportunity Sets; Economic Systems; Reading and Working with Graphs.

### Module II: Supply and Demand: How markets work, Markets and Welfare:

Markets and Competition; Determinants of individual demand/supply, Demand/Supply schedule and demand/supply curve, Market versus individual demand/supply, Shifts in the demand/supply curve, Demand and Supply together, How Prices allocate resources. Elasticity and its application; Controls on Prices; Taxes and the Costs of Taxation; Consumer, Producers and the Efficiency of the Markets.

### Module III: The Firm Perfect Market Structure & Input Markets:

Financing, controlling and managing firms -- The firm's legal form, Corporate Finance, why corporations care about financial structure, takeover and the market for managers, making decisions, centralization and decentralization, the boundaries of the firm. Behaviour of profit maximizing firms and the production process, Short run costs and output decisions, costs and output in the long run.

Monopoly Imperfect information in the product market.

Labour and Land Markets--Basic concepts [derived demand, productivity of an input, marginal product of labour, marginal revenue product]; demand for labour; input demand curves; shifts in input demand curves;.

### Module IV: *Exploring International Economics:*

The International Economy--Trade surpluses and deficits, the economic basis for trade—absolute advantage versus comparative advantage, terms of trade, exchange rates; Sources of comparative advantage - Heckscher-Ohlin Theorem and other explanations. Trade Barriers--tariffs, subsidies and quotas; free trade or protection--case for free trade, case for protection.

### Module V: *Exploring the Macroeconomics of an Open Economy:*

Balance of Payments-----the current and capital account ;Open economy with flexible exchange rates, factors affecting exchange rates, effects of exchange rates on the economy .

## C. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination;  
A: Attendance

## D. Suggested Text/Reference Books:

Robert S. Pindyck and D.L. Rubinfeld, (2000), *Microeconomics*, 3rd edition, Prentice Hall India.  
Ferguson & Gould- Micro Economic Theory, Cambridge University Press  
Koutsoyiannis, Modern Microeconomics, Macmillan.  
M.L. Trivedi, Managerial Economics- Theory & Applications, Tata McGraw Hill, 2002.  
W.J. Baumol, Economic Theory & Operations Analysis, Prentice Hall.

## **A. Lecture Plan**

| Lecture | Topics                                                                                                                  | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1       | Why study Economics? Scope and Method of Economics                                                                      | Lecture          |                  | Mid Term-1, Quiz & End Sem Exam |
| 2       | The Economic Problem: Scarcity and Choice; the question of What to Produce, How to Produce and How to Distribute Output | Lecture          | BAE101.1         | Mid Term-1, Quiz & End Sem Exam |
| 3       | The Economic Problem: Scarcity and Choice; the question of What to Produce, How to Produce and How to Distribute Output | Lecture          | BAE101.1         | Mid Term-1, Quiz & End Sem Exam |
| 4       | Relation of Economics with other social sciences,                                                                       | Lecture          | BAE101.1         | Mid Term-1, Quiz & End Sem Exam |
| 5       | Property Rights and Profits: Incentives and Information                                                                 | Lecture          | BAE101.1         | Mid Term-1, Quiz & End Sem Exam |
| 6       | Rationing; Opportunity Sets; Economic Systems;                                                                          | Lecture          | BAE101.1         | Mid Term-1, Quiz & End Sem Exam |
| 7       | Reading and Working with Graphs.                                                                                        | Lecture          | BAE101.1         | Mid Term-1, Quiz & End Sem Exam |
| 8       | Markets and Competition; Determinants of individual demand/supply                                                       | Lecture          | BAE101.2         | Mid Term-1, Quiz & End Sem Exam |
| 9       | Demand/Supply schedule and demand/supply curve,                                                                         | Lecture          | BAE101.2         | Mid Term-1, Quiz & End Sem Exam |
| 10      | , Market versus individual demand/supply,                                                                               | Lecture          | BAE101.2         | Mid Term-1, Quiz & End Sem Exam |
| 11      | Shifts in the demand/supply curve, Demand and Supply together                                                           | Lecture          | BAE101.2         | Mid Term-1, Quiz & End Sem Exam |
| 12      | How Prices allocate resources                                                                                           | Lecture          | BAE101.2         | Mid Term-1, Quiz & End Sem Exam |
| 13      | Elasticity and its application                                                                                          | Lecture          | BAE101.2         | Mid Term-1, Quiz & End Sem Exam |
| 14      | Controls on Prices; Taxes and the Costs of Taxation                                                                     | Lecture          | BAE101.2         | Mid Term-1, Quiz & End Sem Exam |
| 15      | Consumer, Producers and the Efficiency of the Markets.                                                                  | Lecture          | BAE101.2         | Mid Term-1, Quiz & End Sem Exam |
| 16      | Financing, controlling and managing firms -- The firm's legal form                                                      | Lecture          | BAE101.3         | Mid Term-1, Quiz & End Sem Exam |
| 17      | Corporate Finance, why corporations care about financial structure                                                      | Lecture          | BAE101.3         | Mid Term-1, Quiz & End Sem Exam |
| 18      | takeover and the market for managers                                                                                    | Lecture          | BAE101.3         | Mid Term-1, Quiz & End Sem Exam |
| 19      | making decisions, centralization and decentralization,                                                                  | Lecture          | BAE101.3         | Mid Term-1, Quiz & End Sem Exam |
| 20      | the boundaries of the firm.                                                                                             | Lecture          | BAE101.3         | Mid Term-1, Quiz                |

|    |                                                                         |         |          |                                 |
|----|-------------------------------------------------------------------------|---------|----------|---------------------------------|
|    |                                                                         |         |          | & End Sem Exam                  |
| 21 | Behaviour of profit maximizing firms and the production process         | Lecture | BAE101.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Behaviour of profit maximizing firms and the production process         | Lecture | BAE101.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Short run costs and output decisions                                    | Lecture | BAE101.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Short run costs and output decisions                                    | Lecture | BAE101.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | costs and output in the long run.                                       | Lecture | BAE101.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Monopoly Imperfect information in the product market                    | Lecture | BAE101.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Labour and Land Markets-- Basic concepts                                | Lecture | BAE101.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | derived demand, productivity of an input                                | Lecture | BAE101.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | marginal product of labour,                                             | Lecture | BAE101.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | marginal revenue product                                                | Lecture | BAE101.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | demand for labour; input demand curves; shifts in input demand curves;. | Lecture | BAE101.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | The International Economy-- Trade surpluses and deficits                | Lecture | BAE101.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | the economic basis for trade                                            | Lecture | BAE101.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | absolute advantage versus comparative advantage                         | Lecture | BAE101.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Terms of trade                                                          | Lecture | BAE101.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | exchange rates                                                          | Lecture | BAE101.4 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Sources of comparative advantage                                        | Lecture | BAE101.4 | Quiz & End Sem Exam             |
| 38 | - Heckscher-Ohlin Theorem and other explanations                        | Lecture | BAE101.4 | Quiz & End Sem Exam             |
| 39 | Trade Barriers--tariffs, subsidies and quotas                           | Lecture | BAE101.4 | Quiz & End Sem Exam             |
| 40 | free trade or protection--case for free trade                           | Lecture | BAE101.4 | Quiz & End Sem Exam             |
| 41 | case for protection.                                                    | Lecture | BAE101.4 | Quiz & End Sem Exam             |
| 42 | Balance of Payments                                                     | Lecture | BAE101.5 | Quiz & End Sem Exam             |
| 43 | the current and capital account                                         | Lecture | BAE101.5 | Quiz & End Sem Exam             |

|    |                                           |         |          |                     |
|----|-------------------------------------------|---------|----------|---------------------|
| 44 | the current and capital account           | Lecture | BAE101.5 | Quiz & End Sem Exam |
| 45 | Open economy with flexible exchange rates | Lecture | BAE101.5 | Quiz & End Sem Exam |
| 46 | factors affecting exchange rates          | Lecture | BAE101.5 | Quiz & End Sem Exam |
| 47 | factors affecting exchange rates          | Lecture | BAE101.5 | Quiz & End Sem Exam |
| 48 | effects of exchange rates on the economy  | Lecture | BAE101.5 | Quiz & End Sem Exam |

#### Course Articulation Matrix (Mapping of COs with POs)

| CO              | STATEMENT                                                                                                                             | CORRELATION WITH PROGRAMME OUTCOME |             |             |             |             |             |             |             |             |              |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                 |                                                                                                                                       | P<br>O<br>1                        | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BAE101.1</b> | <i>Know about the rational for understanding economics and effective allocation of scarce resources.</i>                              |                                    | 3           | 3           |             | 1           | 2           | 3           |             |             |              |
| <b>BAE101.2</b> | Come to know the concept of demand and supply and their applications in the marketplace.                                              |                                    | 3           | 3           |             | 1           | 3           | 2           |             |             |              |
| <b>BAE101.3</b> | Know about various forms of market structure and will also enhance their understanding of factor markets i.e. Land and labour market. |                                    | 3           | 2           |             | 2           | 3           | 3           |             |             |              |
| <b>BAE101.4</b> | Know about various Theories of international trade and the barriers to international trade.                                           |                                    | 3           | 3           |             | 2           | 3           | 2           |             |             |              |



|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                          |
|------------------|--------------------------|
| Session          | 2021-22                  |
| Course Name      | B. A. (Hons) Economics   |
| Semester         | 1 <sup>st</sup> Semester |
| Subject Code     | BAE 101                  |
| Subject Name     | PRINCIPLES OF ECONOMICS  |
| Attainment Level | Level 3                  |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

**BA(H) Economics, Academic Year – 2021-22**

### **Programme Outcomes:**

#### **Programme Outcomes:**

[PO.1]. Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

[PO.2]. Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

[PO.3]. The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

[PO.4] To prepare the students for working in the Economic world like banking, industries, Education, etc.

[PO.5] Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

[PO.6] Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

[PO.7] Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

[PO.8] Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

[PO.9] Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

| PROGRAMME<br>ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|----------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                  |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| I<br>S E M                       | BAE<br>102 | 3   | 2   | 3   | 3   | 3   | -   | 1   | -   | -   |      |



**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                                 |
|-------------------------------------------------------------------------------------------------------|
| Course Handout                                                                                        |
| Course : MICROECONOMICS- I                                                                            |
| Course Code : BAE102, Crédits : 04, Session :2021-22(Odd Sem.), Class : BA. Economics (Hons) 1st Year |
| Faculty Name :                                                                                        |

**A. Introduction:** The main objective of this paper is to introduce the students to the concept of microeconomics. It aims at making the students understand what is consumer behaviour and how does it impact the consumption decisions. It introduces them to the concepts of market structure and market failures so that they learn how to take decisions in such situations and how to plan their actions for dealing with such situations. It aims to provide knowledge about short run and long run production function.

**B. Course Outcomes:**

At the end of the course, students will be able to:

**BAE 102.1:** Explain the consumer behavior and his consumption decisions. Interpret the

impact of changes in income of consumer and changes in prices of goods on the demand for goods by the consumer. Describe the preference pattern of consumers with the help of Indifference curves. Explain the concept of inferior goods and Giffen goods and their impact in violation of law of demand.

**BAE 102.2:** Understand the concept of short run and long run production function and apply its knowledge in creating production functions in business organisations and learn the concept of isoquants. Interpret and apply these concepts in making economic business decisions. Understand the concept of Marginal product and total product, Law of diminishing marginal returns and marginal rate of technical substitution and Cobb Douglas Production function.

**BAE 102.3:** Develop an understanding of various forms of market structure and how they work to allocate resources and the optimal decision making for efficient outcome.

**BAE 102.4:** Analyse and interpret the problems of market failure arising out of negative externalities and misuse of public goods. Find solutions to the problems arising in markets with asymmetric information and apply them in uncertain market conditions.

### **C Programme Outcomes:**

**[PO.1].** The Programme is an attempt to develop capabilities in students to take effective decisions as managers of business organizations operating in the rapidly changing global economic environment.

**[PO.2].** The scope of the programme extends to topics in statistics, accountancy, mathematics, corporate finance, microeconomics, macroeconomics, marketing, business law, econometrics in the context of international business environment.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

## **D.PROGRAMME SPECIFIC OUTCOMES (PSO's)**

### **Programme Outcomes:**

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

**[PO.6]** Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

**[PO.7]** Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

**[PO.8]** Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

**[PO.9]** Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

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### **E.Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1         | CT          | 15%                |
|                                | Mid Term 2         |             |                    |
|                                | Seminar/Viva-      | S/V/Q/HA    | 10%                |

|                          |                                                                                                                                                                                                               |    |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|-------------|
|                          | Voce/Quiz/Home Assignment                                                                                                                                                                                     |    |             |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A  | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |    | <b>100%</b> |

## F. Syllabus

### Module I: Consumer Behaviour:

The consumption decisions -- budget constraints, consumption and income/price changes, demand for all other goods and price changes, Description of preferences [Representing preferences with indifference curves. Properties of Indifference curves], Consumers' optimum choice, income and substitution effects.(Hicks and Slutsky), ordinary and compensated demand curves, inferior goods and Giffen goods, price consumption and income consumption curves, derivation of labour supply and intertemporal choice (saving and borrowing ) Revealed preference----weak axiom and substitution effect

### Module II: Production and Costs:

Technology, Isoquants, production with one and more variable inputs, Returns to scale, short run and long run costs, cost curves in the short run and long run, total, average, and marginal product, cost minimization and expansion path, elasticity of substitution, Cobb Douglas, Linear, and CES production function.

### Module III: Market Structure

Review of perfect competition and monopoly; Pricing with market power; price discrimination, peakload pricing, two-part tariff; monopolistic competition and oligopoly.

### Module IV: Market Failure

Externalities, public goods, markets with asymmetric information

**G.Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination;  
A: Attendance

**H.Suggested Text/Reference Books:****Text:**

- Robert S. Pindyk and D.L. Rubinfeld, (2000), *Microeconomics*, 3rd edition, Prentice Hall India.
- Ferguson & Gould- Micro Economic Theory, Cambridge University Press

**References:**

- Koutsoyiannis, Modern Microeconomics, Macmillan.
- M.L. Trivedi, Managerial Economics- Theory & Applications, Tata McGraw Hill, 2002.
- W.J. Baumol, Economic Theory & Operations Analysis, Prentice Hall

**I. Lecture Plan**

| Lecture | Topics                                                                        | Mode of Delivery  | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------------|-------------------|------------------|---------------------------------|
| 1       | The consumption decisions -- budget constraints                               | Lecture+ PPT      | BAE 102.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | consumption and income/price changes                                          | Lecture+ PPT      | BAE 102.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | demand for all other goods and price changes                                  | Flipped Classroom | BAE 102.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Description of preferences [Representing preferences with indifference curves | Flipped Classroom | BAE 102.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Consumers' optimum choice, income and substitution effects.(                  | Flipped Classroom | BAE 102.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | ordinary and compensated demand                                               | Lecture           | BAE 102.1        | Mid Term-1, Quiz & End Sem      |

|    |                                                                                                         |                          |           |                                 |
|----|---------------------------------------------------------------------------------------------------------|--------------------------|-----------|---------------------------------|
|    | curves,                                                                                                 |                          |           | Exam                            |
| 7  | inferior goods and Giffen goods, price consumption                                                      | Lecture + PPT            | BAE 102.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | income consumption curves, derivation of labour supply and intertemporal choice (saving and borrowing ) | Lecture+ PPT             | BAE102.1  | Mid Term-1, Quiz & End Sem Exam |
| 9  | Revealed preference---- weak axiom and substitution effect                                              | Lecture + PPT            | BAE102.1  | Mid Term-1, Quiz & End Sem Exam |
| 10 | Technology, Isoquants, production with one and more variable inputs,                                    | Lecture + PPT            | BAE102.2  | Mid Term-1, Quiz & End Sem Exam |
| 11 | Returns to scale, short run and long run costs, cost curves in the short run and long run               | Lecture + PPT            | BAE102.2  | Mid Term-1, Quiz & End Sem Exam |
| 12 | total, average, and marginal product, cost minimization and expansion path, elasticity of substitution  | Lecture + PPT            | BAE102.2  | Mid Term-1, Quiz & End Sem Exam |
| 13 | total, average, and marginal product, cost minimization and expansion path, elasticity of substitution  | Lecture + PPT            | BAE102.2  | Mid Term-1, Quiz & End Sem Exam |
| 14 | Cobb Douglas, Linear, and CES production function                                                       | Lecture + PPT            | BAE102.2  | Mid Term-1, Quiz & End Sem Exam |
| 15 | Cobb Douglas, Linear, and CES production function                                                       | Flipped classroom method | BAE102.2  | Mid Term-1, Quiz & End Sem Exam |
| 16 | Review of perfect competition and monopoly                                                              | Flipped classroom method | BAE102.2  | Mid Term-1, Quiz & End Sem Exam |
| 17 | Review of perfect competition and monopoly                                                              | Flipped classroom method | BAE102.2  | Mid Term-1, Quiz & End Sem Exam |
| 18 | Review of perfect competition and monopoly                                                              | Flipped classroom method | BAE102.2  | Mid Term-1, Quiz & End Sem Exam |

|    |                                            |         |           |                                 |
|----|--------------------------------------------|---------|-----------|---------------------------------|
| 19 | Review of perfect competition and monopoly | Lecture | BAE102.3  | Mid Term-1, Quiz & End Sem Exam |
| 20 | Review of perfect competition and monopoly | Lecture | BAE102.3  | Mid Term-1, Quiz & End Sem Exam |
| 21 | Review of perfect competition and monopoly | Lecture | BAE102.3  | Mid Term-2, Quiz & End Sem Exam |
| 22 | Review of perfect competition and monopoly | Lecture | BAE102.3  | Mid Term-2, Quiz & End Sem Exam |
| 23 | Pricing with market power                  | Lecture | BAE102.3  | Mid Term-2, Quiz & End Sem Exam |
| 24 | Pricing with market power                  | Lecture | BAE102.3  | Mid Term-2, Quiz & End Sem Exam |
| 25 | Pricing with market power                  | Lecture | BAE102.3  | Mid Term-2, Quiz & End Sem Exam |
| 26 | Pricing with market power                  | Lecture | BAE102.3  | Mid Term-2, Quiz & End Sem Exam |
| 27 | price discrimination                       | Lecture | BAE102.3  | Mid Term-2, Quiz & End Sem Exam |
| 28 | price discrimination                       | Lecture | BAE102.3  | Mid Term-2, Quiz & End Sem Exam |
| 29 | price discrimination                       | Lecture | BAE102.3  | Mid Term-2, Quiz & End Sem Exam |
| 30 | price discrimination                       | Lecture | BAE102.3  | Mid Term-2, Quiz & End Sem Exam |
| 31 | peakload pricing, two-part tariff          | Lecture | BAE 102.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | peakload pricing, two-part tariff          | Lecture | BAE 102.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | peakload pricing, two-part tariff          | Lecture | BAE 102.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | peakload pricing, two-part tariff          | Lecture | BAE 102.4 | Mid Term-2, Quiz & End Sem Exam |



|    |                                         |              |           |                                 |
|----|-----------------------------------------|--------------|-----------|---------------------------------|
| 35 | monopolistic competition and oligopoly. | Lecture      | BAE 102.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | monopolistic competition and oligopoly. | Lecture      | BAE 102.4 | Mid Term-2, Quiz & End Sem Exam |
| 37 | monopolistic competition and oligopoly. | Lecture      | BAE 102.4 | Quiz & End Sem Exam             |
| 38 | monopolistic competition and oligopoly. | Lecture      | BAE 102.4 | Quiz & End Sem Exam             |
| 39 | Externalities,                          | Lecture      | BAE 102.4 | Quiz & End Sem Exam             |
| 40 | Externalities,                          | Lecture      | BAE 102.4 | Quiz & End Sem Exam             |
| 41 | Externalities,                          | Lecture      | BAE 102.4 | Quiz & End Sem Exam             |
| 42 | public goods                            | CASE STUDY   | BAE 102.4 | Quiz & End Sem Exam             |
| 43 | public goods                            | CASE STUDY   | BAE 102.4 | Quiz & End Sem Exam             |
| 44 | public goods                            | CASE STUDY   | BAE 102.4 | Quiz & End Sem Exam             |
| 45 | markets with asymmetric information     | CASE STUDY   | BAE 102.4 | Quiz & End Sem Exam             |
| 46 | markets with asymmetric information     | Lecture+ PPT | BAE 102.4 | Quiz & End Sem Exam             |
| 47 | markets with asymmetric information     | Lecture+ PPT | BAE 102.4 | Quiz & End Sem Exam             |
| 48 | markets with asymmetric information     | Lecture+ PPT | BAE 102.4 | Quiz & End Sem Exam             |

### J.Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                                                                                                             | CORRELATION WITH PROGRAMME OUTCOME |             |             |             |             |             |             |             |             |              |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|           |                                                                                                                                       | P<br>O<br>1                        | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| BAE 102.1 | Come to know about law of demand, indifference curves, consumption patterns.                                                          | 3                                  | -           | 2           | 2           | 3           | -           | -           | -           | 2           | 2            |
| BAE102.2  | Come to know the isoquants, production function, Cobb Douglas Production function..                                                   | 3                                  | 2           | -           | -           | 2           | 2           | -           | 1           | 2           | 1            |
| BAE102.3  | Know about various forms of market structure and will also enhance their understanding of factor markets i.e. Land and labour market. | 3                                  | 1           | 1           | 2           | 3           | 1           | -           | 2           | 3           | -            |
| BAE102.4  | Know about externalities and public goods.                                                                                            | 3                                  | 3           | 2           | 2           | 1           | 1           | 3           | 2           | 1           | -            |

### Sample Question Paper

|                                                                                                                  |             |               |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>BA(H) Economics<br/>I MID-SEMESTER (SEM –I) 2021-22</p> |             |               |          |           |                |          |
| Class: BA(H) Economics (I SEM)                                                                                   |             |               |          |           |                |          |
| Subject Name:<br>BAE 1102:MICROECONOMICS -I                                                                      |             | Time: 2 Hrs   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms                                                                            | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |

| Taxonomy                                                                                                                                                                             |                |                                                            |     |         |       |  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|------------------------------------------------------------|-----|---------|-------|--|
| Question Mapping                                                                                                                                                                     | Q.1,2(a), 2(b) | Q.3,                                                       | Q.4 | Q.2,5,6 |       |  |
| Student will be able to<br>CO1: Apply the concept of law of demand and explain consumer behavior.<br>CO2: Understand the concept of Production function and the concept of Isoquants |                |                                                            |     |         |       |  |
| CO Map                                                                                                                                                                               | Question No.   | Question                                                   |     |         | Marks |  |
| CO1                                                                                                                                                                                  | Q.1            | Explain the law of demand with the help of an example.     |     |         | 3     |  |
| CO1                                                                                                                                                                                  | Q.2a           | What are indifference curves?                              |     |         | 3     |  |
|                                                                                                                                                                                      | Q.2b           | What are the various properties of indifference curves?    |     |         | 3     |  |
| CO1                                                                                                                                                                                  | Q.3            | What do you understand by income and substitution effects? |     |         | 6     |  |
| CO2                                                                                                                                                                                  | Q.4            | Explain the concept of isoquants?                          |     |         | 3     |  |
| CO2                                                                                                                                                                                  | Q.5a           | Explain production function with two variable inputs.      |     |         | 3     |  |
|                                                                                                                                                                                      | Q.5b           | What is law of diminishing marginal returns?               |     |         | 3     |  |
| CO2                                                                                                                                                                                  | Q 6            | What is Cobb Douglas production function?                  |     |         | 6     |  |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                          |
|------------------|--------------------------|
| Session          | 2021-22                  |
| Course Name      | B. A. (Hons) Economics   |
| Semester         | 1 <sup>st</sup> Semester |
| Subject Code     | BAE 102                  |
| Subject Name     | MICRO ECONOMICS – I      |
| Attainment Level | Level 3                  |

### Note:

#### Attainments

Level 1  
Level 2  
Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1  
IF 70% of students secure more than 60% marks then level 2  
IF 80% of students secure more than 60% marks then level 3



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |

## **PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

### **Bachelor of Arts in Economics Academic Year – 2022-23**

#### **Programme Outcomes:**

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

**[PO.6]** Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

**[PO.7]** Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

**[PO.8]** Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

**[PO.9]** Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

| <b>PROGRAMME</b>           |        |         |         |     |     |     |     |     |     |     |      |
|----------------------------|--------|---------|---------|-----|-----|-----|-----|-----|-----|-----|------|
| <b>ARTICULATION MATRIX</b> |        |         |         |     |     |     |     |     |     |     |      |
|                            |        | PO<br>1 | PO<br>2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|                            | BAE104 | 1       | 2       | -   | -   | 3   | 1   | 2   | 1   | 3   | -    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : Economic History of India

Course Code : BAE104, Crédits : 04, Session :2022-23 (Odd Sem.), Class : BA. Economics (Hons) 1st  
Year

Faculty Name :

### A. Introduction:

The objective of this course is to familiarize students with the Economic history and the economic change over time. It will subsequently help the students to understand the trend of economic growth & development. At the same time it will throw light on the economic history of India through explaining the Trends in macroeconomic, Railways and Economic Change, Indian agricultural scenario and Indian economic conditions at the time of Independence.

B. **Course Outcomes:** At the end of the course, students will be able to:

**BAE 104.1:** Interpret the colonial legacy of the country, strategies of development and subsequent changes in policies, the reason of rapidly expanding British colonial and their purpose behind the expanding industries in India.

**BAE 104.2:** Identify the **Trends in macroeconomic aggregates** such as population, labour force and occupational structure; National Income. Foreign trade and Balance of Payments; Saving and Investment, Money supply and prices.

**BAE 104.3:** Discuss the importance of railways in Indian economics, their role in strengthening the development of the industry and agriculture and the changes occurred after the development of railways in India.

**BAE 104.4:** Explain land, labour, agriculture, technology, commercialization, famines & environment and relationship among all these.

**BAE 104.5:** Discuss deindustrialization and its hypothesis, Industrial labour and growth of entrepreneurship, rise in the industrial sector during the pre-war and the interwar period and the effect of industrial sector on the Indian economy.

**BAE 104.6:** Describe the Indian Economy at Independence and subsequent changes occur during the independence period in Indian Economy.

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |



## Syllabus

### Module I: Colonial India: An Overview

### Module II: Trends in macroeconomic aggregates

Population, labour force and occupational structure; National Income; Foreign trade and Balance of Payments; Saving and Investment; Money supply and prices.

### Module III: Railways and Economic Change

**Module IV:** Agriculture, land, labour, capital, technology, commercialization, famines and environment.

### Module V: Traditional and Modern Industry

The deindustrialization hypothesis, rise of the modern industrial sector during the pre-war and the interwar period, industrial labour, growth of entrepreneurship.

### Module VI: The Indian Economy at Independence

#### Examination Scheme:

| Components       | PO<br>(Attendance) | PI | CI | CT | EE1 |
|------------------|--------------------|----|----|----|-----|
| Weightage<br>(%) | 5                  | 5  | 5  | 15 | 70  |

#### Text & References:

##### *Text:*

- Tirthankar Roy (2000), The Economic History of India, 1857-1974, Oxford University Press, Ch. 3,4,7,8 & 9.
- Rajnarayan Chandavarkar (1985), “Industrialization in India before 1947: Conventional Approaches and
- Alternative Perspectives”, Modern Asian Studies.
- Rajat Ray (1979), Industrialization in India, Oxford University Press, Ch. 4.

##### *References:*

- A.K. Bagchi (1976), “Deindustrialization in India in the Nineteenth Century: Some theoretical implications”,
- Journal of Developmental Studies.
- A.K. Bagchi (1972), Private Investment in India, Orient Longman (1st ed), Ch.2.

- J.N. Bhagwati and Padma Desai (1970), India, Planning for Industrialization, Oxford University Press, Chs. 2 & 3.
- Morris D. Morris (1965), The Emergence of an Industrial Labour Force in India: A Study of the Bombay Cotton
- Mills 1854-1947, Oxford University Press, last chapter.
- Rajat Ray (ed) (1992), Entrepreneurship and Industry in India, 1800-1947, Oxford University Press.

### Lecture Plan

| Lecture | Topics                                          | Mode of Delivery  | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------|-------------------|------------------|---------------------------------|
| 1       | Colonial india                                  | Lecture+ PPT      | BAE 104.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | An Overview of Colonial India                   | Lecture+ PPT      | BAE 104.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Economic History of Colonial India              | Flipped Classroom | BAE 104.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Economic History of Colonial India              | Lecture+ PPT      | BAE 104.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Purpose of the British colonial rule over India | Flipped Classroom | BAE 104.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Purpose of the British colonial rule over India | Lecture+ PPT      | BAE 104.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Common characteristics of colonialism           | Lecture+ PPT      | BAE 104.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Impact of colonolism in India                   | Lecture           | BAE 104.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Trends in macroeconomic aggregates              | Flipped Classroom | BAE 104.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Trends in macroeconomic aggregates              | Lecture+ PPT      | BAE 104.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Population                                      | Case Study        | BAE 104.2        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                          |                      |           |                                    |
|----|--------------------------------------------------------------------------|----------------------|-----------|------------------------------------|
| 12 | Population                                                               | Lecture+<br>PPT      | BAE 104.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 13 | Labour force and<br>occupational structure                               | Lecture+<br>PPT      | BAE 104.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 14 | Labour force and<br>occupational structure                               | Lecture+<br>PPT      | BAE 104.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 15 | National income                                                          | Lecture+<br>PPT      | BAE 104.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 16 | National income                                                          | Flipped<br>Classroom | BAE 104.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 17 | Foreign trade and Balance<br>of Payments                                 | Lecture+<br>PPT      | BAE 104.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 18 | Foreign trade and Balance<br>of Payments                                 | Lecture+<br>PPT      | BAE 104.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 19 | Saving and Investment                                                    | Lecture+<br>PPT      | BAE 104.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 20 | Saving and Investment                                                    | Lecture+<br>PPT      | BAE 104.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 21 | Money supply and prices                                                  | Lecture+<br>PPT      | BAE 104.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 22 | Money supply and prices                                                  | Flipped<br>Classroom | BAE 104.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 23 | Railways and Economic<br>Change                                          | Flipped<br>Classroom | BAE 104.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 24 | Importance of Railways in<br>economy                                     | Lecture+<br>PPT      | BAE 104.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 25 | How Indian railway is<br>contributing in the growth<br>of Indian economy | Lecture+<br>PPT      | BAE 104.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 26 | Social and Economic role<br>of railways in development                   | Lecture+<br>PPT      | BAE 104.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 27 | Social and Economic role<br>of railways in development                   | Flipped<br>Classroom | BAE 104.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 28 | Railways in Colonial India                                               | Flipped<br>Classroom | BAE 104.3 | Mid Term-2, Quiz<br>& End Sem Exam |

|    |                                                                       |                      |           |                                    |
|----|-----------------------------------------------------------------------|----------------------|-----------|------------------------------------|
| 29 | Railways in Colonial India                                            | Lecture+<br>PPT      | BAE 104.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 30 | Contribution of Agriculture<br>in economy                             | Lecture+<br>PPT      | BAE 104.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 31 | Land                                                                  | Lecture+<br>PPT      | BAE 104.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 32 | Labour force                                                          | Lecture+<br>PPT      | BAE 104.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 33 | Capital                                                               | Lecture+<br>PPT      | BAE 104.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 34 | Technology                                                            | Lecture+<br>PPT      | BAE 104.4 | Quiz & End Sem<br>Exam             |
| 35 | Commercialization                                                     | Lecture+<br>PPT      | BAE 104.4 | Quiz & End Sem<br>Exam             |
| 36 | Famines and environment                                               | Flipped<br>Classroom | BAE 104.4 | Quiz & End Sem<br>Exam             |
| 37 | Famines and environment                                               | Lecture+<br>PPT      | BAE 104.4 | Quiz & End Sem<br>Exam             |
| 38 | The deindustrialization<br>hypothesis                                 | Lecture+<br>PPT      | BAE 104.5 | Quiz & End Sem<br>Exam             |
| 39 | Rise of the modern<br>industrial sector during the<br>pre-war         | Lecture+<br>PPT      | BAE 104.5 | Quiz & End Sem<br>Exam             |
| 40 | Rise of the modern<br>industrial sector during the<br>pre-war         | Lecture+<br>PPT      | BAE 104.5 | Quiz & End Sem<br>Exam             |
| 41 | Rise of the modern<br>industrial sector during the<br>interwar period | Lecture+<br>PPT      | BAE 104.5 | Quiz & End Sem<br>Exam             |
| 42 | Industrial labour                                                     | Lecture+<br>PPT      | BAE 104.5 | Quiz & End Sem<br>Exam             |
| 43 | Growth of entrepreneurship                                            | Lecture+<br>PPT      | BAE 104.5 | Quiz & End Sem<br>Exam             |
| 44 | Growth of entrepreneurship                                            | Lecture+<br>PPT      | BAE 104.5 | Quiz & End Sem<br>Exam             |

|    |                                               |                   |           |                     |
|----|-----------------------------------------------|-------------------|-----------|---------------------|
| 45 | The Indian Economy at Independence            | Flipped Classroom | BAE 104.5 | Quiz & End Sem Exam |
| 46 | Growth of Indian Economy since Independence   | Flipped Classroom | BAE 104.5 | Quiz & End Sem Exam |
| 47 | Historical aspects of Indian Economy          | Flipped Classroom | BAE 104.5 | Quiz & End Sem Exam |
| 48 | Problems of Indian Economy after independence | Flipped Classroom | BAE 104.5 | Quiz & End Sem Exam |

### Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                     | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|------------------|-------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                  |                                                                                                                               | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BAE 104.1</b> | Come to know about the Colonial India                                                                                         | 2                                   | -           | 1           | 1           | -           | 1           | 2           | -           | -           | 3            |
| <b>BAE 104.2</b> | Know about the Trends in macroeconomic aggregates                                                                             | 2                                   | 2           | 3           | -           | 2           | 3           | 2           | 1           | 2           | 3            |
| <b>BAE 104.3</b> | Understand the Railways and its impact on Economic Change                                                                     | 1                                   | -           | -           | 1           | 2           | 2           | -           | -           | 1           | 2            |
| <b>BAE 104.4</b> | Come to know about the land, labour, agriculture, technology, commercialization, famines & environment and their relationship | 3                                   | 1           | 3           | 2           | 2           | 3           | 2           | -           | -           |              |
| <b>BAE 104.5</b> | Know about the Industrial labour, growth of entrepreneurship and rise                                                         | 3                                   | 2           | 2           | 1           | 2           | 2           | 1           | 2           | -           | 3            |

|                  |                                                                     |   |   |   |   |   |   |   |   |   |   |
|------------------|---------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
|                  | in the industrial sector during the pre-war and the interwar period |   |   |   |   |   |   |   |   |   |   |
| <b>BAE 104.6</b> | Understand the Indian Economy at Independence                       | - | 1 | - | 2 | 1 | 2 | - | - | 2 | 3 |

### **Sample Question Paper**

|                                                                                                                                                                                                                                                                                                                                                                  |                |                                                                                                     |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-----------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>BA(H) Economics<br>I MID-SEMESTER (SEM –I) 2021-22                                                                                                                                                                                                                                                                                      |                |                                                                                                     |          |           |                |          |
| Class: BA(H) Economics (I SEM)                                                                                                                                                                                                                                                                                                                                   |                |                                                                                                     |          |           |                |          |
| Subject Name:<br><b>BAE 104: Economic History of India</b>                                                                                                                                                                                                                                                                                                       |                | Time: 2 Hrs                                                                                         |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                   | Remembering    | Understanding                                                                                       | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                 | Q.1,2(a), 2(b) | Q.3,                                                                                                | Q.4      | Q.2,5,6   |                |          |
| <b>Student will be able to</b><br><b>CO1:</b> Understand and Interpret the colonial legacy of the country, strategies of development and subsequent changes in policies responsible for expanding British colonial in India.<br><b>CO2:</b> Identify the various Trends in macroeconomic aggregates such as population, labour force and occupational structure; |                |                                                                                                     |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                           | Question No.   | Question                                                                                            |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                              | Q.1            | Explain the Colonial India with the help of suitable example.                                       |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                              | Q.2a           | What are the strategies for development of colonial India has been taken by the British Government? |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                  | Q.2b           | Explain various aspects of Colonial India.                                                          |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                              | Q.3            | What are the strategies and policies responsible for expanding British colonial in India ?          |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                              | Q.4            | Explain Labour Force.                                                                               |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                  | Q.5a           | Explain occupational structure of India .                                                           |          |           |                | 3        |

|     |      |                                                                                                 |   |
|-----|------|-------------------------------------------------------------------------------------------------|---|
| CO2 | Q.5b | What are the various Trends of macroeconomic aggregates. Explain in short.                      | 3 |
| CO2 | Q 6  | What do you understand by population? How it can be useful for the economic growth of a nation? | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                       |
|------------------|---------------------------------------|
| Session          | 2021-22                               |
| Course Name      | B. A. (Hons) Economics                |
| Semester         | 1 <sup>st</sup> Semester              |
| Subject Code     | BAE 104                               |
| Subject Name     | ECONOMIC HISTORY OF INDIA (1857-1947) |
| Attainment Level | Level 3                               |

### Note:

|             |                                                            |
|-------------|------------------------------------------------------------|
| Attainments | Rubric                                                     |
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

**Bachelor of Arts in Economics Academic Year – 2022-23**

### **Programme Outcomes:**

[PO.1]. Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

[PO.2]. Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

[PO.3]. The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

[PO.4] To prepare the students for working in the Economic world like banking, industries, Education, etc.

[PO.5] Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

[PO.6] Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

[PO.7] Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

[PO.8] Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

[PO.9] Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

[PO.10] Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “- “

**PROGRAMME**

| ARTICULATION MATRIX |     |     |     |     |     |     |     |     |     |      |
|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                     | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| BAE201              | 3   | 2   | 3   | 2   | 3   | 1   | 3   | -   | -   | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course :Microeconomics II

Course Code : BAE201, Crédits : 04, Session :2021-22 (Even Sem.), Class : BA. Economics (Hons) 1st  
Year

Faculty Name :

A. **Introduction:** The main objective of this paper is to introduce the students to the concepts of Microeconomics such as Collusive oligopoly models, Cournot and Stackelberg. It aims to develop the skill of decision making in students regarding pricing and output. It aims to teach them the concepts of non-cooperative games, mixed and pure strategies, Nash equilibrium, subgame perfect equilibrium. It introduces them to the concepts of factor pricing and welfare economics.

B. **Course Outcomes:** At the end of the course, students will be able to:

**BAE 201.1:** Interpret decision theory under uncertainty. Understand risk aversion and risk preference. Understand the concept of adverse selection of moral hazard.

**BAE 201.2:** Understand the concept of non - cooperative game theory. Understand Nash equilibrium and sub game perfect equilibrium. Understand the concept of pure and mixed strategies.

**BAE 201.3:** Understand the concept of Collusive oligopoly and learn the application of Prisoner's dilemma of Nash equilibrium. Learn about the models of Oligopoly such as Cournot and Stakelberg.

**BAE 201.4:** Understand the concept of Factor pricing. Understand the difference between firm demand and industry demand. Understand and implement the concepts of derived demand for a single input and multiple inputs in a perfectly competitive market and imperfect competition markets.

**BAE 201.5:** Discuss and apply the concepts of Welfare economics. Apply the concepts of Pareto optimality in pure exchange.

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## Syllabus

**Module I:** Decision theory under uncertainty: Utility functions and expected utility, Risk aversion and risk preference, insurance and investor's choice. Asymmetric information- Adverse selection of moral hazard (concept only)

## **Module II: Basic notions of non-cooperative game theory**

Complete information games in extensive form (relatively informal introduction) and strategic form; pure and mixed strategies; dominant strategies equilibrium, Nash equilibrium and subgame perfect equilibrium.

## **Module III: Oligopoly**

Conjectural variation & reaction functions, analysis of Cournot & Stackelberg, Collusive Oligopoly and application of Prisoner's Dilemma of Nash equilibrium.

## **Module IV: Factor Pricing**

Derived demand for a single input and multiple inputs in competitive & imperfect competition markets, firm demand and industry demand, collective bargaining and exploitation rent & quasi rent.

## **Module V: Welfare Economics**

Conditions of pareto optimality in pure exchange and with production, optimality of perfect competition.

### **Examination Scheme:**

| <b>Components</b>        | <b>PO<br/>(Attendance)</b> | <b>PI</b> | <b>CI</b> | <b>CT</b> | <b>EE1</b> |
|--------------------------|----------------------------|-----------|-----------|-----------|------------|
| <b>Weightage<br/>(%)</b> | <b>5</b>                   | <b>5</b>  | <b>5</b>  | <b>15</b> | <b>70</b>  |

### **Text & References**

#### ***Text:***

- W.S. Baumol, 'Economic Theory and Operational Analysis', Prentice hall
- Ferguson, 'Microeconomic Theory', Cambridge University Press.

#### ***References:***

- A K Koutsyanni's, 'Modern Microeconomics', Macmillan.
- L.M.B. Cabral, (2000) Introduction to Industrial Organization, MIT Press.

- P.K. Dutta (1999) Strategies and Games: Theory and Practice, MIT Press.
- Formson & Gould – Microeconomic Theory

## Lecture Plan

| Lecture | Topics                                                                          | Mode of Delivery  | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------------------------------------------|-------------------|------------------|---------------------------------|
| 1       | Decision theory under uncertainty:                                              | Lecture+ PPT      | BAE 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Decision theory under uncertainty:                                              | Lecture+ PPT      | BAE 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Utility functions                                                               | Flipped Classroom | BAE 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Risk aversion and risk preference                                               | Lecture+ PPT      | BAE 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | expected utility                                                                | Flipped Classroom | BAE 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Risk aversion and risk preference                                               | Lecture+ PPT      | BAE 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | insurance and investor's choice.                                                | Lecture+ PPT      | BAE 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Asymmetric information- Adverse selection of moral hazard (concept only)        | Lecture           | BAE 201.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Complete information games in extensive form (relatively informal introduction) | Flipped Classroom | BAE 201.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Complete information games in extensive form (relatively informal introduction) | Lecture+ PPT      | BAE 201.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Complete information games in extensive form (relatively informal introduction) | Case Study        | BAE 201.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | and strategic form; pure and mixed strategies;                                  | Lecture+ PPT      | BAE 201.2        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                |                   |           |                                 |
|----|------------------------------------------------|-------------------|-----------|---------------------------------|
| 13 | and strategic form; pure and mixed strategies; | Lecture+ PPT      | BAE 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | and strategic form; pure and mixed strategies; | Lecture+ PPT      | BAE 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | dominant strategies equilibrium,               | Lecture+ PPT      | BAE 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | dominant strategies equilibrium,               | Flipped Classroom | BAE 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Nash equilibrium                               | Lecture+ PPT      | BAE 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Nash equilibrium                               | Lecture+ PPT      | BAE 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | subgame perfect equilibrium.                   | Lecture+ PPT      | BAE 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | subgame perfect equilibrium.                   | Lecture+ PPT      | BAE 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | subgame perfect equilibrium.                   | Lecture+ PPT      | BAE 201.2 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Conjectural variation                          | Flipped Classroom | BAE 201.3 | Mid Term-1, Quiz & End Sem Exam |
| 23 | Conjectural variation                          | Flipped Classroom | BAE 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Conjectural variation                          | Lecture+ PPT      | BAE 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | reaction functions                             | Lecture+ PPT      | BAE 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | reaction functions                             | Lecture+ PPT      | BAE 104.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | analysis of Cournot & Stackelberg              | Flipped Classroom | BAE 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | analysis of Cournot & Stackelberg              | Flipped Classroom | BAE 201.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Collusive Oligopoly                            | Lecture+ PPT      | BAE 201.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                |                      |           |                                    |
|----|----------------------------------------------------------------------------------------------------------------|----------------------|-----------|------------------------------------|
| 30 | Collusive Oligopoly                                                                                            | Lecture+<br>PPT      | BAE 201.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 31 | application of Prisoner's<br>Dilemma of Nash<br>equilibrium.                                                   | Lecture+<br>PPT      | BAE 201.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 32 | Derived demand for a single<br>input and multiple inputs in<br>competitive & imperfect<br>competition markets, | Lecture+<br>PPT      | BAE 201.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 33 | Derived demand for a single<br>input and multiple inputs in<br>competitive & imperfect<br>competition markets, | Lecture+<br>PPT      | BAE 201.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 34 | firm demand and industry<br>demand                                                                             | Lecture+<br>PPT      | BAE 201.4 | Quiz & End Sem<br>Exam             |
| 35 | collective bargaining                                                                                          | Lecture+<br>PPT      | BAE 201.4 | Quiz & End Sem<br>Exam             |
| 36 | exploitation rent & quasi<br>rent.                                                                             | Flipped<br>Classroom | BAE 201.4 | Quiz & End Sem<br>Exam             |
| 37 | exploitation rent & quasi<br>rent.                                                                             | Lecture+<br>PPT      | BAE 201.4 | Quiz & End Sem<br>Exam             |
| 38 | Conditions of pareto<br>optimality                                                                             | Lecture+<br>PPT      | BAE 201.5 | Quiz & End Sem<br>Exam             |
| 39 | Conditions of pareto<br>optimality                                                                             | Lecture+<br>PPT      | BAE 201.5 | Quiz & End Sem<br>Exam             |
| 40 | Conditions of pareto<br>optimality                                                                             | Lecture+<br>PPT      | BAE 201.5 | Quiz & End Sem<br>Exam             |
| 41 | Conditions of pareto<br>optimality in pure exchange<br>and with production                                     | Lecture+<br>PPT      | BAE 201.5 | Quiz & End Sem<br>Exam             |
| 42 | Conditions of pareto<br>optimality in pure exchange<br>and with production                                     | Lecture+<br>PPT      | BAE 201.5 | Quiz & End Sem<br>Exam             |
| 43 | Conditions of pareto<br>optimality in pure exchange<br>and with production                                     | Lecture+<br>PPT      | BAE 201.5 | Quiz & End Sem<br>Exam             |



|    |                                    |                   |           |                     |
|----|------------------------------------|-------------------|-----------|---------------------|
| 44 | optimality of perfect competition. | Lecture+ PPT      | BAE 201.5 | Quiz & End Sem Exam |
| 45 | optimality of perfect competition. | Flipped Classroom | BAE 104.5 | Quiz & End Sem Exam |
| 46 | optimality of perfect competition. | Flipped Classroom | BAE 104.5 | Quiz & End Sem Exam |
| 47 | optimality of perfect competition. | Flipped Classroom | BAE 104.5 | Quiz & End Sem Exam |
| 48 | optimality of perfect competition. | Flipped Classroom | BAE 104.5 | Quiz & End Sem Exam |

### Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                                                             | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                  |                                                                                                                                                                                       | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BAE 201.1</b> | Come to know about the concepts of decision theory under uncertainty, utility and expected utility. Come to know about risk aversion and risk preference.                             | 3                                   | 2           | 2           | 1           | 3           | 1           | 2           | -           | -           | 2            |
| <b>BAE 201.2</b> | Know about the notions of non-cooperative game theory, learn about pure and mixed strategies. Come to know about dominant strategies, nash equilibrium, sub game perfect equilibrium. | 3                                   | 1           | 2           | 1           | 3           | 3           | 2           | -           | -           | 2            |
| <b>BAE 201.3</b> | Come to know about Collusive Oligopoly. Learn about models of Oligopoly                                                                                                               | 3                                   | 2           | 2           | 3           | 3           | 1           | 2           | 3           | 1           | 3            |

|                  |                                                                                                                                                 |   |   |   |   |   |   |   |   |   |   |
|------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
|                  | such as Stakelberg, Cournot model. Learn about Prisoner's Dilemma of Nash equilibrium.                                                          |   |   |   |   |   |   |   |   |   |   |
| <b>BAE 201.4</b> | Come to know about factor pricing. Come to know the difference between firm demand and industry demand.                                         | 3 | 2 | 1 | 2 | 3 | 3 | 2 | - | - | 2 |
| <b>BAE 201.5</b> | Come to know about welfare economics. Come to learn the optimality of perfect competition and Conditions of pareto optimality in pure exchange. | 2 | 3 | 1 | 2 | 2 | 2 | 2 | - | - | 2 |

### **Sample Question Paper**

|                                                                                                                                                                                                  |                |                                                           |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-----------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>BA(H) Economics<br>I MID-SEMESTER (SEM –II) 2021-22                                                                                                                     |                |                                                           |          |           |                |          |
| Class: BA(H) Economics (II SEM)                                                                                                                                                                  |                |                                                           |          |           |                |          |
| Subject Name:<br><b>BAE 201: Microeconomics II</b>                                                                                                                                               |                | Time: 2 Hrs                                               |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                   | Remembering    | Understanding                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                 | Q.1,2(a), 2(b) | Q.3,                                                      | Q.4      | Q.2,5,6   |                |          |
| <b>Student will be able to</b><br><b>CO1:</b> Understand the concept of decision theory under uncertainty. Explain the concept of risk preference and risk aversion.<br><b>CO2:</b> Identify the |                |                                                           |          |           |                |          |
| CO Map                                                                                                                                                                                           | Question No.   | Question                                                  |          |           |                | Marks    |
| CO1                                                                                                                                                                                              | Q.1            | Explain the concept of risk aversion and risk preference. |          |           |                | 3        |

|     |      |                                                                                        |   |
|-----|------|----------------------------------------------------------------------------------------|---|
| CO1 | Q.2a | What do you understand by asymmetric information?                                      | 3 |
|     | Q.2b | Explain the concept of adverse selection and moral hazard with the help of an example. | 3 |
| CO1 | Q.3  | What do you understand by utility function and expected utility?                       | 6 |
| CO2 | Q.4  | What is subgame perfect equilibrium? Explain.                                          | 3 |
| CO2 | Q.5a | Explain the concept of non-cooperative game theory.                                    | 3 |
|     | Q.5b | What are pure and mixed strategies? Give examples of each.                             | 3 |
| CO2 | Q 6  | What is Nash equilibrium? In what conditions is it applicable.                         | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                 |
|------------------|-------------------------------------------------|
| Session          | 2021-22                                         |
| Course Name      | B. A. (Hons) Economics                          |
| Semester         | 2 <sup>nd</sup> Semester                        |
| Subject Code     | BAE 201                                         |
| Subject Name     | MICROECONOMICS - II                             |
| Attainment Level | 20% of the students secured more than 60% marks |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3



|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |

## **PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

### **Bachelor of Arts in Economics Academic Year – 2022-23**

#### **Programme Outcomes:**

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

**[PO.6]** Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

**[PO.7]** Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

**[PO.8]** Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

**[PO.9]** Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

|  |        | PO1 | PO2 | PO3 | PO4 | PO5 |
|--|--------|-----|-----|-----|-----|-----|
|  | BAE202 | 3   | -   | 2   | 1   | 1   |

| AMITY BUSINESS SCHOOL                                                                                         |
|---------------------------------------------------------------------------------------------------------------|
| Course Handout                                                                                                |
| Course : Indian Economic Development since 1947                                                               |
| Course Code : (BAE 202), Crédits : 04, Session :2022-23 (Even Sem.),<br>Class : BA. Economics (Hons) 1st Year |
| Faculty Name : Dr. Minakshi Tripathi                                                                          |

### A. Introduction:

The objective of this course is to familiarize students with major features of Indian Economy at Independence in the field of agriculture industry and other infrastructure of the economy. It will subsequently help the students to understand growth of development of different phases on the current issues in Indian economy policy.

B. **Course Outcomes:** At the end of the course, students will be able to:

**BAE 202.1:** Interpret the major features of Indian economy since independence.

**BAE 202.2:** Discuss the how Indian Economy grow and develop, understand the Growth and development experience in different phases of growth defined broadly (but not exclusively) by reference to changes in policy regimes and goals of development. It will subsequently help the students to understand the Growth and structural change, Growth and distribution, Human development and environment, Regional contrasts. At the same time analysing the Indian development experience in international perspective, its factors, strategy and policy.

**BAE 202.3:** Analysing the major Issues in Indian economic policy such as Growth, unemployment and poverty, Macroeconomic stabilization: Trade, Fiscal and Monetary policy issues, Agriculture, industry, services and trade.

**BAE 202.4:** Evaluate the India's development prospects which are looking forward.

| Component of Evaluation | Description | Code | Weightage % |
|-------------------------|-------------|------|-------------|
| Continuous              | Mid Term 1  | CT   | 15%         |

|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Internal Evaluation      |                                                                                                                                                                                                               |          |             |
|                          | Mid Term 2                                                                                                                                                                                                    |          |             |
|                          | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## Syllabus

### Module I

Major features of Indian Economy since Independence

### Module II: Growth, Development and Structural Change

The experience of growth and development: planning and the market.

Growth and development experience in different phases of growth defined broadly (but not exclusively) by reference to changes in policy regimes and goals of development

- i). Growth and structural change
- ii). Growth and distribution
- iii). Human development and environment
- iv). Regional contrasts

Indian development experience in international perspective: factors, strategy and policy

### Module III: Issues in Indian economic policy

Population and Human resource Development

Growth, unemployment and poverty

Macroeconomic stabilization: Trade, Fiscal and Monetary policy issues

Agriculture, industry, services and trade

### Module IV: India's development prospects-looking ahead



**Examination Scheme:**

| Components       | PO<br>(Attendance) | PI | CI | CT | EE1 |
|------------------|--------------------|----|----|----|-----|
| Weightage<br>(%) | 5                  | 5  | 5  | 15 | 70  |

**Text & References:****Text:**

- V.M. Dandekar (1992), *Forty Years after Independence* in B. Jalan (ed.), *The Indian Economy, Problems and Prospects*, Viking Press.
- Sebastian Morris (2001), *Issues in Infrastructure Development Today: The Interlinkages*, in India Infrastructure Report, OUP.

**References:**

- Montek Ahluwalia, (2002), *State level Performance under Economic Reforms in India*, in A.O. Krueger(ed), *Economic Policy Reforms and the Indian Economy*, Univ. of Chicago Press.
- Pranab Bardhan(2003), *Poverty, Agrarian Structure and Political Economy in India: Selected Essay*, OUP, CH.5.
- Jagdish Bhagwati, (1993), *India in Tansition, Freeing the Economy*, Clarendon Press, Ch. 2.
- J. Bhagwati and Padma Desai (1970), *India: Planning for Industrialization*, Ch 2 OUP.
- S. Chakravarty (1987), *Development Planning: The Indian Experience*, Clarendon Press.
- Jean Dreze and Amartya Sen (2002), *India: Development and Participation*, OUP, Chs. 2, 3,5,6,9.
- B.S. Minhas (1991), *Public vs Private sectors: Neglect of Lessons of Economics in Indian Policy Formulation*, R.R. Kale Lecture, Gokhale Institute of Politics & Economics, Pune.
- Mihir Rakshit (2001), *On Correcting Fiscal Imbalances In the Indian Economy: Some Perspectives*,
- Money and Finance, ICRA Bulletin, July-Sept 2001.

**Lecture Plan**

| Lecture | Topics                     | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------|------------------|------------------|---------------------------------|
| 1       | Overview of Indian Economy | Lecture+ PPT     | BAE 202.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Features of Indian Economy | Lecture+ PPT     | BAE 202.1        | Mid Term-1, Quiz & End Sem      |

|    |                                                       |                   |           |                                 |
|----|-------------------------------------------------------|-------------------|-----------|---------------------------------|
|    |                                                       |                   |           | Exam                            |
| 3  | Low Per Capita Real Income:                           | Flipped Classroom | BAE 202.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | High Rate of Population Growth                        | Lecture+ PPT      | BAE 202.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | The Endless Loop of Poverty                           | Flipped Classroom | BAE 202.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Highlights of the Indian Economy:Agro-Based Economy   | Lecture+ PPT      | BAE 202.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Overpopulation                                        | Lecture+ PPT      | BAE 202.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Incongruities in Income                               | Lecture           | BAE 202.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Destruction in Capital Formation                      | Flipped Classroom | BAE 202.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Poor Infrastructural Development                      | Lecture+ PPT      | BAE 202.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Overview of Growth, Development and Structural Change | Case Study        | BAE 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Growth And Development: Planning And The Market       | Lecture+ PPT      | BAE 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Different Phases Of Growth                            | Lecture+ PPT      | BAE 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Different Phases Of Growth                            | Lecture+ PPT      | BAE 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Changes In Policy Regimes And Goals Of Development    | Lecture+ PPT      | BAE 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Growth and Structural Change                          | Flipped Classroom | BAE 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Growth and Distribution                               | Lecture+ PPT      | BAE 202.2 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                          |                   |           |                                 |
|----|------------------------------------------------------------------------------------------|-------------------|-----------|---------------------------------|
| 18 | Human Development and Environment                                                        | Lecture+ PPT      | BAE 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Human Development and Environment                                                        | Lecture+ PPT      | BAE 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Regional Contrasts                                                                       | Lecture+ PPT      | BAE 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Indian development experience in international perspective: factors, strategy and policy | Lecture+ PPT      | BAE 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Indian development experience in international perspective: factors, strategy and policy | Flipped Classroom | BAE 202.2 | Mid Term-1, Quiz & End Sem Exam |
| 23 | Overview of Issues in Indian economic policy                                             | Flipped Classroom | BAE 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 24 | Population and Human resource Development                                                | Lecture+ PPT      | BAE 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 25 | Population and Human resource Development                                                | Lecture+ PPT      | BAE 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Growth, unemployment and poverty                                                         | Lecture+ PPT      | BAE 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Growth, unemployment and poverty                                                         | Flipped Classroom | BAE 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Macroeconomic stabilization: Trade                                                       | Flipped Classroom | BAE 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 29 | Macroeconomic stabilization: Fiscal policy issues                                        | Lecture+ PPT      | BAE 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 30 | Macroeconomic stabilization: Fiscal policy issues                                        | Lecture+ PPT      | BAE 202.3 | Mid Term-1, Quiz & End Sem Exam |
| 31 | Macroeconomic stabilization: Monetary                                                    | Lecture+ PPT      | BAE 202.3 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                |                      |           |                                       |
|----|----------------------------------------------------------------|----------------------|-----------|---------------------------------------|
| 32 | Agriculture                                                    | Lecture+ PPT         | BAE 202.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 33 | Agriculture                                                    | Lecture+ PPT         | BAE 202.3 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 34 | Industry                                                       | Lecture+ PPT         | BAE 202.4 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 35 | Industry                                                       | Lecture+ PPT         | BAE 202.4 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 36 | Services and Trade                                             | Flipped<br>Classroom | BAE 202.4 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 37 | Services and Trade                                             | Lecture+ PPT         | BAE 202.4 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 38 | Overview of India's<br>development prospects-<br>looking ahead | Lecture+ PPT         | BAE 202.4 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 39 | Various ways for finding<br>out development<br>prospects       | Lecture+ PPT         | BAE 202.4 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 40 | Various ways for finding<br>out development<br>prospects       | Lecture+ PPT         | BAE 202.4 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 41 | India's Links to Global<br>Value Chains                        | Lecture+ PPT         | BAE 202.4 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 42 | Driving Convergence                                            | Lecture+ PPT         | BAE 202.4 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 43 | Driving Convergence                                            | Lecture+ PPT         | BAE 202.4 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 44 | Main Hurdles in<br>development                                 | Lecture+ PPT         | BAE 202.4 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 45 | Major Taken for<br>removing the Hurdles                        | Flipped<br>Classroom | BAE 202.4 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 46 | Various Government<br>Policy for the<br>development            | Flipped<br>Classroom | BAE 202.4 | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 47 | Various Policy for the<br>development                          | Flipped<br>Classroom | BAE 202.4 | Mid Term-1,<br>Quiz & End Sem         |

|    |                                    |                   |           |                                 |
|----|------------------------------------|-------------------|-----------|---------------------------------|
|    |                                    |                   |           | Exam                            |
| 48 | Various Policy for the development | Flipped Classroom | BAE 202.4 | Mid Term-1, Quiz & End Sem Exam |

### Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                  | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |         |              |
|------------------|----------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|---------|--------------|
|                  |                                                                            | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | PO<br>9 | P<br>O<br>10 |
| <b>BAE 202.1</b> | Come to know about the Major features of Indian Economy since Independence | 3                                   | 2           | 1           | 2           | 3           | 3           | -           | 1           | -       | 1            |
| <b>BAE 202.2</b> | Understand the Growth, Development and Structural Change aspects of India  | 2                                   | 2           | 3           | -           | 1           | 3           | 2           | 1           | 1       | -            |
| <b>BAE 202.3</b> | Know about the Issues in Indian economic policy                            | 1                                   | -           | 2           | 3           | 1           | 2           | -           | -           | 1       | 2            |
| <b>BAE 202.4</b> | Find out the India's development prospects-looking ahead                   | 1                                   | 2           | 2           | 3           | -           | 3           | 1           | 1           | 2       | 2            |

|                                                                             |             |                |          |           |                |          |
|-----------------------------------------------------------------------------|-------------|----------------|----------|-----------|----------------|----------|
| Amity Business School<br>BA(H) Economics<br>I MID-SEMESTER (SEM –2) 2022-23 |             |                |          |           |                |          |
| Class: BA(H) Economics (II SEM)                                             |             |                |          |           |                |          |
| Subject Name:<br><b>BAE 202: INDIAN ECONOMIC DEVELOPMENT SINCE 1947</b>     |             | Time: 1:30 Hrs |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                              | Remembering | Understanding  | Applying | Analyzing | Evaluating     | Creating |

|                                                                                                                                                                                                                                                                                     |                |                                                                                                                                                   |     |         |  |       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------|-----|---------|--|-------|
| Question Mapping                                                                                                                                                                                                                                                                    | Q.1,2(a), 2(b) | Q.3,                                                                                                                                              | Q.4 | Q.2,5,6 |  |       |
| <p><b>Student will be able to</b></p> <p><b>CO1:</b> Interpret and understand the major features of Indian economy since independence.</p> <p><b>CO2:</b> Identify the various Growth and development aspects of Indian Economy also understand the different phases of growth.</p> |                |                                                                                                                                                   |     |         |  |       |
| CO Map                                                                                                                                                                                                                                                                              | Question No.   | Question                                                                                                                                          |     |         |  | Marks |
| CO1                                                                                                                                                                                                                                                                                 | Q.1            | Give the overview of Indian Economy.                                                                                                              |     |         |  | 3     |
| CO1                                                                                                                                                                                                                                                                                 | Q.2a           | What are the economic conditions of Indian economy before independence?                                                                           |     |         |  | 3     |
|                                                                                                                                                                                                                                                                                     | Q.2b           | Explain any two major features of Indian economy since independence.                                                                              |     |         |  | 3     |
| CO1                                                                                                                                                                                                                                                                                 | Q.3            | Explain various features of Indian economy since independence in detail.                                                                          |     |         |  | 6     |
| CO2                                                                                                                                                                                                                                                                                 | Q.4            | Identify the various Growth aspects Indian Economy.                                                                                               |     |         |  | 3     |
| CO2                                                                                                                                                                                                                                                                                 | Q.5a           | What do you understand by Regional contrasts?                                                                                                     |     |         |  | 3     |
|                                                                                                                                                                                                                                                                                     | Q.5b           | What are the various Trends of macroeconomic aggregates? Explain in short.                                                                        |     |         |  | 3     |
| CO2                                                                                                                                                                                                                                                                                 | Q 6            | Explain Indian development in international perspective. Also explain the major factors and strategy which are helpful in growth and development? |     |         |  | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## **Attainment**

2021-22

B. A. (Hons) Economics

2<sup>nd</sup> Semester

BAE 202

INDIAN ECONOMIC DEVELOPMENT SINCE 1947

Level 3

### **Rubric**

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3



|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |
| <b>DEPARTMENT OF BUSINESS MANAGEMENT</b>        |

**PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

**Bachelor of Economics (B.A. (Eco.) (Hons.)), Academic Year – 2021-22**

**Programme Outcomes:**

[PO.1]. Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

[PO.2]. Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

[PO.3]. The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

[PO.4] To prepare the students for working in the Economic world like banking, industries, Education, etc.

[PO.5] Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

[PO.6] Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

[PO.7] Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

[PO.8] Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

[PO.9] Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

[PO.10] Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)



If there is no correlation, put “-”

|           |            | PO1 | PO2 | PO3 | PO4 | PO5 | PSO1 | PSO2 | PSO3 | PSO4 | PSO5 | PSO6 | PSO7 | PSO8 | PSO9 |
|-----------|------------|-----|-----|-----|-----|-----|------|------|------|------|------|------|------|------|------|
| II<br>SEM | BAE<br>203 | 3   | 3   | 3   | 2   | 2   | 3    | 3    | 1    | 3    | 2    | 2    | -    | 1    | -    |



| AMITY BUSINESS SCHOOL                                                                                              |
|--------------------------------------------------------------------------------------------------------------------|
| Course Handout                                                                                                     |
| Course : STATISTICAL METHODS IN ECONOMICS-I                                                                        |
| Course Code : BAE203, Crédits : 04, Session : 2021-22(Even Sem.), Class : B.A. (Eco.) (Hons.) 2 <sup>nd</sup> Year |
| Faculty Name : Dr. Rajat Vaish                                                                                     |

**A. Introduction:** This course is designed to provide students with an understanding of the data and its relevance in economics and develop an understanding of the quantitative techniques from statistics. A particular emphasis is placed on developing the ability to interpret the numerical information that forms the basis of decision-making in economics. Most of the examples are drawn from a variety of business applications. This course introduces statistical methods in economics and fundamental aspects of decision-making. It examines aspects of business and marketing with regards to basic statistical analysis. Students will be provided with the theoretical concepts, tools and methods of statistics as well as the opportunity to work through example problems.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BAE203.1.** Learn the importance of data, the types of data, methods for collection of data, organization of data, geometrical representation of data and the calculation of a central value in the data set around which most of the data values are clustered and to describe the variability or diversity and to indicate the degree of variation in a set of data values.

**BAE203.2.** Study of existence of relationship in between given statistical variables and use simple regression models to formulate and analyse the underlying relationships between them.

**BAE203.3.** Understand the pattern of the historical data and then extrapolate the pattern into the future. Understand the different approaches to forecasting that can be applied in business. Gain a general understanding of time-series forecasting techniques. Learn how to decompose time-series data into their various components and to forecast by using decomposition techniques.

**BAE203.4.** Explain the purpose of index numbers. Compute indexes to measure price changes and quantity changes over time. Revise the base period of a series of index numbers. Explain and derive link relatives. Discuss the limitations of index number construction.

**C. Programme Outcomes:**

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

**[PO.6]** Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

**[PO.7]** Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

**[PO.8]** Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

**[PO.9]** Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

**Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**A. Syllabus**

**Module I: Elementary Distribution Theory**

Univariate Frequency Distributions, measures of location, Dispersion, Skewness and Kurtosis; the first four moments about zero and central moments.

**Module II: Bivariate Distributions and Simple Linear Regression:**

Marginal and conditional distributions: discrete case; Covariance and correlation: rank correlation. Simple

linear regression; method of least squares; Derivation of the normal equation; standard error of regression (SER), properties of the least squares estimator, Gauss- Markov Theorem, Simple tests of hypothesis on regression coefficients.

### **Module III: Time series analysis, linear and exponential trend, forecasting**

### **Module IV: Index Numbers**

Concept of an index number. Laspeyer's, Paasche's and Fisher's Index Numbers; Time Reversal, Factor reversal and circular tests; Chain base index; Problems in the Construction of an index number; splicing; base shifting and use of index number for deflating other series.

#### **B. Examination Scheme:**

| <b>Components</b>    | <b>A</b> | <b>CT</b> | <b>S/V/Q/HA</b> | <b>EE</b> |
|----------------------|----------|-----------|-----------------|-----------|
| <b>Weightage (%)</b> | 5        | 15        | 10              | 70        |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### **C. Suggested Text/Reference Books:**

- Sharma, J.K, Fundamentals of Business Statistics, Pearson.
- Allen, R.G.D, Mathematical Analysis for Economics, Macmillan Press, London.
- Black, J. and J.F. Bradley, Essential Mathematics for Economics, John Wiley and Sons.
- Chiang, A.C, Fundamental Method of Mathematical Economics, McGraw-Hill, New Delhi.
- Croxton, F.E., D.J. Cowden and S. Klein, Applied General Statistics, Prentice Hall, New Delhi.
- Gupta, S.C. and V.K. Kapoor, Fundamentals of Applied Statistics, S.Chand and Sons, New Delhi.
- Speigal, M.R, Theory and Problems of Statistics, McGraw-Hill Book, London.

#### **D. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                     | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|-----------------------------------------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | Introduction to Statistics and Data                                               | Lecture                 | BAE203.1                | Mid Term-1, Quiz & End Sem Exam |
| 2              | Statistical Data and Statistical Methods                                          | Lecture                 | BAE203.1                | Mid Term-1, Quiz & End Sem Exam |
| 3              | Types of Statistical Methods, Data and Data Sources                               | Lecture                 | BAE203.1                | Mid Term-1, Quiz & End Sem Exam |
| 4              | Statistics in Economics and Limitations of Statistics                             | Lecture                 | BAE203.1                | Mid Term-1, Quiz & End Sem Exam |
| 5              | Classification of Data: Ungrouped and Grouped (Univariate Frequency Distribution) | Lecture                 | BAE203.1                | Mid Term-1, Quiz & End Sem Exam |
| 6              | Graphical Representation of Data                                                  | Lecture                 | BAE203.1                | Mid Term-1, Quiz & End Sem Exam |
| 7              | Introduction to Measures                                                          | Lecture                 | BAE203.1                | Mid Term-1, Quiz                |

|    |                                           |         |          |                                      |
|----|-------------------------------------------|---------|----------|--------------------------------------|
|    | of Location or Central Tendency           |         |          | & End Sem Exam                       |
| 8  | Arithmetic Mean                           | Lecture | BAE203.1 | Mid Term-1, Quiz & End Sem Exam      |
| 9  | Median                                    | Lecture | BAE203.1 | Mid Term-1, Quiz & End Sem Exam      |
| 10 | Mode                                      | Lecture | BAE203.1 | Mid Term-1, Quiz & End Sem Exam      |
| 11 | Introduction to Measures of Dispersion    | Lecture | BAE203.1 | Mid Term-1, Quiz & End Sem Exam      |
| 12 | Range                                     | Lecture | BAE203.1 | Mid Term-1, Quiz & End Sem Exam      |
| 13 | Quartile Deviation                        | Lecture | BAE203.1 | Mid Term-1, Quiz & End Sem Exam      |
| 14 | Mean Deviation                            | Lecture | BAE203.1 | Mid Term-1, Quiz & End Sem Exam      |
| 15 | Standard Deviation                        | Lecture | BAE203.1 | Mid Term-1, Quiz & End Sem Exam      |
| 16 | Moments                                   | Lecture | BAE203.1 | Mid Term-1, Quiz & End Sem Exam      |
| 17 | Skewness                                  | Lecture | BAE203.1 | Mid Term-1, Quiz & End Sem Exam      |
| 18 | Kurtosis                                  | Lecture | BAE203.1 | Mid Term-1, Quiz & End Sem Exam      |
| 19 | Moments about an arbitrary number         | Lecture | BAE203.1 | Mid Term-1, Quiz & End Sem Exam      |
| 20 | Central Moments                           | Lecture | BAE203.1 | Mid Term-1, Quiz & End Sem Exam      |
| 21 | Bivariate Frequency Distribution          | Lecture | BAE203.2 | Mid Term-1, Quiz & End Sem Exam      |
| 22 | Marginal Distribution                     | Lecture | BAE203.2 | Mid Term-1, Quiz & End Sem Exam      |
| 23 | Conditional Distribution                  | Lecture | BAE203.2 | Mid Term-1, Quiz & End Sem Exam      |
| 24 | Introduction to Correlation               | Lecture | BAE203.2 | Mid Term-1, Quiz & End Sem Exam      |
| 25 | Types of Correlation                      | Lecture | BAE203.2 | Mid Term-1, Quiz & End Sem Exam      |
| 26 | Karl Pearson's Coefficient of Correlation | Lecture | BAE203.2 | Mid Term-1, Quiz & End Sem Exam      |
| 27 | Spearman's Rank Correlation Coefficient   | Lecture | BAE203.2 | Mid Term-1, Quiz & End Sem Exam      |
| 28 | Introduction to Regression Analysis       | Lecture | BAE203.2 | Home Assignment, Quiz & End Sem Exam |
| 29 | Simple Linear Regression Model            | Lecture | BAE203.2 | Home Assignment, Quiz & End Sem Exam |
| 30 | Calculation for Regression Line           | Lecture | BAE203.2 | Home Assignment, Quiz                |

|    |                                                       |         |          |                                      |
|----|-------------------------------------------------------|---------|----------|--------------------------------------|
|    |                                                       |         |          | & End Sem Exam                       |
| 31 | Calculation for Regression Coefficients               | Lecture | BAE203.2 | Home Assignment, Quiz & End Sem Exam |
| 32 | Problems on Regression Line and Coefficients          | Lecture | BAE203.2 | Home Assignment, Quiz & End Sem Exam |
| 33 | Introduction to forecasting and its methods           | Lecture | BAE203.3 | Home Assignment, Quiz & End Sem Exam |
| 34 | Objectives of time series analysis and its components | Lecture | BAE203.3 | Home Assignment, Quiz & End Sem Exam |
| 35 | Time series decomposition model                       | Lecture | BAE203.3 | Home Assignment, Quiz & End Sem Exam |
| 36 | Time series methods: Freehand method                  | Lecture | BAE203.3 | Home Assignment, Quiz & End Sem Exam |
| 37 | Time series methods: Smoothing method                 | Lecture | BAE203.3 | Home Assignment, Quiz & End Sem Exam |
| 38 | Types of smoothing method                             | Lecture | BAE203.3 | Home Assignment, Quiz & End Sem Exam |
| 39 | Time series methods: Trend projection method          | Lecture | BAE203.3 | Home Assignment, Quiz & End Sem Exam |
| 40 | Types of trend projection method                      | Lecture | BAE203.3 | Home Assignment, Quiz & End Sem Exam |
| 41 | Concept of an Index Number                            | Lecture | BAE203.4 | Home Assignment, Quiz & End Sem Exam |
| 42 | Laspeyer's Index Number                               | Lecture | BAE203.4 | Home Assignment, Quiz & End Sem Exam |
| 43 | Paasche's Index Number                                | Lecture | BAE203.4 | Home Assignment, Quiz & End Sem Exam |
| 44 | Fisher's Index Number                                 | Lecture | BAE203.4 | Home Assignment, Quiz & End Sem Exam |
| 45 | Time Reversal Test                                    | Lecture | BAE203.4 | Home Assignment, Quiz & End Sem Exam |
| 46 | Factor Reversal Test                                  | Lecture | BAE203.4 | Home Assignment, Quiz & End Sem Exam |
| 47 | Circular Test                                         | Lecture | BAE203.4 | Home                                 |

|    |                  |         |          |                                      |
|----|------------------|---------|----------|--------------------------------------|
|    |                  |         |          | Assignment, Quiz & End Sem Exam      |
| 48 | Chain Base Index | Lecture | BAE203.4 | Home Assignment, Quiz & End Sem Exam |

#### E. Course Articulation Matrix (Mapping of COs with POs)

| CO                   | STATEMENT                                                                                                                                                                                                                                                                                                                                                         | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                      |                                                                                                                                                                                                                                                                                                                                                                   | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BAE203<br/>.1</b> | Learn the importance of data, the types of data, methods for collection of data, organization of data, geometrical representation of data and the calculation of a central value in the data set around which most of the data values are clustered and to describe the variability or diversity and to indicate the degree of variation in a set of data values. | 3                                   | 3           | 2           | 1           | 3           | 3           | 2           | 2           | 3           | 3            |
| <b>BAE203<br/>.2</b> | Study of existence of relationship in between given statistical variables and use simple regression models to formulate and analyse the underlying relationships between them.                                                                                                                                                                                    | 2                                   | 3           | 3           | 1           | 2           | 3           | 2           | 2           | 3           | 3            |

|                      |                                                                                                                                                                                                                                                                                                                                                                                  |   |   |   |   |   |   |   |   |   |   |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BAE203<br/>.3</b> | Understand the pattern of the historical data and then extrapolate the pattern into the future. Understand the different approaches to forecasting that can be applied in business. Gain a general understanding of time-series forecasting techniques. Learn how to decompose time-series data into their various components and to forecast by using decomposition techniques. | 3 | 3 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 |
| <b>BAE203<br/>.4</b> | Explain the purpose of index numbers. Compute indexes to measure price changes and quantity changes over time. Revise the base period of a series of index numbers. Explain and derive link relatives. Discuss the limitations of index number construction.                                                                                                                     | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                                                 |
|------------------|-------------------------------------------------|
| Session          | 2021-22                                         |
| Course Name      | B. A. (Hons) Economics                          |
| Semester         | 2 <sup>nd</sup> Semester                        |
| Subject Code     | BAE 203                                         |
| Subject Name     | STATISTICAL METHODS IN ECONOMICS - I            |
| Attainment Level | 20% of the students secured more than 60% marks |

### Note:

#### Attainments

Level 1

Level 2

Level 3

#### Rubric

IF 60% of students secure more than 60% marks then level 1

IF 70% of students secure more than 60% marks then level 2

IF 80% of students secure more than 60% marks then level 3





# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

**Bachelor of Arts in Economics Academic Year – 2022-23**

### **Programme Outcomes:**

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

**[PO.6]** Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

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**[PO.9]** Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME           |         |         |     |     |     |     |     |     |     |     |      |
|---------------------|---------|---------|-----|-----|-----|-----|-----|-----|-----|-----|------|
| ARTICULATION MATRIX |         |         |     |     |     |     |     |     |     |     |      |
|                     |         | P<br>O1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|                     | BAE 204 | 2       | 3   | -   | -   | 3   | 1   | 3   | -   | -   | 2    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : Agricultural Economy of India

Course Code : BAE204, Crédits : 04, Session :2021-22(Even Sem.), Class : BA. Economics (Hons) 1st  
Year

Faculty Name :

### A. Introduction:

The objective of this course is to familiarize students with the Agricultural economy of India and its importance in Indian Economy. It will enable the students to learn about the land reforms, agricultural development in India and about Green revolution. It will subsequently help the students to understand the concept of indebtedness and its causes. At the same time, it will throw light on concepts like regulated marketing, co-operative marketing, sustainable agricultural growth and its constraints. It aims at making the students to know the role of agriculture in economic development.

**Course Outcomes:** At the end of the course, students will be able to:

**BAE 204.1:** Understand the importance of Agriculture in Indian economy. They will be able to establish the relationship between agricultural and non- agricultural sectors of Economy. Know the role of agriculture in Economic development.

**BAE 204.2:** Understand the history of Agricultural Development in India. Understand and explain the concept of Green Revolution. Discuss the Agricultural Price Policy in India.

**BAE 204.3:** Analyse the various causes of rural indebtedness and identify the sources of agricultural finance. Identify the defects in agricultural produce. Explain the concept of Sustainable Agricultural growth and identify its constraints. Explain current issues in Indian Agriculture.

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## Syllabus

### Module I

Features of Agriculture - Importance of Agriculture in the Indian Economy – Relationship between Agriculture and Non-Agriculture sectors.

### Module II

Agriculture Development in India - Subdivision and Fragmentation of holdings in India and causes - Land Tenure and Land Reforms. Productivity in Agriculture - New Agriculture Strategy - Green Revolution - Nature of Food Economy -Agriculture price policy in India - Public Distribution system.

**Module III** Rural Indebtedness - Causes of Rural Indebtedness - Sources of Agricultural Finance.

Market and Marketed Surplus - Defects in marketing Agricultural produce – Regulated markets - Co-operative marketing - Farmers Market. Current Issues in Indian Agriculture (Selected Topics). Sustainable Agricultural growth- Concepts & Constraints

**Examination Scheme:**

| <b>Components</b>        | <b>PO<br/>(Attendance)</b> | <b>PI</b> | <b>CI</b> | <b>CT</b> | <b>EE1</b> |
|--------------------------|----------------------------|-----------|-----------|-----------|------------|
| <b>Weightage<br/>(%)</b> | <b>5</b>                   | <b>5</b>  | <b>5</b>  | <b>15</b> | <b>70</b>  |

**Text & References:**

**Text:**

- Ruddar Dutt and K P M Sundaram Indian Economy, S. Chand & Co. Ltd, New Delhi.
- Bansil.B.C. Agricultural Problems of India, Vikas Publishing House. Pvt. Ltd., New Delhi.

**References:**

- Misra and Puri, Indian Economy, Himalaya Publishing House, Bombay.
- Sankaran.A. Agricultural Economy of India, Progressive Corporation. Pvt. Ltd., Bombay.
- Srivastava.O.S. Agricultural Economics, Rawat Publications, Jaipur, 1996.
- Ashok Gulati (2000), Indian Agriculture in an Open Economy: Will it Prosper? In Ahluwalia & Little (eds)
- India's Economic reforms & development: Essay for Manmohan Singh, Oxford University Press

**Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                                                                                         | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>        |
|----------------|-----------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|------------------------------------|
| 1              | Features of Agriculture                                                                                               | Lecture+<br>PPT         | BAE 204.1               | Mid Term-1, Quiz<br>& End Sem Exam |
| 2              | Features of Agriculture                                                                                               | Lecture+<br>PPT         | BAE 204.1               | Mid Term-1, Quiz<br>& End Sem Exam |
| 3              | Features of Agriculture                                                                                               | Flipped<br>Classroom    | BAE 204.1               | Mid Term-1, Quiz<br>& End Sem Exam |
| 4              | Features of Agriculture                                                                                               | Lecture+<br>PPT         | BAE 204.1               | Mid Term-1, Quiz<br>& End Sem Exam |
| 5              | Features of Agriculture                                                                                               | Flipped<br>Classroom    | BAE 204.1               | Mid Term-1, Quiz<br>& End Sem Exam |
| 6              | - Importance of<br>Agriculture in the Indian<br>Economy                                                               | Lecture+<br>PPT         | BAE 204.1               | Mid Term-1, Quiz<br>& End Sem Exam |
| 7              | - Importance of<br>Agriculture in the Indian<br>Economy                                                               | Lecture+<br>PPT         | BAE 204.1               | Mid Term-1, Quiz<br>& End Sem Exam |
| 8              | - Importance of<br>Agriculture in the Indian<br>Economy                                                               | Lecture                 | BAE 204.1               | Mid Term-1, Quiz<br>& End Sem Exam |
| 9              | - Importance of<br>Agriculture in the Indian<br>Economy                                                               | Flipped<br>Classroom    | BAE 204.1               | Mid Term-1, Quiz<br>& End Sem Exam |
| 10             | - Importance of<br>Agriculture in the Indian<br>Economy                                                               | Lecture+<br>PPT         | BAE 204.1               | Mid Term-1, Quiz<br>& End Sem Exam |
| 11             | Relationship between<br>Agriculture and Non-<br>Agriculture sectors.                                                  | Case Study              | BAE 104.1               | Mid Term-1, Quiz<br>& End Sem Exam |
| 12             | Relationship between<br>Agriculture and Non-A<br>Relationship between<br>Agriculture and Non-<br>Agriculture sectors. | Lecture+<br>PPT         | BAE 204.1               | Mid Term-1, Quiz<br>& End Sem Exam |



|    |                                                               |                   |           |                                 |
|----|---------------------------------------------------------------|-------------------|-----------|---------------------------------|
| 13 | Relationship between Agriculture and Non-Agriculture sectors. | Lecture+ PPT      | BAE 204.1 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Relationship between Agriculture and Non-Agriculture sectors. | Lecture+ PPT      | BAE 204.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Relationship between Agriculture and Non-Agriculture sectors. | Lecture+ PPT      | BAE 204.1 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Agriculture Development in India                              | Flipped Classroom | BAE 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Agriculture Development in India                              | Lecture+ PPT      | BAE 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Agriculture Development in India                              | Lecture+ PPT      | BAE 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Agriculture Development in India                              | Lecture+ PPT      | BAE 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Subdivision and Fragmentation of holdings in India            | Lecture+ PPT      | BAE 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Subdivision and Fragmentation of holdings in India            | Lecture+ PPT      | BAE 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Subdivision and Fragmentation of holdings in India            | Flipped Classroom | BAE 204.2 | Mid Term-1, Quiz & End Sem Exam |
| 23 | Subdivision and Fragmentation of holdings in India            | Flipped Classroom | BAE 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Land Tenure and Land Reforms                                  | Lecture+ PPT      | BAE 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Land Tenure and Land Reforms                                  | Lecture+ PPT      | BAE 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Productivity in Agriculture                                   | Lecture+ PPT      | BAE 204.2 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                 |                   |           |                                 |
|----|-----------------------------------------------------------------|-------------------|-----------|---------------------------------|
| 27 | Productivity in Agriculture                                     | Flipped Classroom | BAE 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Agriculture Strategy - Green Revolution -                       | Flipped Classroom | BAE 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Agriculture Strategy - Green Revolution -                       | Lecture+ PPT      | BAE 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Nature of Food Economy                                          | Lecture+ PPT      | BAE 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Nature of Food Economy                                          | Lecture+ PPT      | BAE 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Agriculture price policy in India - Public Distribution system. | Lecture+ PPT      | BAE 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Agriculture price policy in India - Public Distribution system. | Lecture+ PPT      | BAE 204.2 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Agriculture price policy in India - Public Distribution system. | Lecture+ PPT      | BAE 204.2 | Quiz & End Sem Exam             |
| 35 | Rural Indebtedness                                              | Lecture+ PPT      | BAE 204.3 | Quiz & End Sem Exam             |
| 36 | Rural Indebtedness                                              | Flipped Classroom | BAE 204.3 | Quiz & End Sem Exam             |
| 37 | Causes of Rural Indebtedness                                    | Lecture+ PPT      | BAE 204.3 | Quiz & End Sem Exam             |
| 38 | Sources of Agricultural Finance.                                | Lecture+ PPT      | BAE 204.3 | Quiz & End Sem Exam             |
| 39 | Sources of Agricultural Finance.                                | Lecture+ PPT      | BAE 204.3 | Quiz & End Sem Exam             |
| 40 | Market and Marketed Surplus                                     | Lecture+ PPT      | BAE 204.3 | Quiz & End Sem Exam             |
| 41 | Defects in marketing Agricultural produce                       | Lecture+ PPT      | BAE 204.3 | Quiz & End Sem Exam             |
| 42 | Regulated markets -                                             | Lecture+ PPT      | BAE 204.3 | Quiz & End Sem Exam             |

|    |                                                               |                      |           |                        |
|----|---------------------------------------------------------------|----------------------|-----------|------------------------|
| 43 | Co-operative marketing                                        | Lecture+<br>PPT      | BAE 204.3 | Quiz & End Sem<br>Exam |
| 44 | Farmers Market                                                | Lecture+<br>PPT      | BAE 204.3 | Quiz & End Sem<br>Exam |
| 45 | Current Issues in Indian<br>Agriculture (Selected<br>Topics). | Flipped<br>Classroom | BAE 204.3 | Quiz & End Sem<br>Exam |
| 46 | Sustainable Agricultural<br>growth- Concepts &<br>Constraints | Flipped<br>Classroom | BAE 204.3 | Quiz & End Sem<br>Exam |
| 47 | Sustainable Agricultural<br>growth- Concepts &<br>Constraints | Flipped<br>Classroom | BAE 204.3 | Quiz & End Sem<br>Exam |
| 48 | Sustainable Agricultural<br>growth- Concepts &<br>Constraints | Flipped<br>Classroom | BAE 204.3 | Quiz & End Sem<br>Exam |

#### Articulation Matrix (Mapping of COs with POs)

| CO                        | STATEMENT                                                                        | CORRELATION WITH PROGRAMME<br>OUTCOMES |             |             |             |             |             |             |             |             |              |
|---------------------------|----------------------------------------------------------------------------------|----------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                           |                                                                                  | P<br>O<br>1                            | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BAE<br/>204.<br/>1</b> | Come to know about the Major<br>features of Indian Economy since<br>Independence | 4                                      | -           | 1           | -           | 1           | 3           | -           | 1           | 2           | 1            |
| <b>BAE<br/>204.<br/>2</b> | Understand the Growth,<br>Development and Structural<br>Change aspects of India  | 3                                      | 2           | 1           | 1           | -           | 3           | 2           | 1           | 1           | -            |
| <b>BAE<br/>204.<br/>3</b> | Know about the Issues in Indian<br>economic policy                               | 2                                      | -           | -           | 1           | 2           | 2           | -           | -           | 1           | 2            |

|                           |                                                          |   |   |   |   |   |   |   |   |   |   |
|---------------------------|----------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BAE<br/>204.<br/>4</b> | Find out the India's development prospects-looking ahead | 3 | 1 | 4 | 2 | 2 | 3 | - | - | 2 | 2 |
|---------------------------|----------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|

**Sample Question Paper**

|                                                                                                                                                                                                                                                                                                                                                                                                        |                |                                                                                          |          |           |                |          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>BA(H) Economics<br>I MID-SEMESTER (SEM –II) 2021-22                                                                                                                                                                                                                                                                                                                           |                |                                                                                          |          |           |                |          |
| Class: BA(H) Economics (II SEM)                                                                                                                                                                                                                                                                                                                                                                        |                |                                                                                          |          |           |                |          |
| Subject Name:<br><b>BAE 204: Agricultural Economy of India</b>                                                                                                                                                                                                                                                                                                                                         |                | Time: 2 Hrs                                                                              |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                                                                                                                         | Remembering    | Understanding                                                                            | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                                                                                                                       | Q.1,2(a), 2(b) | Q.3,                                                                                     | Q.4      | Q.2,5,6   |                |          |
| <b>Student will be able to</b><br><b>CO1:</b> Understand the concept and features of Agriculture. Develop an understanding of Agricultural economy of India. Establish relationship between agricultural sector and nonagricultural sectors of Indian economy.<br><b>CO2:</b> Understand the growth and development of Agriculture in India. Analyze and interpret Agricultural price policy in India. |                |                                                                                          |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                                                                                                                                 | Question No.   | Question                                                                                 |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                    | Q.1            | What is Agriculture? Explain its features.                                               |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                    | Q.2a           | Describe the Agricultural economy of India.                                              |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                        | Q.2b           | Explain the relationship between agriculture and various other non-agricultural sectors. |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                                                                                                                    | Q.3            | Explain the importance of agriculture in India.                                          |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                    | Q.4            | Explain the reasons behind the subdivision and fragmentation of holdings in India.       |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                    | Q.5a           | Briefly analyze the Agricultural price policy in India.                                  |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                                                                                                                        | Q.5b           | Explain the concept of green revolution.                                                 |          |           |                | 3        |
| CO2                                                                                                                                                                                                                                                                                                                                                                                                    | Q 6            | Analyze the Public Distribution System.                                                  |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

## Attainment

|                  |                               |
|------------------|-------------------------------|
| Session          | 2021-22                       |
| Course Name      | B. A. (Hons) Economics        |
| Semester         | 2 <sup>nd</sup> Semester      |
| Subject Code     | BAE 204                       |
| Subject Name     | AGRICULTURAL ECONOMY OF INDIA |
| Attainment Level | Level 1                       |

### Note:

| Attainments | Rubric                                                     |
|-------------|------------------------------------------------------------|
| Level 1     | IF 60% of students secure more than 60% marks then level 1 |
| Level 2     | IF 70% of students secure more than 60% marks then level 2 |
| Level 3     | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

## PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

BA(H) Economics, Academic Year – 2021-22

### Programme Outcomes:

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

**[PO.6]** Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

**[PO.7]** Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

**[PO.8]** Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

**[PO.9]** Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| III<br>S E M                        | BAE<br>301 | 3   | 3   | 3   | 2   | 3   | 2   | 1   | 3   | 2   | -    |



**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                                             |
|-------------------------------------------------------------------------------------------------------------------|
| Course Handout                                                                                                    |
| Course : MACRO ECONOMICS- I                                                                                       |
| Course Code : BAE301, Crédits : 04, Session :2021-22(Odd Sem.), Class : BA. Economics (Hons) 2 <sup>ND</sup> Year |
| Faculty Name :Dr. Kishan Singh Rathore                                                                            |

- A.** Introduction: This course aims at introducing the fundamentals of Macro economic theories, policies and models in a historical perspective. It will enable the students to develop a critical insight on Classical and Keynesian macro economic models, to understand the relationship between inflation and employment by providing exposure to the constructions of Friedman, Phelps & Phillips.

Course Outcomes:

At the end of the course, students will be able to:

BAE 301.1: Explain the roots of macro economics components and its methodology along with role of government in the country.



BAE 302.2: Demonstrate a way to measure concepts of national income and its related aggregates along with Nominal and real GDP.

BAE 303.3: Understanding the classical model of full employment to determine labor, capital product market equilibrium at the extended model of full employment in the economy.

BAE 304.4: Analyze the simple Keynesian Model and the role of government participation in the economy to measure aggregate equilibrium level and income and suggested fiscal measure and the effect of multiplier on the economy.

BAE 305.5: Evaluate in-depth causes of inflation and its cost , The Fisher effect and apply remedies to overcome these problems in economic policy.

### C Programme Outcomes:

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

**[PO.6]** Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

**[PO.7]** Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

**[PO.8]** Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

**[PO.9]** Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

#### E. Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| Total                          |                                                                                                                                                                                                               |          | 100%        |

#### F. Syllabus

##### Module I:

###### Introduction to Macroeconomics

The roots of macroeconomics, macroeconomic concerns, the role of government in the macroeconomy, the components of the macroeconomy, the methodology of macroeconomics.

##### Module II:

###### Introduction to National Income Accounting

Concepts of GDP and national income, approaches to calculating GDP, GDP and personal income, Nominal and real GDP, Limitations of the GDP concept, GDP and the black economy.

##### Module III:

###### The Classical System: The Full-Employment Model

Macroeconomic Equilibrium, the labour market, the product market, the capital market; extending the full employment model

##### Module IV:

###### The Simple Keynesian Model

Aggregate expenditure and equilibrium output--aggregate output and aggregate income, equilibrium aggregate output; Government participation in the economy; Fiscal policy at work--The Multiplier effect.

#### Module V:

##### Money in the Modern Economy

Characteristics of a monetary economy; The demand for money; The supply of money and overall liquidity position; credit creation.

#### Module VI: Inflation

The causes of inflation, level of prices and the value of money, The Fisher effect, The cost of inflation

#### G.Examination Scheme:

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

#### H.Suggested Text/Reference Books:

#### Examination Scheme:

| Components    | P0<br>(Attendance ) | P1 | C1 | CT | EE1 |
|---------------|---------------------|----|----|----|-----|
| Weightage (%) | 5                   | 5  | 5  | 15 | 70  |

#### Text & References:

##### Text:

- Mc Connell. C.R & H.C. Gupta, “Introduction to Macro Economics”, Tata McGraw Hill, Delhi
- Gardner Ackley, “Macro Economics”.

##### References:

- J.E. Stiglitz, and C.E. Walsh (2002), *Principles of Economics*, 3rd Edition, W.W. Norton & Company, New York.
- R. Stone and G. Stone (1962), *National Income and Expenditure*, Bowes and Bowes London.
- Lipsey & Chrystal- Principles of Economics
- K.K. Dewett: Modern Economic Theory, New Delhi, Shyamlal Charitable Trust

#### I. Lecture Plan

| Lecture | Topics                                      | Mode of Delivery  | Corresponding CO | Mode of Assessing CO            |
|---------|---------------------------------------------|-------------------|------------------|---------------------------------|
| 1       | The roots of macroeconomics                 | Lecture+ PPT      | BAE 301.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | The roots of macroeconomics                 | Lecture+ PPT      | BAE 301.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | macroeconomic concerns                      | Flipped Classroom | BAE 301.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>macroeconomic concerns</i>               | Flipped Classroom | BAE 301.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | The role of government in the macro economy | Flipped Classroom | BAE 301.1        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                            |                          |           |                                 |
|----|------------------------------------------------------------|--------------------------|-----------|---------------------------------|
| 6  | The role of government in the macro economy                | Lecture                  | BAE 301.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | The components of the macroeconomy                         | Lecture + PPT            | BAE 301.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | The components of the macroeconomy                         | Lecture+ PPT             | BAE 301.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | The components of the macroeconomy                         | Lecture + PPT            | BAE 301.1 | Mid Term-1, Quiz & End Sem Exam |
| 10 | The methodology of macroeconomics                          | Lecture + PPT            | BAE 301.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | The methodology of macroeconomics                          | Lecture + PPT            | BAE 301.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | The methodology of macroeconomics                          | Lecture + PPT            | BAE301.1  | Mid Term-1, Quiz & End Sem Exam |
| 13 | Concepts of GDP and national income                        | Lecture + PPT            | BAE301.2  | Mid Term-1, Quiz & End Sem Exam |
| 14 | Concepts of GDP and national income                        | Lecture + PPT            | BAE301.2  | Mid Term-1, Quiz & End Sem Exam |
| 15 | Concepts of GDP and national income                        | Flipped classroom method | BAE301.2  | Mid Term-1, Quiz & End Sem Exam |
| 16 | Approaches to calculating GDP                              | Flipped classroom method | BAE301.2  | Mid Term-1, Quiz & End Sem Exam |
| 17 | GDP and personal income                                    | Flipped classroom method | BAE301.2  | Mid Term-1, Quiz & End Sem Exam |
| 18 | Nominal and real GDP                                       | Flipped classroom method | BAE301.2  | Mid Term-1, Quiz & End Sem Exam |
| 19 | Limitations of the GDP concept, GDP and the black economy. | Lecture                  | BAE301.2  | Mid Term-1, Quiz & End Sem Exam |
| 20 | Limitations of the GDP concept, GDP and the black economy. | Lecture                  | BAE301.2  | Mid Term-1, Quiz & End Sem Exam |
| 21 | GDP and the black economy.                                 | Lecture                  | BAE301.2  | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                           |         |              |                                       |
|----|-------------------------------------------------------------------------------------------|---------|--------------|---------------------------------------|
| 22 | GDP and the black economy.                                                                | Lecture | BAE301.2     | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 23 | GDP and the black economy.                                                                | Lecture | BAE301.2     | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 24 | GDP and the black economy.                                                                | Lecture | BAE301.2     | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 25 | <i>Macroeconomic Equilibrium, the<br/>labour market</i>                                   | Lecture | BAE301.3     | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 26 | Macroeconomic Equilibrium,<br>the labour market                                           | Lecture | BAE301.3     | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 27 | Macroeconomic Equilibrium,<br>the labour market                                           | Lecture | BAE301.3     | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 28 | <i>Macroeconomic Equilibrium, the<br/>labour market</i>                                   | Lecture | BAE301.3     | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 29 | the product market                                                                        | Lecture | BAE301.3     | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 30 | the product market                                                                        | Lecture | BAE301.3     | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 31 | the capital market                                                                        | Lecture | BAE301.3     | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 32 | the capital market                                                                        | Lecture | BAE301.3     | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 33 | Extending the full employment<br>model                                                    | Lecture | BAE301.3     | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 34 | Extending the full employment<br>model                                                    | Lecture | BAE301.3     | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 35 | Extending the full employment<br>model                                                    | Lecture | BAE301.3     | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 36 | Extending the full employment<br>model                                                    | Lecture | BAE301.3     | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 37 | Aggregate expenditure and<br>equilibrium output--aggregate<br>output and aggregate income | Lecture | BAE<br>301.4 | Quiz & End Sem<br>Exam                |

|    |                                                                                     |              |           |                     |
|----|-------------------------------------------------------------------------------------|--------------|-----------|---------------------|
| 38 | Aggregate expenditure and equilibrium output--aggregate output and aggregate income | Lecture      | BAE 301.4 | Quiz & End Sem Exam |
| 39 | Aggregate expenditure and equilibrium output--aggregate output and aggregate income | Lecture      | BAE 301.4 | Quiz & End Sem Exam |
| 40 | Aggregate expenditure and equilibrium output--aggregate output and aggregate income | Lecture      | BAE 301.4 | Quiz & End Sem Exam |
| 41 | Aggregate expenditure and equilibrium output--aggregate output and aggregate income | Lecture      | BAE 301.4 | Quiz & End Sem Exam |
| 42 | equilibrium aggregate output;                                                       | CASE STUDY   | BAE 301.4 | Quiz & End Sem Exam |
| 43 | Government participation in the economy                                             | CASE STUDY   | BAE 301.4 | Quiz & End Sem Exam |
| 44 | Government participation in the economy                                             | CASE STUDY   | BAE 301.4 | Quiz & End Sem Exam |
| 45 | Fiscal policy at work--The Multiplier effect.                                       | CASE STUDY   | BAE 301.4 | Quiz & End Sem Exam |
| 46 | Fiscal policy at work--The Multiplier effect.                                       | Lecture+ PPT | BAE 301.4 | Quiz & End Sem Exam |
| 47 | Fiscal policy at work--The Multiplier effect.                                       | Lecture+ PPT | BAE 301.4 | Quiz & End Sem Exam |
| 48 | Fiscal policy at work--The Multiplier effect.                                       | Lecture+ PPT | BAE 301.4 | Quiz & End Sem Exam |
| 49 | <i>Characteristics of a monetary economy</i>                                        | Lecture+ PPT | BAE 301.5 | Quiz & End Sem Exam |
| 50 | <i>The demand for money</i>                                                         | Lecture+ PPT | BAE 301.5 | Quiz & End Sem Exam |
| 51 | <i>The supply of money and overall liquidity position;</i>                          | Lecture+ PPT | BAE 301.5 | Quiz & End Sem Exam |
| 52 | <i>The supply of money and overall liquidity position;</i>                          | Lecture+ PPT | BAE 301.5 | Quiz & End Sem Exam |
| 53 | <i>credit creation.</i>                                                             | Lecture+ PPT | BAE 301.5 | Quiz & End Sem Exam |
| 54 | <i>credit creation.</i>                                                             | Lecture+ PPT | BAE 301.5 | Quiz & End Sem Exam |
| 55 | <i>The causes of inflation</i>                                                      | Lecture+ PPT | BAE 301.5 | Quiz & End Sem      |

|    |                                               |              |           |                     |
|----|-----------------------------------------------|--------------|-----------|---------------------|
|    |                                               |              |           | Exam                |
| 56 | <i>The causes of inflation</i>                | Lecture+ PPT | BAE 301.5 | Quiz & End Sem Exam |
| 57 | <i>level of prices and the value of money</i> | Lecture+ PPT | BAE 301.5 | Quiz & End Sem Exam |
| 58 | <i>The Fisher effect</i>                      | Lecture+ PPT | BAE 301.5 | Quiz & End Sem Exam |
| 59 | The cost of inflation.                        | Lecture+ PPT | BAE 301.5 | Quiz & End Sem Exam |
| 60 | The cost of inflation.                        | Lecture+ PPT | BAE 301.5 | Quiz & End Sem Exam |

#### J.Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                                                                                                                                            | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|-----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|           |                                                                                                                                                                      | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| BAE 301.1 | Explain the roots of macro-economics components and its methodology along with role of government in the country.                                                    | 3                                   | 2           | 2           | 3           | 3           | 3           | -           | -           | 2           | 2            |
| BAE301.2  | Demonstrate a way to measure concepts of national income and its related aggregates along with Nominal and real GDP.                                                 | 3                                   | 3           | 3           | 3           | 2           | 3           | 2           | 2           | 3           | 3            |
| BAE301.3  | Understanding the classical model of full employment to determine labor, capital product market equilibrium at the extended model of full employment in the economy. | 3                                   | 2           | 2           | 2           | 3           | 2           | 2           | 3           | 3           | 2            |

|          |                                                                                                                                                                                                                       |   |   |   |   |   |   |   |   |   |   |
|----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| BAE301.4 | Analyze the simple Keynesian Model and the role of government participation in the economy to measure aggregate equilibrium level and income and suggested fiscal measure and the effect of multiplier on the economy | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 2 |
| BAE301.5 | Evaluate in-depth causes of inflation and its cost , The Fisher effect and apply remedies to overcome these problems in economic policy.                                                                              | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 3 |

Sample Question Paper

| Amity Business School<br>BA(H) Economics<br>I MID-SEMESTER (SEM –I) 2021-22                                                                                                                                                                                                |                |               |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|---------------|----------|-----------|----------------|----------|
| Class: BA(H) Economics (I SEM)                                                                                                                                                                                                                                             |                |               |          |           |                |          |
| Subject Name:<br>BAE 301:MACROECONOMICS -I                                                                                                                                                                                                                                 |                | Time: 2 Hrs   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                             | Remembering    | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                           | Q.1,2(a), 2(b) | Q.3,          | Q.4      | Q.2,5,6   |                |          |
| Student will be able<br>CO1: Explain the roots of macro economics components and its methodology along with role of government in the country<br>CO2: Demonstrate a way to measure concepts of national income and its related aggregates along with Nominal and real GDP. |                |               |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                     | Question No.   | Question      |          |           |                | Marks    |



|     |      |                                                                                               |   |
|-----|------|-----------------------------------------------------------------------------------------------|---|
| CO1 | Q.1  | What you mean by term macro economics?.                                                       | 3 |
| CO1 | Q.2a | What is bird eye view?                                                                        | 3 |
|     | Q.2b | What are components of macroeconomics?                                                        | 3 |
| CO1 | Q.3  | Why government interference needed in the economic decision? Explain                          | 6 |
| CO2 | Q.4  | What is GDP?                                                                                  | 3 |
| CO2 | Q.5a | Who is economic agents?                                                                       | 3 |
|     | Q.5b | Differentiate nominal and real GDP.                                                           | 3 |
| CO2 | Q 6  | Discuss the measure taken by government to control circulation of black money in the economy. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

**BA(H) Economics, Academic Year – 2021-22**

### **Programme Outcomes:**

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

**[PO.6]** Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

**[PO.7]** Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

**[PO.8]** Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

**[PO.9]** Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

| PROGRAMME<br>ARTICULATION<br>MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                     |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| III<br>S E M                        | BAE<br>301 | 3   | 3   | 3   | 2   | 3   | 2   | 1   | 3   | 2   | -    |



**AMITY UNIVERSITY**  
 ————— MADHYA PRADESH —————  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                                  |
|--------------------------------------------------------------------------------------------------------|
| Course Handout                                                                                         |
| Course : PUBLIC FINANCE                                                                                |
| Course Code : BAE 302, Crédits : 04, Session :2021-22(Odd Sem.), Class : BA. Economics (Hons) 2nd Year |
| Faculty Name :                                                                                         |

**A. Introduction:** The main objective of this paper is to introduce the students with the principles of public finance, role of different governments, public expenditure, taxation, budget and fiscal policy in India. Further, it will also provide exposure to the students, the role and the function of the government in a modern economy. The government plays different roles and performs varied functions which are different from earlier societies. In this context the public financial functions of the government need to be understood by a student, by studying the relevant theory and empirical analysis.

**B. Course Outcomes:**

At the end of the course, students will be able to:

**BAE 302.1:** Understand the role of government in managing the economy under different economic systems and learn about the social welfare function. Explain the theory of public goods, understand the market failure and Externalities. Discuss problems in allocation of resources, learning theoretical developments in demand revelation for social goods and public choice.

**BAE 302.2:** Understand the theories of Public Expenditure, analyze the structure and growth of public expenditure, learn the criteria for public investment and income redistribution, analyze the expenditure programmes for the poor, discuss social insurance: unemployment insurance, health care, and education, analyze social cost-benefit, benefit estimation and evaluation.

**BAE 302.3:** Understand the theory of taxation, analyze benefit and ability-to-pay approaches, discuss Indian direct and indirect taxes, learn tax reforms since 1975, analyze Chelliah Committee Report, evaluate tax reforms -taxation incidence and alternative concepts of incidence.

**BAE 302.4:** Understand Budget, learn concept of PPB, discuss Zero-based budgeting and Deficit Budgeting, understand types of Deficits and learn about Public Debt: Trends and composition of Indian Public Debt, discuss Debt management.

**BAE 302.5:** Discuss Fiscal Policy and understand role of Fiscal Policy in India, learn the Principles of Fiscal federalism in India, discuss vertical and horizontal imbalance, analyze Finance Commission and Planning Commission and understand issues in revenue devolutions and Grants -in-Aid - Local Finance.

### **C Programme Outcomes:**

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

**[PO.6]** Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

**[PO.7]** Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

**[PO.8]** Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

**[PO.9]** Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

**E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

**F. Syllabus****Module I**

Role of government in managing the economy under different economic systems – Social Welfare Function. Theory of Public goods - Market failure - Externalities - problems in Allocation of Resources - theoretical developments in Demand revelation for social goods -Public choice.

**Module II: Public Expenditure**

Theories of Public Expenditure -Structure and Growth of Public Expenditure - Criteria for public investment - Income Redistribution – Expenditure Programmes for the poor - Social Insurance: Unemployment Insurance, Health Care, and Education - Social cost-benefit analysis - benefit estimation and evaluation.

**Module III: Taxation**

Theory of Taxation - Benefit and ability-to-pay approaches - Indian Direct and Indirect Taxes - Tax reforms since 1975 - Chelliah Committee Report - Evaluation of Tax Reforms -Taxation Incidence and alternative concepts of Incidence.

**Module IV**

Budget - Concept of PPB - Zero-based Budgeting - Deficit Budgeting - Types of Deficits - Public Debt: Trends and composition of Indian Public Debt - Debt management.

**Module V**

Fiscal Policy - Role of Fiscal Policy in India - Principles of Fiscal federalism in India - Vertical and horizontal imbalance - Finance Commissions and Planning Commission - Issues in Revenue devolutions and Grants -in- Aid - Local Finance.

**G. Examination Scheme:**

| <b>Components</b> | <b>P0<br/>(Attendance)</b> | <b>P1</b> | <b>C1</b> | <b>CT</b> | <b>EE1</b> |
|-------------------|----------------------------|-----------|-----------|-----------|------------|
|                   |                            |           |           |           |            |

|                      |   |   |   |    |    |
|----------------------|---|---|---|----|----|
| <b>Weightage (%)</b> | 5 | 5 | 5 | 15 | 70 |
|----------------------|---|---|---|----|----|

## H. Suggested Text/Reference Books:

### Text:

- Musgrave, R.A. and P.A Musgrave (1976), Public Finance in Theory and Practice, McGraw- Hill Kogakusha, Tokyo.
- Raghbendra Jha : (1998), Modern Public Economics.
- Rosen, Harway, S. - Public Finance, IVth Edn. Irwin.

### References:

- Mueller, D.C. (1979), Public Choice, Cambridge University Press, Cambridge.
- Brown, C.V. and Jackson - Public Sector Economics
- Raja J. Chellia et al. - Trends in Federal Finance.
- Reports of Finance Commissions.

## I. Lecture Plan

| Lecture | Topics                                                                      | Mode of Delivery  | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------------|-------------------|------------------|---------------------------------|
| 1       | Role of government in managing the economy under different economic systems | Lecture+ PPT      | BAE 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Role of government in managing the economy under different economic systems | Lecture+ PPT      | BAE 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Social Welfare Function                                                     | Flipped Classroom | BAE 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Theory of Public goods                                                      | Flipped Classroom | BAE 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Market failure                                                              | Flipped Classroom | BAE 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Externalities                                                               | Lecture           | BAE 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Problems in Allocation of Resources                                         | Lecture + PPT     | BAE 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | theoretical developments in Demand revelation for social good               | Lecture+ PPT      | BAE 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Theoretical developments in Demand revelation for social good               | Lecture + PPT     | BAE 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Public choice                                                               | Lecture + PPT     | BAE 302.1        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Theories of Public Expenditure                                              | Lecture + PPT     | BAE 302.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | Theories of Public Expenditure                                              | Lecture + PPT     | BAE 302.2        | Mid Term-1, Quiz & End Sem Exam |

|    |                                            |                          |           |                                 |
|----|--------------------------------------------|--------------------------|-----------|---------------------------------|
| 13 | Theories of Public Expenditure             | Lecture + PPT            | BAE 302.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Structure and Growth of Public Expenditure | Lecture + PPT            | BAE 302.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Structure and Growth of Public Expenditure | Flipped classroom method | BAE 302.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Criteria for public investment             | Flipped classroom method | BAE 302.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Income Redistribution                      | Flipped classroom method | BAE 302.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Expenditure Programmes for the poor        | Flipped classroom method | BAE 302.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Social Insurance                           | Lecture                  | BAE 302.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Unemployment Insurance                     | Lecture                  | BAE 302.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Health Care and Education                  | Lecture                  | BAE 302.2 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Social cost-benefit analysis               | Lecture                  | BAE 302.2 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Benefit estimation and evaluation          | Lecture                  | BAE 302.2 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Theory of Taxation                         | Lecture                  | BAE 302.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Benefit and ability-to-pay approaches      | Lecture                  | BAE 302.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Indian Direct and Indirect Taxes           | Lecture                  | BAE 302.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Indian Direct and Indirect Taxes           | Lecture                  | BAE 302.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Tax reforms since 1975                     | Lecture                  | BAE 302.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Chelliah Committee Report                  | Lecture                  | BAE 302.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Evaluation of Tax Reforms                  | Lecture                  | BAE 302.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Taxation Incidence                         | Lecture                  | BAE 302.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Alternative concepts of Incidence          | Lecture                  | BAE 302.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Budget                                     | Lecture                  | BAE 302.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Budget                                     | Lecture                  | BAE 302.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Concept of PPB                             | Lecture                  | BAE 302.4 | Mid Term-2, Quiz & End Sem Exam |



|    |                                              |               |           |                                 |
|----|----------------------------------------------|---------------|-----------|---------------------------------|
| 36 | Zero-based Budgeting                         | CASE STUDY    | BAE 302.4 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Zero-based Budgeting                         | CASE STUDY    | BAE 302.4 | Quiz & End Sem Exam             |
| 38 | Deficit Budgeting                            | CASE STUDY    | BAE 302.4 | Quiz & End Sem Exam             |
| 39 | Deficit Budgeting                            | CASE STUDY    | BAE 302.4 | Quiz & End Sem Exam             |
| 40 | Types of Deficits                            | Lecture       | BAE 302.4 | Quiz & End Sem Exam             |
| 41 | Public Debt                                  | Lecture       | BAE 302.4 | Quiz & End Sem Exam             |
| 42 | Trends and composition of Indian Public Debt | Lecture+ PPT  | BAE 302.4 | Quiz & End Sem Exam             |
| 43 | Trends and composition of Indian Public Debt | Lecture+ PPT  | BAE 302.4 | Quiz & End Sem Exam             |
| 44 | Trends and composition of Indian Public Debt | Lecture+ PPT  | BAE 302.4 | Quiz & End Sem Exam             |
| 45 | Debt management                              | Lecture+ PPT  | BAE 302.4 | Quiz & End Sem Exam             |
| 46 | Debt management                              | Lecture+ PPT  | BAE 302.4 | Quiz & End Sem Exam             |
| 47 | Debt management                              | Lecture+ PPT  | BAE 302.4 | Quiz & End Sem Exam             |
| 48 | Fiscal Policy                                | Lecture+ PPT  | BAE 302.5 | Quiz & End Sem Exam             |
| 49 | Fiscal Policy                                | Lecture + PPT | BAE 302.5 | Quiz & End Sem Exam             |
| 50 | Role of Fiscal Policy in India               | Lecture + PPT | BAE 302.5 | Quiz & End Sem Exam             |
| 51 | Principles of Fiscal federalism in India     | Lecture + PPT | BAE 302.5 | Quiz & End Sem Exam             |
| 52 | Principles of Fiscal federalism in India     | Lecture + PPT | BAE 302.5 | Quiz & End Sem Exam             |
| 53 | Vertical and horizontal imbalance            | Lecture + PPT | BAE 302.5 | Quiz & End Sem Exam             |
| 54 | Vertical and horizontal imbalance            | Lecture + PPT | BAE 302.5 | Quiz & End Sem Exam             |
| 55 | Finance Commissions and Planning Commission  | Lecture + PPT | BAE 302.5 | Quiz & End Sem Exam             |
| 56 | Finance Commissions and Planning Commission  | Lecture + PPT | BAE 302.5 | Quiz & End Sem Exam             |
| 57 | Finance Commissions and Planning Commission  | Lecture + PPT | BAE 302.5 | Quiz & End Sem Exam             |
| 58 | Issues in Revenue devolutions                | Lecture + PPT | BAE 302.5 | Quiz & End Sem Exam             |
| 59 | Grants -in- Aid - Local Finance              | Lecture + PPT | BAE 302.5 | Quiz & End Sem Exam             |
| 60 | Grants -in- Aid - Local                      | Lecture + PPT | BAE 302.5 | Quiz & End Sem Exam             |

|  |         |  |  |  |
|--|---------|--|--|--|
|  | Finance |  |  |  |
|--|---------|--|--|--|

### J. Course Articulation Matrix (Mapping of COs with POs)

| CO        | STATEMENT                                                                                     | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|-----------|-----------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|           |                                                                                               | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| BAE 302.1 | Understand the social welfare function, public goods theory and resources allocation          | 2                                   | -           | 2           | -           | -           | 2           | -           | -           | -           | -            |
| BAE 302.2 | Analyze the public expenditure, public investment, income redistribution and social insurance | 3                                   | 2           | 2           | -           | -           | 2           | 1           | -           | 2           | 1            |
| BAE 302.3 | Discuss the taxation, tax reforms, committee report                                           | 2                                   | 1           | 1           | 3           | 2           | 3           | -           | -           | -           | 2            |
| BAE 302.4 | Understand the concept of budget, deficit and debt                                            | 3                                   | 2           | 2           | 2           | 2           | 3           | 3           | -           | 1           | 2            |
| BAE 302.5 | Discuss fiscal policy, finance commission and planning commission                             | 3                                   | 2           | 1           | 2           | 2           | 2           | 3           | -           | -           | 2            |

### Sample Question Paper

|                                                                               |             |               |          |           |                |          |
|-------------------------------------------------------------------------------|-------------|---------------|----------|-----------|----------------|----------|
| Amity Business School<br>BA(H) Economics<br>I MID-SEMESTER (SEM –III) 2021-22 |             |               |          |           |                |          |
| Class: BA(H) Economics (I SEM)                                                |             |               |          |           |                |          |
| Subject Name:<br>BAE 302: PUBLIC FINANCE                                      |             | Time: 2 Hrs   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                | Remembering | Understanding | Applying | Analyzing | Evaluating     | Creating |

| Question Mapping                                                                                                                                                                                                           | Q.1, 2(a), 2(b) | Q.3                                                                                      | Q.4 | Q. 5(a), 5 (b), 6 |       |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|------------------------------------------------------------------------------------------|-----|-------------------|-------|--|
| Student will be able to<br>CO1: Understand the social welfare function, public goods theory and resources allocation<br>CO2: Analyze the public expenditure, public investment, income redistribution and social insurance |                 |                                                                                          |     |                   |       |  |
| CO Map                                                                                                                                                                                                                     | Question No.    | Question                                                                                 |     |                   | Marks |  |
| CO1                                                                                                                                                                                                                        | Q.1             | What are the various problems faced in allocation of resources?                          |     |                   | 3     |  |
| CO1                                                                                                                                                                                                                        | Q.2a            | What do you understand by social welfare function?                                       |     |                   | 3     |  |
|                                                                                                                                                                                                                            | Q.2b            | Explain the theory of public goods.                                                      |     |                   | 3     |  |
| CO1                                                                                                                                                                                                                        | Q.3             | Discuss the role of government in managing the economy under different economic systems. |     |                   | 6     |  |
| CO2                                                                                                                                                                                                                        | Q.4             | Explain social insurance with the help of an example.                                    |     |                   | 3     |  |
| CO2                                                                                                                                                                                                                        | Q.5a            | Analyze the structure and growth of public expenditure.                                  |     |                   | 3     |  |
|                                                                                                                                                                                                                            | Q.5b            | Discuss the criteria for public investment.                                              |     |                   | 3     |  |
| CO2                                                                                                                                                                                                                        | Q 6             | Analyze the social cost-benefit analysis.                                                |     |                   | 6     |  |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

### **BA(H) Economics, Academic Year – 2021-22**

#### **Programme Outcomes:**

#### **Programme Outcomes:**

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

**[PO.6]** Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

**[PO.7]** Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

**[PO.8]** Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

**[PO.9]** Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

| PROGRAMME ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|-------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                               |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| III<br>S E M                  | BAE<br>303 | 3   | 3   | 3   | 2   | 3   | 2   | 1   | 3   | 2   | -    |



**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                                             |
|-------------------------------------------------------------------------------------------------------------------|
| Course Handout                                                                                                    |
| Course : <b>INDUSTRIAL ECONOMICS</b>                                                                              |
| Course Code : BAE303, Crédits : 04, Session :2021-22(Odd Sem.), Class : BA. Economics (Hons) 2 <sup>nd</sup> Year |
| Faculty Name :Dr.Kishan Singh Rathore                                                                             |

**A. Introduction:** The core idea behind the inclusion of this subject is to introduce the students on the industrial developmental side of India, its different facts, different arena, policies & future prospect.

**B. Course Outcomes:**

At the end of the course, students will be able to:

**BAE 303.1:** Understand, and predict factors and determinants of Industrial Growth and productivity in the changing policy regimes.

**BAE 303.2:** Analyze the different forms of business organization , performances since existence and their impact on economy growth and development

**BAE 303.3:** Evaluate the trends in industrial regulation and control and its performance to generate employment in the different sector

**BAE 303.4:** Examine different policy issues on infrastructure and technological development on industrial sector and its future prospects.

**BAE 303.5:** Analyze issues, market abuses and limitation FDI/FIIs and its subsequent impact on industrial sustainability.

**BAE 303.6:** Explain schemes of financial institutions to different industrial sector to measure ownership and efficiency of industries.

## **C Programme Outcomes:**

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

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**[PO.7]** Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

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**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

### E.Assessment Plan:

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code     | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

### F. Syllabus

#### Module I: Overview of the Industrial Scene in India

Trends in growth and productivity; Competitiveness and changes in Policy Regimes

#### Module II: Issues relating to the Composition of Indian Industry

Small vs. Large Industry

Public vs. Private Sector, with emphasis on:

Performance of the public sector

Privatisation

Dynamics of the Industrial Sector: Growth and Sickness

#### Module III: Trends in Industrial Regulation and Control

Pricing in the public and private sectors

Employment growth in the industrial sector

#### Module IV: Policy Issues and Future Prospects

Infrastructure; Technology

#### Module V: Issues of Management

Limiting market abuses

FDIs/FIIs

#### Module VI: Financing of Industry

Ownership and Efficiency

Equity markets

#### Examination Scheme:

| Components | P0<br>(Attendance ) | P1 | C1 | CT | EE1 |
|------------|---------------------|----|----|----|-----|
|------------|---------------------|----|----|----|-----|



|                      |   |   |   |    |    |
|----------------------|---|---|---|----|----|
| <b>Weightage (%)</b> | 5 | 5 | 5 | 15 | 70 |
|----------------------|---|---|---|----|----|

## Text & References:

### Text:

- Dilip Mookherjee, ed. (1995), *Indian Industry*, Oxford University Press, New Delhi.

### References:

- J. Bhagwati (1993), *India in Transition: Freeing the Economy*, Clarendon Oxford 1993
- Mrinal Datta Chaudhri (1990), Market Failure and Government Failure: *Journal of Economic Perspectives*
- NCAER *The India Infrastructure Report* (Rakesh Mohan Committee)
- Department of Disinvestment, White Paper, 2000

## I. Lecture Plan

| Lecture | Topics                                        | Mode of Delivery  | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------|-------------------|------------------|---------------------------------|
| 1       | Trends in growth and productivity             | Lecture+ PPT      | BAE 303.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Trends in growth and productivity             | Lecture+ PPT      | BAE 303.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Trends in growth and productivity             | Flipped Classroom | BAE 303.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | <i>Trends in growth and productivity</i>      | Flipped Classroom | BAE 303.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Competitiveness and changes in Policy Regimes | Flipped Classroom | BAE 303.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Competitiveness and changes in Policy Regimes | Lecture           | BAE 303.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Competitiveness and changes in Policy Regimes | Lecture + PPT     | BAE 303.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Competitiveness and changes in Policy Regimes | Lecture+ PPT      | BAE 303.1        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Small vs. Large Industry                      | Lecture + PPT     | BAE 303.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Small vs. Large Industry                      | Lecture + PPT     | BAE 303.2        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                        |                          |           |                                 |
|----|--------------------------------------------------------|--------------------------|-----------|---------------------------------|
| 11 | Public vs. Private Sector                              | Lecture + PPT            | BAE 303.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Public vs. Private Sector                              | Lecture + PPT            | BAE 303.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Performance of the public sector                       | Lecture + PPT            | BAE 303.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Performance of the public sector                       | Lecture + PPT            | BAE 303.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Performance of the public sector                       | Flipped classroom method | BAE 303.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Privatisation                                          | Flipped classroom method | BAE 303.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Privatisation                                          | Flipped classroom method | BAE 303.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Dynamics of the Industrial Sector: Growth and Sickness | Flipped classroom method | BAE 303.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Dynamics of the Industrial Sector: Growth and Sickness | Lecture                  | BAE 303.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Dynamics of the Industrial Sector: Growth and Sickness | Lecture                  | BAE 303.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Pricing in the public and private sectors              | Lecture                  | BAE 303.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Pricing in the public and private sectors              | Lecture                  | BAE 303.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Pricing in the public and private sectors              | Lecture                  | BAE 303.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Employment growth in the industrial sector             | Lecture                  | BAE 303.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Employment growth in the industrial sector             | Lecture                  | BAE 303.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Employment growth in the industrial sector             | Lecture                  | BAE 303.3 | Mid Term-2, Quiz & End Sem      |

|    |                                                    |            |           |                                 |
|----|----------------------------------------------------|------------|-----------|---------------------------------|
|    |                                                    |            |           | Exam                            |
| 27 | Employment growth in the industrial sector         | Lecture    | BAE 303.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Employment growth in the industrial sector         | Lecture    | BAE 303.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Employment growth in the industrial sector         | Lecture    | BAE 303.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Policy Issues & Future Prospects in Infrastructure | Lecture    | BAE 303.4 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Policy Issues & Future Prospects in Infrastructure | Lecture    | BAE 303.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Policy Issues & Future Prospects in Infrastructure | Lecture    | BAE 303.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Policy Issues & Future Prospects in Infrastructure | Lecture    | BAE 303.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Policy Issues & Future Prospects in Infrastructure | Lecture    | BAE 303.4 | Mid Term-2, Quiz & End Sem Exam |
| 35 | Policy Issues & Future Prospects in Technology     | Lecture    | BAE 303.4 | Mid Term-2, Quiz & End Sem Exam |
| 36 | Policy Issues & Future Prospects in Technology     | Lecture    | BAE 303.4 | Mid Term-2, Quiz & End Sem Exam |
| 37 | Policy Issues & Future Prospects in Technology     | Lecture    | BAE 303.4 | Quiz & End Sem Exam             |
| 38 | Policy Issues & Future Prospects in Technology     | Lecture    | BAE 303.4 | Quiz & End Sem Exam             |
| 39 | Policy Issues & Future Prospects in Technology     | Lecture    | BAE 303.4 | Quiz & End Sem Exam             |
| 40 | Policy Issues & Future Prospects in Technology     | Lecture    | BAE 303.4 | Quiz & End Sem Exam             |
| 41 | <i>Limiting market abuses</i>                      | Lecture    | BAE 303.5 | Quiz & End Sem Exam             |
| 42 | <i>Limiting market abuses</i>                      | CASE STUDY |           | Quiz & End Sem Exam             |
| 43 | <i>Limiting market abuses</i>                      | CASE       | BAE 303.5 | Quiz & End Sem                  |

|    |                          |              |           |                     |
|----|--------------------------|--------------|-----------|---------------------|
|    |                          | STUDY        |           | Exam                |
| 44 | FDI/FIIs                 | CASE STUDY   | BAE 303.5 | Quiz & End Sem Exam |
| 45 | FDI/FIIs                 | CASE STUDY   | BAE 303.5 | Quiz & End Sem Exam |
| 46 | FDI/FIIs                 | Lecture+ PPT | BAE 303.5 | Quiz & End Sem Exam |
| 47 | FDI/FIIs                 | Lecture+ PPT | BAE 303.5 | Quiz & End Sem Exam |
| 48 | FDI/FIIs                 | Lecture+ PPT | BAE 303.5 | Quiz & End Sem Exam |
| 49 | FDI/FIIs                 | Lecture+ PPT | BAE 303.5 | Quiz & End Sem Exam |
| 50 | FDI/FIIs                 | Lecture+ PPT | BAE 303.5 | Quiz & End Sem Exam |
| 51 | FDI/FIIs                 | Lecture+ PPT | BAE 303.5 | Quiz & End Sem Exam |
| 52 | FDI/FIIs                 | Lecture+ PPT | BAE 303.5 | Quiz & End Sem Exam |
| 53 | Ownership and Efficiency | Lecture+ PPT | BAE 303.6 | Quiz & End Sem Exam |
| 54 | Ownership and Efficiency | Lecture+ PPT | BAE 303.6 | Quiz & End Sem Exam |
| 55 | Ownership and Efficiency | Lecture+ PPT | BAE 303.6 | Quiz & End Sem Exam |
| 56 | Ownership and Efficiency | Lecture+ PPT | BAE 303.6 | Quiz & End Sem Exam |
| 57 | Equity markets           | Lecture+ PPT | BAE 303.6 | Quiz & End Sem Exam |
| 58 | Equity markets           | Lecture+ PPT | BAE 303.6 | Quiz & End Sem Exam |
| 59 | Equity markets           | Lecture+ PPT | BAE 303.6 | Quiz & End Sem Exam |
| 60 | Equity markets           | Lecture+ PPT | BAE 303.6 | Quiz & End Sem Exam |

### J.Course Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                     | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                  |                                                                                                                                               | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BAE303.1</b>  | Understand, and predict factors and determinants of Industrial Growth and productivity in the changing policy regimes.                        | 3                                   | 2           | 1           | 3           | 3           | 3           | 3           | 1           | 3           | 3            |
| <b>BAE 303.2</b> | <i>Analyze the different forms of business organization , performances since existence and their impact on economy growth and development</i> | 2                                   | 3           | 2           | 3           | 3           | 3           | 3           | 3           | 2           | 3            |
| <b>BAE 303.3</b> | <i>Evaluate the trends in industrial regulation and control and its performance to generate employment in the different sector</i>            | 2                                   | 2           | 2           | 3           | 3           | 3           | 3           | 3           | 1           | 3            |
| <b>BAE 303.4</b> | Examine different policy issues on infrastructure and technological development on industrial sector and its future prospects.                | 3                                   | 2           | 3           | 3           | 2           | 1           | 3           | 3           | 1           | 3            |
| <b>BAE 303.5</b> | Analyze issues, market abuses and limitation FDI/FIIs and its subsequent impact on industrial sustainability                                  | 2                                   | 3           | 2           | 3           | 3           |             | 2           | 3           | 1           | 3            |

|                  |                                                                                                                                    |   |   |   |   |   |  |   |   |   |   |
|------------------|------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|--|---|---|---|---|
|                  |                                                                                                                                    |   |   |   |   |   |  |   |   |   |   |
| <b>BAE 303.6</b> | <i>Explain schemes of financial institutions to different industrial sector to measure ownership and efficiency of industries.</i> | 2 | 2 | 3 | 3 | 3 |  | 3 | 2 | 1 | 3 |

**Sample Question Paper**

|                                                                                                                                                                                                                                                                                                      |                |                                                                         |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>BA(H) Economics<br>I MID-SEMESTER (SEM –I) 2021-22                                                                                                                                                                                                                          |                |                                                                         |          |           |                |          |
| Class: BA(H) Economics (I SEM)                                                                                                                                                                                                                                                                       |                |                                                                         |          |           |                |          |
| Subject Name:<br>BAE303: INDUSTRIAL ECONOMICS                                                                                                                                                                                                                                                        |                | Time: 2 Hrs                                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                                                       | Remembering    | Understanding                                                           | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                                                     | Q.1,2(a), 2(b) | Q.3,                                                                    | Q.4      | Q.2,5,6   |                |          |
| Student will be able to<br>CO1: Understand, and predict factors and determinants of Industrial Growth and productivity in the changing policy regimes<br>CO2: Analyze the different forms of business organization , performances since existence and their impact on economy growth and development |                |                                                                         |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                                                               | Question No.   | Question                                                                |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                                                  | Q.1            | What you mean by industrial revolution?                                 |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                  | Q.2a           | What id industrial economics?                                           |          |           |                | 3        |
|                                                                                                                                                                                                                                                                                                      | Q.2b           | Why industrial trends need to measure?                                  |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                                                  | Q.3            | Discuss in details the determinants of industrial growth in the economy |          |           |                | 6        |

|     |      |                                                          |   |
|-----|------|----------------------------------------------------------|---|
| CO2 | Q.4  | What is MSME?                                            | 3 |
| CO2 | Q.5a | What you mean infant industry?                           | 3 |
|     | Q.5b | Do any two differentiation in public and private company | 3 |
| CO2 | Q 6  | Discuss in details the causes of industrial sickness.    | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |







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**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

### **BA(H) Economics, Academic Year – 2021-22**

#### **Programme Outcomes:**

[PO.1]. Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

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[PO.9] Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

[PO.10] Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME<br>ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|----------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                  |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| III<br>S E M                     | BAE<br>304 | -   | 1   | 2   | 3   | -   | -   | -   | 3   | -   | 2    |



**AMITY UNIVERSITY**  
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| AMITY BUSINESS SCHOOL                                                                                  |
|--------------------------------------------------------------------------------------------------------|
| Course Handout                                                                                         |
| Course : LEGAL ASPECTS OF BUSINESS                                                                     |
| Course Code : BAE 304, Crédits : 04, Session :2021-22(Odd Sem.), Class : BA. Economics (Hons) 2nd Year |
| Faculty Name :                                                                                         |

**A. Introduction:** The main objective of the paper is to provide a broad understanding of legal issues impacting upon business and the legal processes involved in the management of an organization. Besides the legal aspects of contract management, the course will focus on important legal issues in business and management especially in today's knowledge economy and the internet environment.

## **B. Course Outcomes:**

At the end of the course, students will be able to:

**BAE 304.1:** Understand the various legal aspects in management; discuss contract formulation & its management

**BAE 304.2:** Discuss the performance and remedies for breach of contract and analyze the company as dominant form of business organization

**BAE 304.3:** Discuss the company formation, its basic documents & their implications, analyze the invitation to investment: Prospectus, Shares and Debentures

**BAE 304.4:** Understand the management of a company, discuss the duties and liabilities of directors; analyze the administration of company affairs and about minority protection & prevention of oppression and mismanagement

**BAE 304.5:** Analyze the environmental law and corporate environmental liability; discuss intellectual property law & management

### **C. Programme Outcomes:**

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

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**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

#### **E. Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

#### **F. Syllabus**

##### **Module I**

An Introduction to Legal Aspects in Management, Contract Formulation & its Management

##### **Module II**

Performance and Remedies for Breach of Contract, Company as Dominant Form of Business Organization

##### **Module III**

Company Formation: Basic Documents & their Implications, An invitation to investment: Prospectus, Shares and Debentures

##### **Module IV**

Management of a Company: Duties and Liabilities of Directors, Administration of Company Affairs: Minority protection & Prevention of Oppression and Mismanagement

##### **Module V**

Environmental Law and Corporate Environmental Liability, Intellectual Property Law & Management

#### **G. Examination Scheme:**

| <b>Components</b>    | <b>P0<br/>(Attendance )</b> | <b>P1</b> | <b>C1</b> | <b>CT</b> | <b>EE1</b> |
|----------------------|-----------------------------|-----------|-----------|-----------|------------|
| <b>Weightage (%)</b> | 5                           | 5         | 5         | 15        | 70         |

#### **H. Suggested Text/Reference Books:**

##### **Text:**

- Akhileswar Pathak, Legal Aspects of Business, 3rd Ed., Tata McGraw-Hill Co.

**References:**

- Dr. Avtar Singh, Company Law (In Nutshell), Latest Edition, Eastern Book Company
- Principle of Mercantile Law (latest edition) by Dr. Avtar Singh.

**I. Lecture Plan**

| <b>Lecture</b> | <b>Topics</b>                                     | <b>Mode of Delivery</b> | <b>Corresponding CO</b> | <b>Mode of Assessing CO</b>     |
|----------------|---------------------------------------------------|-------------------------|-------------------------|---------------------------------|
| 1              | An Introduction to Legal Aspects in Management    | Lecture+ PPT            | BAE 304.1               | Mid Term-1, Quiz & End Sem Exam |
| 2              | An Introduction to Legal Aspects in Management    | Lecture+ PPT            | BAE 304.1               | Mid Term-1, Quiz & End Sem Exam |
| 3              | An Introduction to Legal Aspects in Management    | Flipped Classroom       | BAE 304.1               | Mid Term-1, Quiz & End Sem Exam |
| 4              | Contract Formulation & its Management             | Flipped Classroom       | BAE 304.1               | Mid Term-1, Quiz & End Sem Exam |
| 5              | Contract Formulation & its Management             | Flipped Classroom       | BAE 304.1               | Mid Term-1, Quiz & End Sem Exam |
| 6              | Contract Formulation & its Management             | Lecture                 | BAE 304.1               | Mid Term-1, Quiz & End Sem Exam |
| 7              | Contract Formulation & its Management             | Lecture+ PPT            | BAE 304.1               | Mid Term-1, Quiz & End Sem Exam |
| 8              | Contract Formulation & its Management             | Lecture+ PPT            | BAE 304.1               | Mid Term-1, Quiz & End Sem Exam |
| 9              | Performance and Remedies for Breach of Contract   | Lecture+ PPT            | BAE 304.2               | Mid Term-1, Quiz & End Sem Exam |
| 10             | Performance and Remedies for Breach of Contract   | Lecture+ PPT            | BAE 304.2               | Mid Term-1, Quiz & End Sem Exam |
| 11             | Performance and Remedies for Breach of Contract   | Lecture+ PPT            | BAE 304.2               | Mid Term-1, Quiz & End Sem Exam |
| 12             | Performance and Remedies for Breach of Contract   | Lecture+ PPT            | BAE 304.2               | Mid Term-1, Quiz & End Sem Exam |
| 13             | Company as Dominant Form of Business Organization | Lecture+ PPT            | BAE 304.2               | Mid Term-1, Quiz & End Sem      |

|    |                                                   |                          |           |                                 |
|----|---------------------------------------------------|--------------------------|-----------|---------------------------------|
|    |                                                   |                          |           | Exam                            |
| 14 | Company as Dominant Form of Business Organization | Lecture+ PPT             | BAE 304.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Company as Dominant Form of Business Organization | Flipped classroom method | BAE 304.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Company as Dominant Form of Business Organization | Flipped classroom method | BAE 304.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Company Formation                                 | Flipped classroom method | BAE 304.3 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Company Formation                                 | Flipped classroom method | BAE 304.3 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Company Formation                                 | Lecture                  | BAE 304.3 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Basic Documents & their Implications              | Lecture                  | BAE 304.3 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Basic Documents & their Implications              | Lecture                  | BAE 304.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | Basic Documents & their Implications              | Lecture                  | BAE 304.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | Basic Documents & their Implications              | Lecture                  | BAE 304.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | An invitation to investment                       | Lecture                  | BAE 304.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | An invitation to investment                       | Lecture                  | BAE 304.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | An invitation to investment                       | Lecture                  | BAE 304.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Prospectus                                        | Lecture                  | BAE 304.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | Prospectus                                        | Lecture                  | BAE 304.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Shares                                            | Lecture                  | BAE 304.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                                               |               |           |                                       |
|----|-----------------------------------------------|---------------|-----------|---------------------------------------|
| 30 | Shares                                        | Lecture       | BAE 304.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 31 | Debentures                                    | Lecture       | BAE 304.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 32 | Debentures                                    | Lecture       | BAE 304.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 33 | Management of a Company                       | Lecture       | BAE 304.4 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 34 | Management of a Company                       | Lecture       | BAE 304.4 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 35 | Management of a Company                       | Lecture       | BAE 304.4 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 36 | Duties and Liabilities of<br>Directors        | Lecture       | BAE 304.4 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 37 | Duties and Liabilities of<br>Directors        | Lecture       | BAE 304.4 | Quiz & End Sem<br>Exam                |
| 38 | Duties and Liabilities of<br>Directors        | Lecture       | BAE 304.4 | Quiz & End Sem<br>Exam                |
| 39 | Administration of Company<br>Affairs          | Lecture       | BAE 304.4 | Quiz & End Sem<br>Exam                |
| 40 | Administration of Company<br>Affairs          | Lecture       | BAE 304.4 | Quiz & End Sem<br>Exam                |
| 41 | Administration of Company<br>Affairs          | Lecture       | BAE 304.4 | Quiz & End Sem<br>Exam                |
| 42 | Administration of Company<br>Affairs          | Lecture       | BAE 304.4 | Quiz & End Sem<br>Exam                |
| 43 | Minority protection                           | CASE<br>STUDY | BAE 304.4 | Quiz & End Sem<br>Exam                |
| 44 | Minority protection                           | CASE<br>STUDY | BAE 304.4 | Quiz & End Sem<br>Exam                |
| 45 | Minority protection                           | CASE<br>STUDY | BAE 304.4 | Quiz & End Sem<br>Exam                |
| 46 | Prevention of Oppression<br>and Mismanagement | Lecture+ PPT  | BAE 304.4 | Quiz & End Sem<br>Exam                |
| 47 | Prevention of Oppression<br>and Mismanagement | Lecture+ PPT  | BAE 304.4 | Quiz & End Sem<br>Exam                |
| 48 | Prevention of Oppression and<br>Mismanagement | Lecture+ PPT  | BAE 304.4 | Quiz & End Sem<br>Exam                |
| 49 | Prevention of Oppression and<br>Mismanagement | Lecture+ PPT  | BAE 304.4 | Quiz & End Sem<br>Exam                |

|    |                                            |              |           |                     |
|----|--------------------------------------------|--------------|-----------|---------------------|
| 50 | Prevention of Oppression and Mismanagement | Lecture+ PPT | BAE 304.4 | Quiz & End Sem Exam |
| 51 | Environmental Law                          | Lecture+ PPT | BAE 304.5 | Quiz & End Sem Exam |
| 52 | Environmental Law                          | Lecture+ PPT | BAE 304.5 | Quiz & End Sem Exam |
| 53 | Environmental Law                          | Lecture+ PPT | BAE 304.5 | Quiz & End Sem Exam |
| 54 | Corporate Environmental Liability          | Lecture+ PPT | BAE 304.5 | Quiz & End Sem Exam |
| 55 | Corporate Environmental Liability          | Lecture+ PPT | BAE 304.5 | Quiz & End Sem Exam |
| 56 | Corporate Environmental Liability          | Lecture+ PPT | BAE 304.5 | Quiz & End Sem Exam |
| 57 | Intellectual Property Law & Management     | Lecture+ PPT | BAE 304.5 | Quiz & End Sem Exam |
| 58 | Intellectual Property Law & Management     | Lecture+ PPT | BAE 304.5 | Quiz & End Sem Exam |
| 59 | Intellectual Property Law & Management     | Lecture+ PPT | BAE 304.5 | Quiz & End Sem Exam |
| 60 | Intellectual Property Law & Management     | Lecture+ PPT | BAE 304.5 | Quiz & End Sem Exam |

### J.Course Articulation Matrix (Mapping of COs with POs)

| CO | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|----|-----------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|    |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |



|           |                                                                                                                                                                                                                   |   |   |   |   |   |   |   |   |   |   |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| BAE 304.1 | Understand the various legal aspects in management; discuss contract formulation & its management                                                                                                                 | - | 3 | 1 | 2 | - | 1 | - | 3 | 1 | 3 |
| BAE 304.2 | Discuss the performance and remedies for breach of contract and analyze the company as dominant form of business organization                                                                                     | - | 3 | - | 2 | - | 1 | - | 3 | 2 | 3 |
| BAE 304.3 | Discuss the company formation, its basic documents & their implications, analyze the invitation to investment: Prospectus, Shares and Debentures                                                                  | 1 | 3 | 2 | 3 | 2 | 2 | 3 | - | 2 | 2 |
| BAE 304.4 | Understand the management of a company, discuss the duties and liabilities of directors; analyze the administration of company affairs and about minority protection & prevention of oppression and mismanagement | 3 | 3 | 2 | 2 | 2 | 3 | - | - | 2 | - |
| BAE 304.5 | Analyze the environmental law and corporate environmental liability; discuss intellectual property law & management                                                                                               | - | 2 | - | 1 | 2 | 2 | - | 2 | - | 2 |

### **Sample Question Paper**

|                                                                               |                |               |          |                  |                |          |
|-------------------------------------------------------------------------------|----------------|---------------|----------|------------------|----------------|----------|
| Amity Business School<br>BA(H) Economics<br>I MID-SEMESTER (SEM –III) 2021-22 |                |               |          |                  |                |          |
| Class: BA(H) Economics (III SEM)                                              |                |               |          |                  |                |          |
| Subject Name:<br>BAE 304: PUBLIC FINANCE                                      |                | Time: 2 Hrs   |          |                  | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                | Remembering    | Understanding | Applying | Analyzing        | Evaluating     | Creating |
| Question Mapping                                                              | Q.1,2(a), 2(b) | Q.3           | Q.4      | Q.2,5(a),5(b), 6 |                |          |

Student will be able to

CO1: Understand the various legal aspects in management and discuss contract formulation & its management

CO2: Discuss the performance and remedies for breach of contract and analyze the company as dominant form of business organization

| CO Map | Question No. | Question                                                       | Marks |
|--------|--------------|----------------------------------------------------------------|-------|
| CO1    | Q.1          | What do you understand by contract?                            | 3     |
| CO1    | Q.2a         | Discuss contract formulation?                                  | 3     |
|        | Q.2b         | Explain various legal aspects in management.                   | 3     |
| CO1    | Q.3          | Discuss the management of contract in detail.                  | 6     |
| CO2    | Q.4          | Explain the breach of contract with the help of an example.    | 3     |
| CO2    | Q.5a         | Discuss the remedies for breach of contract.                   | 3     |
|        | Q.5b         | Discuss the characteristics of a company.                      | 3     |
| CO2    | Q 6          | Analyze the company as dominant form of business organization. | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |





|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |

## **PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

### **Bachelor of Arts in Economics Academic Year – 2022-23**

#### **Programme Outcomes:**

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

**[PO.6]** Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

**[PO.7]** Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

**[PO.8]** Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

**[PO.9]** Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

**Note: - Correlation levels 1, 2 and 3 as defined below:**

**1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)**

**If there is no correlation, put “- “**

| AMITY BUSINESS SCHOOL                                                                                         |
|---------------------------------------------------------------------------------------------------------------|
| Course Handout                                                                                                |
| Course : International Economics                                                                              |
| Course Code : (BAE 401), Crédits : 04, Session :2022-23 (Even Sem.),<br>Class : BA. Economics (Hons) 2nd Year |
| Faculty Name :                                                                                                |

### A. Introduction:

The objective of this course focuses to familiarize students with major with basic issues, concepts and theories related to the international economics. It will subsequently help the students to understand the different trade policy & welfare, international trading system, WTO, Balance of Payments Fixed and Flexible exchange rate systems, IMF & others major issues related with the International Economics.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BAE 401.1:** Interpret the major subject matter of international economics such as Comparative advantage: Ricardian, specific-factors, and Heckscher-Ohlin models. Discuss the terms of trade, immiserising growth, and the transfer problem. At the same time analysis the New trade theories: economies of scale and imperfect competition International factor movements: labour migration and foreign investment. Trade policy and welfare with special reference to developing countries. The international trading system: WTO and preferential trading agreements.

**BAE 401.2:** Evaluate the national income and balance of payments accounting. Understand the foreign exchange market and exchange rate determination. Factors of Open economy macro-economics and discuss the determination of output, interest rates and exchange rates in the long and short runs. Also go through the major macro-economic policy in an open economy and international policy coordination: fixed and flexible exchange rates. International monetary institutions and issues: IMF, currency crises, stabilization and other contemporary issues.

| <b>Component of Evaluation</b>        | <b>Description</b>                                                                                                                                                                                                   | <b>Code</b>     | <b>Weightage %</b> |
|---------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|--------------------|
| <b>Continuous Internal Evaluation</b> | <b>Mid Term 1</b>                                                                                                                                                                                                    | <b>CT</b>       | <b>15%</b>         |
|                                       | <b>Mid Term 2</b>                                                                                                                                                                                                    |                 |                    |
|                                       | <b>Seminar/Viva-Voce/Quiz/Home Assignment</b>                                                                                                                                                                        | <b>S/V/Q/HA</b> | <b>10%</b>         |
| <b>Attendance</b>                     | <b>A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves.</b> | <b>A</b>        | <b>5%</b>          |
| <b>End Semester Examination</b>       | <b>End Semester Examination</b>                                                                                                                                                                                      | <b>EE</b>       | <b>70%</b>         |
| <b>Total</b>                          |                                                                                                                                                                                                                      |                 | <b>100%</b>        |

## **Syllabus**

### **Module I**

The subject matter of international economics Comparative advantage: Ricardian, specific-factors, and Heckscher-Ohlin models. Terms of trade, immiserising growth, and the transfer problem. New trade theories: economies of scale and imperfect competition International factor movements: labour migration and foreign investment. Trade policy and welfare with special reference to developing countries. The international trading system: WTO and preferential trading agreements.

### **Module II**

Review of national income and balance of payments accounting. The foreign exchange market and exchange rate determination. Open economy macro-economics: Determination of output, interest rates and exchange rates in the long and short runs. Macro-economic policy in an open economy and international policy coordination: fixed and flexible exchange rates. International monetary institutions and issues: IMF, currency crises, stabilization and other contemporary issues.

**Examination Scheme:**

| Components    | P0<br>(Attendance ) | P1 | C1 | CT | EE1 |
|---------------|---------------------|----|----|----|-----|
| Weightage (%) | 5                   | 5  | 5  | 15 | 70  |

**Text & References:****Text:**

- Paul Krugman and Maurice Obstfeld, *International Economics: Theory and policy*, latest edition, Pearson Education low-price edition, distributed in India by Addison-Wesley Longman.
- Amitav K. Dutt (1995), "The Open Economy" in Prabhat Patnaik (ed.), *Macro-economics*, OUP, Delhi.

**References:**

- W.M. Corden (1974), *Trade Policy and Welfare*, Clarendon Oxford, Chapters 1, 2 and 9.
- T.N. Srinivasan (1998), *Developing Countries and the Multilateral Trading System*, OUP, Delhi, Chapters 5-8.

**Lecture Plan**

| Lecture | Topics                                        | Mode of Delivery  | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------|-------------------|------------------|---------------------------------|
| 1       | Overview of international economics           | Lecture+ PPT      | BAE 401          | Mid Term-1, Quiz & End Sem Exam |
| 2       | The subject matter of international economics | Lecture+ PPT      | BAE 401          | Mid Term-1, Quiz & End Sem Exam |
| 3       | Comparative advantage                         | Flipped Classroom | BAE 401          | Mid Term-1, Quiz & End Sem Exam |
| 4       | Ricardian Model                               | Lecture+ PPT      | BAE 401          | Mid Term-1, Quiz & End Sem Exam |
| 5       | Specific-factors of Ricardian Model           | Flipped Classroom | BAE 401          | Mid Term-1, Quiz & End Sem Exam |
| 6       | Heckscher-Ohlin models.                       | Lecture+ PPT      | BAE 401          | Mid Term-1, Quiz & End Sem Exam |
| 7       | Heckscher-Ohlin models.                       | Lecture+ PPT      | BAE 401          | Mid Term-1, Quiz & End Sem Exam |
| 8       | Terms of trade                                | Lecture           | BAE 401          | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                         |                   |         |                                 |
|----|-------------------------------------------------------------------------|-------------------|---------|---------------------------------|
| 9  | Immiserating growth in international Economics                          | Flipped Classroom | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Immiserating growth in international Economics                          | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 11 | New trade theories                                                      | Case Study        | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 12 | New trade theories                                                      | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Economies of scale                                                      | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Imperfect competition                                                   | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Imperfect competition                                                   | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 16 | International factor movements                                          | Flipped Classroom | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Labour migration and foreign investment.                                | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Labour migration and foreign investment.                                | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Labour migration and foreign investment.                                | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Trade policy                                                            | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Various aspects of Trade policy                                         | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Trade policy and welfare with special reference to developing countries | Flipped Classroom | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 23 | Trade policy and welfare with special reference to developing countries | Flipped Classroom | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 24 | The international trading system                                        | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                |                   |         |                                 |
|----|--------------------------------------------------------------------------------|-------------------|---------|---------------------------------|
| 25 | WTO and preferential trading agreements                                        | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 26 | WTO and preferential trading agreements                                        | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Overview of National Income                                                    | Flipped Classroom | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Review of national income                                                      | Flipped Classroom | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 29 | balance of payments accounting                                                 | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 30 | balance of payments accounting                                                 | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 31 | The foreign exchange market                                                    | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 32 | The foreign exchange market                                                    | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 33 | Exchange rate determination                                                    | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 34 | Exchange rate determination                                                    | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 35 | Open economy macro-economics                                                   | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 36 | Determination of output                                                        | Flipped Classroom | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 37 | interest rates and exchange rates in the long and short runs                   | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 38 | interest rates and exchange rates in the long and short runs                   | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 39 | Macro-economic policy in an open economy and international policy coordination | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 40 | Macro-economic policy in an open economy and international policy coordination | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                |                   |         |                                 |
|----|--------------------------------------------------------------------------------|-------------------|---------|---------------------------------|
| 41 | Macro-economic policy in an open economy and international policy coordination | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 42 | fixed exchange rates                                                           | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 43 | fixed exchange rates                                                           | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 44 | flexible exchange rates                                                        | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 45 | flexible exchange rates                                                        | Flipped Classroom | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 46 | International monetary institutions and issues                                 | Flipped Classroom | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 47 | International monetary institutions and issues                                 | Flipped Classroom | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 48 | IMF                                                                            | Flipped Classroom | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 49 | IMF                                                                            | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 50 | Currency crises                                                                | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 51 | Currency crises                                                                | Flipped Classroom | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 52 | Stabilization and other contemporary issues.                                   | Flipped Classroom | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 53 |                                                                                | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 54 |                                                                                | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 55 |                                                                                | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |
| 56 |                                                                                | Lecture+ PPT      | BAE 401 | Mid Term-1, Quiz & End Sem Exam |

|    |  |                      |         |                                       |
|----|--|----------------------|---------|---------------------------------------|
| 57 |  | Lecture+<br>PPT      | BAE 401 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 58 |  | Flipped<br>Classroom | BAE 401 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 59 |  | Flipped<br>Classroom | BAE 401 | Mid Term-1,<br>Quiz & End<br>Sem Exam |
| 60 |  | Lecture+<br>PPT      | BAE 401 | Mid Term-1,<br>Quiz & End<br>Sem Exam |

**A. Course Articulation Matrix (Mapping of COs with POs):**

| CO              | STATEMENT                                                                                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |      |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------|
|                 |                                                                                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | PO10 |
| <b>BAE401.1</b> | Understand the nature and scope of international economics, explain the Ricardo's theory of international trade                        | 1                                   |             | 1           |             |             | 3           |             | 3           |             |      |
| <b>BAE402.2</b> | Explain the different concepts of terms of trade. Explain the <i>structure of BOP, disequilibrium in BOP, causes of disequilibrium</i> | <b>3</b>                            | <b>1</b>    |             |             | 1           |             | 2           |             |             | 3    |





## BACHELOR OF ARTS(HONOURS)- ECONOMICS

### Course Handout

Course : Business Information & Data Base System

Course Code : BAE 402, Crédits : 04, Session:2021-22(Even Sem.), Class : BAE. 2nd Year

A. **Introduction:** This subject aims at providing the basic knowledge on Business information and Data Base System. To enable students to gain knowledge on effectiveness and efficiency of information systems in business functions. To develop skills on internet, communication channels and communication network.

B. **Course Outcomes:** At the end of the course, students will be able to:

**BAE 402.1** Describe the ideas of Business information and Data base system.

**BAE 402.2** Apply various strategies using information systems.

**BAE 402.3** Apply the Information systems in Business Functions.

**BAE 402.4** Describe the Data warehouse and Data mining concepts.

**BAE 402.5** Develop skills on internet and communication network.

### C. Programme Outcomes:

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

**[PO.6]** Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

**[PO.7]** Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

**[PO.8]** Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

**[PO.9]** Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

**D. Assessment Plan:**

| Component of Evaluation        | Description                                                                                                                                                                                                   | Code         | Weightage % |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT           | 15%         |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/<br>Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A            | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE           | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |              | <b>100%</b> |

**F. Syllabus**

**Module I:**

Business Information Systems- Meaning and Evolution- Types- System Concepts- Components- Information System Activities.

**Module II:**

Strategies, Uses of Information Systems - Strategy and Strategic Moves- Achieving Competitive Advantage.

**Module III:**

Information System in Business Function- Effectiveness and Efficiency- Manufacturing and Inventory Control- Enterprise and Resource Planning.

**Module IV:**

Database Management- Foundation Data Concepts- Database Management Approach- Types of Database.

**Module V:**

Data Warehouses - Data Mining - Databases on the Web knowledge Management- Internet communication channels and communication networks

**G. Examination Scheme:**

| Components    | P0 (Attendance) | P1 | C1 | CT | EE1 |
|---------------|-----------------|----|----|----|-----|
| Weightage (%) | 5               | 5  | 5  | 15 | 70  |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**Text & References:**

**Text:**

- Brien James A. - Management Information System.

- Economics of Operational Analyses- Willam J. Bamoul

**References:**

- Sen- Management Information System.
- Lucas- Management Information System.

**I. Lecture Plan**

| Lecture | Topics                                               | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------|------------------|------------------|---------------------------------|
| 1-2     | Business Information Systems- Meaning and Evolution- | Lecture          | BAE402.1         | Mid Term-1, Quiz & End Sem Exam |
| 3-4     | Types- System Concepts- Components-                  | Lecture          | BAE402.1         | Mid Term-1, Quiz & End Sem Exam |
| 5-6     | Information System Activities.                       | Lecture          | BAE402.1         | Mid Term-1, Quiz & End Sem Exam |
| 7-8     | Strategies,                                          | Lecture          | BAE402.2         | Mid Term-1, Quiz & End Sem Exam |
| 9-10    | Uses of Information Systems -                        | Lecture          | BAE402.2         | Mid Term-1, Quiz & End Sem Exam |
| 11-12   | Strategy and Strategic Moves-                        | Lecture          | BAE402.2         | Mid Term-1, Quiz & End Sem Exam |
| 13-14   | Achieving Competitive Advantage.                     | Lecture          | BAE402.2         | Mid Term-1, Quiz & End Sem Exam |
| 15-16   | Information System in Business Function-             | Lecture          | BAE402.1         | Mid Term-1, Quiz & End Sem Exam |
| 17-18   | Effectiveness and Efficiency-                        | Lecture          | BAE402.3         | Mid Term-1, Quiz & End Sem Exam |
| 19-20   | Manufacturing and Inventory Control-                 | Lecture          | BAE402.3         | Mid Term-1, Quiz & End Sem Exam |
| 21-22   | Enterprise and Resource Planning.                    | Lecture          | BAE402.3         | Mid Term-1, Quiz & End Sem Exam |





|          |                                                       |   |   |   |   |   |  |   |   |  |  |
|----------|-------------------------------------------------------|---|---|---|---|---|--|---|---|--|--|
| BAE402.2 | Apply various strategies using information systems.   | 3 |   |   |   |   |  |   | 1 |  |  |
| BAE402.3 | Apply the Information systems in Business Functions.  | 2 | 3 |   |   |   |  |   |   |  |  |
| BAE402.4 | Describe the Data warehouse and Data mining concepts. | 2 | 3 |   |   |   |  | 2 |   |  |  |
| BAE402.5 | Develop skills on internet and communication network. | 3 | 2 | 2 | 1 | 1 |  |   |   |  |  |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

AMITY UNIVERSITY MADHYA PRADESH, GWALIOR

AMITY BUSINESS SCHOOL

DEPARTMENT OF BUSINESS MANAGEMENT

## **PROGRAMME OUTCOMES**

**Bachelor of Business Administration**

**2021-2022**

### **Programme Outcomes:**

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

**[PO.6]** Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

**[PO.7]** Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

**[PO.8]** Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

**[PO.9]** Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

[PO.10] Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High) If there is no correlation, p



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| DEPARTMENT OF BUSINESS MANAGEMENT                                   |
|---------------------------------------------------------------------|
| Course Handout                                                      |
| Course : <b>PRINCIPLES OF MANAGEMENT</b>                            |
| Course Code : BAE403, Crédits : 04,                                 |
| [Session : 2022-23 (Een Sem.), Class : BA(Hons) Economics IInd Year |
| Faculty Name :                                                      |

**A. Introduction:** The aim of the course is to To provide a basis of understanding to the students with reference to working of business organization through the process of management. On completion of the syllabi the student will understand the basic principles of management - will acquaint himself with management process, functions and principles.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BAE403.1.** Knowledge of principles of management and Concept of management administration organisation.

**BAE403.2.** Understand the evaluation of various management thoughts.

**BAE403.3.** Understand various functions of management.

**BAE404.4.** Understand the complexities associated with management and recent trends.

**E. Assessment Plan:**

| Component of Evaluation | Description | Code | Weightage % |
|-------------------------|-------------|------|-------------|
|-------------------------|-------------|------|-------------|

|                                |                                                                                                                                                                                                               |          |             |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## F. Syllabus

### Module I: Nature of Management

Meaning, Definition, it's nature purpose, importance & functions, Management as Art, Science & Profession- Management as Social System Concepts of management-Administration-Organization

### Module II: Evolution of Management Thought

Contribution of F.W. Taylor, Henri Fayol, Lton Mayo, Chester Barhard & Peter Drucker to the management thought. Various approaches to management (i.e. Schools of management thought) Indian Management Thought

### Module III: Functions of Management

Planning - Meaning - Need & Importance, types levels – advantages & limitations. Forecasting - Need & Techniques Decision making - Types - Process of rational decision making & techniques of decision making, Organizing - Elements of organizing & processes: Types of organizations, Delegation of authority - Need, difficulties in delegation – Decentralization, Staffing - Meaning & Importance, Direction - Nature – Principles Communication - Types & Importance, Motivation - Importance – theories, Leadership - Meaning - styles, qualities & functions of leaders, Controlling - Need, Nature, importance, Process & Techniques, Coordination - Need – Importance

### Module IV: Recent Trends in Management

Social Responsibility of Management – environment friendly management, Management of Change, Management of Crisis, Total Quality Management, Stress Management, International Management

**G. Examination Scheme:**

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination; A: Attendance

**H. Suggested Text/Reference Books:****Text:**

- Principles of Management, by Tripathi, Reddy Tata McGraw Hill
- Principles & practice of management - Dr. L.M. Parasad, Sultan Chand & Sons - New Delhi

**References:**

- Business Organization & Management - Dr. Y.K. Bhushan
- Management: Concept and Strategies by J. S. Chandan, Vikas Publishing

**I. Lecture Plan**

| Lecture | Topics                                                                | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------------|------------------|------------------|---------------------------------|
| 1.      | <b>Nature of Management-</b> Meaning, Definition, it's nature purpose | Lecture          | BAE403.1         | Mid Term-1, Quiz & End Sem Exam |
| 2.      | importance & functions, Management as Art, Science & Profession       | Group Discussion | BAE403.1         | Mid Term-1, Quiz & End Sem Exam |
| 3.      | importance & functions, Management as Art, Science & Profession       | Lecture          | BAE403.1         | Mid Term-1, Quiz & End Sem Exam |
| 4.      | importance & functions, Management as Art, Science & Profession       | Lecture          | BAE403.1         | Mid Term-1, Quiz & End Sem Exam |
| 5.      | Management as Social System                                           | Lecture          | BAE403.1         | Mid Term-1, Quiz & End Sem Exam |
| 6.      | Concepts of management- Administration-Organization                   | Home Assignment  | BAE403.1         | Mid Term-1, Quiz & End Sem Exam |
| 7.      | Concepts of management- Administration-Organization                   | Lecture          | BAE403.1         | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                                                 |                  |          |                                 |
|-----|-----------------------------------------------------------------------------------------------------------------|------------------|----------|---------------------------------|
| 8.  | <b>Evolution of Management Thought-</b> Contribution of F.W. Taylor, Henri Fayol, lton Mayo                     | Case Study       | BAE403.2 | Mid Term-1, Quiz & End Sem Exam |
| 9.  | Contribution of F.W. Taylor, Henri Fayol, lton Mayo                                                             | Lecture          | BAE403.2 | Mid Term-1, Quiz & End Sem Exam |
| 10. | Contribution of F.W. Taylor, Henri Fayol, lton Mayo                                                             | Lecture          | BAE403.2 | Mid Term-1, Quiz & End Sem Exam |
| 11. | Contribution of F.W. Taylor, Henri Fayol, lton Mayo                                                             | Home Assignment  | BAE403.2 | Mid Term-1, Quiz & End Sem Exam |
| 12. | Chester Barhard & Peter Drucker to the management thought.                                                      | Lecture          | BAE403.2 | Mid Term-1, Quiz & End Sem Exam |
| 13. | Chester Barhard & Peter Drucker to the management thought.                                                      | Group Discussion | BAE403.2 | Mid Term-1, Quiz & End Sem Exam |
| 14. | Chester Barhard & Peter Drucker to the management thought.                                                      | Lecture          | BAE403.2 | Mid Term-1, Quiz & End Sem Exam |
| 15. | Various approaches to management (i.e. Schools of management thought) Indian Management Thought                 | Lecture          | BAE403.2 | Mid Term-1, Quiz & End Sem Exam |
| 16. | Various approaches to management (i.e. Schools of management thought) Indian Management Thought                 | Lecture          | BAE403.2 | Mid Term-1, Quiz & End Sem Exam |
| 17. | Various approaches to management (i.e. Schools of management thought) Indian Management Thought                 | Group Discussion | BAE403.2 | Mid Term-1, Quiz & End Sem Exam |
| 18. | Various approaches to management (i.e. Schools of management thought) Indian Management Thought                 | Case Study       | BAE403.2 | Mid Term-1, Quiz & End Sem Exam |
| 19. | <b>Functions of Management-</b> Planning - Meaning - Need & Importance, types levels – advantages & limitations | Group Discussion | BAE403.3 | Mid Term-1, Quiz & End Sem Exam |
| 20. | Planning - Meaning - Need & Importance, types levels – advantages & limitations                                 | Lecture          | BAE403.3 | Mid Term-1, Quiz & End Sem Exam |

|     |                                                                                   |                     |          |                                       |
|-----|-----------------------------------------------------------------------------------|---------------------|----------|---------------------------------------|
| 21. | Forecasting - Need & Techniques<br>Decision making                                | Lecture             | BAE403.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 22. | Forecasting - Need & Techniques<br>Decision making                                | Group<br>Discussion | BAE403.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 23. | Types - Process of rational decision<br>making & techniques of decision<br>making | Home<br>Assignment  | BAE403.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 24. | Types - Process of rational decision<br>making & techniques of decision<br>making | Lecture             | BAE403.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 25. | Types - Process of rational decision<br>making & techniques of decision<br>making | Lecture             | BAE403.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 26. | Organizing - Elements of organizing<br>& processes: Types of organizations        | Lecture             | BAE403.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 27. | Organizing - Elements of organizing<br>& processes: Types of organizations        | Lecture             | BAE403.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 28. | Delegation of authority - Need,<br>difficulties in delegation                     | Lecture             | BAE403.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 29. | Decentralization                                                                  | Group<br>Discussion | BAE403.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 30. | Staffing - Meaning & Importance                                                   | Lecture             | BAE403.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 31. | Direction - Nature – Principles<br>Communication                                  | Lecture             | BAE403.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 32. | Types & Importance, Motivation -<br>Importance – theories, Leadership             | Lecture             | BAE403.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 33. | Types & Importance, Motivation -<br>Importance – theories, Leadership             | Lecture             | BAE403.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |
| 34. | Types & Importance, Motivation -<br>Importance – theories, Leadership             | Lecture             | BAE403.3 | Mid Term-2,<br>Quiz & End<br>Sem Exam |



|     |                                                                            |                 |          |                                 |
|-----|----------------------------------------------------------------------------|-----------------|----------|---------------------------------|
| 35. | Meaning - styles, qualities & functions of leaders                         | Home Assignment | BAE403.3 | Mid Term-2, Quiz & End Sem Exam |
| 36. | Meaning - styles, qualities & functions of leaders                         | Case Study      | BAE403.3 | Mid Term-2, Quiz & End Sem Exam |
| 37  | Controlling - Need, Nature, importance, Process & Techniques               | Lecture         | BAE403.3 | Quiz & End Sem Exam             |
| 38  | Controlling - Need, Nature, importance, Process & Techniques               | Lecture         | BAE403.3 | Quiz & End Sem Exam             |
| 39  | Coordination - Need – Importance                                           | Lecture         | BAE403.3 | Quiz & End Sem Exam             |
| 40  | Coordination - Need – Importance                                           | Lecture         | BAE403.3 | Quiz & End Sem Exam             |
| 41  | <b>Recent Trends in Management-</b><br>Social Responsibility of Management | Lecture         | BAE403.4 | Quiz & End Sem Exam             |
| 42  | Social Responsibility of Management                                        | Lecture         | BAE403.4 | Quiz & End Sem Exam             |
| 43  | Environment friendly management                                            | Lecture         | BAE403.4 | Quiz & End Sem Exam             |
| 44  | Management of Change, Management of Crisis                                 | Lecture         | BAE403.4 | Quiz & End Sem Exam             |
| 45  | Management of Change, Management of Crisis                                 | Lecture         | BAE403.4 | Quiz & End Sem Exam             |
| 46  | Total Quality Management,                                                  | Lecture         | BAE403.4 | Quiz & End Sem Exam             |
| 47  | Stress Management                                                          | Lecture         | BAE403.4 | Quiz & End Sem Exam             |
| 48  | International Management                                                   | Lecture         | BAE403.4 | Quiz & End Sem Exam             |

**J. Course Articulation Matrix (Mapping of COs with POs)**

| Course Outcome  | Statement                             | Correlation with Programme Outcomes |          |          |          |          |          |          |          |          |          |
|-----------------|---------------------------------------|-------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 |                                       | PO 1                                | PO 2     | PO 3     | PO 4     | PO 5     | PO 6     | PO 7     | PO 8     | PO 9     | PO 10    |
| <b>BBA403.1</b> | Knowledge of principles of management | <b>3</b>                            | <b>1</b> | <b>1</b> | <b>-</b> | <b>3</b> | <b>2</b> | <b>-</b> | <b>-</b> | <b>1</b> | <b>1</b> |

|                 |                                                                          |          |          |          |          |          |          |          |          |          |          |
|-----------------|--------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
|                 | and Concept of management administration organisation.                   |          |          |          |          |          |          |          |          |          |          |
| <b>BBA403.2</b> | Understand the evaluation of various management thoughts                 | <b>2</b> | <b>2</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>-</b> | <b>-</b> | <b>-</b> |
| <b>BBA403.3</b> | Understand various functions of management.                              | <b>3</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>3</b> | <b>1</b> | <b>2</b> | <b>1</b> | <b>-</b> | <b>-</b> |
| <b>BBA403.4</b> | Understand the complexities associated with management and recent trends | <b>3</b> | <b>1</b> | <b>-</b> | <b>1</b> | <b>3</b> | <b>1</b> | <b>3</b> | <b>2</b> | <b>1</b> | <b>1</b> |

## **Sample Question Paper**

| <b>Amity Business School</b><br><b>Department of Management</b><br><b>I MID-SEMESTER (SEM – I) 2021-22</b>                                                                                                                      |                     |                                                                                                                                                |                      |           |                       |              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------|-----------------------|--------------|
| <b>Class: BBA I Semester</b>                                                                                                                                                                                                    |                     |                                                                                                                                                |                      |           |                       |              |
| <b>Subjects Name: BAE 403 Principles of Management</b>                                                                                                                                                                          |                     |                                                                                                                                                | <b>Time: 2 hours</b> |           | <b>Max. Marks: 30</b> |              |
| <b>Levels of the questions as per Blooms Taxonomy</b>                                                                                                                                                                           | Remembering         | Understanding                                                                                                                                  | Applying             | Analyzing | Evaluating            | Creating     |
| <b>Question Mapping</b>                                                                                                                                                                                                         | <b>Q. 2, Q. 4</b>   | <b>Q. 3, Q. 6</b>                                                                                                                              | <b>Q. 1</b>          | <b>-</b>  | <b>Q. 5</b>           | <b>-</b>     |
| <b>Students will be able to:</b><br><br><b>CO 1:</b> Knowledge of principles of management and Concept of management administration organisation.<br><br><b>CO 2:</b> Understand the evaluation of various management thoughts. |                     |                                                                                                                                                |                      |           |                       |              |
| <b>CO Map</b>                                                                                                                                                                                                                   | <b>Question No.</b> | <b>Question</b>                                                                                                                                |                      |           |                       | <b>Marks</b> |
| <b>CO 1</b>                                                                                                                                                                                                                     | <b>1.</b>           | <b>Discuss the scope and nature of management.</b>                                                                                             |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                     | <b>2.</b>           | <b>Define Administration.</b>                                                                                                                  |                      |           |                       | <b>5</b>     |
| <b>CO 1</b>                                                                                                                                                                                                                     | <b>3.</b>           |                                                                                                                                                |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                     | <b>4.</b>           | <b>Explain the salient features of neo- classical theory of management with the human relations approach and behavioural science approach.</b> |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                     | <b>5.</b>           | <b>Discuss FW Taylor contribution to management.</b>                                                                                           |                      |           |                       | <b>5</b>     |
| <b>CO 2</b>                                                                                                                                                                                                                     | <b>6.</b>           | <b>Discuss Indian Management thoughts.</b>                                                                                                     |                      |           |                       | <b>5</b>     |

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MADHYA PRADESH

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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

### **Bachelor of Arts in Economics Academic Year – 2022-23**

#### **Programme Outcomes:**

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

**[PO.6]** Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

**[PO.7]** Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

**[PO.8]** Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

**[PO.9]** Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME           |        |         |     |     |     |     |     |     |     |     |      |
|---------------------|--------|---------|-----|-----|-----|-----|-----|-----|-----|-----|------|
| ARTICULATION MATRIX |        |         |     |     |     |     |     |     |     |     |      |
|                     |        | P<br>O1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|                     | BAE404 | 2       | 1   | 2   | 2   | 3   | 1   | 2   | -   | -   | 1    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : COMPARATIVE ECONOMIC DEVELOPMENT(1850-1950)

Course Code : BAE404, Crédits : 04, Session :2021-22 (Even Sem.), Class : BA. Economics (Hons) 2<sup>nd</sup>  
Year

Faculty Name :

A. **Introduction:** The main objective of this paper is to create awareness among the students about the Comparative Economic Development process in different countries like Britain, Germany, U.S.A., Japan and USSR from 1850 – 1950. The students will be able to learn and understand about the Foreign trade and economic development in countries like Britain, Japan and USA. The students will be able to learn about the changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. It aims to teach about labour markets and labour processes in Britain and Japan.

B. **Course Outcomes:** At the end of the course, students will be able to:

**BAE 404.1:** Discuss Perspectives on Comparative Economic Development. Explain the features of and trends in Modern Economic Growth. Understand Kuznets' findings and understand and interpret Gerschenkron's hypothesis of Economic Development in Historical Perspective.

**BAE 404.2:** Understand the overview of economic development of the countries selected for case studies -- Britain, Germany, U.S.A., Japan and USSR.

**BAE 404.3** Understand and interpret the changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialisation in Britain, Japan and U.S.S.R.

**BAE 404.4:** Develop an understanding of the Labour markets and labour processes in Britain and Japan. They will learn about the financial institutions and economic development in Germany, U.S.A and Japan.

**BAE 404.5:** Understand and apply the concepts on Foreign trade and economic development -- Britain, Japan and USA. Understand the role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR.

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## Syllabus

**Module I:** Perspectives on Comparative Economic Development (a) Features of and trends in Modern Economic Growth -- a brief discussion of Kuznets' findings (b) Gerashchenko's hypothesis of Economic Development in Historical Perspective.

**Module II :** An overview of economic development of the countries selected for case studies -- Britain, Germany, U.S.A., Japan and USSR.

**Module III** Changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialisation in Britain, Japan and U.S.S.R.

**Module IV** Labour markets and labour processes - Britain and Japan Financial institutions and economic development in Germany, U.S.A and Japan

**Module V** Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR.

## Examination Scheme:

| Components       | PO<br>(Attendance) | PI | CI | CT | EE1 |
|------------------|--------------------|----|----|----|-----|
| Weightage<br>(%) | 5                  | 5  | 5  | 15 | 70  |

## Text & References

### Text:

- Richard A. Easterlin, Davis and Parker (1972) American Economic Growth: An economist's History of the United States. Harper & Row Chs. 1, 9, 14 and 17.
- Maurice Dobb (1977), Soviet Economic Development since 1917 ed.6, Routledge & Kegan Paul, Chs. 9, 10
- Paul R Gregory and Robert C. Stuart (1986), Soviet Economic Structure and Performance, Harper & Row (3rd ed) Chs. 1, 4, 5 & 7.
- E.J. Hobsbawm (1968), Industry and Empire: An Economic History of Britain since 1750. Weidenfeld & Nicholson, Chs. 1, 2, 3, 5, 6.
- Richard Tilly, "German Banking" in Journal of European Economic History, 1986, Vol. 15.



No.1.

### References:

- W.W. Lockwood (1966), Economic Development of Japan, Expanded edition, Princeton University Press, Chs.6,7 & 10
- Peter Mathias (1983), The First Industrial Nation, An Economic History of Britain, 1700- 1914. 2nd edn, Methuen Chs.1, 3, 8 and 15.
- Roderick Floud and D. McCloskey (ed) (1981), Economic History of Britain Since 1700, Cambridge University Press, (2nd ed) Ch. 12.
- T. Nakamura (1983) Economic Growth in Pre-War Japan, Tr. by Robert A Feldman, Yale University Press, Chs. 1, 2, 3, 5 and 6.
- Alec Nove (1969) An Economic History of USSR, Penguin, 1969, Chs.5,6,7,8

### Lecture Plan

| Lecture | Topics                                                                                         | Mode of Delivery  | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------------------------------------------|-------------------|------------------|---------------------------------|
| 1       | Perspectives on Comparative Economic Development                                               | Lecture+ PPT      | BAE 404.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Perspectives on Comparative Economic Development                                               | Lecture+ PPT      | BAE 404.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Perspectives on Comparative Economic Development                                               | Flipped Classroom | BAE 404.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Perspectives on Comparative Economic Development                                               | Lecture+ PPT      | BAE 404.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | (a)Features of and trends in Modern Economic Growth -- a brief discussion of Kuznets' findings | Flipped Classroom | BAE 404.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | (a)Features of and trends in Modern Economic Growth -- a brief discussion of Kuznets' findings | Lecture+ PPT      | BAE 404.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | b) Gerashchenko's hypothesis of Economic Development in Historical Perspective                 | Lecture+ PPT      | BAE 404.1        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                             |                   |           |                                 |
|----|-----------------------------------------------------------------------------------------------------------------------------|-------------------|-----------|---------------------------------|
| 8  | (b) Gerashchenko's hypothesis of Economic Development in Historical Perspective                                             | Lecture           | BAE 404.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | An overview of economic development of the countries selected for case studies -- Britain, Germany, U.S.A., Japan and USSR. | Flipped Classroom | BAE 404.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | An overview of economic development of the countries selected for case studies -- Britain, Germany, U.S.A., Japan and USSR. | Lecture+ PPT      | BAE 404.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | An overview of economic development of the countries selected for case studies -- Britain, Germany, U.S.A., Japan and USSR. | Case Study        | BAE 404.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | An overview of economic development of the countries selected for case studies -- Britain, Germany, U.S.A., Japan and USSR. | Lecture+ PPT      | BAE 404.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | An overview of economic development of the countries selected for case studies -- Britain, Germany, U.S.A., Japan and USSR. | Lecture+ PPT      | BAE 404.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | An overview of economic development of the countries selected for case studies -- Britain, Germany, U.S.A., Japan and USSR. | Lecture+ PPT      | BAE 404.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | An overview of economic development of the countries                                                                        | Lecture+ PPT      | BAE 404.2 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                         |                      |           |                                    |
|----|-----------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------|------------------------------------|
|    | selected for case studies --<br>Britain, Germany, U.S.A.,<br>Japan and USSR.                                                            |                      |           |                                    |
| 16 | An overview of economic<br>development of the countries<br>selected for case studies --<br>Britain, Germany, U.S.A.,<br>Japan and USSR. | Flipped<br>Classroom | BAE 404.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 17 | An overview of economic<br>development of the countries<br>selected for case studies --<br>Britain, Germany, U.S.A.,<br>Japan and USSR. | Lecture+<br>PPT      | BAE 404.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 18 | An overview of economic<br>development of the countries<br>selected for case studies --<br>Britain, Germany, U.S.A.,<br>Japan and USSR. | Lecture+<br>PPT      | BAE 404.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 19 | An overview of economic<br>development of the countries<br>selected for case studies --<br>Britain, Germany, U.S.A.,<br>Japan and USSR. | Lecture+<br>PPT      | BAE 404.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 20 | An overview of economic<br>development of the countries<br>selected for case studies --<br>Britain, Germany, U.S.A.,<br>Japan and USSR. | Lecture+<br>PPT      | BAE 404.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 21 | An overview of economic<br>development of the countries<br>selected for case studies --<br>Britain, Germany, U.S.A.,<br>Japan and USSR. | Lecture+<br>PPT      | BAE 404.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 22 | Changes in the structure of<br>agriculture and economic<br>development -- Britain, Japan                                                | Flipped<br>Classroom | BAE 404.3 | Mid Term-1, Quiz<br>& End Sem Exam |

|    |                                                                                                                                                                      |                   |           |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-----------|---------------------------------|
|    | and U.S.S.R. Role and pattern of industrialisation in Britain, Japan and U.S.S.R.                                                                                    |                   |           |                                 |
| 23 | Changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialisation in Britain, Japan and U.S.S.R. | Flipped Classroom | BAE 404.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | Changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialisation in Britain, Japan and U.S.S.R. | Lecture+ PPT      | BAE 404.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | Changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialisation in Britain, Japan and U.S.S.R. | Lecture+ PPT      | BAE 404.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialisation in Britain, Japan and U.S.S.R. | Lecture+ PPT      | BAE 404.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialisation in Britain, Japan and U.S.S.R. | Flipped Classroom | BAE404.3  | Mid Term-2, Quiz & End Sem Exam |
| 28 | Changes in the structure of agriculture and economic development -- Britain, Japan                                                                                   | Flipped Classroom | BAE 404.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                                                      |                 |           |                                 |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|-----------|---------------------------------|
|    | and U.S.S.R. Role and pattern of industrialisation in Britain, Japan and U.S.S.R.                                                                                    |                 |           |                                 |
| 29 | Changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialisation in Britain, Japan and U.S.S.R. | Lecture+<br>PPT | BAE 404.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialisation in Britain, Japan and U.S.S.R. | Lecture+<br>PPT | BAE 404.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Labour markets and labour processes - Britain and Japan<br>Financial institutions and economic development in Germany, U.S.A and Japan                               | Lecture+<br>PPT | BAE 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 32 | Labour markets and labour processes - Britain and Japan<br>Financial institutions and economic development in Germany, U.S.A and Japan                               | Lecture+<br>PPT | BAE 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Labour markets and labour processes - Britain and Japan<br>Financial institutions and economic development in Germany, U.S.A and Japan                               | Lecture+<br>PPT | BAE 404.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Labour markets and labour processes - Britain and Japan<br>Financial institutions and economic development in Germany, U.S.A and Japan                               | Lecture+<br>PPT | BAE 404.4 | Quiz & End Sem Exam             |

|    |                                                                                                                                                                         |                      |           |                     |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------|---------------------|
| 35 | Labour markets and labour processes - Britain and Japan<br>Financial institutions and economic development in Germany, U.S.A and Japan                                  | Lecture+<br>PPT      | BAE 404.4 | Quiz & End Sem Exam |
| 36 | Labour markets and labour processes - Britain and Japan<br>Financial institutions and economic development in Germany, U.S.A and Japan                                  | Flipped<br>Classroom | BAE 404.4 | Quiz & End Sem Exam |
| 37 | Labour markets and labour processes - Britain and Japan<br>Financial institutions and economic development in Germany, U.S.A and Japan                                  | Lecture+<br>PPT      | BAE 404.4 | Quiz & End Sem Exam |
| 38 | Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR. | Lecture+<br>PPT      | BAE 404.5 | Quiz & End Sem Exam |
| 39 | Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR. | Lecture+<br>PPT      | BAE 404.5 | Quiz & End Sem Exam |
| 40 | Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR. | Lecture+<br>PPT      | BAE 404.5 | Quiz & End Sem Exam |

|    |                                                                                                                                                                         |                   |           |                     |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-----------|---------------------|
| 41 | Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR. | Lecture+<br>PPT   | BAE 404.5 | Quiz & End Sem Exam |
| 42 | Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR. | Lecture+<br>PPT   | BAE 404.5 | Quiz & End Sem Exam |
| 43 | Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR. | Lecture+<br>PPT   | BAE 404.5 | Quiz & End Sem Exam |
| 44 | Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR. | Lecture+<br>PPT   | BAE 404.5 | Quiz & End Sem Exam |
| 45 | Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR. | Flipped Classroom | BAE 404.5 | Quiz & End Sem Exam |

|    |                                                                                                                                                                         |                   |           |                     |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|-----------|---------------------|
| 46 | Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR. | Flipped Classroom | BAE 404.5 | Quiz & End Sem Exam |
| 47 | Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR. | Flipped Classroom | BAE 404.5 | Quiz & End Sem Exam |
| 48 | Foreign trade and economic development -- Britain, Japan and USA. Role of the State in economic development (regulatory and developmental role) -- Japan, USA and USSR. | Flipped Classroom | BAE 404.5 | Quiz & End Sem Exam |

### Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|------------------|------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                  |                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BAE 201.1</b> | Come to learn about the different perspectives on Comparative Economic | 2                                   | 1           | 2           | 1           | 3           | 1           | 2           | -           | -           | 2            |



|                      |                                                                                                                                                                                             |   |   |   |   |   |   |   |   |   |   |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
|                      | Development                                                                                                                                                                                 |   |   |   |   |   |   |   |   |   |   |
| <b>BAE<br/>201.2</b> | Come to learn about the overview of economic development of the countries selected for case studies -- Britain, Germany, U.S.A., Japan and USSR.                                            | 3 | 1 | 2 | 1 | 3 | 3 | 2 | - | - | 2 |
| <b>BAE<br/>201.3</b> | Come to know about the changes in the structure of agriculture and economic development -- Britain, Japan and U.S.S.R. Role and pattern of industrialisation in Britain, Japan and U.S.S.R. | 3 | 2 | 2 | 3 | 3 | 1 | 2 | 3 | 1 | 3 |
| <b>BAE<br/>201.4</b> | Come to know about the labour markets and labour processes - Britain and Japan Financial institutions and economic development in Germany, U.S.A and Japan                                  | 2 | 3 | 1 | 2 | 3 | 2 | 2 | - | - | 1 |
| <b>BAE<br/>201.5</b> | Come to know about Foreign trade and economic development -- Britain, Japan                                                                                                                 | 2 | 3 | 1 | 2 | 2 | 2 | 2 | - | - | 2 |

|                                                                                                                   |  |  |  |  |  |  |  |  |  |  |  |
|-------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|
| and USA. Role of the State in economic development (regulatory and developmental role) -<br>- Japan, USA and USSR |  |  |  |  |  |  |  |  |  |  |  |
|-------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|

### Sample Question Paper

|                                                                                                                                                                                                                                                                      |                |                                                                                                     |          |           |                |          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-----------------------------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>BA(H) Economics<br>I MID-SEMESTER (SEM –II) 2021-22                                                                                                                                                                                         |                |                                                                                                     |          |           |                |          |
| Class: BA(H) Economics (II SEM)                                                                                                                                                                                                                                      |                |                                                                                                     |          |           |                |          |
| Subject Name:<br><b>BAE 201: Microeconomics II</b>                                                                                                                                                                                                                   |                | Time: 2 Hrs                                                                                         |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                                       | Remembering    | Understanding                                                                                       | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                                     | Q.1,2(a), 2(b) | Q.3,                                                                                                | Q.4      | Q.2,5,6   |                |          |
| <b>Student will be able to</b><br><b>CO1:</b> Understand the different perspectives on Comparative Economic Development.<br><b>CO2:</b> Develop an overview of economic development of the countries selected countries -- Britain, Germany, U.S.A., Japan and USSR. |                |                                                                                                     |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                               | Question No.   | Question                                                                                            |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                                  | Q.1            | Elaborate the process of Economic Development across the world.                                     |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                  | Q.2a           | Discuss Kuznet's findings.                                                                          |          |           |                | 3        |
|                                                                                                                                                                                                                                                                      | Q.2b           | Draw a comparison of economic development in Britain and USA.                                       |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                                  | Q.3            | Explain the Gerashchenko's hypothesis of Economic Development in Historical Perspective.            |          |           |                | 6        |
| CO2                                                                                                                                                                                                                                                                  | Q.4            | Draw a comparison between the Economic Development in two European countries : Germany and Britain. |          |           |                | 3        |
|                                                                                                                                                                                                                                                                      | Q.5a           | Explain the trends in Modern economic Growth.                                                       |          |           |                | 3        |

|     |      |                                                                               |   |
|-----|------|-------------------------------------------------------------------------------|---|
| CO2 | Q.5b | What are the features of Modern Economic Growth?                              | 3 |
| CO2 | Q 6  | Analyze the process of economic development in countries like Japan and USSR. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

|                                                 |
|-------------------------------------------------|
| <b>AMITY UNIVERSITY MADHYA PRADESH, GWALIOR</b> |
| <b>AMITY BUSINESS SCHOOL</b>                    |

## **PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

**Bachelor of Arts in Economics Academic Year – 2022-23**

### **Programme Outcomes:**

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

**[PO.6]** Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

**[PO.7]** Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

**[PO.8]** Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

**[PO.9]** Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

**Note: - Correlation levels 1, 2 and 3 as defined below:**

**1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)**

**If there is no correlation, put “- “**

| AMITY BUSINESS SCHOOL                                                                                         |
|---------------------------------------------------------------------------------------------------------------|
| Course Handout                                                                                                |
| Course : <b>MACRO ECONOMICS - II</b>                                                                          |
| Course Code : (BAE 501), Crédits : 04, Session :2022-23 (Even Sem.),<br>Class : BA. Economics (Hons) 3rd Year |
| Faculty Name :                                                                                                |

### Introduction:

The course mainly aims to lead the students to a higher level of macroeconomics. It will deal with, New Keynesian models:- Keynesian & classical unemployment & structuralize macroeconomics.

**Course Outcomes:** At the end of the course, students will be able to:

**BAE 501.1** Analysis the classical analysis of the real sector, determination of employment, income and interest rate Golden rule of accumulation, impact of changes in saving propensity, population growth and technological Progress.

**BAE 501.2** Interpret the Recent developments in macroeconomics, it focuses the light on Rational Expectations, real business cycle Lucas critique; policy ineffectiveness; time inconsistency; Dornbusch's overshooting model

**BAE 501.3** Discuss on the New Keynesian Models and its implications on the Real and nominal price rigidity: menu costs; co-ordination failures; imperfect competition and Real and nominal wage rigidity: insider-outsider models; efficiency wages; implicit contracts.

**BAE 501.4** Analysis the Non Walrasian Economics and Dual decision hypothesis; Keynesian and Classical unemployment.

**BAE 501.5** Discuss on the Structuralist Macroeconomics and its models such as Closed and open economy structuralist models.

**BAE 501.6** Exploring the Macroeconomics and various variables of macro economy such as Balance of Payments--The current and capital account; Determining equilibrium output in an open economy; Open economy with flexible exchange rates--Markets for foreign exchange, Factors affecting exchange rates, effects of exchange rates on the economy.

## Lecture Plan

| Lecture | Topics                                                     | Mode of Delivery  | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------------|-------------------|------------------|---------------------------------|
| 1       | Overview of the Economy in the Long Run                    | Lecture+ PPT      | BAE 501          | Mid Term-1, Quiz & End Sem Exam |
| 2       | Description of Real sector                                 | Lecture+ PPT      | BAE 501          | Mid Term-1, Quiz & End Sem Exam |
| 3       | The classical analysis of the real sector                  | Flipped Classroom | BAE 501          | Mid Term-1, Quiz & End Sem Exam |
| 4       | Various parts of the classical analysis of the real sector | Lecture+ PPT      | BAE 501          | Mid Term-1, Quiz & End Sem Exam |
| 5       | determination of employment                                | Flipped Classroom | BAE 501          | Mid Term-1, Quiz & End Sem Exam |
| 6       | Components of Aggregate Demand in an Open Economy          | Lecture+ PPT      | BAE 501          | Mid Term-1, Quiz & End Sem Exam |
| 7       | Components of Aggregate Supply in an Open Economy          | Lecture+ PPT      | BAE 501          | Mid Term-1, Quiz & End Sem Exam |
| 8       | Consumption Function                                       | Lecture           | BAE 501          | Mid Term-1, Quiz & End Sem Exam |
| 9       | Explanation of Income and interest rate                    | Flipped Classroom | BAE 501          | Mid Term-1, Quiz & End Sem Exam |
| 10      | Component of Income                                        | Lecture+ PPT      | BAE 501          | Mid Term-1, Quiz & End Sem Exam |
| 11      | Component of Interest Rate                                 | Case Study        | BAE 501          | Mid Term-1, Quiz & End Sem Exam |
| 12      | Golden rule of accumulation                                | Lecture+ PPT      | BAE 501          | Mid Term-1, Quiz & End Sem Exam |
| 13      | Impact of changes in saving propensity                     | Lecture+ PPT      | BAE 501          | Mid Term-1, Quiz & End Sem Exam |
| 14      | Impact of changes in saving propensity                     | Lecture+ PPT      | BAE 501          | Mid Term-1, Quiz & End Sem Exam |
| 15      | Population growth and technological Progress               | Lecture+ PPT      | BAE 501          | Mid Term-1, Quiz & End Sem Exam |

|    |                                                          |                   |         |                                 |
|----|----------------------------------------------------------|-------------------|---------|---------------------------------|
| 16 | Population growth and technological Progress             | Flipped Classroom | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Recent developments in macroeconomics                    | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Recent developments in macroeconomics with some examples | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Recent developments in macroeconomics                    | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Recent developments in macroeconomics                    | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 21 | real business cycle                                      | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 22 | real business cycle                                      | Flipped Classroom | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 23 | Lucas critique                                           | Flipped Classroom | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 24 | policy ineffectiveness                                   | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 25 | time inconsistency                                       | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Dornbusch's overshooting model                           | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Introduction of New Keynesian Models                     | Flipped Classroom | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Real and nominal price rigidity                          | Flipped Classroom | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 29 | Menu costs                                               | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 30 | Co-ordination failures                                   | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 31 | Imperfect competition                                    | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 32 | Real and nominal wage rigidity                           | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |



|    |                                                       |                   |         |                                 |
|----|-------------------------------------------------------|-------------------|---------|---------------------------------|
| 33 | Real and nominal wage rigidity                        | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 34 | insider-outsider models                               | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 35 | insider-outsider models                               | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 36 | efficiency wages                                      | Flipped Classroom | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 37 | efficiency wages                                      | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 38 | implicit contracts                                    | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 39 | implicit contracts                                    | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 40 | Overview of Non Walrasian Economics                   | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 41 | Dual decision hypothesis                              | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 42 | Dual decision hypothesis in light of recent decisions | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 43 | Keynesian unemployment                                | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 44 | Principles of Keynesian Unemployment                  | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 45 | Application of Keynesian unemployment                 | Flipped Classroom | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 46 | Classical unemployment                                | Flipped Classroom | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 47 | Causes of Classical unemployment                      | Flipped Classroom | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 48 | Closed economy structuralist models                   | Flipped Classroom | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 49 | open economy structuralist models                     | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                   |                   |         |                                 |
|----|---------------------------------------------------|-------------------|---------|---------------------------------|
| 50 | open economy structuralist models                 | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 51 | Balance of Payments                               | Flipped Classroom | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 52 | The current and capital account                   | Flipped Classroom | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 53 | Determining equilibrium output in an open economy | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 54 | Open economy with flexible exchange rates         | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 55 | Open economy with flexible exchange rates         | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 56 | Markets for foreign exchange                      | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 57 | Markets for foreign exchange                      | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 58 | Factors affecting exchange rates                  | Flipped Classroom | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 59 | effects of exchange rates on the economy          | Flipped Classroom | BAE 501 | Mid Term-1, Quiz & End Sem Exam |
| 60 | effects of exchange rates on the economy          | Lecture+ PPT      | BAE 501 | Mid Term-1, Quiz & End Sem Exam |

#### Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                         | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|------------------|-------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                  |                                                                   | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BAE 501.1</b> | Come to know about the Major features The Economy in the Long Run | 2                                   | -           | 3           | -           | 1           |             |             |             |             |              |
| <b>BAE</b>       | Understand the                                                    | 3                                   | 1           | 2           | 1           | -           |             |             |             |             |              |

|                  |                                                    |          |          |          |          |          |          |          |          |          |  |
|------------------|----------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|--|
| <b>501.2</b>     | Recent developments in macroeconomic s             |          |          |          |          |          |          |          |          |          |  |
| <b>BAE 501.3</b> | Know about the New Keynesian Models                | <b>1</b> | <b>2</b> | <b>-</b> | <b>1</b> | <b>2</b> |          | <b>3</b> | <b>2</b> | <b>1</b> |  |
| <b>BAE 501.4</b> | Discuss the Non Walrasian Economics and hypothesis | <b>3</b> | <b>1</b> | <b>1</b> | <b>2</b> | <b>2</b> |          |          |          |          |  |
| <b>BAE 501.5</b> | Closed and open economy structuralist models.      | <b>1</b> | <b>2</b> | <b>1</b> | <b>2</b> | <b>-</b> | <b>2</b> | <b>1</b> | <b>2</b> |          |  |
| <b>BAE 501.6</b> | Exploring the Macroeconomics of an Open Economy    | <b>-</b> | <b>-</b> | <b>3</b> | <b>2</b> | <b>1</b> |          |          |          |          |  |

|                                                                                                                                                                                                                                                     |                       |                       |                 |                  |                       |                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-----------------------|-----------------|------------------|-----------------------|-----------------|
| <p style="text-align: center;">Amity Business School<br/>BA(H) Economics<br/>I MID-SEMESTER (SEM –2) 2022-23</p>                                                                                                                                    |                       |                       |                 |                  |                       |                 |
| <p style="text-align: center;">Class: BA(H) Economics (V SEM)</p>                                                                                                                                                                                   |                       |                       |                 |                  |                       |                 |
| <p>Subject Name:<br/><b>BAE 501: MACRO ECONOMICS - II</b></p>                                                                                                                                                                                       |                       | <p>Time: 1:30 Hrs</p> |                 |                  | <p>Max. Marks: 30</p> |                 |
| <p>Levels of the questions as per Blooms Taxonomy</p>                                                                                                                                                                                               | <p>Remembering</p>    | <p>Understanding</p>  | <p>Applying</p> | <p>Analyzing</p> | <p>Evaluating</p>     | <p>Creating</p> |
| <p>Question Mapping</p>                                                                                                                                                                                                                             | <p>Q.1,2(a), 2(b)</p> | <p>Q.3,</p>           | <p>Q.4</p>      | <p>Q.2,5,6</p>   |                       |                 |
| <p><b>Student will be able to</b></p> <p><b>CO1:</b> what do you understand by the Economy in the Long Run? Explain the classical analysis of the real sector.</p> <p><b>CO2:</b> Explain the Dornbusch's overshooting model of macroeconomics.</p> |                       |                       |                 |                  |                       |                 |

| CO Map | Question No. | Question                                                                                                | Marks |
|--------|--------------|---------------------------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Give the overview of real sector economy.                                                               | 3     |
| CO1    | Q.2a         | What are the determinations of employment?                                                              | 3     |
|        | Q.2b         | Explain real business cycle.                                                                            | 3     |
| CO1    | Q.3          | Explain various recent developments in macroeconomics.                                                  | 6     |
| CO2    | Q.4          | Identify the Real and nominal price rigidity.                                                           | 3     |
| CO2    | Q.5a         | What are the major impacts of changes in saving propensity?                                             | 3     |
|        | Q.5b         | What are the various Trends of time inconsistency in macroeconomic aggregates? Explain in short.        | 3     |
| CO2    | Q 6          | Discuss the Indian income and interest rate and its Golden rule of accumulation growth and development? | 6     |

| Attainments  |   | Rubric                                                     |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

### **BA(H) Economics, Academic Year – 2021-22**

#### **Programme Outcomes:**

[PO.1]. Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

[PO.2]. Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

[PO.3]. The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

[PO.4] To prepare the students for working in the Economic world like banking, industries, Education, etc.

[PO.5] Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

[PO.6] Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

[PO.7] Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

[PO.8] Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

[PO.9] Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

[PO.10] Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

| PROGRAMME<br>ARTICULATION MATRIX |            |     |     |     |     |     |     |     |     |     |      |
|----------------------------------|------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                                  |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
| V<br>S E M                       | BAE<br>503 | 3   | 2   | 3   | 3   | 3   | -   | 1   | -   | -   |      |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : **MONEY AND FINANCIAL MARKETS**

Course Code : BAE503, Crédits : 04, Session :2021-22(Odd Sem.), Class : BA. Economics (Hons) IIIrd  
Year

Faculty Name :

**Introduction:** The main objective of the course is to impart knowledge about money & financial markets, financial instruments & money; Demand for & Supply of money, financial deepening etc.

A.

### Course Outcomes:

At the end of the course, students will be able to:

**BAE 503.1:** Understand various aspects about money i.e. its functions who demand is created and instruments that can be used to raise money in financial market

**BAE 503.2:** Understand Monetary aggregates and central banking functions.

**BAE 503.3:** Analyse theories of interest rates in closed and open economy

**BAE 503.4:** Will understand about various forms of market and instruments.

**BAE 503.5 : Get insights about monetary policy and its instruments.**

**BAE 503.6 Understand international financial market and financial reforms.**

### **C Programme Outcomes:**

**[PO.1].** The Programme is an attempt to develop capabilities in students to take effective decisions as managers of business organizations operating in the rapidly changing global economic environment.

**[PO.2].** The scope of the programme extends to topics in statistics, accountancy, mathematics, corporate finance, microeconomics, macroeconomics, marketing, business law, econometrics in the context of international business environment.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

### **D.PROGRAMME SPECIFIC OUTCOMES (PSO's)**

**PSO 1:** To enable the disciplinary knowledge among students for demonstrating comprehensive knowledge and understanding of the business and economic disciplines that are an integral part of this course.

**PSO 2:** To develop strong competencies in under graduate level students in broad fields of Economics and its applications in an interactive environment

**PSO 3:** To appraise the communication skill to develop the ability to express thoughts and ideas effectively in writing and orally; confidently share their views; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner using appropriate software.

**PSO4:** To develop strong student skills in simulation, data analysis, and interpretation.

**PSO5:** To enable the critical thinking capability to apply analytic thought; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; and formulate coherent arguments.

**PSO6:** To enable the critical thinking capability to apply analytic thought; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; and formulate coherent arguments.

**PSO7:** To prepare students for the develop a sense of inquiry and capability for asking relevant/appropriate questions, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and effect relationships; ability to plan, execute and report the results of an experiment or investigation

**PSO8:** To structuring leadership qualities for enabling the practical capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

**PSO9:** To enable students to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

**PSO 10:** To develop the ability of team work to cooperate effectively and respectfully with teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team. Thereby, they would develop the skills to work in similar corporate team's projects.

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#### **E.Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------|-------------|--------------------|
| Continuous Internal            | Mid Term 1         | CT          | 15%                |



|                          |                                                                                                                                                                                                               |          |             |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Evaluation               | Mid Term 2                                                                                                                                                                                                    |          |             |
|                          | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance               | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>             |                                                                                                                                                                                                               |          | <b>100%</b> |

## F. Syllabus

### Module I: Money in the Financial System

Money and its functions; financial markets, financial instruments and money; Demand for money -- various approaches, Money and Capital market, Financial deepening.

### Module II: Money Supply Analysis

Theory of money supply; money multiplier analysis; monetary aggregates; monetary aggregates in India; financial innovations .Central Bank's Functions, Reserve/High Powered Money. Monetary Survey and Central Bank's Balance sheet.

### Module III: Analysis of Interest Rates

Interest rates in closed and open economies; Theories of term structure Sssssss

### Module IV: Financial Markets

Banking system, bond market, foreign exchange market, equity market, Introduction to the concept of Derivatives Futures, Options, Call/Put.

### Module V: Monetary Policy

Goals, targets, indicators and the transmission mechanism; instruments of monetary policy

### Module VI: Monetary Management in an Open Economy

International capital markets, portfolio diversification; the international monetary system; monetary policy in India's open economy; financial sector reforms in India. The Narasimham Committee Report.

## G.Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination;  
A: Attendance

## H.Suggested Text/Reference Books:

### Text:

- M.R. Baye, D.W. Jansen (1996), *Money Banking and Financial Markets*, AITBS, (Indian Edition)W.S. Baumol, 'Economic Theory and Operational Analysis', Prentice hall
- L.M. Bhole (1999), *Financial Institutions and Markets*, Tata Mcgraw Hill

### References:

- M.K. Lewis (2000), *Monetary Economics*, OUP
- Maurice Levi (1999), *International Finance*, Tata McGraw Hill
- R.B.I. *Bulletin, Annual Report; Report on Currency and Finance*
- R.B.I. - Report of the Committee on the Financial System (Narasimham Committee Report I)

## I. Lecture Plan

| Lecture | Topics                                                          | Mode of Delivery     | Corresponding CO | Mode of Assessing CO                  |
|---------|-----------------------------------------------------------------|----------------------|------------------|---------------------------------------|
| 1       | <b>Money in the Financial System</b><br>Money and its functions | Lecture+<br>PPT      | BAE<br>503.1     | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 2       | financial markets, financial<br>instruments and money           | Lecture+<br>PPT      | BAE<br>503.1     | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 3       | financial markets, financial<br>instruments and money           | Flipped<br>Classroom | BAE<br>503.1     | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 4       | ; Demand for money -- various<br>approaches                     | Flipped<br>Classroom | BAE<br>503.1     | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 5       | Money and Capital market                                        | Flipped<br>Classroom | BAE<br>503.1     | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 6       | Money and Capital market                                        | Lecture              | BAE<br>503.1     | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 7       | Financial deepening.                                            | Lecture +<br>PPT     | BAE<br>503.1     | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 8       | <b>Money Supply Analysis</b><br>Theory of money supply          | Lecture+<br>PPT      | BAE<br>503.2     | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 9       | money multiplier analysis                                       | Lecture +<br>PPT     | BAE<br>503.2     | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 10      | money multiplier analysis                                       | Lecture +            | BAE              | Mid Term-1,                           |

|    |                                                                                  |                          |              |                                    |
|----|----------------------------------------------------------------------------------|--------------------------|--------------|------------------------------------|
|    |                                                                                  | PPT                      | 503.2        | Quiz & End Sem Exam                |
| 11 | monetary aggregates;<br>monetary aggregates in India;                            | Lecture + PPT            | BAE<br>503.2 | Mid Term-1,<br>Quiz & End Sem Exam |
| 12 | monetary aggregates;<br>monetary aggregates in India;                            | Lecture + PPT            | BAE<br>503.2 | Mid Term-1,<br>Quiz & End Sem Exam |
| 13 | monetary aggregates;<br>monetary aggregates in India;                            | Lecture + PPT            | BAE<br>503.2 | Mid Term-1,<br>Quiz & End Sem Exam |
| 14 | financial innovations                                                            | Lecture + PPT            | BAE<br>503.2 | Mid Term-1,<br>Quiz & End Sem Exam |
| 15 | Central Bank's Functions,<br>Reserve/High Powered Money                          | Flipped classroom method | BAE<br>503.2 | Mid Term-1,<br>Quiz & End Sem Exam |
| 16 | Central Bank's Functions,<br>Reserve/High Powered Money                          | Flipped classroom method | BAE<br>503.2 | Mid Term-1,<br>Quiz & End Sem Exam |
| 17 | Central Bank's Functions,<br>Reserve/High Powered Money                          | Flipped classroom method | BAE<br>503.2 | Mid Term-1,<br>Quiz & End Sem Exam |
| 18 | Monetary Survey and<br>Central Bank's Balance sheet                              | Flipped classroom method | BAE<br>503.2 | Mid Term-1,<br>Quiz & End Sem Exam |
| 19 | Monetary Survey and<br>Central Bank's Balance sheet                              | Lecture                  | BAE<br>503.2 | Mid Term-1,<br>Quiz & End Sem Exam |
| 20 | <b>Analysis of Interest Rates</b><br>Interest rates in closed and open economies | Lecture                  | BAE<br>503.3 | Mid Term-1,<br>Quiz & End Sem Exam |
| 21 | <i>Interest rates in closed and open economies</i>                               | Lecture                  | BAE<br>503.3 | Mid Term-2,<br>Quiz & End Sem Exam |
| 22 | <i>Interest rates in closed and open economies</i>                               | Lecture                  | BAE<br>503.3 | Mid Term-2,<br>Quiz & End Sem Exam |
| 23 | <i>Interest rates in closed and open economies -</i>                             | Lecture                  | BAE<br>503.3 | Mid Term-2,<br>Quiz & End Sem Exam |
| 24 | <i>Interest rates in closed and open economies</i>                               | Lecture                  | BAE<br>503.3 | Mid Term-2,<br>Quiz & End Sem Exam |
| 25 | <i>Theories of term structure</i>                                                | Lecture                  | BAE<br>503.3 | Mid Term-2,<br>Quiz & End Sem Exam |
| 26 | Theories of term structure                                                       | Lecture                  | BAE<br>503.3 | Mid Term-2,<br>Quiz & End Sem      |

|    |                                                                                           |               |              |                                       |
|----|-------------------------------------------------------------------------------------------|---------------|--------------|---------------------------------------|
|    |                                                                                           |               |              | Exam                                  |
| 27 | Theories of term structure                                                                | Lecture       | BAE<br>503.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 28 | : <b>Financial Markets:</b> Banking<br>system                                             | Lecture       | BAE<br>503.4 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 29 | bond market, foreign<br>exchange market                                                   | Lecture       | BAE<br>503.4 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 30 | bond market, foreign<br>exchange market                                                   | Lecture       | BAE<br>503.4 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 31 | equity market                                                                             | Lecture       | BAE<br>503.4 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 32 | Introduction to the concept<br>of Derivatives                                             | Lecture       | BAE<br>503.4 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 33 | Futures, Options, Call/Put.                                                               | Lecture       | BAE<br>503.4 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 34 | Futures, Options, Call/Put.                                                               | Lecture       | BAE<br>503.4 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 35 | <b>Monetary Policy</b><br>Goals, targets, indicators<br>and the transmission<br>mechanism | Lecture       | BAE<br>503.5 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 36 | Goals, targets, indicators<br>and the transmission<br>mechanism                           | Lecture       | BAE<br>503.5 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 37 | Goals, targets, indicators<br>and the transmission<br>mechanism                           | Lecture       | BAE<br>503.5 | Quiz & End Sem<br>Exam                |
| 38 | instruments of monetary<br>policy                                                         | Lecture       | BAE<br>503.5 | Quiz & End Sem<br>Exam                |
| 39 | instruments of monetary<br>policy                                                         | Lecture       | BAE<br>503.5 | Quiz & End Sem<br>Exam                |
| 40 | <b>Monetary Management in an<br/>Open Economy</b><br>International capital<br>markets,    | Lecture       | BAE<br>503.6 | Quiz & End Sem<br>Exam                |
| 41 | portfolio diversification                                                                 | Lecture       | BAE<br>503.6 | Quiz & End Sem<br>Exam                |
| 42 | the international monetary<br>system                                                      | CASE<br>STUDY | BAE<br>503.6 | Quiz & End Sem<br>Exam                |
| 43 | monetary policy in India's<br>open economy                                                | CASE<br>STUDY | BAE<br>503.6 | Quiz & End Sem<br>Exam                |
| 44 | monetary policy in India's<br>open economy                                                | CASE          | BAE          | Quiz & End Sem                        |

|    |                                   |              |           |                     |
|----|-----------------------------------|--------------|-----------|---------------------|
|    |                                   | STUDY        | 503.6     | Exam                |
| 45 | financial sector reforms in India | CASE STUDY   | BAE 503.6 | Quiz & End Sem Exam |
| 46 | financial sector reforms in India | Lecture+ PPT | BAE 503.6 | Quiz & End Sem Exam |
| 47 | financial sector reforms in India | Lecture+ PPT | BAE 503.6 | Quiz & End Sem Exam |
| 48 | The Narasimham Committee Report.  | Lecture+ PPT | BAE 503.6 | Quiz & End Sem Exam |

### J.Course Articulation Matrix (Mapping of COs with POs)

| CO                | STATEMENT                                                                                                                                           | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|-------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                   |                                                                                                                                                     | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BAE 503.1:</b> | Understand various aspects about money i.e. its functions who demand is created and instruments that can be used to raise money in financial market | 3                                   | -           | 2           | 2           | 3           | -           | -           | -           | 2           | 2            |
| <b>BAE 503.2</b>  | Understand Monetary aggregates and central banking functions.                                                                                       | 3                                   | 2           | -           | -           | 2           | 2           | -           | 1           | 2           | 1            |
| <b>BAE 503.3</b>  | Analyse theories of interest rates in closed and open economy                                                                                       | 3                                   | 1           | 1           | 2           | 3           | 1           | -           | 2           | 3           | -            |
| <b>BAE 503.4</b>  | Will understand about various forms of market and instruments.                                                                                      | 3                                   | 3           | 2           | 2           | 1           | 1           | 3           | 2           | 1           | -            |
| <b>BAE 503.5</b>  | Get insights about monetary policy and its instruments.                                                                                             | 3                                   | 2           | 1           | 3           | 2           | 1           | 1           | 2           | 3           | 2            |

|                  |                                                                  |   |   |   |   |   |   |   |   |   |   |
|------------------|------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BAE 503.6</b> | Understand international financial market and financial reforms. | 2 | 3 | 2 | 1 | 1 | 3 | 1 | 2 | 3 | 2 |
|------------------|------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|

**Sample Question Paper**

|                                                                             |                |                                                          |          |           |                |          |
|-----------------------------------------------------------------------------|----------------|----------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>BA(H) Economics<br>I MID-SEMESTER (SEM –V) 2021-22 |                |                                                          |          |           |                |          |
| Class: BA(H) Economics (V SEM)                                              |                |                                                          |          |           |                |          |
| Subject Name:<br>BAE 503 :Money and Financial Market                        |                | Time: 2 Hrs                                              |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                              | Remembering    | Understanding                                            | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                            | Q.1,2(a), 2(b) | Q.4                                                      | Q.55(a)  | Q.5(b),6  |                |          |
|                                                                             |                |                                                          |          |           |                |          |
| CO Map                                                                      | Question No.   | Question                                                 |          |           |                | Marks    |
| CO1                                                                         | Q.1            | Define money and explain its function                    |          |           |                | 3        |
| CO2                                                                         | Q.2a           | What do you understand by money multiplier               |          |           |                | 3        |
|                                                                             | Q.2b           | Define High-powered money                                |          |           |                | 3        |
| CO3                                                                         | Q.3            | Explain Interest rates in closed economy                 |          |           |                | 6        |
| CO4                                                                         | Q.4            | Explain call option                                      |          |           |                | 3        |
| CO5                                                                         | Q.5a           | Elaborate monetary policy                                |          |           |                | 3        |
|                                                                             | Q.5b           | Explain 3 quantitative technique of monetary policy.     |          |           |                | 3        |
| CO6                                                                         | Q 6            | Explain in brief major financial sector reforms in India |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

### **Bachelor of Arts in Economics Academic Year – 2022-23**

#### **Programme Outcomes:**

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

**[PO.6]** Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

**[PO.7]** Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

**[PO.8]** Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

**[PO.9]** Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities



**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)

If there is no correlation, put “-”

|  |        | PO1 | PO2 | PO3 | PO4 | PO5 |
|--|--------|-----|-----|-----|-----|-----|
|  | BAE504 | 2   | 1   | -   | 2   | 1   |

| AMITY BUSINESS SCHOOL                                                                                        |
|--------------------------------------------------------------------------------------------------------------|
| Course Handout                                                                                               |
| Course : BUSINESS ENVIRONMENT                                                                                |
| Course Code : (BAE 504), Crédits : 04, Session :2022-23 (Odd Sem.),<br>Class : BA. Economics (Hons) 3rd Year |
|                                                                                                              |

### Introduction:

To develop your capacity to think strategically about a company, its business position, how it can develop a sustainable competitive advantage and how its strategy can be implemented and executed successfully. To build your skills in conducting strategic analysis in a variety of industries and competitive situations and, especially, to provide you with a stronger understanding of the competitive challenges of a global market environment. To integrate the knowledge gained in earlier courses in order to achieve sound strategic options, evaluate action alternatives, assess its business risk and create action oriented plans.

**A. Course Outcomes:** At the end of the course, students will be able to:

**BAE 504.1:** Find out the Historical and Social Roots of Indian Business Environment At the same time Evaluate the market economy in India - Comparison between Planned economy and market economy--- Socialist system and market economy

**BAE 504.2:** Interpret the evolution of Politico-Economic Ideology in the Post-Independence period also understand the Determinants of economic growth: Role of Institutions and geography-India's development strategy and economic performance-Corporate social responsibility

**BAE 504.3:** Analysing the Economic and social transformation in the planning period and implications for business Industrial climate - perspective - Industrial Policy

**BAE 504.4:** Understand the International Business Environment and its theories of Comparative Advantage - Foreign Exchange: The International Payments Process - Globalization in China and India - A comparison - International Business - Trading and regulatory environment - Country risk analysis

**BAE 504.5:** Interpret the Change in the Indian Business Environment: Economic Reform in India Forces of globalization: effects on India

**BAE 504.6:** Discuss on the Implication of Globalization for Indian Business Agreement establishing the WTO --- India's patent policy and TRIPs

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## Syllabus

### **Module I: Historical and Social Roots of Indian Business Environment**

Evolution of market economy in India - Comparison between Planned economy and market economy--- Socialist system and market economy

### **Module II: Evolution of Politico-Economic Ideology in the Post-Independence period**

Determinants of economic growth: Role of Institutions and geography-India's development strategy and economic performance-Corporate social responsibility

### **Module III: Economic and social transformation in the planning period and implications for business**

Industrial climate - perspective - Industrial Policy

### **Module IV: International Business Environment**

Theories of Comparative Advantage - Foreign Exchange: The International Payments Process - Globalization in China and India - A comparison - International Business - Trading and regulatory environment - Country risk analysis

### **Module V: Change in the Indian Business Environment: Economic Reform in India**

Forces of globalization: effects on India

### **Module VI: Implication of Globalization for Indian Business**

Agreement establishing the WTO --- India's patent policy and TRIPs

**Examination Scheme:**

| Components    | P0<br>(Attendance ) | P1 | C1 | CT | EE1 |
|---------------|---------------------|----|----|----|-----|
| Weightage (%) | 5                   | 5  | 5  | 15 | 70  |

**Text & References:**

- Sundaram, A.K. and J.S. Black, The International Business Environment (IBE), Prentice Hall, New Delhi

**Lecture Plan**

| Lecture | Topics                                                                  | Mode of Delivery  | Corresponding CO | Mode of Assessing CO            |
|---------|-------------------------------------------------------------------------|-------------------|------------------|---------------------------------|
| 1       | Historical and Social Roots of Indian Business Environment              | Lecture+ PPT      | BAE 504          | Mid Term-1, Quiz & End Sem Exam |
| 2       | Historical and Social Roots of Indian Business Environment              | Lecture+ PPT      | BAE 504          | Mid Term-1, Quiz & End Sem Exam |
| 3       | Evolution of market economy in India                                    | Flipped Classroom | BAE 504          | Mid Term-1, Quiz & End Sem Exam |
| 4       | Evolution of market economy in India                                    | Lecture+ PPT      | BAE 504          | Mid Term-1, Quiz & End Sem Exam |
| 5       | Comparison between Planned economy and market economy                   | Flipped Classroom | BAE 504          | Mid Term-1, Quiz & End Sem Exam |
| 6       | Socialist system and market economy                                     | Lecture+ PPT      | BAE 504          | Mid Term-1, Quiz & End Sem Exam |
| 7       | Socialist system and market economy                                     | Lecture+ PPT      | BAE 504          | Mid Term-1, Quiz & End Sem Exam |
| 8       | Evolution of Politico-Economic Ideology in the Post-Independence period | Lecture           | BAE 504          | Mid Term-1, Quiz & End Sem Exam |
| 9       | Evolution of Politico-Economic Ideology in the Post-Independence period | Flipped Classroom | BAE 504          | Mid Term-1, Quiz & End Sem Exam |
| 10      | Determinants of economic growth                                         | Lecture+ PPT      | BAE 504          | Mid Term-1, Quiz & End Sem Exam |
| 11      | Determinants of economic growth                                         | Case Study        | BAE 504          | Mid Term-1, Quiz & End Sem Exam |
| 12      | Role of Institutions and geography                                      | Lecture+ PPT      | BAE 504          | Mid Term-1, Quiz & End Sem Exam |
| 13      | Role of Institutions and geography                                      | Lecture+ PPT      | BAE 504          | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                |                   |         |                                 |
|----|--------------------------------------------------------------------------------|-------------------|---------|---------------------------------|
| 14 | India's development strategy and economic performance                          | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 15 | India's development strategy and economic performance                          | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Corporate social responsibility                                                | Flipped Classroom | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Characteristics of Corporate social responsibility                             | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Importance of Corporate social responsibility                                  | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 19 | Economic and social transformation in the planning period                      | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Main implications of Economic and social transformation in the planning period | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Main implications of Economic and social transformation in the planning period | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 22 | implications for business                                                      | Flipped Classroom | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 23 | implications for business                                                      | Flipped Classroom | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 24 | Industrial climate - perspective                                               | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 25 | Changes under Industrial climate                                               | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 26 | Reasons of changes Industrial climate                                          | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Industrial Policy                                                              | Flipped Classroom | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Industrial Policy                                                              | Flipped Classroom | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 29 | International Business Environment                                             | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 30 | International Business Environment                                             | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                     |                   |         |                                 |
|----|---------------------------------------------------------------------|-------------------|---------|---------------------------------|
| 31 | Theories of Comparative Advantage                                   | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 32 | Theories of Comparative Advantage                                   | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 33 | Foreign Exchange: The International Payments Process                | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 34 | Foreign Exchange: The International Payments Process                | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 35 | Foreign Exchange: The International Payments Process                | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 36 | Globalization in China and India                                    | Flipped Classroom | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 37 | Globalization in China and India                                    | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 38 | Globalization in China and India                                    | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 39 | A comparison - International Business                               | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 40 | A comparison - International Business                               | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 41 | Trading and regulatory environment                                  | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 42 | Trading and regulatory environment                                  | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 43 | Country risk analysis                                               | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 44 | Country risk analysis                                               | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 45 | Change in the Indian Business Environment: Economic Reform in India | Flipped Classroom | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 46 | Change in the Indian Business Environment: Economic Reform in India | Flipped Classroom | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 47 | Change in the Indian Business Environment: Economic Reform in India | Flipped Classroom | BAE 504 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                      |                   |         |                                 |
|----|------------------------------------------------------|-------------------|---------|---------------------------------|
| 48 | Forces of globalization: effects on India            | Flipped Classroom | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 49 | Forces of globalization: effects on India            | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 50 | Implication of Globalization for Indian Business     | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 51 | Implication of Globalization for Indian Business     | Flipped Classroom | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 52 | Overview of WTO                                      | Flipped Classroom | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 53 | Agreement establishing the WTO                       | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 54 | Agreement establishing the WTO                       | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 55 | India's patent policy and TRIPs                      | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 56 | Forces of globalization: effects on India            | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 57 | Foreign Exchange: The International Payments Process | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 58 | Revision of Module 1                                 | Flipped Classroom | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 59 | Revision of Module 2                                 | Flipped Classroom | BAE 504 | Mid Term-1, Quiz & End Sem Exam |
| 60 | Revision of Module 3                                 | Lecture+ PPT      | BAE 504 | Mid Term-1, Quiz & End Sem Exam |

### Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                               | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|------------------|---------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                  |                                                         | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BAE 504.1</b> | Come to know about the Major features of Historical and | 3                                   | 2           | 2           | 2           | 1           |             |             |             |             |              |

|                  |                                                                                                        |   |   |   |   |   |   |   |   |   |   |
|------------------|--------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
|                  | Social Roots of Indian Business Environment                                                            |   |   |   |   |   |   |   |   |   |   |
| <b>BAE 504.2</b> | Understand the Evolution of Politico-Economic Ideology in the Post-Independence period                 | 2 | 1 | 2 | 2 | - |   |   |   |   |   |
| <b>BAE 504.3</b> | Know about the Economic and social transformation in the planning period and implications for business | 2 | 1 | 2 | - | 1 |   |   | 2 |   | 1 |
| <b>BAE 504.4</b> | Find out the International Business Environment                                                        | 2 | 3 | 1 | 1 | - |   | 3 |   |   |   |
| <b>BAE 504.5</b> | Get to know about the Change in the Indian Business Environment: Economic Reform in India              | 2 | 1 | 2 | - | 1 | 1 |   |   | 2 |   |
| <b>BAE 504.6</b> | Discuss on the Implication of Globalization for Indian Business                                        | 1 | 2 | 2 | - | - |   |   | 3 |   | 1 |

|                                                                             |                |                |
|-----------------------------------------------------------------------------|----------------|----------------|
| Amity Business School<br>BA(H) Economics<br>I MID-SEMESTER (SEM –V) 2022-23 |                |                |
| Class: BA(H) Economics (V SEM)                                              |                |                |
| Subject Name:<br><b>BAE 504: BUSINESS ENVIRONMENT</b>                       | Time: 1:30 Hrs | Max. Marks: 30 |



| Levels of the questions as per Blooms Taxonomy | Remembering | Understanding | Applying | Analyzing | Evaluating | Creating |
|------------------------------------------------|-------------|---------------|----------|-----------|------------|----------|
| Question Mapping                               | Q.1,2(a),   | 2(b), Q.3,    |          | Q.2,5,6   | Q.4        |          |

Student will be able to

CO1: Interpret and understand the major features of Evolution of market economy in India - Comparison between Planned economy and market economy.

CO2: Identify the various Role of Institutions and geography-India's development strategy.

| CO Map | Question No. | Question                                                                                       | Marks |
|--------|--------------|------------------------------------------------------------------------------------------------|-------|
| CO1    | Q.1          | Give the overview of Historical and Social Roots of Indian Business Environment.               | 3     |
| CO1    | Q.2a         | Illustrate the difference between Planned economy and market economy.                          | 3     |
|        | Q.2b         | Explain any two major difference between Socialist system and market economy                   | 3     |
| CO1    | Q.3          | Explain the Historical and Social Roots of Indian Business Environment in detail.              | 6     |
| CO2    | Q.4          | Identify the various Determinants of economic growth.                                          | 3     |
| CO2    | Q.5a         | What do you understand by Role of Institutions in Indian economy?                              | 3     |
|        | Q.5b         | Discuss about the Corporate social responsibility. Explain in short.                           | 3     |
| CO2    | Q 6          | Explain the Evolution of Politico-Economic Ideology in the Post-Independence period in detail. | 6     |



# AMITY UNIVERSITY

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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

### **BA(H) Economics, Academic Year – 2021-22**

#### **Programme Outcomes:**

[PO.1]. Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

[PO.2]. Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

[PO.3]. The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

[PO.4] To prepare the students for working in the Economic world like banking, industries, Education, etc.

[PO.5] Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

[PO.6] Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

[PO.7] Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

[PO.8] Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

[PO.9] Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

[PO.10] Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

| PROGRAMME<br>ARTICULATION MATRIX |            |     |     |     |     |     |         |         |         |     |          |
|----------------------------------|------------|-----|-----|-----|-----|-----|---------|---------|---------|-----|----------|
|                                  |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO<br>6 | PO<br>7 | PO<br>8 | PO9 | PO<br>10 |
| V<br>S E M                       | BAE<br>505 | 3   | 2   | 3   | 3   | 3   | -       | 1       | -       | -   |          |



**AMITY UNIVERSITY**  
 MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                                   |
|---------------------------------------------------------------------------------------------------------|
| Course Handout                                                                                          |
| Course : <b>STRATEGIC MANAGEMENT</b>                                                                    |
| Course Code : BAE505, Crédits : 04, Session :2023-24(Odd Sem.), Class : BA. Economics (Hons) IIIrd Year |
| Faculty Name :                                                                                          |

### A. Introduction:

The objective of this course is to develop an understanding of:

- The integrative role of all areas of management in business.
- The prescriptive and descriptive ideas of theorist's practitioners and researchers in the field.
- The principles of management and their relevance in business.
- The methods and techniques of strategic choice and strategic implementation over different industries
- Measurement of performance in various business and effect of strategies
- Difference between traditional and contemporary business management

### Course Outcomes:

At the end of the course, students will be able to:

**BAE 505.1:** Understand the concept, evaluation and types of strategy.

**BAE 505.2:** Understand Mission, Vision statement and environmental analysis.

**BAE 505.3:** Develop an in-depth understanding about strategic choice.

**BAE 505.4:** Learn about offensive and defensive strategies in different industry scenario.

**BAE 505.5** Develop an understanding about strategic implementation in organization.

### **C Programme Outcomes:**

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

**[PO.6]** Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

**[PO.7]** Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

**[PO.8]** Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

**[PO.9]** Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

### **E.Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b> | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|--------------------|-------------|--------------------|
|--------------------------------|--------------------|-------------|--------------------|

|                                |                                                                                                                                                                                                               |          |             |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|-------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT       | 15%         |
|                                | Mid Term 2                                                                                                                                                                                                    |          |             |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA | 10%         |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A        | 5%          |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE       | 70%         |
| <b>Total</b>                   |                                                                                                                                                                                                               |          | <b>100%</b> |

## F. Syllabus

### Module I: Introduction

Concept of Planning, Evolution of Strategic Management, Corporate Strategy, Patterns of Strategy Development, Levels of Strategy, Competitive scope and value chain

### Module II: Strategic Analysis

Mission, Vision and Business Definition, Environmental Threat and Opportunity Profile (ETOP), Industry Analysis, Strategic Advantage Profile (SAP), Competitor analysis, market analysis, environmental analysis and dealing with uncertainty, scenario analysis and SWOT Analysis.

### Module III: Strategic Choice

Traditional Approach - Strategic Alternatives, Various models like BCG, GE Nine Cell Matrix, Hofer's Model, Strickland's Grand Strategy Selection Matrix, Basis of Choice; Michael Porter's Approach - Generic competitive strategies, Cost advantage, differentiation, technology and competitive advantage, substitution, competitor, complementary products and competitive advantage, strategic vision vs. strategic opportunism, Coevolving and patching.

### Module IV: Offensive and Defensive Competitive Strategies

Industry scenarios, advantages and disadvantages of defensive strategies, advantages and disadvantages of offensive strategies.

### Module V: Strategic Implementation

Operationalizing Strategy, Institutionalizing Strategy, Strategic Control, Balanced Scorecard – Concepts and applications in strategy implementation.

### G. Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination;  
A: Attendance

#### H.Suggested Text/Reference Books:

**Text:**

- Azhar Kazmi, Business Policy and Strategic Management, 2<sup>nd</sup> Edition, Tata McGraw Hill.
- Kaplan Robert & Norton David P., 2001, Strategic Focused Organization, 1<sup>st</sup> Ed., Harvard Business School Press.

### References:

- Pearce John A & Robinson R B, 1977, Strategic Management: Strategy Formulation and Implementation, 3<sup>rd</sup> Ed., A.I.T.B.S. Publishers & Distributors.
- Aaker David, Strategic Market Management, 8<sup>th</sup> Ed., John Wiley and Sons
- Regular reading of all latest Business Journals: HBR, Strategist, Business World, Business India, Business Today.
- Porter Michael, Competitive Advantage: Creating and sustaining superior performance, Free press.
- Thomson & Strickland, Business Policy and Strategic Management, 14<sup>th</sup> Ed., Tata Mc Graw Hill

## I. Lecture Plan

| Lecture | Topics                                                                              | Mode of Delivery     | Corresponding CO | Mode of Assessing CO                  |
|---------|-------------------------------------------------------------------------------------|----------------------|------------------|---------------------------------------|
| 1       | <b>Introduction</b><br>Concept of Planning,<br>Evolution of Strategic<br>Management | Lecture+<br>PPT      | BAE<br>505.1     | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 2       | Concept of Planning,<br>Evolution of Strategic<br>Management                        | Lecture+<br>PPT      | BAE<br>505.1     | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 3       | Corporate Strategy, Patterns<br>of Strategy Development                             | Flipped<br>Classroom | BAE<br>505.1     | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 4       | <i>Corporate Strategy, Patterns of<br/>Strategy Development</i>                     | Flipped<br>Classroom | BAE<br>505.1     | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 5       | Levels of Strategy                                                                  | Flipped<br>Classroom | BAE<br>505.1     | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 6       | Competitive scope and<br>value chain                                                | Lecture              | BAE<br>505.1     | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 7       | Competitive scope and<br>value chain                                                | Lecture +<br>PPT     | BAE<br>505.1     | Mid Term-1,<br>Quiz & End Sem<br>Exam |
| 8       | Mission, Vision and<br>Business Definition                                          | Lecture+<br>PPT      | BAE<br>505.2     | Mid Term-1,<br>Quiz & End Sem<br>Exam |

|    |                                                                                                                  |                          |           |                                 |
|----|------------------------------------------------------------------------------------------------------------------|--------------------------|-----------|---------------------------------|
| 9  | Mission, Vision and Business Definition                                                                          | Lecture + PPT            | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Environmental Threat and Opportunity Profile (ETOP),                                                             | Lecture + PPT            | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Environmental Threat and Opportunity Profile (ETOP),                                                             | Lecture + PPT            | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Industry Analysis, Strategic Advantage Profile (SAP)                                                             | Lecture + PPT            | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Industry Analysis, Strategic Advantage Profile (SAP)                                                             | Lecture + PPT            | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Industry Analysis, Strategic Advantage Profile (SAP)                                                             | Lecture + PPT            | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Competitor analysis, market analysis                                                                             | Flipped classroom method | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Competitor analysis, market analysis                                                                             | Flipped classroom method | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | environmental analysis and dealing with uncertainty                                                              | Flipped classroom method | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | environmental analysis and dealing with uncertainty                                                              | Flipped classroom method | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | scenario analysis and SWOT Analysis.                                                                             | Lecture                  | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | scenario analysis and SWOT Analysis                                                                              | Lecture                  | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | <b>Strategic Choice</b><br><i>Traditional Approach - Strategic Alternatives</i>                                  | Lecture                  | BAE 505.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | <i>Various models like BCG, GE Nine Cell Matrix, Hofer's Model, Strickland's Grand Strategy Selection Matrix</i> | Lecture                  | BAE 505.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | <i>Various models like BCG, GE Nine Cell Matrix, Hofer's Model, Strickland's Grand Strategy Selection Matrix</i> | Lecture                  | BAE 505.3 | Mid Term-2, Quiz & End Sem Exam |

|    |                                                                                                                                   |         |              |                                       |
|----|-----------------------------------------------------------------------------------------------------------------------------------|---------|--------------|---------------------------------------|
| 24 | <i>Various models like BCG, GE Nine Cell Matrix, Hofer's Model, Strickland's Grand Strategy Selection Matrix</i>                  | Lecture | BAE<br>505.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 25 | <i>Various models like BCG, GE Nine Cell Matrix, Hofer's Model, Strickland's Grand Strategy Selection Matrix</i>                  | Lecture | BAE<br>505.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 26 | Basis of Choice; Michael Porter's Approach - Generic competitive strategies                                                       | Lecture | BAE<br>505.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 27 | Basis of Choice; Michael Porter's Approach - Generic competitive strategies                                                       | Lecture | BAE<br>505.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 28 | <i>Basis of Choice; Michael Porter's Approach - Generic competitive strategies</i>                                                | Lecture | BAE<br>505.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 29 | Cost advantage, differentiation, technology and competitive advantage                                                             | Lecture | BAE<br>505.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 30 | Cost advantage, differentiation, technology and competitive advantage                                                             | Lecture | BAE<br>505.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 31 | substitution, competitor, complementary products and competitive advantage                                                        | Lecture | BAE<br>505.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 32 | substitution, competitor, complementary products and competitive advantage                                                        | Lecture | BAE<br>505.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 33 | substitution, competitor, complementary products and competitive advantage                                                        | Lecture | BAE<br>505.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 34 | strategic vision vs. strategic opportunism, Coevolving and patching.                                                              | Lecture | BAE<br>505.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 35 | strategic vision vs. strategic opportunism, Coevolving and patching.                                                              | Lecture | BAE<br>505.3 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 36 | <b>Offensive and Defensive Competitive Strategies</b><br>Industry scenarios, advantages and disadvantages of defensive strategies | Lecture | BAE<br>505.4 | Mid Term-2,<br>Quiz & End Sem<br>Exam |
| 37 | Industry scenarios, advantages and disadvantages of defensive strategies                                                          | Lecture | BAE<br>505.4 | Quiz & End Sem<br>Exam                |



|    |                                                                             |              |           |                     |
|----|-----------------------------------------------------------------------------|--------------|-----------|---------------------|
| 38 | Industry scenarios, advantages and disadvantages of defensive strategies    | Lecture      | BAE 505.4 | Quiz & End Sem Exam |
| 39 | advantages and disadvantages of offensive strategies.                       | Lecture      | BAE 505.4 | Quiz & End Sem Exam |
| 40 | <b>Strategic Implementation</b><br>Operationalizing Strategy                | Lecture      | BAE 505.5 | Quiz & End Sem Exam |
| 41 | Institutionalizing Strategy                                                 | Lecture      | BAE 505.5 | Quiz & End Sem Exam |
| 42 | Institutionalizing Strategy                                                 | CASE STUDY   | BAE 505.5 | Quiz & End Sem Exam |
| 43 | Strategic Control, Balanced Scorecard                                       | CASE STUDY   | BAE 505.5 | Quiz & End Sem Exam |
| 44 | Strategic Control, Balanced Scorecard Strategic Control, Balanced Scorecard | CASE STUDY   | BAE 505.5 | Quiz & End Sem Exam |
| 45 | Strategic Control, Balanced Scorecard                                       | CASE STUDY   | BAE 505.5 | Quiz & End Sem Exam |
| 46 | Concepts and applications in strategy implementation.                       | Lecture+ PPT | BAE 505.5 | Quiz & End Sem Exam |
| 47 | Concepts and applications in strategy implementation.                       | Lecture+ PPT | BAE 505.5 | Quiz & End Sem Exam |
| 48 | Concepts and applications in strategy implementation.                       | Lecture+ PPT | BAE 505.5 | Quiz & End Sem Exam |

#### J.Course Articulation Matrix (Mapping of COs with POs)

| CO                   | STATEMENT | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |     |             |             |             |             |              |
|----------------------|-----------|-------------------------------------|-------------|-------------|-------------|-----|-------------|-------------|-------------|-------------|--------------|
|                      |           | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | PO5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BAE505.1</b><br>: | .         | 3                                   | -           | 2           | 2           | 3   | -           | -           | -           | 2           | 2            |

|                   |                                                                                       |   |   |   |   |   |   |   |   |   |   |
|-------------------|---------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
|                   | Understand the concept, evaluation and types of strategy.                             |   |   |   |   |   |   |   |   |   |   |
| <b>BAE505.2 :</b> | Understand Mission, Vision statement and environmental analysis.                      | 3 | 2 | - | - | 2 | 2 | - | 1 | 2 | 1 |
| <b>BAE505.3 :</b> | Develop an in-depth understanding about strategic choice                              | 3 | 1 | 1 | 2 | 3 | 1 | - | 2 | 3 | - |
| <b>BAE 505.4:</b> | <i>.Learn about offensive and defensive strategies in different industry scenario</i> | 3 | 3 | 2 | 2 | 1 | 1 | 3 | 2 | 1 | - |
| <b>BAE 505.5</b>  | Develop an understanding about strategic implementation in organization               | 3 | 3 | 1 | 2 | 1 | 2 | 3 | 1 | 2 | 2 |

|                                                                                                                  |                |                                                           |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------|----------------|-----------------------------------------------------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>BA(H) Economics<br/>I MID-SEMESTER (SEM –V) 2023-24</p> |                |                                                           |          |           |                |          |
| Class: BA(H) Economics (V SEM)                                                                                   |                |                                                           |          |           |                |          |
| Subject Name:<br>BAE 505:Strategic Management                                                                    |                | Time: 2 Hrs                                               |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                   | Remembering    | Understanding                                             | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                 | Q.1,2(a), 2(b) | Q.4                                                       | Q.55(a)  | Q.5(b),6  |                |          |
|                                                                                                                  |                |                                                           |          |           |                |          |
| CO Map                                                                                                           | Question No.   | Question                                                  |          |           |                | Marks    |
| CO1                                                                                                              | Q.1            | Explain the concept of planning                           |          |           |                | 3        |
| CO2                                                                                                              | Q.2a           | State an example of Mission statement                     |          |           |                | 3        |
|                                                                                                                  | Q.2b           | State an example of Vision statement                      |          |           |                | 3        |
| CO3                                                                                                              | Q.3            | Explain BCG Matrix                                        |          |           |                | 6        |
| CO3                                                                                                              | Q.4            | Explain competitor analysis                               |          |           |                | 3        |
| CO4                                                                                                              | Q.5a           | Explain defensive strategy                                |          |           |                | 3        |
|                                                                                                                  | Q.5b           | Explain offensive strategy                                |          |           |                | 3        |
| CO5                                                                                                              | Q 6            | Explain the concept and application of balance scorecard. |          |           |                | 6        |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |

|              |   |                                                            |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

**Bachelor of Arts in Economics Academic Year – 2022-23**

### **Programme Outcomes:**

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

**[PO.6]** Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

**[PO.7]** Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

**[PO.8]** Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

**[PO.9]** Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

**Note: - Correlation levels 1, 2 and 3 as defined below:**

**1: Slight (Low), 2: Moderate (Medium) and 3: Substantial (High)**

**If there is no correlation, put “- “**

| AMITY BUSINESS SCHOOL                                                |  |  |  |  |
|----------------------------------------------------------------------|--|--|--|--|
| Course Handout                                                       |  |  |  |  |
| Course : <b>ECONOMIC SYSTEM AND SOCIETY</b>                          |  |  |  |  |
| Course Code : (BAE 601), Crédits : 04, Session :2022-23 (Even Sem.), |  |  |  |  |
| Class : BA. Economics (Hons) 3rd Year                                |  |  |  |  |
| Faculty Name :                                                       |  |  |  |  |

### Introduction:

The objective of this course will focus on the socio-economic change in historical perspective, capitalism as an economic system, structure of capitalism and capitalism in global context.

**Course Outcomes:** At the end of the course, students will be able to:

**BAE 601.1** Analysing the Socio-Economic Change in Historical Perspective

**BAE 601.2** Interpret the Capitalism as an economic system and its Origins, nature and structure of capitalism, Accumulation and crisis, Alternative perspectives on capitalism.

**BAE 601.3** Discuss the transition of feudalism to capitalism

**BAE 601.4** Illustrate the evolving structure of capitalism, discuss on Monopoly capitalism, The modern corporation: divorce between ownership and control; The institutional diversity of capitalism; Alternative perspectives on the role of state.

**BAE 601.5** Exploring the Capitalism in Global Context, Multinational corporations and their impact on the developing economics, imperialism.

### Lecture Plan:

| Lecture | Topics                                                          | Mode of Delivery  | Corresponding CO | Mode of Assessing CO            |
|---------|-----------------------------------------------------------------|-------------------|------------------|---------------------------------|
| 1       | Socio-Change in Historical Perspective                          | Lecture+ PPT      | BAE 601          | Mid Term-1, Quiz & End Sem Exam |
| 2       | Analyzing Socio-Economic Change in Historical Perspective       | Lecture+ PPT      | BAE 601          | Mid Term-1, Quiz & End Sem Exam |
| 3       | Analyzing Socio-Economic problems such as unemployment, poverty | Flipped Classroom | BAE 601          | Mid Term-1, Quiz & End Sem Exam |

|    |                                             |                   |         |                                 |
|----|---------------------------------------------|-------------------|---------|---------------------------------|
| 4  | Capitalism as an economic system            | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 5  | Capitalism as an economic system            | Flipped Classroom | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Origins of Capitalism economic system       | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Origins of Capitalism economic system       | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Nature capitalism                           | Lecture           | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Nature capitalism                           | Flipped Classroom | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Structure of capitalism                     | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Accumulation under capitalism               | Case Study        | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Accumulation under capitalism               | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Crisis under capitalism                     | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Crisis under capitalism                     | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Alternative perspectives on capitalism.     | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Alternative perspectives on capitalism.     | Flipped Classroom | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 17 | The transition from feudalism to capitalism | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 18 | The transition from feudalism to capitalism | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 19 | The transition from feudalism to capitalism | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 20 | The transition from feudalism to capitalism | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 21 | Monopoly capitalism                         | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 22 | Monopoly capitalism                         | Flipped Classroom | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 23 | The evolving structure of capitalism        | Flipped Classroom | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 24 | The modern corporation                      | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 25 | The modern corporation                      | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |



|    |                                                                         |                   |         |                                 |
|----|-------------------------------------------------------------------------|-------------------|---------|---------------------------------|
| 26 | Divorce between ownership and control                                   | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 27 | Divorce between ownership and control                                   | Flipped Classroom | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 28 | Reasons of separations                                                  | Flipped Classroom | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 29 | Reasons of separations                                                  | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 30 | The institutional diversity of capitalism                               | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 31 | The institutional diversity of capitalism                               | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 32 | Factors of The institutional diversity of capitalism                    | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 33 | Factors of The institutional diversity of capitalism                    | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 34 | Reasons of institutional diversity of capitalism                        | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 35 | Reasons of institutional diversity of capitalism                        | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 36 | Alternative perspectives on the role of state                           | Flipped Classroom | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 37 | Introduction of <b>Capitalism</b>                                       | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 38 | <b>Capitalism in Global Context</b>                                     | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 39 | <b>Capitalism in Global Context</b>                                     | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 40 | Multinational corporations                                              | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 41 | Characteristics of Multinational corporations                           | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 42 | Multinational corporations and their impact on the developing economics | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 43 | Multinational corporations and their impact on the developing economics | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 44 | Multinational corporations and their impact on the developing economics | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 45 | Meaning of imperialism                                                  | Flipped Classroom | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 46 | Characteristics of imperialism                                          | Flipped Classroom | BAE 601 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                         |                   |         |                                 |
|----|-------------------------------------------------------------------------|-------------------|---------|---------------------------------|
| 47 | Analyzing Socio-Economic problems such as unemployment, poverty         | Flipped Classroom | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 48 | Capitalism as an economic system                                        | Flipped Classroom | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 49 | Factors of The institutional diversity of capitalism                    | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 50 | The institutional diversity of capitalism                               | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 51 | Monopoly capitalism                                                     | Flipped Classroom | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 52 | Divorce between ownership and control                                   | Flipped Classroom | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 53 | The evolving structure of capitalism                                    | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 54 | Accumulation and crisis                                                 | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 55 | The transition from feudalism to capitalism                             | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 56 | Reasons of institutional diversity of capitalism                        | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 57 | Origins, nature and structure of capitalism                             | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 58 | The transition from feudalism to capitalism                             | Flipped Classroom | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 59 | Multinational corporations and their impact on the developing economics | Flipped Classroom | BAE 601 | Mid Term-1, Quiz & End Sem Exam |
| 60 | Meaning of imperialism and Characteristics of imperialism               | Lecture+ PPT      | BAE 601 | Mid Term-1, Quiz & End Sem Exam |

### Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                              | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|------------------|------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                  |                                                                        | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BAE 601.1</b> | Come to know about the Socio-Economic Change in Historical Perspective | 1                                   | 1           | 2           | 2           | 1           | -           | 2           | 2           | 1           | -            |

|                      |                                                            |   |   |   |   |   |   |   |   |   |   |
|----------------------|------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
| <b>BAE<br/>601.2</b> | Understand the Capitalism as an economic system            | 2 | 2 | 1 | 2 | 2 | - | 1 | 2 | 2 | - |
| <b>BAE<br/>601.3</b> | Know about the The transition from feudalism to capitalism | 2 | 2 | 1 | 1 | - | - | 1 | 1 | - | - |
| <b>BAE<br/>601.4</b> | Discuss the evolving structure of capitalism               | 3 | 3 | 2 | 2 | - | 1 | 2 | 2 | - | 1 |
| <b>BAE<br/>601.5</b> | Capitalism in Global Context                               | 2 | 2 | 1 | 2 | 1 | - | 1 | 2 | 1 | - |

|                                                                                                                                                                                                             |              |                                                                                   |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>BA(H) Economics<br>I MID-SEMESTER (SEM –VI) 2022-23                                                                                                                                |              |                                                                                   |          |           |                |          |
| Class: BA(H) Economics (VI SEM)                                                                                                                                                                             |              |                                                                                   |          |           |                |          |
| Subject Name:<br><b>BAE 601: ECONOMIC<br/>SYSTEM AND SOCIETY</b>                                                                                                                                            |              | Time: 1:30 Hrs                                                                    |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                              | Remembering  | Understanding                                                                     | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                            | Q.1,2(a)     | 2(b), Q.3,                                                                        | Q.4      | Q.2,5,6   |                |          |
| <b>Student will be able to</b><br><b>CO1:</b> Analysing the Socio-Economic Change in Historical Perspective of economic system and society.<br><b>CO2:</b> Explain the Origins and structure of capitalism. |              |                                                                                   |          |           |                |          |
| CO Map                                                                                                                                                                                                      | Question No. | Question                                                                          |          |           |                | Marks    |
| CO1                                                                                                                                                                                                         | Q.1          | Give the overview of capitalism.                                                  |          |           |                | 3        |
| CO1                                                                                                                                                                                                         | Q.2a         | What are the socio changes which effect the economical system and society.        |          |           |                | 3        |
|                                                                                                                                                                                                             | Q.2b         | Explain Economic Change in Historical Perspective of economic system and society. |          |           |                | 3        |
| CO1                                                                                                                                                                                                         | Q.3          | Explain the various aspects of Socio and economical changes.                      |          |           |                | 6        |
| CO2                                                                                                                                                                                                         | Q.4          | Identify the determinations of feudalism.                                         |          |           |                | 3        |
|                                                                                                                                                                                                             | Q.5a         | What are the major impacts of Capitalism on an economic system.                   |          |           |                | 3        |

|     |      |                                                                                 |   |
|-----|------|---------------------------------------------------------------------------------|---|
| CO2 | Q.5b | What are the various Accumulation and crisis of capitalism<br>Explain in short. | 3 |
| CO2 | Q.6  | What is capitalism? discuss the Alternative perspectives on<br>capitalism.      | 6 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

5

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

**BA(H) Economics, Academic Year – 2021-22**

### **Programme Outcomes:**

[PO.1]. Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

[PO.2]. Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

[PO.3]. The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

[PO.4] To prepare the students for working in the Economic world like banking, industries, Education, etc.

[PO.5] Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

[PO.6] Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

[PO.7] Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

[PO.8] Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

[PO.9] Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

[PO.10] Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

| PROGRAMME<br>ARTICULATION MATRIX |            |     |     |     |     |     |         |         |         |     |          |
|----------------------------------|------------|-----|-----|-----|-----|-----|---------|---------|---------|-----|----------|
|                                  |            | PO1 | PO2 | PO3 | PO4 | PO5 | PO<br>6 | PO<br>7 | PO<br>8 | PO9 | PO<br>10 |
| VI<br>SEM                        | BAE<br>602 | 3   | 2   | 3   | 3   | 3   | -       | 1       | -       | -   |          |



**AMITY UNIVERSITY**  
MADHYA PRADESH  
*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

| AMITY BUSINESS SCHOOL                                                                                    |
|----------------------------------------------------------------------------------------------------------|
| Course Handout                                                                                           |
| Course : <b>ECONOMIC GROWTH AND DEVELOPMENT</b>                                                          |
| Course Code : BAE602, Crédits : 04, Session :2023-24(Even Sem.), Class : BA. Economics (Hons) IIIrd Year |
| Faculty Name :                                                                                           |

### A. Introduction:

The objective of this course is to develop an understanding of:

This course will enable the students to acquire advanced knowledge as to how policies facilitate the economic growth and development in advanced countries. It also enables the students to understand important growth models and help them to familiarize with factors that contribute to economic growth. It will provide a strong knowledge base on India's economy both during pre and post reform periods and help in developing a critical study on recent development in the Indian Economy in the context of the world economic scenario.

### Course Outcomes:

At the end of the course, students will be able to:

**BAE 602.1:** Understand the concept of economic growth, development, and sustainable development.

**BAE 602.2:** Develop understanding about various theories of growth.

**BAE 602.3:** learn about the doctrine of growth and short term and long-term growth models.

**BAE 602.4:** Learn about Multinational cooperation and India's. Balance of Payment.

**BAE 602.5** Develop an understanding about New economic policy and structural change.

### **C Programme Outcomes:**

**[PO.1].** The Programme is an attempt to develop capabilities in students to take effective decisions as managers of business organizations operating in the rapidly changing global economic environment.

**[PO.2].** The scope of the programme extends to topics in statistics, accountancy, mathematics, corporate finance, microeconomics, macroeconomics, marketing, business law, econometrics in the context of international business environment.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

### **D.PROGRAMME SPECIFIC OUTCOMES (PSO's)**

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

**[PO.6]** Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

**[PO.7]** Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

**[PO.8]** Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

**[PO.9]** Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

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#### **E.Assessment Plan:**

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester                   | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |



|              |  |  |             |
|--------------|--|--|-------------|
| Examination  |  |  |             |
| <b>Total</b> |  |  | <b>100%</b> |

## F. Syllabus

### Module I

Economic growth, Economic Development and sustainable Development – Measurement of Development: Conventional, HDI and Physical Quality of life Index (PQLI) – Factors Determining Economic development – Obstacles of Economic development: vicious circle of poverty.

### Module II

Growth Theories-Adam Smith-Ricardo-Malthus- Karl Marx-Schumpeter's theory of Development-Keynes-Rostow's stages of Economic Growth-Big Bush theory.

### Module III

Doctrine of balanced growth-Concept of unbalanced growth-Dualistic theories-Myrdal theory- Growth Models-Harrod-Domar – Joan Robinson's model of capital accumulation-Meade's neoclassical model-Solow Model of Long Run Growth-Kaldor's model of growth-Models of Technical Change – Mahalanobis Model.

### Module IV

Economic planning-Planning process in a mixed economy-Growth Models in Indian Planning- Need for Foreign Capital-Forms of Foreign Capital-Multinational Corporations and foreign collaborations – India's Balance of Payments.

### Module V

Current Economic Issues- New Economic Policies since 1980-Privatisation: Policies and practices-Deregulations and Delicensing – Globalisation – Public Sector Disinvestments- Liberal foreign trade regime – WTO - Structural adjustments in the Indian Economy.

## G.Examination Scheme:

| Components    | A | CT | S/V/Q/HA | EE |
|---------------|---|----|----------|----|
| Weightage (%) | 5 | 15 | 10       | 70 |

CT: Class Test, HA: Home Assignment, S/V/Q: Seminar/Viva/Quiz, EE: End Semester Examination;  
A: Attendance

## H.Suggested Text/Reference Books:

### Text:

- R.C. Agarwal and M.L. Seth: Economic of Development and Planning, Lakshmi Narain Agarwal, Agra.
- A.N. Agarwal and Kundanlal: Economics of Development and Planning, Vikas Publishing House Pvt Ltd.

### References:

- The Economics of Development and Planning (with special reference to India) Vani education books.

## I. Lecture Plan

| Lecture | Topics           | Mode of Delivery | Corresponding CO | Mode of Assessing CO |
|---------|------------------|------------------|------------------|----------------------|
| 1       | Economic growth, | Lecture+         | BAE              | Mid Term-1,          |

|    |                                                                   |                          |           |                                 |
|----|-------------------------------------------------------------------|--------------------------|-----------|---------------------------------|
|    | Economic Development and sustainable Development                  | PPT                      | 505.1     | Quiz & End Sem Exam             |
| 2  | Economic growth, Economic Development and sustainable Development | Lecture+ PPT             | BAE 505.1 | Mid Term-1, Quiz & End Sem Exam |
| 3  | Measurement of Development: Conventional                          | Flipped Classroom        | BAE 505.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | <i>HDI and Physical Quality of life Indies (PQLI)</i>             | Flipped Classroom        | BAE 505.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | HDI and Physical Quality of life Indies (PQLI)                    | Flipped Classroom        | BAE 505.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Factors Determining Economic development                          | Lecture                  | BAE 505.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Obstacles of Economic development                                 | Lecture + PPT            | BAE 505.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Vicious circle of poverty.                                        | Lecture+ PPT             | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 9  | <b>Module II</b><br>Growth Theories-Adam Smith-Ricardo-Malthus    | Lecture + PPT            | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Growth Theories-Adam Smith-Ricardo-Malthus                        | Lecture + PPT            | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Growth Theories-Adam Smith-Ricardo-Malthus                        | Lecture + PPT            | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Karl Marx-Schumpeter's theory of Development                      | Lecture + PPT            | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Karl Marx-Schumpeter's theory of Development                      | Lecture + PPT            | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Karl Marx-Schumpeter's theory of Development                      | Lecture + PPT            | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Keynes-Rostow's stages of Economic Growth-Big Bush theory         | Flipped classroom method | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Keynes-Rostow's stages of Economic Growth-Big Bush theory         | Flipped classroom method | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Keynes-Rostow's stages of Economic Growth-Big Bush                | Flipped classroom        | BAE 505.2 | Mid Term-1, Quiz & End Sem      |

|    |                                                                                 |                          |           |                                 |
|----|---------------------------------------------------------------------------------|--------------------------|-----------|---------------------------------|
|    | theory                                                                          | method                   |           | Exam                            |
| 18 | Keynes-Rostow's stages of Economic Growth-Big Bush theory                       | Flipped classroom method | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 19 | <b>Module III</b><br>Doctrine of balanced growth                                | Lecture                  | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 20 | Concept of unbalanced growth                                                    | Lecture                  | BAE 505.2 | Mid Term-1, Quiz & End Sem Exam |
| 21 | <i>Dualistic theories-Myrdal theory</i>                                         | Lecture                  | BAE 505.3 | Mid Term-2, Quiz & End Sem Exam |
| 22 | <i>Dualistic theories-Myrdal theory</i>                                         | Lecture                  | BAE 505.3 | Mid Term-2, Quiz & End Sem Exam |
| 23 | <i>Growth Models-Harrod-Domar</i>                                               | Lecture                  | BAE 505.3 | Mid Term-2, Quiz & End Sem Exam |
| 24 | <i>Joan Rabinson's model of capital accumulation-Meade's neoclassical model</i> | Lecture                  | BAE 505.3 | Mid Term-2, Quiz & End Sem Exam |
| 25 | <i>Joan Rabinson's model of capital accumulation-Meade's neoclassical model</i> | Lecture                  | BAE 505.3 | Mid Term-2, Quiz & End Sem Exam |
| 26 | Joan Rabinson's model of capital accumulation-Meade's neoclassical model        | Lecture                  | BAE 505.3 | Mid Term-2, Quiz & End Sem Exam |
| 27 | Solow Model of Long Run Growth-Kaldor's model of growth                         | Lecture                  | BAE 505.3 | Mid Term-2, Quiz & End Sem Exam |
| 28 | <i>Solow Model of Long Run Growth-Kaldor's model of growth</i>                  | Lecture                  | BAE 505.3 | Mid Term-2, Quiz & End Sem Exam |
| 29 | Solow Model of Long Run Growth-Kaldor's model of growth                         | Lecture                  | BAE 505.3 | Mid Term-2, Quiz & End Sem Exam |
| 30 | Models of Technical Change                                                      | Lecture                  | BAE 505.3 | Mid Term-2, Quiz & End Sem Exam |
| 31 | Mahalanobis Model.                                                              | Lecture                  | BAE 505.3 | Mid Term-2, Quiz & End Sem Exam |
| 32 | <b>Module IV</b><br>Economic planning                                           | Lecture                  | BAE 505.3 | Mid Term-2, Quiz & End Sem Exam |
| 33 | Planning process in a mixed economy                                             | Lecture                  | BAE 505.3 | Mid Term-2, Quiz & End Sem Exam |



|                   |                                                                                      | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|-------------------|--------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|----|
| <b>BAE602.1 :</b> | Understand the concept of economic growth, development, and sustainable development. | 3 | - | 2 | 2 | 3 | - | - | - | 2 | 2  |
| <b>BAE602.2</b>   | Develop understanding about various theories of growth.                              | 3 | 2 | - | - | 2 | 2 | - | 1 | 2 | 1  |
| <b>BAE602.3 :</b> | learn about the doctrine of growth and short term and long-term growth models.       | 3 | 1 | 1 | 2 | 3 | 1 | - | 2 | 3 | -  |
| <b>BAE 602.4:</b> | .Learn about Multinational cooperation and India's. Balance of Payment.              | 3 | 3 | 2 | 2 | 1 | 1 | 3 | 2 | 1 | -  |
| <b>BAE 602.5</b>  | Develop an understanding about New economic                                          | 3 | 3 | 1 | 2 | 1 | 2 | 3 | 1 | 2 | 2  |

|  |                               |  |  |  |  |  |  |  |  |  |  |  |
|--|-------------------------------|--|--|--|--|--|--|--|--|--|--|--|
|  | policy and structural change. |  |  |  |  |  |  |  |  |  |  |  |
|--|-------------------------------|--|--|--|--|--|--|--|--|--|--|--|

### Sample Question Paper

|                                                                                                                   |                |                                         |          |           |                |          |
|-------------------------------------------------------------------------------------------------------------------|----------------|-----------------------------------------|----------|-----------|----------------|----------|
| <p style="text-align: center;">Amity Business School<br/>BA(H) Economics<br/>I MID-SEMESTER (SEM –VI) 2023-24</p> |                |                                         |          |           |                |          |
| Class: BA(H) Economics (VI SEM)                                                                                   |                |                                         |          |           |                |          |
| Subject Name:<br>BAE 602: Economic growth and Development.                                                        |                | Time: 2 Hrs                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                    | Remembering    | Understanding                           | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                  | Q.1,2(a), 2(b) | Q.4                                     | Q.55(a)  | Q.5(b),6  |                |          |
|                                                                                                                   |                |                                         |          |           |                |          |
| CO Map                                                                                                            | Question No.   | Question                                |          |           |                | Marks    |
| CO1                                                                                                               | Q.1            | Explain the concept of Economic growth  |          |           |                | 3        |
| CO1                                                                                                               | Q.2            | Explain Sustainable development         |          |           |                | 3        |
| CO2                                                                                                               | Q.3            | Explain Big bush Theory of Growth       |          |           |                | 6        |
| CO3                                                                                                               | Q.4            | Explain the doctrine of balance growth. |          |           |                | 3        |

|     |      |                                             |   |
|-----|------|---------------------------------------------|---|
| CO4 | Q.5a | Explain Economic Planning Process           | 3 |
|     | Q.5b | Explain forms of foreign Capital            | 3 |
| CO5 | Q 6  | Mention in brief about New Economic Policy. | 6 |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

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**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

### **Bachelor of Arts in Economics Academic Year – 2022-23**

#### **Programme Outcomes:**

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

**[PO.6]** Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

**[PO.7]** Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

**[PO.8]** Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

**[PO.9]** Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.



**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME           |        |         |     |     |     |     |     |     |     |     |      |
|---------------------|--------|---------|-----|-----|-----|-----|-----|-----|-----|-----|------|
| ARTICULATION MATRIX |        |         |     |     |     |     |     |     |     |     |      |
|                     |        | P<br>O1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|                     | BAE603 | 2       | 2   | 3   | 1   | 3   | 1   | 3   | -   | -   | 1    |



**AMITY UNIVERSITY**  
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### AMITY BUSINESS SCHOOL

#### Course Handout

Course : ECONOMETRICS : BASIC THEORY AND APPLICATIONS

Course Code : BAE603, Crédits : 04, Session :2021-22 (Even Sem.), Class : BA. Economics (Hons)  
3rdYear

**A. Introduction:** The main objective of this paper is to make the students learn the core concepts and techniques in econometrics, with a special focus on the classical linear regression model. It aims to make the students to learn the use statistical software to implement the various techniques taught employing secondary data and demonstrate ability to analyse and assess empirical results. It aims to make the students to learn the application of and interpretation of specification analysis.

**B. Course Outcomes:** At the end of the course, students will be able to:

**BAE 603.1:** Explain core concepts and techniques in econometrics, with a special focus on the classical linear regression model.

**BAE 603.2:** Understand the assumptions upon which different econometric methods are based and their implications

**BAE 603.3** Use statistical software to implement the various techniques taught employing secondary data and demonstrate ability to analyse and assess empirical results

**BAE 603.4:** Interpret and critically evaluate applied work and econometric findings.

**BAE 603.5:** Apply and interpret specification analysis.

**BAE 603.6:** Interpret and apply Cobb Douglas Production Function. Estimate Consumption function.

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## Syllabus

### Module I: Nature and scope of econometrics

### Module II: Classical Linear Regression Model: Two Variable Case

Descriptive Aspects

Properties of Least Squares estimates; tests of hypotheses and confidence intervals; Gauss - Markov Theorem

Forecasting

### Module III: Classical Multiple Linear Regression Model.

Descriptive Aspects: Least Squares Estimation;  $R^2$  and Adjusted  $R^2$ ; Partial Correlations

The Classical Model: Gauss - Markov Theorem; Standard Error of Estimate Standard errors of regression coefficients

Functional Forms of Regression Models

Dummy Variables-distributed lags - need, limitation and interpretation in Economics

### Module IV: Violations of Classical Assumptions and Remedies

Multicollinearity

Heteroscedasticity

Auto-correlation

### Module V: Specification Analysis

Omission of a relevant variable

Inclusion of irrelevant variable

Tests of Specification Errors

### Module VI: Simple Applications of Least Square

Estimation of Cobb-Douglas Production function

Estimation of Consumption function

### Examination Scheme:

| Components    | P0<br>(Attendance) | P1 | C1 | CT | EE1 |
|---------------|--------------------|----|----|----|-----|
| Weightage (%) | 5                  | 5  | 5  | 15 | 70  |

### Text & References:

#### Text:

- A Koutsoyiannis, "*Theory of Econometrics: An Introduction Exposition of Econometric Methods*", Educational Low-Priced Books Scheme, McMillan Education Ltd. (1992).
- Damodar Gujarathi "Basic Econometrics", Tata McGraw Hill Ltd, 1999. 4th ed.

#### References:

- A.S. Goldberger (1998), *Introductory Econometrics*, Harvard University Press, Cambridge.

- Suresh K.Ghose “Econometrics”, Prentice Hall of India private limited, New Delhi.

## Lecture Plan

| Lecture | Topics                                               | Mode of Delivery  | Corresponding CO | Mode of Assessing CO            |
|---------|------------------------------------------------------|-------------------|------------------|---------------------------------|
| 1       | Nature and scope of econometrics                     | Lecture+ PPT      | BAE 603.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Nature and scope of econometrics                     | Lecture+ PPT      | BAE 603.1        | Mid Term-1, Quiz & End Sem Exam |
| 3       | Nature and scope of econometrics                     | Flipped Classroom | BAE 603.1        | Mid Term-1, Quiz & End Sem Exam |
| 4       | Nature and scope of econometrics                     | Lecture+ PPT      | BAE 603.1        | Mid Term-1, Quiz & End Sem Exam |
| 5       | Nature and scope of econometrics                     | Flipped Classroom | BAE 603.1        | Mid Term-1, Quiz & End Sem Exam |
| 6       | Nature and scope of econometrics                     | Lecture+ PPT      | BAE 603.1        | Mid Term-1, Quiz & End Sem Exam |
| 7       | Nature and scope of econometrics                     | Lecture+ PPT      | BAE 603.1        | Mid Term-1, Quiz & End Sem Exam |
| 8       | Classical Linear Regression Model: Two Variable Case | Lecture           | BAE 603.2        | Mid Term-1, Quiz & End Sem Exam |
| 9       | Classical Linear Regression Model: Two Variable Case | Flipped Classroom | BAE 603.2        | Mid Term-1, Quiz & End Sem Exam |
| 10      | Classical Linear Regression Model: Two Variable Case | Lecture+ PPT      | BAE 603.2        | Mid Term-1, Quiz & End Sem Exam |
| 11      | Descriptive Aspects                                  | Case Study        | BAE 603.2        | Mid Term-1, Quiz & End Sem Exam |
| 12      | . Properties of Least Squares estimates;             | Lecture+ PPT      | BAE 603.2        | Mid Term-1, Quiz & End Sem Exam |
| 13      | tests of hypotheses and confidence intervals;        | Lecture+ PPT      | BAE 603.2        | Mid Term-1, Quiz & End Sem Exam |
| 14      | Gauss - Markov Theorem Forecasting                   | Lecture+ PPT      | BAE 603.2        | Mid Term-1, Quiz & End Sem Exam |
| 15      | Gauss - Markov Theorem Forecasting                   | Lecture+ PPT      | BAE 603.2        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                                                                                                                           |                      |           |                                    |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|-----------|------------------------------------|
| 16 | Gauss - Markov Theorem<br>Forecasting                                                                                                                                                     | Flipped<br>Classroom | BAE 603.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 17 | Gauss - Markov Theorem<br>Forecasting                                                                                                                                                     | Lecture+<br>PPT      | BAE 603.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 18 | tests of hypotheses and<br>confidence intervals;                                                                                                                                          | Lecture+<br>PPT      | BAE 603.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 19 | Classical Multiple Linear<br>Regression Model.                                                                                                                                            | Lecture+<br>PPT      | BAE 603.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 20 | Classical Multiple Linear<br>Regression Model.                                                                                                                                            | Lecture+<br>PPT      | BAE 603.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 21 | Descriptive Aspects: Least<br>Squares Estimation; R <sup>2</sup> and<br>Adjusted R <sup>2</sup> ; Partial<br>Correlations                                                                 | Lecture+<br>PPT      | BAE 603.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 22 | The Classical Model: Gauss -<br>Markov Theorem; Standard<br>Error of Estimate Standard<br>errors of regression<br>coefficients                                                            | Flipped<br>Classroom | BAE 603.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 23 | Functional Forms of<br>Regression Models                                                                                                                                                  | Flipped<br>Classroom | BAE 603.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 24 | Functional Forms of<br>Regression Models                                                                                                                                                  | Lecture+<br>PPT      | BAE 603.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 25 | Dummy Variables-distributed<br>lags - need, limitation and int<br>Dummy Variables-distributed<br>lags - need, limitation and<br>interpretation in<br>Economicserpretation in<br>Economics | Lecture+<br>PPT      | BAE 603.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 26 | Dummy Variables-distributed<br>lags - need, limitation and<br>interpretation in Economics                                                                                                 | Lecture+<br>PPT      | BAE 603.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 27 | Dummy Variables-<br>distributed lags - need,                                                                                                                                              | Flipped<br>Classroom | BAE603.3  | Mid Term-2, Quiz<br>& End Sem Exam |

|    |                                                     |                      |           |                                    |
|----|-----------------------------------------------------|----------------------|-----------|------------------------------------|
|    | limitation and interpretation<br>in Economics       |                      |           |                                    |
| 28 | Violations of Classical<br>Assumptions and Remedies | Flipped<br>Classroom | BAE 603.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 29 | Violations of Classical<br>Assumptions and Remedies | Lecture+<br>PPT      | BAE 603.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 30 | Violations of Classical<br>Assumptions and Remedies | Lecture+<br>PPT      | BAE 603.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 31 | Violations of Classical<br>Assumptions and Remedies | Lecture+<br>PPT      | BAE 603.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 32 | Multicollinearity                                   | Lecture+<br>PPT      | BAE 603.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 33 | Heteroscedasticity<br>Auto-correlation              | Lecture+<br>PPT      | BAE 603.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 34 | Specification Analysis                              | Lecture+<br>PPT      | BAE 603.5 | Quiz & End Sem<br>Exam             |
| 35 | Specification Analysis                              | Lecture+<br>PPT      | BAE 603.5 | Quiz & End Sem<br>Exam             |
| 36 | Omission of a relevant<br>variable                  | Flipped<br>Classroom | BAE 603.5 | Quiz & End Sem<br>Exam             |
| 37 | Omission of a relevant<br>variable                  | Lecture+<br>PPT      | BAE 603.5 | Quiz & End Sem<br>Exam             |
| 38 | Inclusion of irrelevant<br>variable                 | Lecture+<br>PPT      | BAE 603.5 | Quiz & End Sem<br>Exam             |
| 39 | Inclusion of irrelevant<br>variable                 | Lecture+<br>PPT      | BAE 603.5 | Quiz & End Sem<br>Exam             |
| 40 | Tests of Specification Errors                       | Lecture+<br>PPT      | BAE 603.5 | Quiz & End Sem<br>Exam             |
| 41 | Tests of Specification Errors                       | Lecture+<br>PPT      | BAE 603.5 | Quiz & End Sem<br>Exam             |
| 42 | Simple Applications of Least<br>Square              | Lecture+<br>PPT      | BAE 603.6 | Quiz & End Sem<br>Exam             |
| 43 | Simple Applications of Least<br>Square              | Lecture+<br>PPT      | BAE 603.6 | Quiz & End Sem<br>Exam             |

|    |                                                |                   |           |                     |
|----|------------------------------------------------|-------------------|-----------|---------------------|
| 44 | Simple Applications of Least Square            | Lecture+ PPT      | BAE 603.6 | Quiz & End Sem Exam |
| 45 | Estimation of Cobb-Douglas Production function | Flipped Classroom | BAE 603.6 | Quiz & End Sem Exam |
| 46 | Estimation of Cobb-Douglas Production function | Flipped Classroom | BAE 603.6 | Quiz & End Sem Exam |
| 47 | Estimation of Consumption function             | Flipped Classroom | BAE 603.6 | Quiz & End Sem Exam |
| 48 | Estimation of Consumption function             | Flipped Classroom | BAE 603.6 | Quiz & End Sem Exam |

### Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                                                                                                        | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |             |             |             |             |              |
|------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
|                  |                                                                                                                                                                                                                                  | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>O<br>6 | P<br>O<br>7 | P<br>O<br>8 | P<br>O<br>9 | P<br>O<br>10 |
| <b>BAE 603.1</b> | Come to learn about the concept, nature and scope of Econometrics.                                                                                                                                                               | 2                                   | 1           | 3           | 1           | 3           | 1           | 3           | -           | -           | 2            |
| <b>BAE 603.2</b> | Come to learn about the Classical Linear Regression model with two variables. Come to learn about the Properties of Least Squares estimates; tests of hypotheses and confidence intervals; Gauss - Markov Theorem<br>Forecasting | 2                                   | 2           | 1           | 2           | 2           | 1           | 2           | -           | -           | 3            |
| <b>BAE 603.3</b> | Come to know about the Descriptive Aspects: Least                                                                                                                                                                                | 2                                   | 3           | 2           | 3           | 2           | 1           | 2           | 2           | 1           | 3            |

|                  |                                                                                                                                                                                                                                                                                                                                             |   |   |   |   |   |   |   |   |   |   |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
|                  | Squares Estimation; R <sup>2</sup> and Adjusted R <sup>2</sup> ; Partial Correlations<br>The Classical Model: Gauss - Markov Theorem; Standard Error of Estimate Standard errors of regression coefficients<br>Functional Forms of Regression Models<br>Dummy Variables-distributed lags - need, limitation and interpretation in Economics |   |   |   |   |   |   |   |   |   |   |
| <b>BAE 603.4</b> | Come to know about Violations of Classical Assumptions and Remedies                                                                                                                                                                                                                                                                         | 2 | 2 | 1 | 2 | 3 | 2 | 3 | - | - | 1 |
| <b>BAE 603.5</b> | Come to know about Specification Analysis                                                                                                                                                                                                                                                                                                   | 1 | 3 | 1 | 2 | 2 | 2 | 3 | - | - | 2 |
| <b>BAE 603.6</b> | Come to learn about Simple Applications of Least Square                                                                                                                                                                                                                                                                                     | 1 | 2 | 2 | 3 | 2 | 2 | 1 | - | - | 2 |

**Sample Question Paper**

| Amity Business School<br>BA(H) Economics<br>I MID-SEMESTER (SEM –VI) 2021-22 |                |               |          |           |                |          |
|------------------------------------------------------------------------------|----------------|---------------|----------|-----------|----------------|----------|
| Class: BA(H) Economics (VI SEM)                                              |                |               |          |           |                |          |
| Subject Name:<br><b>BAE 603:Econometrics- Basic Theory and Applications</b>  |                | Time: 2 Hrs   |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                               | Remembering    | Understanding | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                             | Q.1,2(a), 2(b) | Q.3,          | Q.4      | Q.2,5,6   |                |          |



| <b>Student will be able to</b><br><b>CO1:</b> Understand the<br><b>CO2:</b> Develop an. |              |                                                                                                               |       |
|-----------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------------------------------------|-------|
| CO Map                                                                                  | Question No. | Question                                                                                                      | Marks |
| CO1                                                                                     | Q.1          | What do you understand by Econometrics?                                                                       | 3     |
| CO1                                                                                     | Q.2a         | Explain the nature of Econometrics.                                                                           | 3     |
|                                                                                         | Q.2b         | Describe the scope of Econometrics.                                                                           | 3     |
| CO1                                                                                     | Q.3          | Explain how the knowledge of Econometrics is helpful in the understanding of Econometric data of the country. | 6     |
| CO2                                                                                     | Q.4          | What do you mean by Classical Linear Regression Model?                                                        | 3     |
| CO2                                                                                     | Q.5a         | Explain the Properties of Least Squares estimates.                                                            | 3     |
|                                                                                         | Q.5b         | What do you mean by Confidence Intervals?                                                                     | 3     |
| CO2                                                                                     | Q 6          | Explain the Gauss - Markov Theorem with the help of an example.                                               | 6     |

| Attainments |   | Rubric                                                     |
|-------------|---|------------------------------------------------------------|
| Level       | 1 | IF 60% of students secure more than 60% marks then level 1 |
| Level       | 2 | IF 70% of students secure more than 60% marks then level 2 |
| Level       | 3 | IF 80% of students secure more than 60% marks then level 3 |



# AMITY UNIVERSITY

MADHYA PRADESH

*Established vide Government of Madhya Pradesh Act No. 27 of 2010*

**AMITY UNIVERSITY MADHYA PRADESH, GWALIOR**

**AMITY BUSINESS SCHOOL**

## **PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

### **Bachelor of Arts in Economics Academic Year – 2022-23**

#### **Programme Outcomes:**

**[PO.1].** Identify and explain economic concepts and theories, and create models that connect to a wide variety of interdisciplinary and real-life contexts

**[PO.2].** Apply knowledge and skills in economics, mathematics, statistics, and analytical software for conducting original and independent social science research.

**[PO.3].** The programme aims at enhancing the ability of students to analyse and interpret data to take effective managerial decisions in organizational departments both at national and international levels.

**[PO.4]** To prepare the students for working in the Economic world like banking, industries, Education, etc.

**[PO.5]** Apply knowledge and skill in the field of Economics, research, statistics, mathematics and will be able to have the employability in these areas.

**[PO.6]** Demonstrate the traits of an ethical global citizen by bringing in various perspectives, interests and biases, and articulate their effects in shaping, forming and manipulating worldviews in a cross-cultural environment

**[PO.7]** Analyse and present critical perspectives on social issues, especially related to gender and environment, through an interdisciplinary lens

**[PO.8]** Develop and demonstrate employability and entrepreneurial skills to explore their own innovative competence and integrate their lived experiences into becoming effective leaders

**[PO.9]** Demonstrate social sensitivity and Develop social awareness through activities such as service-learning and formulate constructive ways of engaging with different communities

**[PO.10]** Exhibit self-motivation, adaptability and respect for peers in personal and professional engagements.

**Note:** - Correlation levels 1, 2 and 3 as defined below:

1: Slight (Low), 2: Moderate (Medium) and 3 : Substantial (High)

If there is no correlation, put “-”

| PROGRAMME           |        |         |     |     |     |     |     |     |     |     |      |
|---------------------|--------|---------|-----|-----|-----|-----|-----|-----|-----|-----|------|
| ARTICULATION MATRIX |        |         |     |     |     |     |     |     |     |     |      |
|                     |        | P<br>O1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PO8 | PO9 | PO10 |
|                     | BAE604 | 2       | 1   | 1   | 3   | 2   | 2   | 2   | -   | -   | 3    |



# AMITY UNIVERSITY

MADHYA PRADESH

Established vide Government of Madhya Pradesh Act No. 27 of 2010

## AMITY BUSINESS SCHOOL

### Course Handout

Course : BUSINESS ETHICS AND CORPORATE GOVERNANCE

Course Code : BAE604, Crédits : 04, Session :2021-22 (Even Sem.), Class : BA. Economics (Hons) 3rd  
Year

Faculty Name :

A. **Introduction:** The main objective of this paper is to create awareness of the Business Ethics, morals and values. It aims to make the students learn about ethics of care. It aims to teach the students about ethical dilemma. They should know how to handle situations of ethical dilemma and how to take decisions in such cases. It aims to teach them about problems of Business ethics such as Marketing ethics and Ethics in human resources.

B. **Course Outcomes:** At the end of the course, students will be able to:

**BAE 604.1:** Understand the importance of ethics and corporate governance in the day-to-day working of organizations.

**BAE 604.2:** Learn the issues involved in maintaining ethics and how to deal with such situations.

**BAE 604.3** Learn scope of business ethics in Compliance, finance, Human resources, marketing, production.

**BAE 604.4:** Develop an understanding of Corporate objectives and goals and learn about Issues in Managing public limited firms. They will learn about agency problems.

**BAE 604.5:** Understand the concept of Corporate Governance and learn about whistle blowers.

**BAE604.6:** Develop an understanding about External Corporate Governance Mechanism.

| <b>Component of Evaluation</b> | <b>Description</b>                                                                                                                                                                                            | <b>Code</b> | <b>Weightage %</b> |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------|
| Continuous Internal Evaluation | Mid Term 1                                                                                                                                                                                                    | CT          | 15%                |
|                                | Mid Term 2                                                                                                                                                                                                    |             |                    |
|                                | Seminar/Viva-Voce/Quiz/Home Assignment                                                                                                                                                                        | S/V/Q/HA    | 10%                |
| Attendance                     | A minimum of 75% Attendance is required to be maintained by a student to be qualified for taking up the End Semester examination. The allowance of 25% includes all types of leaves including medical leaves. | A           | 5%                 |
| End Semester Examination       | End Semester Examination                                                                                                                                                                                      | EE          | 70%                |
| <b>Total</b>                   |                                                                                                                                                                                                               |             | <b>100%</b>        |

## Syllabus

### Module I

Introduction to Business Ethics, ethics, Morals and values, Concepts of Utilitarianism and Universalism- Theory of rights, Theory of justice- Virtue ethics- ethics of care- Law and Ethics- the Nature of Ethics in Management- Business Standards and Values- Value Orientation of the firm.

### Module II: Typical Problem in Business Ethics

Environmental Pollution & Society- marketing Ethics (in Products, Pricing, Promotion and Place) and Consumer protection- Ethics in Human Resources Management (Recruitment and promotion policies, Working Conditions, Down Sizing Workforce),

### Module III: Complexity of Ethical Issues

Conflicts in decision making from ethical and economic point of view- Ethical Dilemma- Solving ethical dilemma, Managerial integrity and decision making.

### Module IV: Corporate Governance

History of Corporate form and models- Corporate Objectives and goals, ownership pattern- Issues in Managing public limited firms- Agency problems.

### Module V: Internal Corporate Governance Mechanism

Board of Directors- Functional Committees of Board; Code of Conduct, whistle blowers.

### Module VI: External Corporate Governance Mechanism

Regulators, Gate keepers, Institutional Investors, Corporate raiders & Corporate Governance in India.

**Examination Scheme:**

| Components    | P0<br>(Attendance) | P1 | C1 | CT | EE1 |
|---------------|--------------------|----|----|----|-----|
| Weightage (%) | 5                  | 5  | 5  | 15 | 70  |

**Text & References:**

**Text:**

- Business Ethics: Concepts & Cases, Velasques, M.G., PHI
- Corporate Governance, Eric Banks, John Wiley

**References:**

- Corporate Governance, Fernando Pearson Education

**Examination Scheme:**

| Components    | PO<br>(Attendance) | PI | CI | CT | EE1 |
|---------------|--------------------|----|----|----|-----|
| Weightage (%) | 5                  | 5  | 5  | 15 | 70  |

**Text & References**

**Lecture Plan**

| Lecture | Topics                           | Mode of Delivery | Corresponding CO | Mode of Assessing CO            |
|---------|----------------------------------|------------------|------------------|---------------------------------|
| 1       | Introduction to Business Ethics, | Lecture+ PPT     | BAE 604.1        | Mid Term-1, Quiz & End Sem Exam |
| 2       | Introduction to Business Ethics, | Lecture+ PPT     | BAE 604.1        | Mid Term-1, Quiz & End Sem Exam |

|    |                                                               |                   |           |                                 |
|----|---------------------------------------------------------------|-------------------|-----------|---------------------------------|
| 3  | ethics, Morals and values                                     | Flipped Classroom | BAE 604.1 | Mid Term-1, Quiz & End Sem Exam |
| 4  | ethics, Morals and values                                     | Lecture+ PPT      | BAE 604.1 | Mid Term-1, Quiz & End Sem Exam |
| 5  | ethics, Morals and values                                     | Flipped Classroom | BAE 604.1 | Mid Term-1, Quiz & End Sem Exam |
| 6  | Concepts of Utilitarianism and Universalism-                  | Lecture+ PPT      | BAE 604.1 | Mid Term-1, Quiz & End Sem Exam |
| 7  | Concepts of Utilitarianism and Universalism-                  | Lecture+ PPT      | BAE 604.1 | Mid Term-1, Quiz & End Sem Exam |
| 8  | Concepts of Utilitarianism and Universalism-                  | Lecture           | BAE 604.1 | Mid Term-1, Quiz & End Sem Exam |
| 9  | Theory of rights, Theory of justice                           | Flipped Classroom | BAE 604.2 | Mid Term-1, Quiz & End Sem Exam |
| 10 | Virtue ethics- ethics of care                                 | Lecture+ PPT      | BAE 604.1 | Mid Term-1, Quiz & End Sem Exam |
| 11 | Virtue ethics- ethics of care                                 | Case Study        | BAE 604.1 | Mid Term-1, Quiz & End Sem Exam |
| 12 | Law and Ethics- the Nature of Ethics in Management            | Lecture+ PPT      | BAE 604.1 | Mid Term-1, Quiz & End Sem Exam |
| 13 | Law and Ethics- the Nature of Ethics in Management            | Lecture+ PPT      | BAE 604.1 | Mid Term-1, Quiz & End Sem Exam |
| 14 | Business Standards and Values- Value Orientation of the firm. | Lecture+ PPT      | BAE 604.1 | Mid Term-1, Quiz & End Sem Exam |
| 15 | Business Standards and Values- Value Orientation of the firm. | Lecture+ PPT      | BAE 604.1 | Mid Term-1, Quiz & End Sem Exam |
| 16 | Environmental Pollution & Society- marketing Ethics           | Flipped Classroom | BAE 604.2 | Mid Term-1, Quiz & End Sem Exam |
| 17 | Environmental Pollution & Society- marketing Ethics           | Lecture+ PPT      | BAE 604.2 | Mid Term-1, Quiz & End Sem Exam |
| 18 | Consumer protection-                                          | Lecture+ PPT      | BAE 604.2 | Mid Term-1, Quiz & End Sem Exam |

|    |                                                                                              |                      |           |                                    |
|----|----------------------------------------------------------------------------------------------|----------------------|-----------|------------------------------------|
| 19 | Consumer protection-                                                                         | Lecture+<br>PPT      | BAE 604.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 20 | Ethics in Human Resources<br>Management                                                      | Lecture+<br>PPT      | BAE 604.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 21 | Working Conditions, Down<br>Sizing Workforce)                                                | Lecture+<br>PPT      | BAE 604.2 | Mid Term-1, Quiz<br>& End Sem Exam |
| 22 | Conflicts in decision<br>making from ethical and<br>economic point of view-                  | Flipped<br>Classroom | BAE 604.3 | Mid Term-1, Quiz<br>& End Sem Exam |
| 23 | Conflicts in decision<br>making from ethical and<br>economic point of view-                  | Flipped<br>Classroom | BAE 604.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 24 | Ethical Dilemma- Solving<br>ethical dilemma,<br>Managerial integrity and<br>decision making. | Lecture+<br>PPT      | BAE 604.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 25 | Ethical Dilemma- Solving<br>ethical dilemma,<br>Managerial integrity and<br>decision making. | Lecture+<br>PPT      | BAE 604.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 26 | Ethical Dilemma- Solving<br>ethical dilemma,<br>Managerial integrity and<br>decision making. | Lecture+<br>PPT      | BAE 604.3 | Mid Term-2, Quiz<br>& End Sem Exam |
| 27 | History of Corporate form<br>and models                                                      | Flipped<br>Classroom | BAE604.4  | Mid Term-2, Quiz<br>& End Sem Exam |
| 28 | History of Corporate form<br>and models                                                      | Flipped<br>Classroom | BAE 604.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 29 | Corporate Objectives and<br>goals                                                            | Lecture+<br>PPT      | BAE 604.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 30 | Corporate Objectives and<br>goals                                                            | Lecture+<br>PPT      | BAE 604.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 31 | ownership pattern                                                                            | Lecture+<br>PPT      | BAE 604.4 | Mid Term-2, Quiz<br>& End Sem Exam |
| 32 | ownership pattern                                                                            | Lecture+<br>PPT      | BAE 604.4 | Mid Term-2, Quiz<br>& End Sem Exam |



|    |                                                           |                   |           |                                 |
|----|-----------------------------------------------------------|-------------------|-----------|---------------------------------|
| 33 | Issues in Managing public limited firms- Agency problems. | Lecture+ PPT      | BAE 604.4 | Mid Term-2, Quiz & End Sem Exam |
| 34 | Issues in Managing public limited firms- Agency problems. | Lecture+ PPT      | BAE 604.4 | Quiz & End Sem Exam             |
| 35 | Issues in Managing public limited firms- Agency problems. | Lecture+ PPT      | BAE 604.4 | Quiz & End Sem Exam             |
| 36 | Issues in Managing public limited firms- Agency problems. | Flipped Classroom | BAE 604.4 | Quiz & End Sem Exam             |
| 37 | Board of Directors-                                       | Lecture+ PPT      | BAE 604.5 | Quiz & End Sem Exam             |
| 38 | Board of Directors-                                       | Lecture+ PPT      | BAE 604.5 | Quiz & End Sem Exam             |
| 39 | Functional Committees of Board                            | Lecture+ PPT      | BAE 604.5 | Quiz & End Sem Exam             |
| 40 | Functional Committees of Board                            | Lecture+ PPT      | BAE 604.5 | Quiz & End Sem Exam             |
| 41 | Code of Conduct, whistle blowers.                         | Lecture+ PPT      | BAE 604.5 | Quiz & End Sem Exam             |
| 42 | Code of Conduct, whistle blowers.                         | Lecture+ PPT      | BAE 604.5 | Quiz & End Sem Exam             |
| 43 | Regulators, Gate keepers                                  | Lecture+ PPT      | BAE 604.6 | Quiz & End Sem Exam             |
| 44 | Regulators, Gate keepers                                  | Lecture+ PPT      | BAE 604.6 | Quiz & End Sem Exam             |
| 45 | Institutional Investors, Corporate raiders                | Flipped Classroom | BAE 604.6 | Quiz & End Sem Exam             |
| 46 | Institutional Investors, Corporate raiders                | Flipped Classroom | BAE 604.6 | Quiz & End Sem Exam             |
| 47 | Corporate Governance in India                             | Flipped Classroom | BAE 604.6 | Quiz & End Sem Exam             |

|    |                               |                   |           |                     |
|----|-------------------------------|-------------------|-----------|---------------------|
| 48 | Corporate Governance in India | Flipped Classroom | BAE 604.6 | Quiz & End Sem Exam |
|----|-------------------------------|-------------------|-----------|---------------------|

### Articulation Matrix (Mapping of COs with POs)

| CO               | STATEMENT                                                                                                                                                                                                     | CORRELATION WITH PROGRAMME OUTCOMES |             |             |             |             |                  |                  |                  |                  |                   |
|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------|-------------|-------------|-------------|------------------|------------------|------------------|------------------|-------------------|
|                  |                                                                                                                                                                                                               | P<br>O<br>1                         | P<br>O<br>2 | P<br>O<br>3 | P<br>O<br>4 | P<br>O<br>5 | P<br>S<br>O<br>6 | P<br>S<br>O<br>7 | P<br>S<br>O<br>8 | P<br>S<br>O<br>9 | P<br>S<br>O<br>10 |
| <b>BAE 604.1</b> | Come to learn about values, morals, ethics and learn about business ethics. Learn about the Law and Ethics- the Nature of Ethics in Management- Business Standards and Values- Value Orientation of the firm. | 2                                   | 1           | 2           | 1           | 3           | 1                | 2                | -                | -                | 1                 |
| <b>BAE 604.2</b> | Come to know about the typical problems in business ethics and how to solve those problems.                                                                                                                   | 2                                   | 2           | 3           | 1           | 2           | 3                | 2                | -                | -                | 2                 |
| <b>BAE 604.3</b> | Come to know about ethical dilemma and how to handle ethical dilemma. Come to know about managing managerial integrity while decision making.                                                                 | 2                                   | 3           | 1           | 3           | 2           | 2                | 2                | 3                | 1                | 3                 |
| <b>BAE 604.4</b> | Come to know about the history of Corporate form and models. Come to learn about Corporate Objectives and                                                                                                     | 1                                   | 2           | 1           | 2           | 2           | 2                | 3                | -                | -                | 1                 |

|                  |                                                                                                      |   |   |   |   |   |   |   |   |   |   |
|------------------|------------------------------------------------------------------------------------------------------|---|---|---|---|---|---|---|---|---|---|
|                  | goals, ownership pattern-Issues in Managing public limited firms. Also, learn about Agency problems. |   |   |   |   |   |   |   |   |   |   |
| <b>BAE 604.5</b> | Come to know about Internal Corporate Governance Mechanism.                                          | 2 | 3 | 1 | 2 | 2 | 2 | 2 | - | - | 2 |
| <b>BAE 604.6</b> | Come to know about External Corporate Governance Mechanism.                                          | 2 | 3 | 2 | 2 | 1 | 2 | 3 | 2 | 2 | 2 |

### **Sample Question Paper**

|                                                                                                                                                                                                                                                            |                |                                                         |          |           |                |          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|---------------------------------------------------------|----------|-----------|----------------|----------|
| Amity Business School<br>BA(H) Economics<br>I MID-SEMESTER (SEM –VI) 2021-22                                                                                                                                                                               |                |                                                         |          |           |                |          |
| Class: BA(H) Economics (VI SEM)                                                                                                                                                                                                                            |                |                                                         |          |           |                |          |
| Subject Name:<br><b>BAE 604:Business Ethics and Corporate Governance</b>                                                                                                                                                                                   |                | Time: 2 Hrs                                             |          |           | Max. Marks: 30 |          |
| Levels of the questions as per Blooms Taxonomy                                                                                                                                                                                                             | Remembering    | Understanding                                           | Applying | Analyzing | Evaluating     | Creating |
| Question Mapping                                                                                                                                                                                                                                           | Q.1,2(a), 2(b) | Q.3,                                                    | Q.4      | Q.2,5,6   |                |          |
| <b>Student will be able to</b><br><b>CO1:</b> Understand the importance of ethics and corporate governance in the day-to-day working of organizations<br><b>CO2:</b> Learn the issues involved in maintaining ethics and how to deal with such situations. |                |                                                         |          |           |                |          |
| CO Map                                                                                                                                                                                                                                                     | Question No.   | Question                                                |          |           |                | Marks    |
| CO1                                                                                                                                                                                                                                                        | Q.1            | What do you understand by Business Ethics?              |          |           |                | 3        |
| CO1                                                                                                                                                                                                                                                        | Q.2a           | Explain the concept of Utilitarianism and Universalism. |          |           |                | 3        |
|                                                                                                                                                                                                                                                            | Q.2b           | Explain the nature of Ethics in Management.             |          |           |                | 3        |

|     |      |                                                                                                                                   |   |
|-----|------|-----------------------------------------------------------------------------------------------------------------------------------|---|
| CO1 | Q.3  | What do you understand by Value Orientation of the firm.                                                                          | 6 |
| CO2 | Q.4  | What do you understand by typical problems in business ethics?                                                                    | 3 |
| CO2 | Q.5a | What is ethical dilemma?                                                                                                          | 3 |
|     | Q.5b | What are marketing ethics?                                                                                                        | 3 |
| CO2 | Q 6  | Apply your knowledge of business ethics to explain the ethical problems that arise during recruitment and promotion of employees. | 6 |

| Attainments  |   | Rubric                                                     |
|--------------|---|------------------------------------------------------------|
| <b>Level</b> | 1 | IF 60% of students secure more than 60% marks then level 1 |
| <b>Level</b> | 2 | IF 70% of students secure more than 60% marks then level 2 |
| <b>Level</b> | 3 | IF 80% of students secure more than 60% marks then level 3 |